



September 2006

LA VOZ

La Alianza Hispana Newsletter



Message from the Team

Dear Friends and Colleagues:

What a busy summer we have had at La Alianza! As you know, we have embarked on a number of capacity- building activities designed to significantly strengthen programs and services. We are happy to report that The Boston Foundation recently awarded La Alianza with a generous grant of \$100K to support capacity building

activities. We also have received funding from other generous partners –Roxbury Trust, Citizens Bank, Clippership Foundation and Eastern Bank to support a comprehensive development plan that will strengthen fiscal operations, development and other systemic infrastructure.

There are many outreach activities happening as well. Two in particular are the Tufts University study on "Health and Nutrition of Puerto Ricans." La Alianza assisted in recruiting over 1200 participants for this study. The goal of the study is to work towards

improving public policy and health services for Latino elders. La Alianza is also partnering with a number of other organizations in Presencia Total, a La Alianza effort to coordinate recruitment and outreach services to the Latino community in the areas of most need.

This month La Alianza celebrated National Adult Health Week at a breakfast with our senior clients. This breakfast event featured our talented senior music and theater group who put on a play that shared their perspective on current social, political and economic issues. Special guests in attendance were: State Senator Dianne Wilkerson, State Representative Jeffrey Sánchez, Councilor Felix Arroyo, Candidate for the State Senate, Sonia Chang Díaz, and Frank Sepúlveda, member of the Board of Directors of La Alianza Hispana.

In celebration of Adult Health Week, La Alianza is pleased to highlight in this issue of *La Voz* the work of its Adult Day Health Program & Senior Center, a comprehensive Latino-focused elder's program in Massachusetts that provides preventative health, medical monitoring, therapeutic services and social recreation activities to support individuals that are 50 years old and over.

For more than 30 years, La Alianza's Adult Day Health Program & Senior Center has been an essential resource for providing linguistic and culturally competent daily care for the elderly. It is a vibrant place where Latino elders connect with each other, engage in healthy lifestyle activities and participate in civic and community life.

Let me leave you with a story about Elsa, one of the participants in our Adult Day Health Program. Elsa came to La Alianza a few years ago after having to leave her job because of severe osteoporosis. It was a difficult transition which left Elsa isolated and depressed. When she entered the Adult Day Health Program everything changed. She initially came in for health services and then started to participate in the choir and theater group. Elsa now has someplace she calls her second home, where she feels wanted and needed and has an opportunity to engage in an active and fulfilling social life in addition to taking care of her health needs. This is just one of the many life-changing stories that you will find in our program. La Alianza is fortunate to be able to help people like Elsa; we cannot do it without the support of our funders, friends and the community.

Sincerely,



Janet Collazo and the Renaissance Team

In the Spotlight: LAH's Adult Day Health.
Politicians on the dance floor, celebrating our Latino Seniors



One day before the primary elections, local politicians including State Senator Dianne Wilkerson, State Representative Jeffrey Sánchez, Councilor Felix Arroyo and Candidate for the State Senate, Sonia Chang Díaz, began their day of campaigning on the dance floor with some of the most vibrant seniors the city has to offer. All political candidates had some extra-special salsa-merengue in their step, and sang along with the Aliancianos—a music group of Latino seniors who attend La Alianza Hispana's Adult Health Program. La Alianza Hispana's Adult Health Program hosted this breakfast to kick

off National Adult Day Health Week.

"We are so happy to be celebrating National Adult Health Week with our community of supporters. Providing thoughtful and culturally appropriate services for Latino seniors is more important today, than ever before. With the Latino population growing and people living much longer compared to 25 years ago, (when La Alianza Hispana's Adult Day Health Program opened its doors) it is so important to be providing linguistically and culturally competent services that enhance our seniors' quality of life," said Janet Collazo, Interim Executive Director of La Alianza Hispana.



Senator Dianne Wilkerson recognized the importance of adult day health services at La Alianza Hispana and said she is committed to supporting the program in many different ways. "This is a wonderful way to begin the day! I represent a very diverse yet similar district at the same time. They are people who need work; who need resources; they want to send their children to the best schools, and they want to live in safer communities. Just like you, they want an effective health system and as they grow older, they want to be

respected for their work and their contributions to the community," Wilkerson said.



Sonia Chang Díaz, candidate for State Senate, was accompanied by her father, Dr. Franklin Chang Díaz, (The United States First Latin American astronaut) as they socialized with the seniors. "The energy is overflowing in this place! Seeing you all sing, laugh and dance fills my spirit," expressed Representative Jeffrey Sánchez.

Our Adult Day Health Program

The Adult Day Health Program is one of the longest running programs at La Alianza Hispana. Its mission is to improve senior citizens' quality of life and help to prevent unnecessary institutionalization. The program started in 1977 as a result of advocacy efforts by a group of Latino elders. Eventually, this group formed Aliancianos Unidos. Programs like this provide a safe place where Latino seniors can overcome cultural and language barriers. They are encouraged to play a major role in program governance, while contributing to the strategic development of widening services to seniors.

The Adult Day Health Program is focused on preventative health, medical monitoring, therapeutic services and social recreation activities to support individuals that are 40 years old and over. The combined programs contribute to maximizing and/or sustaining participants' level of functioning and cognitive ability.

Today, the Adult Day Health Program not only supports Latino elders, but it also provides important information and advocacy for the elders' families and caregivers. By providing daily care and advocacy to Latino elders, emotional and financial burdens are lessened for families and caregivers, which ultimately strengthen the family unit. Together, the Adult Day Health and the Senior Center are part of La Alianza's efforts to provide a continuum of services that will empower the Latino community by focusing on individual and family health, education and leadership development.

Presencia Total

Total presence in the communities we serve



In an effort to coordinate recruitment and outreach services to the Latino community during the month of September, La Alianza Hispana successfully launched the community marketing campaign ***Presencia Total***, *Total presence in the communities we serve.*

Presencia Total is a multi dynamic approach to reach and connect with the community we serve in the areas of most need. With the collaboration of organizations such as El Planeta, El Mundo, BMC Health Plan, Children's Hospital, Martha Elliot Health Clinic, Stop & Shop/ Jamaica Plain, Check & Casher Uphams Corner and many others La Alianza Hispana has been able to recruit hundreds of constituents.

More importantly, we have been able to reach out to a community hungry for services that can fulfill their basic human needs.

The following are events where you will be sure to find La Alianza's marketing and outreach staff. Feel free to join us. If you know of any event where you think we should be present or if you need more information about our programs and services please contact: Josiane Martinez, Community Relations Coordinator, at 617-427-7175 X 230.

- *September 28, 2006-Children's Hospital Health Fair*
- *September 30, 2006-Martha Elliot Health Fair*
- *October 7, 2006- ¡ A tu salud !, Consulado General de Mexico*
- *October 8, 2006-El Planeta Salud y Familia*
- *October 16, 2006-Dimock Latino Heritage Awareness Day*

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