

Champion Alliance Program Partner Updates

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Latino Coalition for a Healthy California

Latino Coalition for a Healthy California

- ❑ Statewide organization serving the community since 1992.
- ❑ Serves as leading voice for Latino health by initiating and advancing policies that help build healthy communities.
- ❑ Builds advocacy for high quality, culturally relevant, and linguistically appropriate healthcare and prevention services; informs the public to make choices that favor better health outcomes; and empowers communities to fully participate in health planning, implementation, evaluation, and advocacy.
- ❑ Addresses the health needs of communities of color with a focus on Latinos in underserved areas in Southern California, Central Valley, and Central Coast.

Progress & Impact

- ❑ Project Goal: Increase diversity of Champions and expand outreach of campaign.
- ❑ Partnerships: Pasadena Health Department, local health promoters.
- ❑ To date, 70 presentations given, 1,000 people reached.
- ❑ One Champion was able to conduct 15 presentations!

Challenges & Solutions

Challenges:

- ❑ As a statewide organization, it is sometimes difficult to recruit in communities where we don't have a physical presence.
- ❑ Reaching out to new organizations in target areas.

Solutions:

- ❑ Establish partnerships with local groups and organizations.
- ❑ Develop initial trust and get organizations to understand why the Champions for Change program is important.

Cultural Insights

- ❑ Importance of giving culturally specific examples, such as modifications to traditional recipes.
- ❑ Developing and distributing language appropriate materials.
- ❑ When scheduling training, consider Champions' busy schedules, especially church attendance on Sunday.



Our Champions



Angela Velasquez



“My passion for my children and community drives me to share the importance of living a healthier life.”