

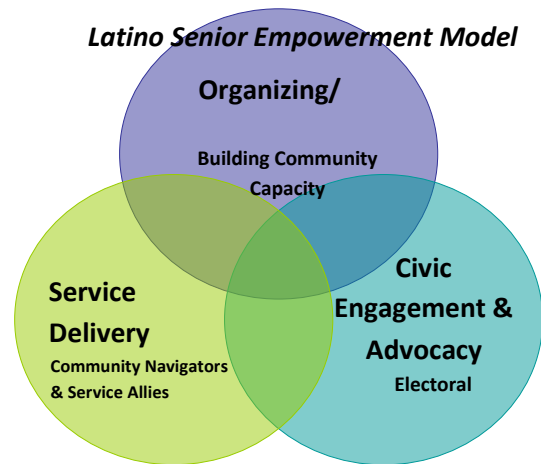


## LATINO SENIOR BIENESTAR ENGAGEMENT PROJECT

### 1. Background

The Senior *Bienestar* (well-being) Engagement (SBE) project is a community-driven initiative to demonstrate a senior-based *Promotor/a* (community promoter) service navigator and organizing model. The SBE project partner organizations are focused on developing organized senior involvement with issue directed advocacy to improve the *bienestar* of low income Latino seniors age 50 plus; i.e., raise the level of civic involvement and make quality of life improvements important to them.

The primary collaborative partners include La Fe Policy Research and Education Center (La Fe PREC), Neighborhoods First Alliance (NFA), Martinez Street Women’s Center (MSWC), and AARP. The SBE Project retains an external evaluator who is one of the 8 core Project Team members representing the primary partners. La Fe PREC is the Team Leader with the overall project implementation responsibility. Other secondary collaborative partners will be established and as the project activities are implemented.



The SBE project target area is located in the Westside of San Antonio which encompasses 26 census tracts, 7 zip codes, and 5 City Council Districts. The area has an estimated 2010 population of 154,351, of which 93 is Latino.<sup>1</sup> In year 2000, the total West Side population was 101,403, of which the age 50-64 and age 65 plus population was 12% (23,410) and 6% (11,457) respectively.

While multiple general descriptive and research reports exists describing the Westside area, there is a dearth of ‘senior’ data and information that adequately describes the quality of life or the issues and needs calling for attention and solutions among the predominant Latino/Mexican American senior. Further, there exists no organized senior constituency involved in identifying issue and service priorities requiring attention, and with the advocacy capacity to influence needed changes to improve the *bienestar* of these Westside seniors.

The Westside can be characterized as historic, primarily populated by Mexican Americans, culturally proud with a multitude of neighborhood-level identities within four distinct quadrant areas. More importantly, the residents have demonstrated resilient in their efforts to overcome documented inequalities contributing to disproportionately lower education and income, poor housing conditions, poorer health, inadequate economic development, and weaker public and private supporting infrastructures. This is partly supported from La Fe PRECs previous financial security and environmental scan assessments of the Westside.

<sup>1</sup> Detailed 2010 data at the zip code and census tract level are expected to be released over next several months.