

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



Effective Community Mobilization

- 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

Effective Community Mobilization

- 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



Effective Community Mobilization

- 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

Effective Community Mobilization

- 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