



OUTREACH PLAN FOR THE LATINO COMMUNITY:

OBJECTIVE	ACTIVITIES	BENCHMARKS	MEASUREMENTS	TIMELINE
Build Relationships and form partnerships	Build Relationships and form partnerships with the Latino Community	Latino Community remains active Participants.	Outreach plan developed for the Latino community	Year 1

The Latino community remains active participants in P4P's efforts to reduce poverty in Eastern Idaho. A Latino sub-committee comprised of Latino community members, small business owners, community leaders, faith based community, and local government representatives drafted an outreach plan that includes the use of media, such as: Spanish radio, Spanish Television, and local outlets. A faith based approach to reach faith-based communities is a vital part of this outreach plan as it promotes spiritual well being. Outreach will also take place at fiesta gatherings; such as, Cinco de Mayo celebrations to promote cultural diversity. A strong focus of outreach will be through our community partners at parent invitational meetings in the local schools and universities so that the community recognizes P4P as an advocate of education as a vital part of prosperity creation.

OBJECTIVE	ACTIVITIES	BENCHMARKS	MEASUREMENTS	TIMELINE
Build Relationships and form partnerships	Recruit members from the Latino community in 16 county region	Latino Leaders and community members are identified and become part of the Regional Prosperity Task Force (RPTF)	Latino community in 16 county region is represented on RPTF and all Working Groups	2005
	Identify, support, and communicate with other Latino community initiatives	Contact potential partners, initiate communication process. Determine impact and duplication of effort.	P4P is recognized as a partner by at least 2 existing local, state, and professional Latino initiative organizations and groups.	
	Identify regional events that are specific to Latino population and	A calendar of Latino specific cultural events in 16 county region	P4P staff conducts outreach in at least 5 Latino cultural events and community	



	<p>culture.</p> <p>Engage the education community</p> <p>Engage Latino Community members of statewide initiatives</p> <p>Engage media support</p> <p>Review P4P media sources for translation according to educational attainment of regional Latino Migrant population.</p> <p>Engage faith based community</p>	<p>is created.</p> <p>P4P conducts outreach at area schools and universities.</p> <p>Form Relationships with members of other Latino local, state, and federal organizations.</p> <p>Media sources are identified by audience reach and scope of impact.</p> <p>Revise and translate P4P media sources into Spanish</p> <p>Identify potential faith based partners</p>	<p>gatherings.</p> <p>P4P is recognized as an advocate for prosperity creation through education in at least 3 events</p> <p>P4P is invited to be a participant in at least 1 regional and/or statewide Latino initiatives.</p> <p>P4P uses at least 2 forms of media to conduct outreach</p> <p>P4P media is made available in Spanish.</p> <p>Conduct information meetings at 5 faith-based locations</p>	
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