



Improving Follow-Up to Hispanic Audience

PreventionFIRST!

Cincinnati, OH

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❖ Aim

➤ To increase PF!'s accessibility for the Hispanic population in the Greater Cincinnati area so they can access our prevention trainings, materials, and services.

❖ Goal

➤ Our benchmark is 0, we plan to grow at least 1% percent every year

❖ Length

➤ 2023 and beyond

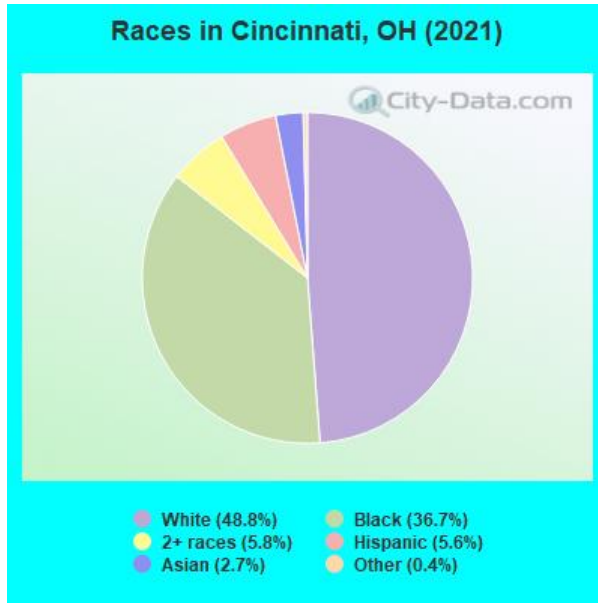


Changes we made

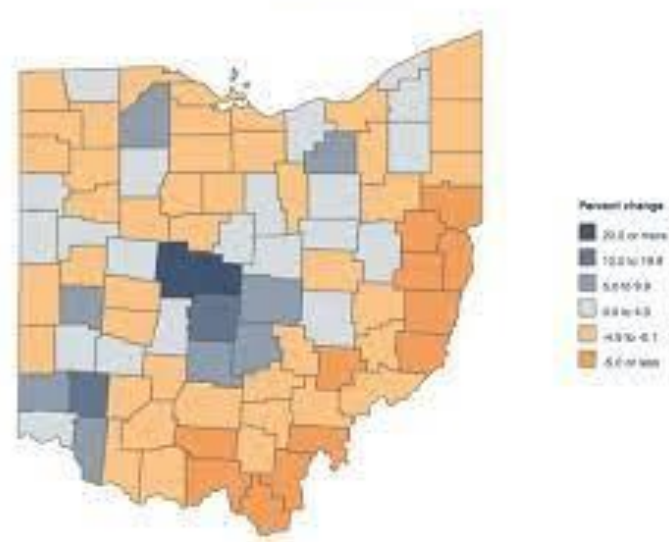
- Working to add a Spanish prompt to our phone system that will redirect callers to one of our bilingual contractors.
- They can receive information from her that includes training topics and information, services we provide, and materials including our Toolkits and Parents' Guides.
- A community member (Carlos) would complete the “walkthrough” and decide whether the addition of the prompt would be effective.



The Hispanic population in the Greater Cincinnati area has grown significantly over the past decade and continues to do so.



Percent Change in Population for Ohio Counties: 2010–2020



Our hope is that the Spanish speaking population we serve is proportionate to other populations.

Next Steps

❖ Sustainability:

- Provide Spanish trainings and resources on a consistent basis

❖ Next Project?

- Possibly add Spanish translations to our website, Spanish Facebook page



Impact

- Hope to have more members of minority communities be aware and reach out to us.
- Our organization is strengthened by reaching a greater and more diverse population.
- We have learned the importance of the point of view of the “customer”



Thank You!

Guiding Communities to a Vibrant Future

