



FY 2024

Familias en Acción Annual Report



Message from Executive Director

Familias en Acción (Familias) successfully wrapped up fiscal year 2024 and is ready for the upcoming year! This past fiscal year was one full of change, hope and determination for what is to come for our community and staff.

This year we went through internal restructuring and reorganization, both within staff roles and within programs. In 2023, we added our fifth program, the CHW Workforce Development program and identified funding, making progress towards sustainability of the program. We now have a Director of Programs, Jaeme Miranda, and a Director of Development & Communications, Rachel Alford. This will help further stabilize and direct the organization.

We said goodbye to Izzy Meda, former Executive Director, who left the organization in March 2024. We are grateful to Izzy for his visionary leadership and the intentional care in preparation and execution of the transition. Because of this, we were able to welcome our new Executive Director, Margarita Gutierrez Lemus, into an organization that is stable and ready to engage with strategic planning. We had some major funding wins that allowed us to continue developing and growing our CHW Workforce Development programming, and we received a transformational unrestricted gift from Lever for Change's Yield Giving Open Call.

One constant has been Familias' commitment to programming and advocacy that has a positive impact in the health and wellness of the Latine community. We are so proud to continue being leaders in culturally and linguistically specific health education. This year this included launching the pilot programming Clima, Salud y Resiliencia, getting approved to provide CEUs for our health education classes, and hosting four cohorts of our culturally specific 90-hr CHW training.

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Mission & Vision

Familias en Acción (Familias) was founded in 1998 in response to the need for a culturally specific organization to promote health and wellness for Latino families in Oregon. Our services are culturally responsive and over the years, Familias has played a critical role in creating economic, educational, and leadership opportunities for Promotores de Salud/Community Health Workers (CHWs) in Oregon. We have developed five culturally specific health education curricula for health professionals and community members and our priorities include elimination of health disparities through health education; resource navigation; and workforce development for Latine CHWs.

Our Mission

Strengthen the health and well-being of Latino families and communities in Oregon.

Our Promise

To be present. To engage. To be relentless in our pursuit of health equity.

Our Values



Familias



Empoderar



Innovación



Confianza



Inclusividad

Today, Familias serves nearly 1,500 individuals annually through our responsive programs – Resource Navigation & Engagement, HIV/STI Sexual Health, Nutrition & Food Equity, Climate & Health Equity, Community Health Worker Workforce Development, and the annual Latino Health Equity Conference.

CHW Workforce Development

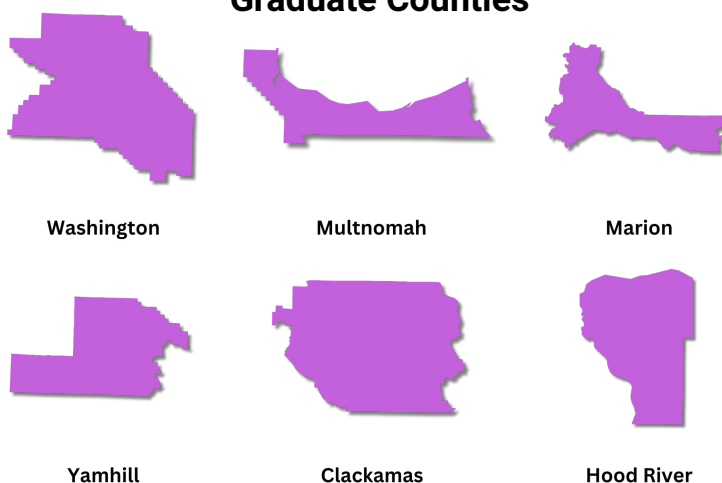
Familias en Acción continues to offer our Oregon Health Authority-approved 90-hour Community Health Worker (CHW) training. This training not only includes the required oral health component to become a certified CHW, but also provides HIPAA certification, which is highly valued by employers. Our program is conducted in-person and exclusively in Spanish, using popular education methodologies and a culturally appropriate approach.

In fiscal year 2024, Familias has hosted 4 CHW training cohorts in Portland and Hillsboro, with 63 participants graduating. On graduation day, we assist students with the OHA's CHW Certification process and offer ongoing support as needed. We also offer application support during renewal times and connection to continuing education opportunities.

To further support our participants, we partner with Centro Cultural's Centro de Prosperidad Program to present their 101 Career Mapping Workshop, which provides training on how to advance careers as CHWs. So far, our graduates have come from Multnomah, Washington, Clackamas, Hood River, Marion, and Yamhill counties. We are planning to expand our reach and bring this training to more rural areas in 2025-2026.



Graduate Counties



We deeply appreciate our current partnerships with CareOregon, the Higher Education Coordinating Commission, and Legacy Health whose generosity have been vital to our program's success. We must recognize that we are serving a priority need population, and are committed to building partnerships and fostering open conversations to creatively address the gaps and inequities in our community.

Resource Navigation & Engagement

As part of our mission to advance health equity for Latine families in Oregon, the Resource Navigation and Engagement Program at Familias en Acción employs a team of certified Community Health Workers (CHWs.) Our CHWs are trusted members of the community who provide short-and-long-term support to individuals, with the intent of reaching their health goals and improving their overall wellbeing, through navigation of health and social services.

While we have wrapped up Covid-19 wraparound services and transitioned into a new season of support, our program continues to respond to heightened levels of community need as we were during the pandemic. We are being intentional about focusing on motivational interviewing and goal setting to engage and empower community members to learn ongoing skills that carry forward after services with the CHW have ended.

Our program is currently supporting community members across the Portland Metro area which includes Multnomah, Clackamas and Washington county. We have supported over 160 individuals and their households with over 400 identified needs.



**Assisted
160+ People**



**Supported 400+
Identified Needs**

We are grateful for our partnership with the Oregon Health and Sciences University that has enabled us to expand our services and reach, and CareOregon, for continuing to support our vital work with Community Health Workers.

HIV & STI Sexual Health

Familias en Accións' HIV/ STI Sexual Health program engages Latine communities in Oregon to help implement community-driven solutions that reduce HIV and other sexually transmitted infections. Through community-centered education, testing, and outreach we expand access to resources and information and normalize conversations about sexual health.

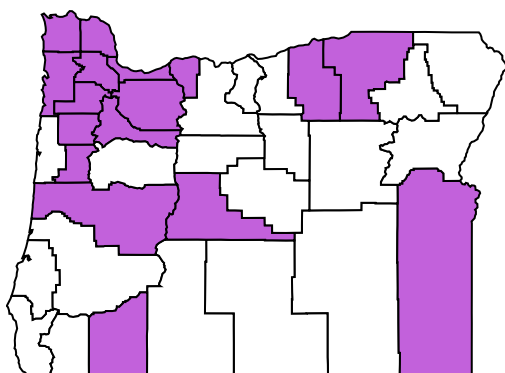
Our vision is that Latine communities feel liberated of fear and stigma associated with HIV and sexual health. In 2024, we celebrated our program's 4-year anniversary and celebrated with our educators/ promotores de salud who facilitate our sexual health education workshops.



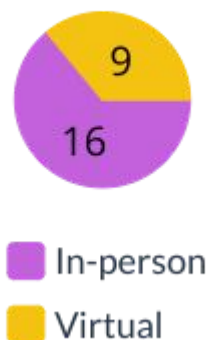
Me Cuido, Te Cuido Highlights

Me Cuido, Te Cuido, the health education curriculum component of Familias' HIV/ STI Sexual Health program, was developed in 2020 to promote health literacy, HIV/STI awareness, and prevention and access to resources for spanish-speaking community members across Oregon. Our program includes a train-the-trainer program for CHWs and other promotores de salud to become workshop facilitators. We partner with other organizations to host Me Cuido, Te Cuido workshops over zoom and in person at various community sites.

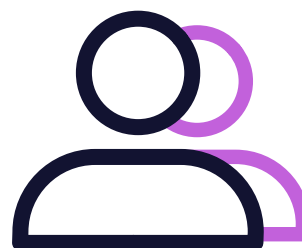
Participant Counties



Number of Classes



261 Participants



Nutrition & Food Equity

Familias' Nutrition and Food Equity Program supports Latine families in accessing food resources and providing classes and workshops to develop a healthy lifestyle based on strong cultural and family values. The vision for this program is that Latino families have nutritious, culturally tailored meals and experience less stress around how to feed their families because they know where and how to access food. In fiscal year 2024, our Nutrition and Food Equity (NFE) Program developed a new strategic plan to support Latine communities around food insecurity.



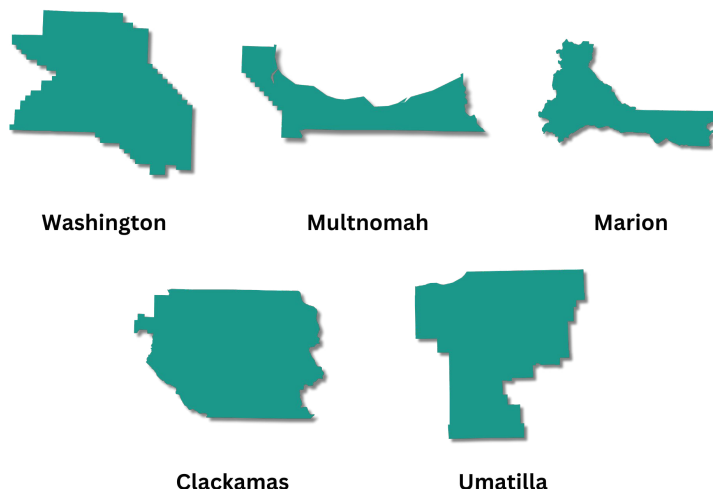
To help achieve our food access goals, the program added a new staff member, Jennifer Gonnella, who supports community members who attend our NFE classes with information and referral support and is the lead in our Del Huerto a la Mesa project where she coordinates with partners to have fresh vegetables delivered to participants' doorsteps.

Health Education

We continue to offer our Abuela, Mama y Yo (AMY) nutrition and food equity classes, which focus on the first 1000 days of a child's life. In fiscal year 2024, we offered 16 virtual and 1 in-person AMY class. To extend the reach of the AMY program in rural areas, we trained five new facilitators in Hermiston, Oregon.

Our team also offered 21 health empowerment classes, which included Zumba, Tai Chi, Yoga, Cooking, Gardening, and Composting/Recycling classes in collaboration with Centro Cultural.

Participant Counties



Food Access & Culturally Sustainable Agricultural Boxes

Addressing food insecurity and access to fresh vegetables for Latine families is crucial for promoting health equity, preserving cultural practices, and addressing broader social and economic disparities. Culturally Sustainable Agriculture (CSA) supports communities to access culturally relevant food, local farms, and strengthens relationships between community organizations. We are grateful for the relationships and collaborations we have created this year.

Through our Del Huerto a la Mesa Project, our program has been able to serve 27 families in Portland and Marion County, 143 participants total. 81 participants are under age 18. Food is delivered to participants' homes every week during the CSA season from late May to mid-November 2024.



Acción Climática Climate & Health Equity

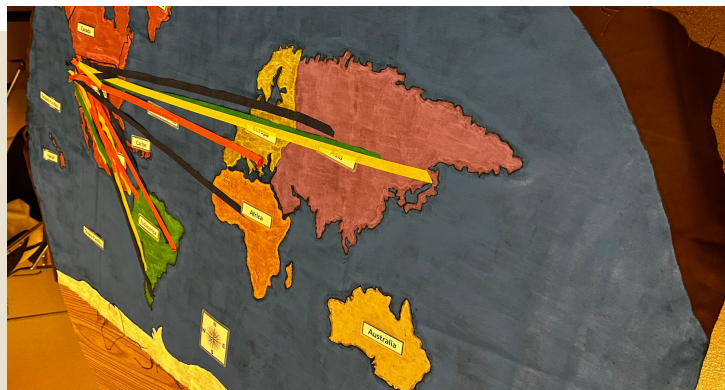
The past year has been an exciting time for the Acción Climática program, which completed its second full year of programming in 2024. In July 2023, we onboarded a new Program Manager and our first ever Engagement Organizer to carry out this climate action work.

In fiscal year 2024, the Acción Climática team underwent program visioning and strategic planning, which was an opportunity to ground their work in community needs and better understand their capacity to serve participants.

Two major milestones for the program included hosting the pilot of our 20-hr course for Community Health Workers (CHWs), titled *Clima, Salud y Resiliencia* (Climate, Health and Resilience) and securing support to begin a new type of work for *Familias*: education-to-action campaigns.

Clima, Salud y Resiliencia

The 20-hour *Clima, Salud y Resiliencia* course was designed to support Latine CHWs in their professional development and create pathways to grow their involvement in addressing the impacts of climate change. Our in-person pilot, held in fall 2023, was open to certified and non-certified CHWs and ten individuals completed the training. The course covers causes of climate change, health impacts, emergency preparedness, combating misinformation, personal action steps, how to advocate for policy change and more. Moving forward, *Familias* is able to offer up to 20 hours of continuing education credit approved by the Oregon Health Authority for completing this training.



Climate Disaster Preparedness Workshops

The Acción Climática Program offers three emergency preparedness workshops focused on the climate emergencies that are most common in Oregon: heatwaves, wildfires and smoke, and winter storms. All workshops are virtual, in Spanish, with two sessions of two hours each, and include a section on mental health. Participants learn and discuss the health and life impacts of these extreme weather events, as well as how to prepare, protect health, create emergency plans, connect to emergency alert systems, and access other resources.

Portions of these workshops are co-facilitated by expert partners. We are grateful to Raíces de Bienestar for facilitating our mental health sections and PCUN for providing critical resources and information about Oregon's statewide heat and smoke worker protection rules. Participants also receive an emergency preparedness kit, developed with our partner Cascadia Ready, delivered to their homes.

92 Emergency Preparedness Workshop Participants



Participant Emergency Preparedness Kit Materials



Annual Latino Health Equity Conference



In fiscal year 2024, Familias hosted its 15th annual Latino Health Equity Conference, which convened over 400 individuals from major health systems, community based organizations, higher education, local and state public health authorities, and community members.

The conference, titled *Nuestra Salud, Nuestro Poder: Cultivating Reproductive Justice*, focused on the intersections of Latina/e health and reproductive health and addressed disparities and access through a variety of presentation topics.



We welcomed Latinx filmmaker, author, and co-founder of the Women's March in Washington D.C, Paola Mendoza, as our keynote speaker. We additionally held a panel on abortion access in Oregon and SW Washington, which featured representatives from Latino Network, Planned Parenthood Columbia Willamette, Interface Network, and Northwest Abortion Access Fund. We hosted 6 breakout sessions covering an array of topics from research to service delivery models and training.

It was an incredible day of gathering, learning, and coming together as a community to address an important and often heavy and divisive topic. We are grateful to our generous sponsors for helping to make the event possible and to all of our attendees for bringing their wisdom and support.

Madrina de Oro



Amigue de Beca



Amiga de Bronce



Amigo de Salud





Financial Snapshot: July 2023 - June 2024

Total Revenue

\$4,996,587

\$4,696,600

Grants & Contracts

\$129,413

Conference

\$170,574

Other Income

Total Expenses

\$2,741,612

\$2,588,406

Program Services

\$103,729

Conference

\$49,477

Administrative & Other

Change in Net Assets

\$2,254,974

Net Assets (End of Year)

\$3,354,344



FY24 Program Funding Partners

Augustana Lutheran Church
CareOregon
Cascade AIDS Project
Coalition of Communities of Color
Comagine Health
CommuniCare
Ford Family Foundation
Higher Education Coordinating Commission
Kaiser Permanente
Legacy Health
The Marie Lamfrom Charitable Foundation
Metro
Meyer Memorial Trust
Multnomah County
Northwest Business Development Association
OHSU
Oregon Community Foundation
Oregon ECHO Network
Oregon Health Authority
Oregon Health Authority, Public Health Division
PGE Foundation
Portland Bureau of Emergency Management
Portland Children's Levy
Portland Clean Energy Fund
TriMet
United Way of the Columbia-Willamette

