



Tips Sheet for Building *Confianza* – Trust in the Latino Community





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Confianza, or trust, is an important value in the Hispanic community. This summary is designed to offer healthy marriage program developers tips to effectively build trust within the Hispanic community. The following strategies are examples of what has been successful for some healthy marriage programs but should not be considered an exhaustive list of recommendations.

Build Trust at the Community Level: Develop Relationships

- Seek opportunities to participate and/or attend various community engagements, social groups, company functions, special interest groups, churches, schools, etc.
- Focus on building relationships, exchanging contact information, and building a contact list.
- Use your contact list to network throughout the community, market the program, and identify potential partners and key contacts.
- Establish partnerships and reach out to potential participant groups via open houses, health fairs, parades, monthly meetings, flyers, radio broadcasts, web pages, etc.

Build Trust with the Audience: Identify Target Audience & Tailor Key Outreach Messages

- Understand who you are serving (teenagers, singles, couples, parents, etc.).
- Utilize information from a variety of sources and perspectives in order for the message to be relevant to the target population. Draw on important elements for the target audience and incorporate information on issues related to:
 - Multi-cultural families and marriages, statistics, issues, and concerns
 - Hispanic marriage statistics, issues, and concerns
 - Familial data (the extended family)
 - Household family data
 - Personal testimonies– “individual couples’ marriages”
- Reach the audience where they are. Present information and messages in a way that is appropriate and relevant to their level of understanding.

Build Trust on a Personal Level: Personalize and Complement the Curriculum

- Simplify and reinforce the key messages throughout the course.
- Provide context to the concepts presented by using real life experiences common to the local Hispanic community. Use role play to allow participants to:
 - illustrate the difference between past patterns of behavior and new skills learned;
 - express real life scenarios (e.g., teenage curfews, disciplining children, parent/child conflicts, life prioritizations, extended family, family transitions, etc.); and
 - adapt the communication techniques learned to their own personalities.
- Identify the participants’ areas of need to personalize the examples.
- Determine the potential obstacles that might hinder target audience participation and address them by incorporating program supports that eliminate the barriers, complement the curriculum concepts while also serving as incentives for attending (e.g. child care, transportation support, etc.).





Build Trust within the Program: Monitor and Manage Program Integrity

- Ask for feedback from participants as to what worked well and what can be changed and how.
- Develop management tools that reach out to contacts and potential participants frequently.
- Create distribution lists for mass mailings, flyers, email lists, spreadsheets, databases, etc.
- Develop and utilize flowcharts to identify and monitor all activities associated with recruiting, site coordination, registration, workshop preparation, participant follow up, etc.
- Create opportunities for staff to recommit to the program's mission, vision, and goals and offer continuing education opportunities to enhance program and personal development.

Nurture the Established Trust

- Continually seek out and utilize opportunities to connect with program participants to better understand their ongoing needs in order to refine service delivery strategies.
- Conduct regular meetings with coalition agencies and partners to share and discuss lessons learned to improve *confianza* (trust) and enhance program implementation.
- Maintain active involvement in other community, church, social functions and volunteer work.
- Identify available services and referral sources.
- Seek ongoing feedback from community networks, partner agencies, new program staff, National Hispanic Healthy Marriage Initiative representatives, etc.
- Stress to program staff the importance of consistently demonstrating genuine concern for the Hispanic community, their families, children, and marriages.

Share Resources

- Focus on building trust between your program and other Hispanic Healthy Marriage Initiative programs by sharing information, ideas, expertise and resources.
- Join the National Hispanic Healthy Marriage Initiative list serve www.acf.hhs.gov/healthymarriage/about/hispanic.

