#### Make the Road New York

Effective Community Mobilization in the Immigrant Communities

## The Make the Road Model

- Community Engagement- holistic services provision and transformative education that support community organizing
- Membership Driven- we are a membership based organization with over 14,000 mostly immigrant Latin@ immigrant members who collectively decide which campaigns to take on
- Tools for Change: advocacy, policy and legislative work, popular education, leadership development, participatory research

#### TRANSFORMATIVE EDUCATION



### **Supporting Immigrant Families**



- Documenting the Needs- We conduct outreach and canvass operations to determine access to services and benefits and to bring to light the problems that plague the community
- Community Members are Participants: We have access to hundreds of individuals who share their stories with us and work with us to conduct participatory research

- Technical Expertise Informed by Real Experience: We use our expertise in certain areas to inform our research and policy development
- Peer Education model: "Promotoras", deploying dozens of Latina immigrants who have educated people about Asthma prevention, Food Stamps eligibility, and access to health insurance.
- Youth/Parents and the Family approach

#### The Leadership Academy



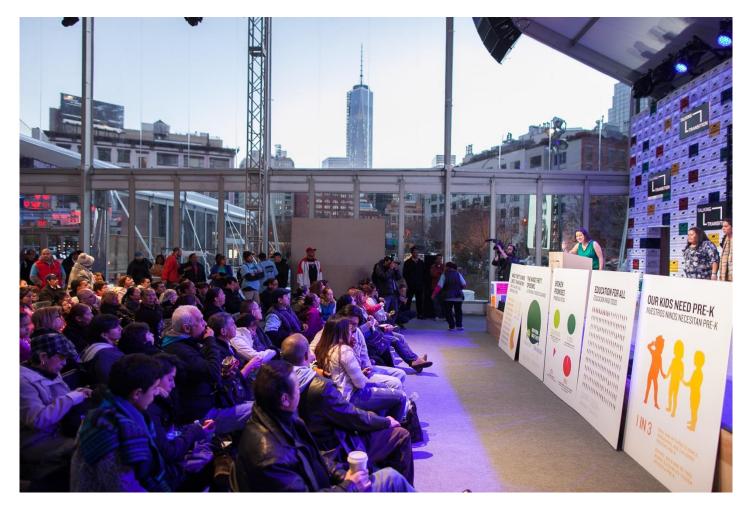
- Leadership Development: Critical Aspect of our Work.
- Peer-led issue committees: Built-in Trust
- Recognize what is preventing engagement: we are successful because we are available when the community members are.
- We are accountable to our members: even if we sometimes disagree on strategy

- We mobilize large numbers of people and make sure our community is heard
- Because we often have a loud voice, our electeds hear us and recognize us as a force
- As a result, we are able to maintain a high level of engagement from our community members; they are no longer invisible but now have the opportunity to make changes that have a significant impact in their lives

#### Make the Road at Talking Transition Tent Making Our Voices Heard



### Presenting Our Members' Platform On Education and Income Inequality



# MRNY Membership Assembly and the 2013 NYC Mayoral Candidates



#### Make the Road Membership Assembly Candidate Forum



## The Make the Road Model The WashNY Campaign

- Car Wash Campaign- outreach and education, interviewing hundreds of workers and documenting the poor working conditions
- We partnered with law enforcement agencies to improve working conditions in this industry
- We drafted and introduced legislation in the City Council to require carwash operators to obtain a permit before they start doing business
- Garnered support from community leaders, elected officials and clergy

# WashNY Campaign

- Telling the story- who is the protagonist? We used different types of media to highlight the stories of the carwasheros, print and radio and social media
- Leaders run meetings with fellow carwash workers and share their struggles
- Workers at six car washes signed union contracts and many others saw their wages rise
- Carwasheros have testified in hearings and conducted trainings

#### Car Wash Assembly Victory Report



## Health Advocacy Work

- Language Access
- MRNY's Senior Staff in the Medicaid Redesign Team's Health Disparities Taskforce
- Financial Assistance
- Community Health Worker program
- CTG-Healthy Living