Mamacítas

CIBERNÉTICAS

SOUTHERN DOÑA ANA COUNTY

Working to Increase the Digital Literacy Skills of the Residents of Southern Doña Ana County

Results

Incentivized Community Focus Groups

- A total of **35** community residents attended the two focus groups and given $25 Walmart gift card

- Participants were from the Sunland Park area, including communities of Anapra and Riverside; Rural communities around La Union and Santa Teresa. Both focus groups facilitated in Spanish

       34 Women and **1** Man   Majority **43%** were Seniors (60+)   **20%** live in Rural areas

       Majority **54%** reported being Low Income   **34%** Immigrant **95%** in U.S. 10+ years

       23% Grandparents taking Care of Grandkids

What do you consider the biggest barriers to your use of the Internet?

       63% - Lack of Skills   **43%** - Affordability, Cost of adequate devices, Lack of Confidence

       34% Adequate devices   **26%** -Access

Do you have concerns about online security and safety that make you hesitant to use the internet?

       80% Yes   **14%** No   **6%-**Don't know

Do you think the cost for internet is too high?

       77%-Yes   **6%**-No   **17%**-Don't Know

Findings from Focus Groups & Key Informants

Key Components to Create Successful Community-Wide

Digital Literacy Programs

- Community Engagement
- Age-appropriate and Culturally Curriculum
- Free Digital Literacy Classes Offering Variety of Class Schedules
- Incentives to Promote Community Participation
- Variety of No-Cost Digital Navigation Services and Locations
- No-Cost Internet
- On-going Support

Home-Grown Community Consultants

For long term sustainability of digital literacy efforts and to get the outcomes we seek, we need to:

- **_Invest_** in partnerships at the community level that build local capacity and be intentional about how we integrate those with local institutional efforts and state efforts.

- **_Utilize_** and collaborate with local grass-root groups and coalitions for monitoring and evaluation (community feedback loop) of digital literacy services

- **_$Value$_** the contributions of the community, including groups like Mamacitas Ciberneticas, to ensure the delivery and quality of digital literacy activities.

Let's keep learning and most important...

Definition of Community Engagement estilo Comunitario

"You must be visible and provide consistent services in the community and also have patience because building trust is a process. Once trust is established, it becomes a commitment with the local organizations being the bridge between the community and resources, and the community utilizing the services.

And there should always be a <u>feedback loop</u> with the community to make sure the services are totally accessible, and if changes are necessary to enhance service utilization. That has been our experience in working with Latino communities."

--Arturo and Dora Ponce, Community Engagement Specialists

San Elizario, TX