

## RURAL COMMUNITY OUTREACH

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## Communities

- *Three types of communities are:*
  - URBAN
  - SUBURBAN
  - RURAL



## DIFFERENCES

- **URBAN:** large community with several individuals and large buildings - "a city"
- **SUBURBAN:** medium-sized communities located near large cities, houses are close to each other, malls and parks exist
- **RURAL:** communities where houses are far apart, there are a smaller number of people, may see farms and forests



## LIVE, WORK, PLAY

- Communities are places where people live, work and play...
- How is a RURAL community different from an urban community ?
- How are they the same?



## Delivering the MESSAGE

In the last couple of years working as a Domestic Violence Advocate has allowed me to see the pros and cons of taking the message to the RURAL communities



## PROS

- Community comes together often
- Everyone knows one another
- Community support



## CONS

- Lack of privacy (everyone hears what's going on, and often may add more to the problem), this can hinder the safety and or confidentiality of the victim
- Often victims **DO NOT** report in fear that their offender can make them lose their job, or creditability in the community



## Traditional Roles

- Males are given **SPECIAL TREATMENT**
- Women are conditioned to show deference to their husbands, fathers, and brothers
- Across many cultures, and seen frequently in Latino Rural communities, women are expected **NOT** to question the command or directives of their spouses



## Continued with the ROLES

- Many of the women are passive and dependent on men
- In addition, many women generally accept responsibility for success or failure in their relationships
- *Destiny*: great belief that everything happens for a reason and life could be worse, so don't try and change it, valuing suffering and acceptance.

"That's the way it was meant for me to live."



## RELIGION

- Religious beliefs reinforce the commitment to marriage
  - Many faiths hold the husband as the **HEAD** of the family, and it's the wife's duty to be submissive to him
- "This expectation can be a powerful reason for many women to stay in a destructive-relationship"

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## Illiteracy

- Many only attended second or third grade elementary level education in their countries of origin
- Some do not know how to read or write in their own language let alone English

"These factors hinder how the information get's passed on and/or even **REPORTED!**"



## Teaching Techniques

- Group settings
  - Easel and drawings (visuals)
  - Lecture/Power Points (Spanish/English)
  - Story telling approach
  - Role-plays
  - Handouts
  - Give prizes
  - **FOOD, FOOD, FOOD**
- "MI CASA es su CASA"

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## TIPS

- Develop materials that will reach your audience
- *Illiteracy*: is defined as the inability to read, write, or do basic math
- *Functional Illiteracy*: applies to those who read below the sixth grade level, may have attended one to twelve years of school (i.e. have difficulty reading the newspaper)

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## Share a STORY

- In working with Rural Communities we learn that connecting with the people is crucial. A way to accomplish this is personalizing your presentation by sharing a story, using fictitious names. This will help your audience feel comfortable and it increases their participation.



## Domestic Violence Awareness

- Creating alliances with the Rural Communities and connecting them with programs like yours is what makes them stronger
- Connecting communities and programs together
- Teen dating violence presentations
- PROMOTORAS MODELS
- Other samples of presentations



## Engaging Leadership

- Community Leaders exist in every community, it is in your best interest that you identify them EARLY in the process
- You will NEED them to ensure the success of your community outreach project and deliverance of the message.



## Encuentro Latino National Institute on Family Violence

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