

Latino Programs

North Carolina Cooperative Extension endeavors to engage and provide educational programs to Latino audiences as part of its commitment to communities to respond to changes in the social, political, economic, and technological environments. Since 2007 Extension has intentionally focused on building organizational capacity to effectively engage with Latino audiences and to develop, adapt, and/or revise educational materials and resources that meet the needs of Latinos. State and grant funding have supported these efforts. Building partnerships with internal and external partners is also a keystone of these efforts.

Areas of Work

- Provide leadership for Extension’s initiatives to build organizational capacity to effectively engage with Latino and other diverse audiences.
- Lead CRD Latino programing.
- Partner with NCCES, CALS, and/or University colleagues to contribute, co-submit, and/or co-PI awarded grant and gift funds to support Latino and new audiences programing.

Highlights

Farmworkers Health and Safety Program

94%⁴ of farmworkers in N.C. are native Spanish speakers

The goal of the Farmworkers Health and Safety Program is to reduce pesticide exposure and health problems related to heat stress and Green Tobacco Sickness through outreach, education and training opportunities, and networking and partnership to build community support to enhance farmworkers and their family well-being. It is also a resource for growers to meet U.S. Tobacco Agriculture Good Practices and new EPA Workers Protection Standard training requirements.

The program components are: a) Farmworker Training - on farm and multi-farm at Extension Center, b) Farm Labor Contractors Training, c) Community Educational Events, d) Farmworker Partners Coalition, e) Extension Cross Programming. Three regional educators implement the program in Bladen, Duplin, Edgecombe, Johnston, Nash, Sampson, Wayne, and Wilson.

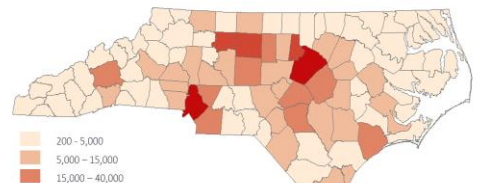
2,095 farm workers have been trained on WPS, heat stress, and green tobacco illness in 2018. Further, 879 farm workers were trained in partnership with GAP Connections.

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Latinos in North Carolina

9.6%¹ of NC population is Latino
24² median age of Latinos in N.C.
41³ Latinos 17 and younger who live in poverty

1 in 4 Hispanic residents live in Mecklenburg or Wake
Total number of individuals of Hispanic or Latino origin, per county, in 2016



Source: UNC Carolina Population Center

“We feel like our workers really became more knowledgeable of safety in many aspects as it relates to worker protection and health”.

I see my workers drinking more water on hot days.”

“My workers are more careful at the farm.”



96 % of trained workers understood the key concepts on pesticide, heat stress, and green tobacco sickness safety and prevention.

Together for a Better Education Program 'Juntos'

16.5%⁵ of K-12 students in N.C. are Latinos

The mission of the program is to empower Latino 8th -12th grade students and their parents to gain the knowledge, skills, and resources to promote high school graduation and make going to college possible. *Juntos* started in 2007 at NC State Extension. In 2019 *Juntos* moved to the Division of Academic and Student Affairs at NC State. This move includes a continued partnership with NC State Extension.

11 States across the nation are trained to implement *Juntos*

Program developers' team: Andrew Behnke, Cintia Aguilar, and Diana Urieta

Latino/Hispanic Community Survey

In 2012 a survey was conducted to identify which educational programs offered by NCEE are of most interest to the Latino community of North Carolina and to identify ways to increase participation by members of the Latino community in these programs.

Top Extension Program Preference for Latinos

- How to maintain a healthy lifestyle
- Learning about healthy nutrition for children
- How to be prepared for disaster or emergencies
- How to prevent high school drop-outs
- Participating in Youth Summer programs

The main barriers to participation identified by this study were the respondent's work schedule and lack of information about Extension educational programs

Extension Engage Leadership Committee and NC Coming Together for Racial Understanding

These two Extension initiatives are led by CRD to build organizational capacity to engage with diverse audiences and promote community dialogues.

Juntos 4-H Club

361 students attended after-school clubs focused on public speaking, community service, and CFNC Curriculum.

Family Engagement

58 family workshops and activities, reaching an average of 14 families per event.

One-on-One Coaching

1,109 hours of monthly one-on-one success coaching focused on academic achievement and goal setting.

Summer Academy

55 *Juntos* students attended NC State University's Summer Academy.

2017-2018 Program Report



Coming.... Natural Disasters and Emergencies Preparedness Program for Latinos

¹2018 U.S. Census Bureau
²2014 Pew Research Center
³2014 Pew Research Center
⁴2018 N.C. farmworker Health Program
⁵2015-16 N.C. Department of Public Instruction