

# CENTRO CULTURAL MEXICANO

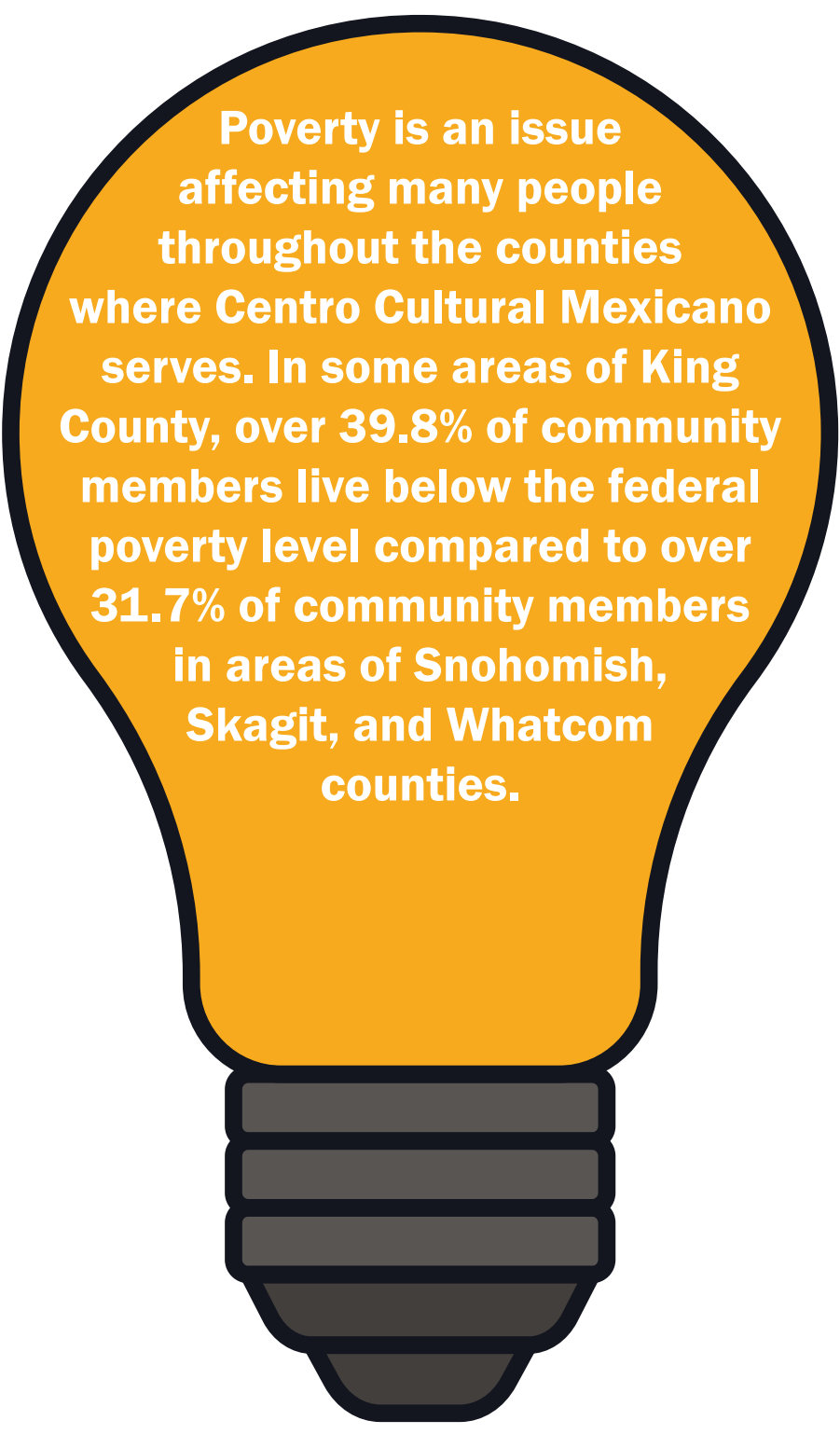
## Advancing Health Education and Outreach Among Hispanics and Spanish Communities Through Art and Culture

Centro Cultural Mexicano is leading the outreach and education efforts in King, Snohomish, Skagit, and Whatcom counties. Centro Cultural Mexicano is implementing COVID-19 education and outreach efforts to Hispanic and Spanish-speaking communities through culturally relevant messaging and engagement. Their vision is to strengthen Latino communities for success and self-determination through community empowerment.

The communities targeted by Centro Cultural Mexicano often include several intersectionalities such as: low-income, those with limited-English proficiency, undocumented immigrants, and Spanish-speakers.

### Factbox

In some areas of engagement, Centro Cultural Mexicano serves 90% of community members with limited English proficiency.



Poverty is an issue affecting many people throughout the counties where Centro Cultural Mexicano serves. In some areas of King County, over 39.8% of community members live below the federal poverty level compared to over 31.7% of community members in areas of Snohomish, Skagit, and Whatcom counties.

## IMPLEMENTATION APPROACH

- Offer range of COVID-19 bilingual programs and services in culturally and linguistically appropriate formats
- Partner with Spanish-language television and radio to facilitate COVID-19 mental health awareness (including their own show Radio Ya Es Tiempo 1540 AM)
- Facilitate community-led arts, culture, and family-friendly events, (i.e.: Cinco de Mayo Event) to provide access to suicide prevention information and COVID-19 resources
- Support COVID-19 vaccination events and wellbeing messages
- Plan creative youth engagement and innovative messaging projects around COVID-19
- Promote wellness of the community by offering basic needs and services (i.e.: COVID-19 vaccines and rent assistance)
- Utilize COVID-19 metrics and trends to inform engagement as an organization
- Promote long term financial stability for increased positive health outcomes through small business assistance programs.

“Through art and culture, we are able to engage deeply with our communities to provide access to programs, services, and information in a way that makes sense and uplifts our communities and culture.”

- Cindy Lopez

## Partnerships:

Vamos Outdoors Project. Brazilian Community Services. Other contracts in process.

FOR MORE INFORMATION PLEASE EMAIL: [EQUITY@DOH.WA.GOV](mailto:EQUITY@DOH.WA.GOV)



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