



Concept Paper in Relation to the Development of a Bilingual Reporting Lab Plan for South Bay and Border Communities of San Diego

As part of the P4S Strategic Plan, this concept paper is being circulated to Core Members and Coalition Members. This concept paper is a reference paper on which the Bilingual Reporting Lab Plan will be based. Your feedback will help shape its content. Responses must be submitted by email or during coalition meetings no later than **April 8, 2022**. All comments are welcome, as are suggestions for texts, figures, and examples to include in the first draft, which will be circulated at the end of **June 2022**. The P4S Bilingual Reporting Lab Plan will be launched in the South Region of San Diego on **March 2023**. It will be a concise reporting lab aimed at the bilingual and monolingual residents of the South Bay and Border Communities.

We look forward to hearing from you.

The P4S Team

Overview

Two of the most pervasive themes that came up time and time again in our stakeholder interviews and listening sessions was 1) how little trust many Latinos in the South Region currently have in government institutions, including health and social welfare systems, and 2) how Latinos stigmatize mental health and substance use disorders within their communities.

These two themes present a potent barrier to prevention work in the South Region. It may take years to rebuild trust in local institutions like County health systems. And there is no doubt that immediate action from the federal government to reverse the cruelest and most damaging immigration policies must occur before the Latino community in the South Region can begin to feel safe accessing health care and social services and seeking protection from the police. However, in addition to policy advocacy, we need to create a community reporting lab to 1) address stigma around mental health and substance use disorders within the Latino community to 2) promote accessing mental health and behavioral services when needed or advised by public health or medical professionals.

Goal

The goal of the Bilingual Reporting Lab is to build a comprehensive and multi-level approach to media dissemination for residents of our South Bay and Border Communities. This is only feasible through a robust partnership of local leaders, academia, media experts, and residents. We plan to create an avenue that addresses the stigma and misinformation perpetuated in our South Bay and Border Communities.

Our efforts will mirror the community-driven design implemented by [El Tímpano](#) in Oakland, California. Through deep-listening sessions and short surveys, organizers collected input on media consumption patterns and pertinent issues facing Bay Area's Latino and Mayan immigrant residents. Organizers could be found in communal spaces such as churches, laundromats, and shops to gather as much feedback as possible over the course of nine months. After much outreach and in the wake of Covid-19, organizers created an SMS reporting platform to connect community members with resources. Latino and Maya immigrant communities' voices were also shared with public health officials, health providers, and the greater public to make sure their needs were being amplified. Furthermore, El Tímpano and The Oaklandside formed a partnership to strengthen their newsroom and reach a wider audience.

The Bilingual Reporting Lab hopes to replicate efforts for South Bay and Border Communities. We plan to achieve this by completing the following five steps:

1. A nine-month deep listening process will include:
 - a. Determine where the Latino community in the South Region receives their information
 - b. Develop and conduct a survey
 - c. Conduct listening sessions/focus groups if needed
 - d. Observe formal and informal channels used by Latino communities to share information and participate in civic conversations
 - e. Attend meetings on local issues organized by other groups, meetings of neighborhood councils, etc.
2. Determine the logistics of bilingual reporting lab: Who can host it, pay for it, and upkeep it?
3. Identify messaging that is well received and impactful: How are we going to market it
4. Develop reporting lab
 - a. Soft launch report lab to a small target audience (pulled from survey respondents)
 - b. Conduct listening sessions/focus groups to get feedback
 - c. Market reporting lab
5. Launch reporting lab
 - a. Monitor use of lab
 - b. Make ongoing adjustments to improve lab

Conclusion

This is what the Bilingual Reporting Lab Plan aims to achieve. Ultimately, the Bilingual Reporting Lab will impact our communities by creating an avenue that addresses the stigma and misinformation perpetuated in our South Bay and Border Communities. The lab will be an accessible reserve of verifiable community news and information but presented through a culturally and linguistically appropriate lens. With this, we will amplify our communities' needs to elected officials, schools, and community organizations while also spotlighting the resources that already exist for our communities.