



LATINO
Service Providers



Youth Promotor Internship Program

Promoting mental health careers and improving mental health outcomes among Latinx youth

Recent Challenges among Sonoma County Latinx Youth:

45%

Depression stress, or anxiety is an obstacle to learning*

43%

Do not have someone outside of school they can talk to when stressed or upset*

68%

Do not feel like their community cares about them*

* YouthTruth Survey of Sonoma County high school students (n=15,396), 2023

The Solution:

Latino Service Providers (LSP) trains Latinx youth, ages 16-25 years, to be mental health *Youth Promotores* via a structured **paid internship program** and gives them ample support and opportunities to present **mental health education and resources** through events and community conversations (pláticas). *Youth Promotores* engage the Latinx community, offer information in Spanish and English, and are culturally responsive. Key outcomes of the program are presented on the following pages.



Sonoma County, California

Population Served

Latinx youth, ages 16-25, and the wider Latinx community in Sonoma County

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LSP's MISSION

LSP's mission is to serve as a bridge across generations in Sonoma County's Latinx community. We do this by developing youth leaders, building awareness about health, culture, and social issues, and advocating across race and ethnicity.

KEY OUTCOMES

Overall Reach

- Since 2017, **253 Youth Promotores** from 20 high schools and 5 colleges have enrolled into the program.
- **High Retention Rate:** 93% of Youth Promotores who enrolled in the program completed it (only 19 withdrew out of 253 enrollees).
- Youth Promotores have participated in over 500 community events and meetings.
- Over 84,000 social media touches have been achieved across six years of programming.



Cultural Connectedness

- There were significant improvements in their feelings of connectedness to the cultures.
- Compared to 70% before the program, **89%** reported feeling connected to their cultural traditions after the program.
- **100%** agreed or strongly agreed that staff have an understanding of their cultural background, gender identity, and race/ethnicity.

"I can communicate and feel comfortable around these people because I felt like I wasn't an outsider. I felt involved and that they wouldn't judge me for who I am and for being a Latina. Everyone's learning. My family didn't full on have the 'culture life', so being able to be around a bunch of other Latinos and Latinas made me feel more okay with learning later on. It just felt like a very safe spot in this community."

Youth Promotora, female, 2023

96% of the youth who completed the program were satisfied and said they would recommend it

Mental Health Knowledge and Stigma Reduction

- **95%** of the Youth Promotores reported moderate to high levels of knowledge about mental health after the program.
- **100%** of the youth said they would be likely to help their family or friends to seek mental health services after the program.
- There was a large reduction in concerns about their problems not being that bad to seek mental health services (from 48% to 23%).
- **41%** of the participants took advantage of the free SOS counseling sessions and **all of them** said it was a positive experience.

"Honestly without LSP, I would have never tried therapy. I had never done it and I don't know if I would've without learning about mental health and learning about therapy. I don't know if I would later on in my future even consider it. So, I really am appreciative of that resource that they give us."

Youth Promotora, female, 2023

- **100%** of the youth shared their thoughts or resources about mental health with others in their daily life.
 - **83%** had conversations about mental health
 - **69%** shared mental health resources
 - **55%** helped others seek mental health services

KEY OUTCOMES

Workforce Skills

- **85%** of Youth Promotores developed at least three professional skills:
 - **73%** teamwork and groupwork
 - **69%** public speaking and presentations

Educational and Career Aspirations

- After the program, **69%** of the youth showed interest in pursuing advanced degrees such as a master's or doctorate degree.
- The program helped youth navigate the early stages of their careers; **81%** said the program validated the interests they came in with.

"I want to major into nursing, but the internship made me want to do this even more. I want to get more involved in my community and give people a brighter future. It put me in touch with my goal even more."

Youth Promotor, male, 2023



38% of the Youth Promotores showed an interest in working in the mental health field at the end of the program

Psychological Wellness

- Fewer youth felt marginalized (from 45% to 16%) or isolated from society (from 54% to 21%) in their daily life after the program.
- Fewer youth felt depressed or hopeless (from 40% to 21%).

Confidence

- **79%** of Youth Promotores improved confidence in themselves.
- **97%** of the youth showed confidence in performing successfully on many different tasks (up from 78% in the beginning).



"One thing I learned about myself is that I do have a voice and the power to express my own opinions without second guessing myself or thinking maybe I shouldn't say it."

Youth Promotora, female, 2023

FREQUENTLY ASKED QUESTIONS

What do the Youth Promotores do?

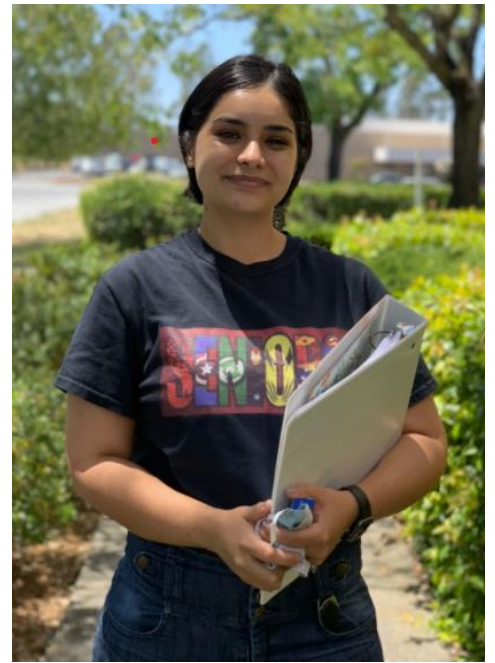
Youth Promotores are powerful ambassadors who help decrease stigma surrounding mental health and help increase the number of people who seek mental health services when necessary.

What are the goals of the program?

The program develops youth professional skills and mental health knowledge, builds confidence, promotes cultural connection and belonging, and inspires the next workforce of bilingual and bicultural providers. The long-term goal is a thriving Latinx community who are connected in mind, body, and spirit.

Who is eligible for the program?

Youth, ages 16-25, who live, work, or go to school in Sonoma County and are bilingual and bicultural (regardless of immigration status) and are motivated to learn about mental health.



What does the program consist of?

- Orientation for youth and their parents
- Trainings led by Latinx community leaders
- Weekend retreat
- Monthly meetings
- Community outreach and engagement activities for enhancing mental health awareness
- Small group project activities with mentoring from staff
- Mental health career exploration
- Complimentary counseling services
- End-of-the-year graduation celebration
- Opportunity to continue the program by becoming a YP Lead or Promotor Professional

What certifications do youth earn?

- Introduction to Community Health Work, University of San Francisco
- Question, Persuade, Refer (QPR) Suicide Prevention
- Mental Health First Aid for Youth



How long is the program? It is a 12-month cycle from May to May to align with the academic school year.



How much do youth earn? Youth are paid a stipend and earn between \$800 to \$1600 during the year.



How can students apply? Applications will open January 2024. Follow us on Facebook and Instagram for updates.

Youth Promotores described the program as...or said they felt...

Impactful
Interesting
Delighted Inspiring Loved
Fun Amazing Helpful
Empowering
Appreciative
Communal Educational
Family Awesome
Gratitude

