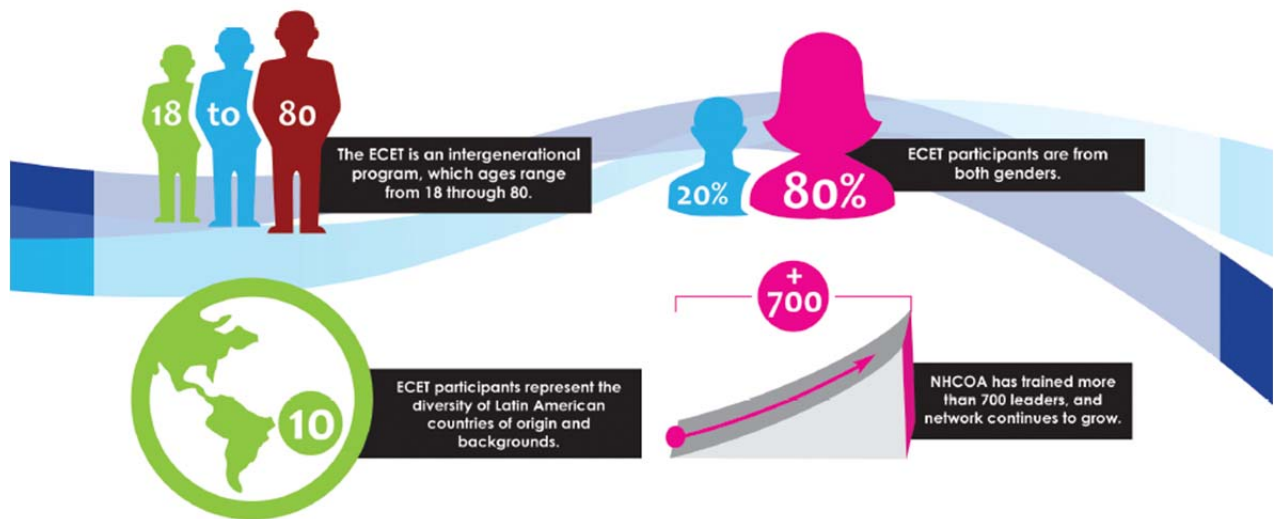


## NHCOA's Empowerment and Civic Engagement Training

Developing leadership and fostering civic engagement in the Hispanic community is one of NHCOA's most important activities. NHCOA's Empowerment and Civic Engagement Training (ECET) helps Hispanic older adults, their families, caregivers, and grassroots leaders to become their best advocates when it comes to policies and programs that have an impact on Latino families at the local, state, and federal level. The Hispanic community cherishes and respects older adults, and the ECET demystifies public policy advocacy by building on the power and strength of Hispanic older adults' collective voice. The ECET's culturally and linguistically competent curriculum is specifically designed to inspire, motivate, and provide participants with the tools and resources to advocate for policies that advance the community in the areas of economic security, health, housing, and leadership development.

**Target audience of the course:** The ECET is conducted in Spanish and is targeted to Grassroots / Community Leaders who are working and serving the Hispanic community. Over the years, NHCOA has trained hundreds of Latino seniors and community members, including grassroots leaders, through the ECET, who are currently leveraging their advocacy skills at different levels and across the spectrum to continue improving the lives of Hispanic older adults, their families, and caregivers.



**LEARNING OBJECTIVES:** In this training, participants will learn:

- What advocacy means
- What each of us brings to the table to be an advocate
- How power and justice are related
- How to choose and analyze the root causes of a community problem
- How to gather information about that problem
- What resources we have in the community to work on it
- How to set a SMART goal to address that problem—including identifying a decision-maker
- How to develop a campaign to achieve that goal
- How to use our stories as an essential component of our campaign
- How to include those stories in a presentation to a decision-maker
- How to create an agenda for a meeting with a decision-maker, including using our stories