

# Strategies for Identifying who is Underserved

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# Goals & Objectives

- Examine what your program can do to reach and engage underserved/unserved communities in your area
- Explore who they are
- Explore why they are underserved
- Examine what it takes to meet their needs
- Examine what we can do individually

# What services do you provide?

- How do you decide what services?
  - Mainstream models
    - Domestic violence shelters
    - Sexual Assault services
    - System based responses
  - Research
  - Experience

# How's it going?

- Who is using your services?
  - People who are so desperate they have no other choice?
  - Who do you think isn't accessing your services?
  - Why aren't they?

# How do you find out?

## **Engage them & Ask them**

- Listening sessions in the community
- Engage as many as possible:
  - People in your programs
    - Support groups
  - Community members

## **Go to where they are:**

- schools
- health clinics
- housing authority
- places of worship
- markets
- barber shops and hair salons

# Listen to them

- Takes Courage
- Trust them
- Trust yourself
- Ask for help

# Caminar Latino



Julia Perilla, co founder of Caminar Latino, standing in a garden smiling

# Culturally Specific Programs

- Know their communities
- Learned to listen to them
- Adapted mainstream models where appropriate
- Valued and incorporated culture & language



# We're not going to be perfect



Image 2: Olga at 31 years old leaning on podium speaking into a microphone

# We can help

- The National Resource Center for Reaching Victims
  - Casa de Esperanza
  - Caminar Latino
  - Common Justice
  - Forge
  - National Child Advocacy Center
  - National Clearinghouse on Abuse in Later Life
  - Vera Institute of Justice
  - Women of Color Network

# Contact Information



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