

Local Strategies to Increase Immigrant Family Participation in the Wisconsin Heat Energy Assistance Program

Presented by

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Introductions & Situation

- Introductions
- Situation
- Can use these pieces for other community outreach programs

Population & Demography

Increase & total population of Latinos from 2000-2010

Wisconsin 74%; total Latino residents 192, 291 (2000)/ ____ (2010)

Eau Claire Co. 105%; total Latino residents 879 (2000)/ ____ (2010)

Dane Co. 101%; total Latino residents 14,387 (2000)/ ____ (2010)

La Crosse Co. 76%; total Latino residents 990 (2000)/ ____ (2010)

Outagamie Co. 98%; total Latino residents 3,207 (2000)/ ____ (2010)

Trempealeau Co. 595% Latino residents 240 (2000)/ ____ (2010)

Applied Population Laboratory

<http://www.apl.wisc.edu/>

- “Latino Population Briefs” (can search by county, and city/town data appears in county reports)
- “Latinos in Wisconsin: A Statistical Overview”

Accessible materials available at no-cost via website

How to access county-level population data

- 1.) Go to www.apl.wisc.edu/ and select "Latino Population Briefs."
- 2.) Select county you wish to retrieve data for, and select "get file."
- 3.) Review relevant data. The example highlights four key areas: Latino population in 2000 (3a), Latino population in 2010 (3b), numeric change from 2000 to 2010 of Latino population (3c), and percentage change from 2000 to 2010 of Latino population (3d).

1

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Home About People Services Publication Maps Online Contact Tools

Publications >> Newsletters Local Demographic Profiles

Local Demographic Profiles

Latino Population Briefs, Wisconsin Counties: 1980-2010

Select a County [v] Get File

Project Background

The above reports were produced by the Applied Population Laboratory with assistance from APL interns, Dr. Marc and Clara Gonzalez, who assembled and formatted the data. Support for the project was provided by APL and the University of Wisconsin Extension.

Additional Resources

Data Sources for this Report

- An adaptation of Hispanic or Latino Origin classification and race & ethnic to race categories is provided in the Census brief: [Division of Race and Hispanic Origin 2010](#)
- 2000 Census: [County Profiles of General Population and Hispanic Characteristics](#)
- 2000 Census: [County Profiles of General Demographic Characteristics](#)
- 1990 & 2000 Census: [Census Characteristics](#)

Other Sources of Data about Latinos

- The US Census Bureau offers a wealth of Census and American Community Survey data on its web portal: [getdata.census.gov](#)
- APL's web mapping and data extraction tool, [Geotools](#), allows users to view a range of Wisconsin geographic variables.
- Not Migration data for all US Counties, including breakdowns for the Latino population, are available at [www.migrationpolicy.org](#)
- Wisconsin Department of Public Instruction also offers some insight on Latinos in Wisconsin: [http://dpi.wisconsin.gov/latino](#)

Reports and Publications about Latinos in Wisconsin

- State-level data on Latinos in Wisconsin can be found in these APL reports: [Wisconsin's Hispanic Population, 2000](#); [Hispanics in Wisconsin, 1980](#)
- Free Research Hispanic Center produces a variety of reports detailing trends in the Hispanic population level: [www.aclh.org](#)

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2

Home About People Services Publication Maps Online Contact Tools

Publications >> Newsletters Local Demographic Profiles

Local Demographic Profiles

Latino Population Briefs, Wisconsin Counties: 1980-2010

Trempealeau County [v] Get File

Sawar County

Shawano County

Sheboygan County

St. Croix County

Taylor County

Trempealeau County ✓

Vernon County

Vilas County

Walworth County

Washburn County

Washington County

Static level data on Latinos in Wisconsin can be found in these APL reports: [Wisconsin Latino Chartbook, 2010](#); [Wisconsin's Hispanic Population, 2000](#); [Hispanics in Wisconsin, 1980](#)

2 of 4

Trempealeau County Latino Population Brief

Table 1. Total and Latino Population for Trempealeau County Municipalities, 2000 Census and 2010 Census

Name	2000 Census			2010 Census			Latino Population	
	Latino Population	Total Population	Latino Percentage	Latino Population	Total Population	Latino Percentage	Numeric Change	Percent Change
Arcadia City	76	2,402	3.3%	94	2,055	31.2%	180	1315%
Independence City	20	1,244	1.6%	172	1,136	12.9%	152	760%
Arcadia Town	20	1,555	1.3%	97	1,779	5.5%	77	385%
Stron Village	14	1,001	1.4%	74	1,114	6.6%	60	429%
Whitehall City	5	1,651	0.3%	66	1,558	4.2%	61	1220%
War City	17	1,273	1.3%	52	1,366	3.8%	35	200%
Galek Town	3	1,426	0.2%	30	1,405	1.8%	27	900%
Osseo City	6	1,669	0.4%	27	1,701	1.6%	21	350%
Albion Town	6	995	0.6%	25	653	3.8%	19	317%
Burnside Town	2	529	0.4%	24	511	4.7%	22	1100%
Pigeon Town	11	894	1.2%	21	891	2.4%	10	91%
Trempealeau Village	8	1,319	0.6%	21	1,529	1.4%	13	163%
Lincoln Town	9	829	1.1%	19	853	2.3%	10	111%
Galesville City	6	1,427	0.4%	18	1,481	1.2%	12	200%
Preston Town	4	951	0.4%	18	953	1.9%	14	350%
Caladonia Town	8	759	1.1%	13	534	2.5%	5	63%
Etrick Town	8	1,284	0.6%	12	1,237	1.0%	4	50%
Trempealeau Town	5	1,618	0.3%	12	1,756	0.7%	7	140%
Etrick Village	0	921	0.0%	11	534	2.1%	11	NA
Eleva Village	0	635	0.0%	9	670	1.3%	9	NA
Hale Town	8	988	0.8%	9	1,037	0.9%	1	12%
Unity Town	4	556	0.7%	8	506	1.6%	4	100%
Summer Town	0	806	0.0%	6	810	0.7%	6	NA
Pigeon Falls Village	0	388	0.0%	5	411	1.2%	5	NA
Ondler Town	1	414	0.2%	3	389	0.8%	2	200%
Chimney Rock Town	0	276	0.4%	1	241	0.4%	1	0%
County Total	281	27,050	0.9%	1,467	28,856	5.8%	1,182	955%

* Cities and villages marked with a checkmark in the table above reflect only those municipalities that are within the county.

3a 3b 3c 3d

2

Language and Immigration Barriers

- Citizenship status issues
- Children as citizens with parents who are undocumented
- Interpreters
 - Quality issues
 - Cost issues

Champions

- A local story of local champions increasing local successes.
- Who are your champions?
- What steps are you taking or going to take to foster relationship with your champion(s)?

Organizational and Outreach Strategy

Preparation

- meeting with partners
- media outreach (Noticias newspaper, translations, flyers to Mexican grocery stores, taquerias, laundromats, library, mass, and elementary school)
- preparing population & economic impact data
- secure UW-Extension youth development partnership for activities with kids
- partner to bring food

Day of event

- set up of food, youth activities/education, adult education, and area for privacy (application intake & processing)
- teach (youth and adults)
- Adult topics included population data, economic impact data, and Exito en el Norte curriculum on public assistance, conversation questions, & resource handouts
- Intake and processing of heat and energy assistance applications (including interpreter)

Exito en el Norte curriculum

1

EXITO EN EL NORTE SUCCESS IN THE U.S.
An educational Spanish language video series created specifically for Latino immigrants.

Preview
Project History
Partners
Series Titles
Purchase
Press Room
Contact Us

ÉXITO EN EL NORTE
Welcome to EXITO EN EL NORTE/Success in the U.S. – an educational, Spanish DVD series created by the non-profit Experience Education, in collaboration with the Southwest Area Latino Resource Center and Iowa State University Extension. EXITO helps both new and established Spanish-speaking residents meet the challenges of daily life in the U.S., providing critical life skills information and tools, and promoting community involvement, self-sufficiency and overall contribution to local communities across the U.S.

Foreign-born residents living in the U.S. face special challenges particular to immigrants living in a new country:

- language barrier – many adult immigrants do not seem to speak English proficiently enough to effectively communicate
- cultural barriers – misunderstandings may often arise from differences in cultural norms and expectations

These challenges may be further compounded if education and literacy levels keep Spanish-speaking residents from accessing necessary information, even when it is provided in the native language in a written format.

EXITO EN EL NORTE/Success in the U.S. helps to transcend these limitations, with a series of DVDs, featuring seven nationally applicable (available throughout the U.S.) and three state-specific titles (check updated listings, to the left, for state availability) that equip Spanish-speakers to succeed as workers and members of U.S. communities.

- linguistically appropriate – videos give information in speakers' native language, in Spanish designed to reach all Spanish-speakers, regardless of country of origin
- culturally appropriate – series highlights cultural differences that often stand in the way of immigrants succeeding in U.S. daily life
- visual format – information in DVDs is accessible to every Spanish-speaking immigrant, regardless of education or literacy level
- friendly, accessible presentation – the series is hosted by renowned director, actor, playwright Luis Valdez, and designed to be engaging for all viewers

Videos

- National Videos**
- State-Specific**
- Facilitator Guides**

Financial Assistance
Available: If you work with a program that has need for the EXITO EN EL NORTE series, but have limited resources or funding, please [click here](#) to learn more about possible assistance.

Librarians, Increase Library usage by Spanish-speaking patrons, using this free bilingual brochure, which explains how public libraries work, their benefits, and inviting Spanish-speakers to visit your local library.

"You can't get any more direct than this – a video that addresses the real problems that people have; and it's produced by the best."

1.) Go to <http://www.exitovideos.com/>. Topics include education, employment, finances, health care, housing, immigration, legal system, public assistance, taxes, and transportation. Information to order one or more DVD found on the website. Curriculum can be downloaded for free, to be used with DVD series.

2.) The example of public assistance topic is shown here. Topics related to this are the challenges, information, and tools educators can use to teach in communities. A facilitator's guide is also available on this page.

2

EXITO EN EL NORTE SUCCESS IN THE U.S.
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Home
Preview
Project History
Purchase
Series Titles
National Videos
State Videos
Purchase
Press Room
Contact Us

Public Assistance

The Challenge
Federal and state public assistance programs act as a safety net for persons who are either unemployed or under-employed and looking to seek needs or services. Eligibility requirements for immigrants are confusing and ever-changing. Lack of information, language barriers, and rapid changes in laws keep many immigrants from applying for needed assistance, even when they may be eligible. Confusion commonly surrounds issues such as:

- Benefits available
- Who may apply
- How and where to apply
- Immigration implications

Information
This video/DVD answers many of the practical questions about public assistance, program by program. Each type of assistance is organized by type (food programs, medical, etc.). Its purpose and benefits are described, along with eligibility requirements, contact agency and immigration status implications (if any). The video/DVD highlights the following public assistance programs:

- Temporary Assistance for Needy Families (TANF)
- Food Stamps
- Supplemental Nutrition Program for Women, Infants and Children (WIC)
- Low Income Home Energy Assistance Program (LIHEAP)
- Housing and Urban Development (HUD) programs
- Legal Services
- Medicaid
- State Children's Health Insurance Program (SCHIP)
- Head Start

Tools
Administrative agencies for various public assistance programs offer grants in the amount of any of Spanish resources they furnish online, by phone, and in person. Resources and how they are administered also vary greatly from state to state. The printed resource guide, supplied with each copy of this video/DVD, highlights Spanish resources available regarding state public assistance programs. Below, find a link to a document listing of federal resources, some of which include Spanish materials. Some serve as a jumping point for all state-administered programs, and may be of more use to service providers.

For a listing of organizations and sites that furnish general information or assistance to immigrants, or provide assistance in

Videos

- National Videos**
- Education**
- Finances**
- Healthcare**
- Immigration**
- Legal System**
- Public Assistance**
- Taxes**
- State-Specific Videos**
- Employment**
- Housing**
- Transportation**

Lessons Learned

Trust

(with community partners,
we don't have all the answers)

Learn

(from program
participants,
not “you go do your
program *for* them”)

Understanding

(of programs and barriers to
participants)

Versatility

(one approach does not
work for everyone)

What's Next?

- Build and maintain relationships
- Reflect, evaluate, and plan for next outreach event

Why we do what we do

Example of tragedy averted

Questions & Conversation

Population & Demography

Increase & total population of Latinos from 2000-2010

Wisconsin 74%; total Latino residents 192,291 (2000)/ 336,056 (2010)

Eau Claire Co. 105%; total Latino residents 879 (2000)/ 1804 (2010)

Dane Co. 101%; total Latino residents 14,387 (2000)/ 28,925 (2010)

La Crosse Co. 76%; total Latino residents 990 (2000)/ 1,741 (2010)

Outagamie Co. 98%; total Latino residents 3,207 (2000)/ 6,359 (2010)

Trempealeau Co. 595% Latino residents 240 (2000)/ 1,667 (2010)

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