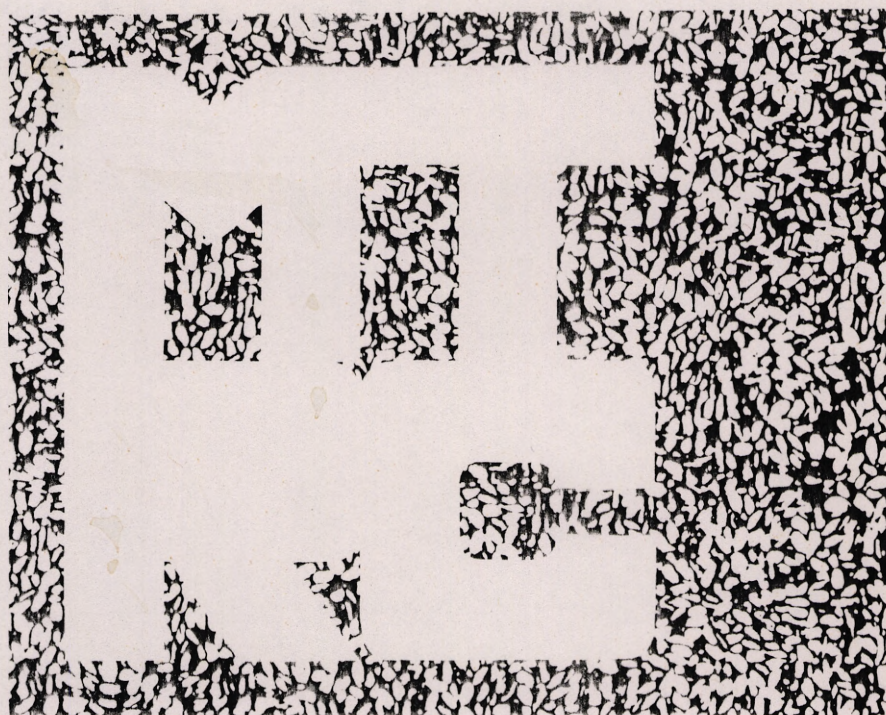


INTRODUCING



MULTICULTURAL
TRAINING
RESOURCE
CENTER



The **Multicultural Training Resource Center (MTRC)** of San Francisco was established in 1984 as the first national center to provide multicultural and culturally specific AIDS and substance abuse prevention services.

MTRC's philosophy is based on the following:

- | | |
|--------------------------|--|
| <i>Multiculturalism-</i> | a concept that celebrates culture and cultural differences, not limited in definition to race, ethnicity, and color (e.g. women, elderly, lesbian/gay and homeless). |
| <i>Prevention-</i> | a proactive process which promotes the empowerment of individuals, families and communities. |

MTRC provides supportive services for multicultural and culturally distinct organizations, and promotes the establishment of cross-cultural linkages for collaborative community empowerment.

AIDS

Culturally based AIDS service organizations play an essential role in preventing the spread of AIDS. Through the process of culturally specific AIDS prevention strategies, cultural communities are appropriately educated and assisted in combatting this deadly disease.

Our role in AIDS prevention is to provide support for AIDS service organizations. Our goal is to help combat the spread of AIDS through culturally relevant strategies. MTRC assists AIDS service providers by enhancing their strategies targeted for multicultural communities.

AIDS Services

Information:

- ~Programs
- ~Cultural Communities
- ~Resources/Referrals
- ~Treatment Alternatives
- ~Training Strategies

Training/Technical Assistance:

- ~Multiculturalism
- ~Cultural Communities
- ~Substance Abuse
- ~Programming
- ~Networking
- ~Grantsmanship

Materials Development:

- ~Posters
 - ~Brochures
 - ~Comic Books
 - ~Video Tapes
 - ~Audio Tapes
 - ~Training Materials
- (available in multiple languages)

ALCOHOL

Alcohol prevention and treatment materials which address the needs of distinct cultural populations are very difficult to locate. Adaptations of generic or mainstream designs do not address the issue of cultural diversity, thus are not acceptable for multicultural usage.

MTRC's alcohol program provides supportive services for alcohol providers who work with diverse communities. Our goal is to assist service providers in educating and empowering individuals, families and communities to establish alcohol-controlled lifestyles and environments.

Alcohol Services

Information:

- ~Uses/Effects
- ~Treatment Information
- ~Resources/Referrals
- ~Cultural Communities
- ~Prevention Curricula

Training/Technical Assistance:

- ~Multiculturalism
- ~Cultural Communities
- ~Programming
- ~Networking
- ~Community Events

Materials Development:

- ~Posters
- ~Brochures
- ~Educational Curricula
- ~Newsletters
- ~Video Tapes

DRUGS

The problems of drug abuse and addiction are highly complex. The fact that drug use patterns vary widely between and within cultural groups illustrates the inappropriateness of any generic prevention model. Thus, successful prevention programs utilize culture as a critical factor in the development and implementation of all their services.

MTRC's drug program assists service providers in defining and addressing the specific needs of multicultural communities. Our goal is to enhance service effectiveness and support community drug prevention activities.

Drug Services

Information:

- ~Uses/Effects
- ~Cultural Communities
- ~Resources/Referrals
- ~Treatment Information
- ~Prevention Curricula

Training/Technical Assistance:

- ~Multiculturalism
- ~Cultural Communities
- ~Programming
- ~Networking
- ~Community Events

Materials Development:

- ~Posters
- ~Brochures
- ~Educational Curricula
- ~Newsletters
- ~Video Tapes

LIBRARY

Up-to-date, accurate AIDS and substance abuse information is essential, but often not readily available. Information specifically designed for cultural communities is even more difficult to obtain.

MTRC's goal is to locate and collect these unique informational materials and add them to our computerized database where they are stored for easy retrieval.

The library serves as a comprehensive resource center for all agencies, organizations, and individuals concerned with the epidemic of drugs, alcohol and AIDS.

Library Services

In-House Materials:

- | | |
|------------------|-------------------------|
| ~Video Tapes | ~Conference Proceedings |
| ~Books | ~Articles |
| ~Research Papers | ~Newsletters |
| ~Periodicals | ~Manuals |

(Available for use on drop-in basis, but appointment suggested.)

Computer Services:

- ~Database search of library materials
- ~Computer search of AIDS information databases
- ~Library collection search via modem
- ~Consultants listings by cultural affiliation, gender, geography, etc.

Bulk Literature Distribution:

- ~Clearinghouse for selected articles, pamphlets, and brochures

INFORMATION

Many variables complicate the provision of AIDS and substance abuse prevention/treatment services to culturally diverse communities: myths exist; biases must be overcome; and information is difficult to locate. These problems impede the successful delivery of services to multicultural communities.

MTRC assists in solving these problems. We help providers to understand the complex cultural differences in alcohol, drug and AIDS issues, and to carry this information directly and effectively into the communities targeted for service.

We provide information by:

Topic:

- | | |
|----------|-----------------------|
| ~AIDS | ~Cultural Communities |
| ~Alcohol | ~Prevention |
| ~Drugs | ~Treatment |

Viewpoint:

- | | |
|----------------|----------------|
| ~Biological | ~Economic |
| ~Psychological | ~Epidemiologic |
| ~Sociological | ~Statistical |

Uses:

- | | |
|----------------|-----------|
| ~Education | ~Training |
| ~Dissemination | |

TECHNICAL ASSISTANCE

Organizations providing services to culturally diverse communities can experience obstacles such as unsuccessful outreach efforts, high client and staff turnover, negative feedback, and a lack of referrals from other agencies. These problems reflect the need for technical assistance.

MTRC's technical assistance enables organizations to provide services more effectively to cultural communities. We assist in all aspects of program design and operation from a multicultural perspective.

Our services apply to all phases of program development including program planning, proposal development, implementation, and evaluation.

Samples of the tools utilized to assist programs include:

- ~Assessments
- ~Program Adaptation Models
- ~Proposal Enhancement
- ~Evaluation Instruments and Procedures

TRAINING

Training formats, designed specifically for service providers who serve distinct cultural populations, are essential to prevention efforts. Effective training strategies should result in effective prevention services.

MTRC training provides a "hands-on" approach to program service delivery. Our goal is to devise training strategies that will result in successful culturally specific prevention services.

We provide trainings for:

- ~Community organizations
- ~Community Leaders
- ~Government Representatives
- ~Students, Teachers, Administrators
- ~Health Professionals
- ~Workplace Managers

Training Content:

- ~Multiculturalism
- ~Drug and Alcohol Abuse Prevention
- ~AIDS and Substance Abuse
- ~Cultural and Systemic Literacy
- ~Organizational Transition
- ~Environmental Assessments
- ~Community Empowerment

Training Formats:

- ~Workshops
- ~Symposia
- ~Conferences
- ~Forums

MATERIALS DEVELOPMENT

Culturally appropriate materials are particularly valuable in the fight against AIDS and substance abuse because they educate service providers, as well as the general public. However, these materials often do not exist for specific populations, and must be developed.

MTRC assists in all aspects of this essential materials development, including appropriate illustrations and layout. All materials selected and designed are based on the targeted audience.

MTRC provides assistance in the production of:

Informational/Educational Materials:

- | | |
|--------------|--------------|
| ~Video Tapes | ~Comic Books |
| ~Audio Tapes | ~Posters |
| ~Brochures | ~Buttons |

Training Materials:

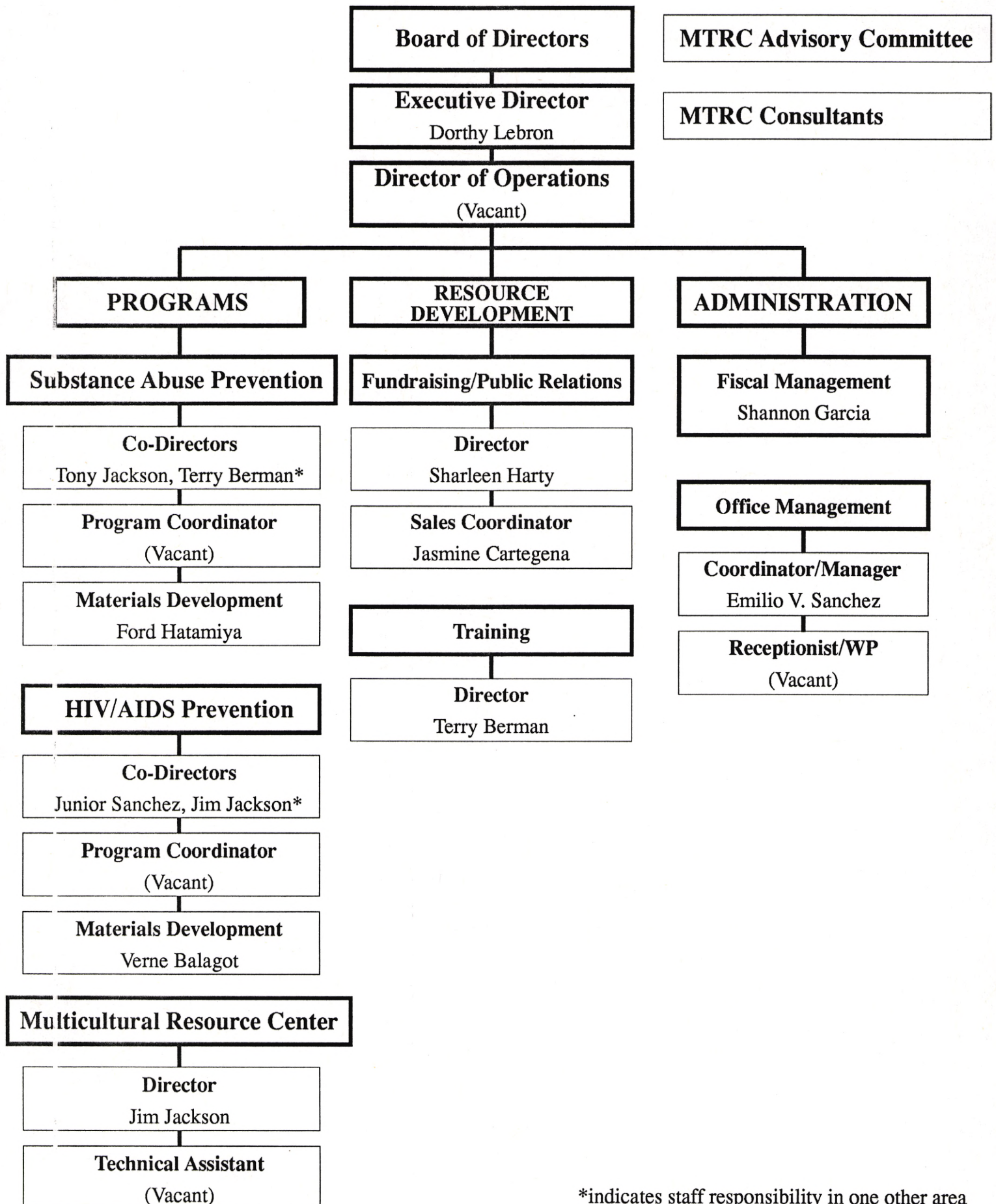
- | | |
|----------|------------|
| ~Manuals | ~Curricula |
|----------|------------|

Publicity Materials:

- | | |
|-------------------------|---------|
| ~Corporate Brochures | ~Flyers |
| ~Workshop Announcements | |

(Materials available in multiple languages.)

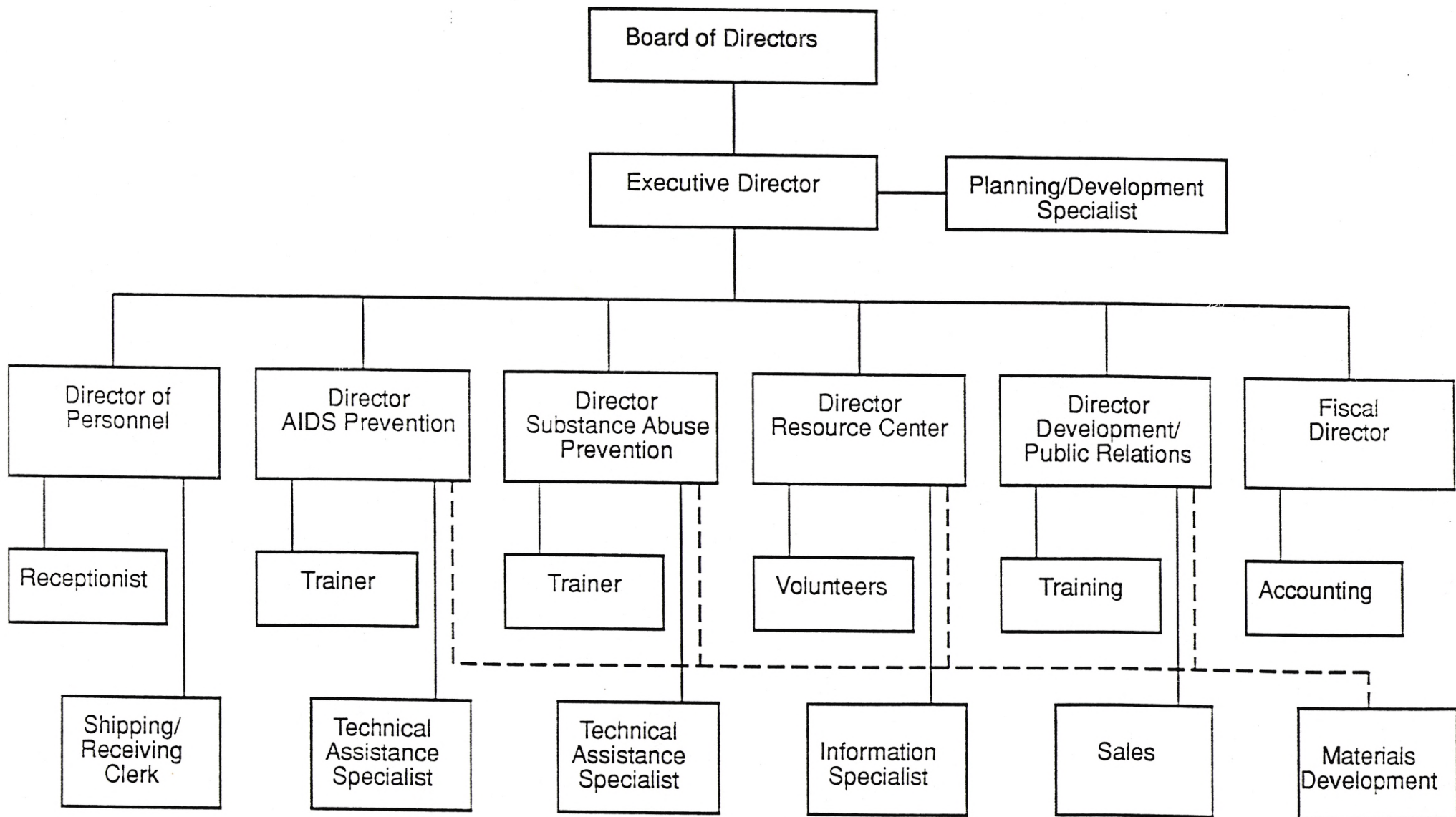
MTRC Organizational Chart

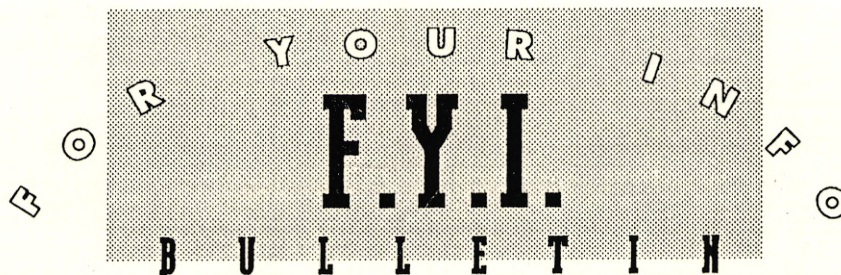


*indicates staff responsibility in one other area

04

MTRC Organizational Chart





F.Y.I. BULLETIN

On Your MARC...

Winter 1992

The Multicultural AIDS Resource Center (MARC) of Multicultural Training Resource Center (MTRC) was formed in 1987. Since its inception the center has provided a wealth of services to statewide contractors serving people of color populations in the area of AIDS education/prevention.

To continue our efforts to assist statewide providers to become culturally sensitive and culturally literate, this year MARC is producing an FYI bulletin. This bulletin will provide up-to-the-minute information on what MARC/MTRC is developing and disseminating that would be of interest to contractors who target specific populations within communities of color. This will be a quarterly publication and we extend an invitation to all contractors to solicit any information or materials being mentioned in this bulletin. A time frame for each activity and the distribution of materials will be included.

The following is a list of activities that MARC/MTRC will be undertaking in FY 91-92. Upcoming projects for the Asian American/Pacific Islander and African American communities will be addressed in FY 92-93 and announced in future FYI bulletins. The icons symbolize the communities for which the activities are being developed.

The following deliverables have been completed and are now available for contractors' use.

- **Cultural Credibility Inventory (CCI)**

Cultural specific indications for literacy.

This questionnaire was distributed to all the Office of AIDS contractors. The response was representative of the geographical areas and of the contractors in the field. A detailed analysis has been made of the results. From this analysis, sixteen agencies will be chosen to receive technical assistance on cultural credibility and multicultural process. Agencies will be notified during the third quarter.

- **A series of 30 minute videos on Multicultural Awareness.**

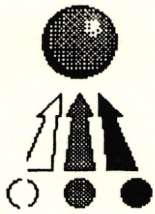
These videos will be available in the third quarter. They will include an overview of the Latino and Native American communities as well as an overview of the multicultural process. They will also contain these communities' norms, knowledge and attitudes as they relate to HIV/AIDS education and prevention.

- **Camera Ready Brochures**

Culturally appropriate brochures dealing with the Latino and Native American communities as they relate to HIV/AIDS.

These brochures will be made available to the agencies for reproduction during the final part of the quarter.

Multicultural



- **Youth Peers In People of Color HIV Education/Prevention Programs**

A recapitulation of peer programs and their impact on their specific communities.

Third Quarter 91-92

- **Provide direct/indirect technical assistance to contractors.**

Content for T/A will be established based on individual needs as identified in CCI.

Third Quarter 91-92

- **Respond to T/A requests from the field.**

To be established based on requested needs of contractors.

Ongoing

- **Co-sponsor local rural and urban networking training.**

Based on T/A requests and contractors' needs as identified in CCI

Fourth Quarter 91-92

Latino



- **Develop article which describes model AIDS intervention programs.**

As a result of the CCI, programs will be asked for information on their successful strategies.

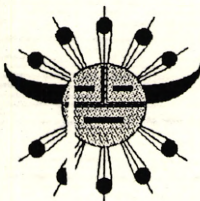
Third Quarter 91-92

- **Monograph/Publication for contractors regarding cultural staff development.**

These publications will address relevant "check points" (i.e. management, staff profile, program methodology) which are critical in the development or transition of agencies servicing Latinos.

Third Quarter 91-92

Native American



- **Develop article which describes model AIDS intervention programs.**

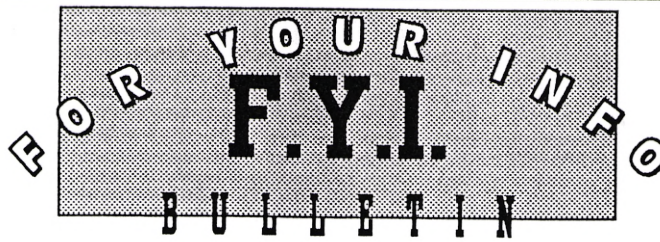
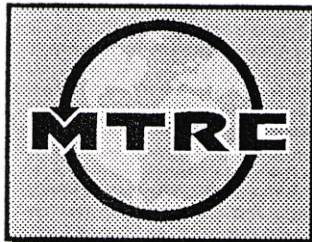
As a result of the CCI, programs will be asked for information on their successful strategies.

Third Quarter 91-92

- **Monograph/Publication for contractors regarding cultural staff development**

These publications will address relevant "check points" (i.e. management, staff profile, program methodology) which are critical in the development or transition of agencies servicing American Indians.

Third Quarter 91-92



Multicultural Training
Resource Center
1540 Market St. #320
San Francisco, CA
94102

The Message

As we move into the the 90's there are clear signs that changes are taking place in the mood and sentiments of many Americans. Americans are very concerned with domestic issues. Unemployment, poverty, lack of basic health care, homelessness and drug abuse are high on the priority list. As witnessed by the recent presidential election, Americans are saying overwhelmingly "Lets take care of home!"

As we reflect on these recent changes and their impact on the field of substance abuse prevention it is clear that ignoring such domestic blite has had tremendous effects on those suffering with drug addiction and those subject to the negative effects of addictive behaviors. A comprehensive, environmental focus on substance abuse prevention has too long been overlooked by funders and prevention researchers alike. Restructuring at the Federal lavel provides evidence of a shifting focus on prevention and a commitment to its value apart from intervention and treatment. Some of the most recent research in prevention has focused on resiliency factors representing a unique environmental approach to prevention. This approach allows for the operationalization of culture as both a specific resiliency factor and as a support for other resiliency factors.

MTRC has long fought for the inclusion of culture as an integral part in the development of prevention program methodology and content, and will continue to do so. WE believe that education should preceed program design. We urge readers to think about and engage in dialogue with MTRC about the following issues in the coming year.

- The ideology of Sickcare vs. Healthcare; and its impact on success of Prevention/Education Programs.
- The historical use of monoculturally designed prevention/education services and their lack of measurable impact.
- Disproportionate adherence to a disease (medical) model of addiction vs. Proactive Wellness (environmental) model of prevention.

How disempowerment, oppression and escapism tie in to he addictive process: Cultural resiliency and its impact on he addictive process creating wellness as a state of mind: implications for the direction of prevention services.

- Cultural competency and its effect on organizational communication with staff and clients.

What is the Multicultural Training Resource Center?

The Multicultural Training Resource Center (MTRC) established in 1984, is a non-profit organization which provides support services to the following:

Health Service Systems
Educational Systems
Government Institutions/Systems
Businesses (both private and public)
Communities
and interested professionals

The core work of MTRC is to promote the concept of MULTICULTURALISM:

Our philosophy of multiculturalism recognizes the importance of culture as the unique characteristics, values, and behavior patterns that distinguish groups from one another.

What Services are provided by MTRC?

MTRC focuses on productive systemic change in the areas of:

- **Multiculturalism as it relates to Organizational Diversity**
- **Multiculturalism as it relates to Community Focused Service Delivery**
- **Multiculturalism as it relates to Education: Procedures and Curricula design**

MTRC provides exemplary services in seven major categories:

Presentation/Public Speaking
Training
Technical Assistance (one to one direct assistance)
Organizational Assessment- Process/Tools Development
Multicultural Information- Acquisition/Dissemination
Materials Adaptation/Development
Multicultural Planning- Process to Plan of Action

Accomplishments/Clients

MTRC has been involved in an upscale effort to further develop the multicultural training/technical assistance components of our program to expand services to organizations working with underserved populations. Organizations, such as the **Management Center**, the **American Red Cross**, and the **Independent Living Resource Center**, have begun to include MTRC's Diversity Trainings and technical assistance processes within their service delivery efforts. For many such organizations, their interest was generated through participation in our CSAS directed trainings. In addition, MTRC has developed a **Training of Trainers Program** and is currently in the process of developing a professional consultant pool. This exciting development will enable MTRC to expand its resources and provision of services in a more comprehensive way.

MTRC's efforts to establish cultural diversity as a critical concept for systems and institutional design and program development have met with great response.

In addition, the following services have been accomplished:

- The Substance Abuse Prevention Department has completed agency specific training sessions with: **The Progress Foundation, The Shanti Project, and the National Council on Alcoholism and Other Addictions.**
- The Substance Abuse Department developed a Cultural Continuum Inventory/ Organizational Needs Assessment Instrument and disseminated it among city and county Alcohol/Drug Service Providers. The instrument is designed as a self assessment to be used in determining agency specific technical assessment needs. It also provides MTRC with an overview on the needs throughout the system.

We encourage agencies in receipt of the CCI to complete and forward it to MTRC. We will respond ASAP. Organizations wishing to receive the CCI can call between the hours of 9am to 5pm Monday thru Friday to request copies.

In addition, the Substance Abuse Department began the process of facilitating the network of city/county providers, attending critical meetings with a focus on facilitation of collaborative efforts within the provider community. Technical assistance was provided for the following bodies/agencies:

1. Community Housing Partnership
2. Center for Human Development
3. Lesbian Gay Bisexual Task Force
4. Women's Alcoholism Council
5. Ethnic Diversity Committee
6. The Progress Foundation
7. National Council on Alcoholism

Materials Available

"Time To Know the Facts"

20 page booklet targeting youth 12 years and under. Provides basic substance abuse information by presenting situations in a multicultural setting. Includes coloring pages and puzzle. (Soon to be available in Spanish).

Drug and Alcohol Cultural Information Packs

Get the latest socio-cultural information on drug and alcohol abuse in Ethnic Communities.

High Risk Youth Information Packs

Read up! Get the scoop on youth at high risk for substance abuse. Find out where they're coming from, what they must deal with in today's society, and how to reach them.

New Materials Available

"Jam! The Knowledge Brochure"

(Brochure and referral document aimed at high risk youth of various cultural backgrounds)

"For Women Only!"

(Substance abuse risk assessment instrument for women)

Videos Available

"Multiculturalism 2000: Beyond the Melting Pot"

"Multiculturalism 2000: Addressing Diversity in the 21st Century"

Services Available

Technical Assistance (fee for service)

Providing organizational assessment and multicultural action plan.

Training (fee for service)

Multicultural management, cultural awareness, etc. Specifically designed to meet the needs of your organization.

Public Access Resource Library

Multicultural, HIV/AIDS, substance abuse, workforce diversity... related info.



Multicultural Training Resource Center
1540 Market Street #320, San Francisco, CA 94102
(415) 861-2142 fax (415) 861-4459



M u l t i c u l t u r a l T r a i n i n g R e s o u r c e C e n t e r

November, 1992

Dear

America 2000, less than a decade away, will usher in the cultural evolution that introduces this country to the realities of the 21st Century: a century where the demographic projections and the concept of *Multiculturalism* * will no longer be an altruistic philosophy, but an everyday reality.

The Multicultural Training Resource Center (MTRC) has been on the cutting edge of this shift for the past eight years. A non-profit organization founded in 1984 and based in San Francisco, MTRC's model services include:

Multicultural Education
Substance Abuse Prevention/Education
AIDS Prevention Education
Affirmative Action
Workforce 2000
Organizational Climate Assessment
Materials Development
Computerized Library/Research
Community Organizing and Empowerment

A broad range of culturally relevant products and trainings that reflect MTRC's commitment to *Multiculturalism*, are now available. The enclosed flyer and brochure will introduce you to a sampling that may be particularly useful within your system.

MTRC looks forward to working closely with you to ensure a smooth and multicultural transition into the 21st Century.

Sincerely,

Jasmine Cartagena
Marketing Coordinator

*MTRC's definition of multiculturalism celebrates culture and cultural distinctions inclusive of women, youth, seniors, lesbians, gays, immigrants, physically challenged and homeless people as well as race, ethnicity and color.

P. S. Please refer to the enclosed brochure or call the Training Department for custom designed trainings. A full catalog of products and services can be ordered through the Marketing Department.



**M u l t i c u l t u r a l
T r a i n i n g
R e s o u r c e
C e n t e r**

1540 Market Street, Suite 320, San Francisco, California 94102

phone 415 . 861 . 2142
fax 415 . 861 . 4459



What is the Multicultural Training Resource Center?

The Multicultural Training Resource Center (MTRC) established in 1984, is a non-profit organization which provides support services to the following:

Health Service Systems
Educational Systems
Government Institutions/Systems
Businesses (both private and public)
Communities
and Interested professionals

The core work of MTRC is to promote the concept of MULTICULTURALISM:

A philosophy which acknowledges and promotes cultural diversity as a substantive asset for institutions and organizations that require innovative and collaborative working relationships to ensure their continued success and expansion.

Our philosophy of Multiculturalism recognizes the importance of culture as the unique characteristics, values, and behavior patterns that distinguish groups from one another.

What is the Mission of MTRC?

The Mission of MTRC is to enhance the ability of institutions and organizations to develop service delivery efforts and work environments which reflect cultural and/or multicultural relevance.

What Services are provided by MTRC?

MTRC focuses on productive systemic change in the areas of:

- Multiculturalism as it relates to Organizational Diversity
- Multiculturalism as it relates to Community Focused Service Delivery
- Multiculturalism as it relates to the Education: Procedures and curricula design

MTRC provides exemplary services in seven major categories:

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Training

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Organizational Assessment- Process/Tools Development

Multicultural Information- Acquisition/Dissemination

Materials Adaptation/Development

Multicultural Planning - Process to Plan of Action

MULTICULTURAL TRAINING RESOURCE CENTER

The Multicultural Training Resource Center (MTRC) of San Francisco was established in 1984 as the first national center to provide multicultural and cultural specific AIDS and substance abuse prevention services.

We have expanded to include "Diversity 2000" a training Program that focuses on Diversity in the Work Place for public and private sector organizations.

MTRC's philosophy is based on a concept that celebrates culture and cultural differences, not limited in definition to race, ethnicity and color, (e.g. women, elderly, lesbian/gay and homeless).

Our Multicultural approach is predicated on the importance of culture, the unique characteristics and behavior patterns that distinguish groups and the utility of such awareness in managing diversity in organizations.

MTRC SERVICES

Technical Assistance:

Enables organizations to be more productive and to provide services more effectively to cultural communities.

We assist in all aspects of program/organizational design and operation from a multicultural perspective.

Trainings:

Are designed to address specific multicultural issues/needs of the organization. Our trainings combine a blend of didactic and participative activities to ensure knowledge enhancement, cultural awareness and skills development.

Materials Development:

MTRC assists in all aspects of culturally appropriate materials development, including appropriate illustration and layout. All materials selected and designed are based on the targeted audience. Materials include: Educational Videos, Brochures, Comic Books, Posters and Training Manuals. Some materials are available in multiple languages.

MTRC DEPARTMENTS

Multicultural AIDS Resource Center (MARC):

Provides support services for AIDS organizations to help combat the spread of AIDS through culturally relevant strategies.

MARC provides: Information, Training, Technical Assistance and Materials Development.

The Library:

MTRC also houses a library, that serves as a comprehensive resource center for all agencies organizations and individuals concerned with the epidemic of drugs, alcohol and AIDS.

MTRC Substance Abuse Prevention Department:

Provides supportive services for substance abuse prevention providers who work with diverse communities. Our goal is to assist service providers in educating and empowering individuals, families and communities to establish substance free lifestyles and environments.

The Substance Abuse Prevention Department provides: Information, Training, Technical Assistance and Materials Development.

The Training Department:

Provides Multicultural Trainings, Technical Assistance, Organizational Assessment, Public Speaking, Materials Development and Conference/ Seminar Coordination to public and private sector organizations.

For more information contact

MTRC

1540 Market Street, Suite 320

San Francisco, CA 94102

(415) 861-2142

The mission of the Multicultural Training Resource Center is to enhance the ability of organizations, institutions, communities and individuals to communicate cross culturally and develop service delivery efforts which reflect cultural/multicultural relevance.

The Multicultural Training Resource Center (MTRC) is based in San Francisco, and located at 1540 Market Street (cross-street: Van Ness). MTRC is a citywide/statewide support service agency, providing various types of educational/training programs to its San Francisco and statewide constituency.

Established in 1984 and incorporated as a 501 (c)(3) non-profit in 1986, MTRC was the first national center to provide multicultural and culturally focused HIV/AIDS and Substance Abuse Education and Prevention services. MTRC has an eight year history of providing culturally relevant support services including: training, technical assistance, information dissemination, programs/materials development, networking and advocacy. MTRC has promoted and facilitated the delivery of culturally relevant services by providing education and assistance to direct service efforts and by assisting services on local, state and national levels.

In fiscal year 1991-1992, MTRC provided multiple culturally focused services to 250+ community based organizations (see sampling of services through attached letters of support). Information acquisition/dissemination services were provided to 2000+ providers. MTRC provided various trainings and technical assistance services to the educational arena, especially as it pertains to primary prevention for children, kindergarten-3rd grade.

Organizational/ Board of Directors Expertise:

For the past 8 years MTRC has provided substance abuse prevention services to Department of Public Health providers, under a Community Substance Abuse Services (CSAS) contract.

For the past 5 years MTRC has provided HIV/AIDS prevention services to California Office of AIDS providers, under Office of AIDS contract.

For the past 5 years MTRC has provided provided services with and for youth in San Francisco, including the following:

- the production of a multicultural substance abuse prevention activity book for youth, in collaboration with the Women's Alcoholism Center, entitled "Time to Know the Facts";
- the coordination of multicultural activities for the Comprehensive Alcohol and Drug Rehabilitation, Education (CADRE) Prevention Project funded by OSAP; and
- the youth-participatory production of artwork and music for the video "Do Life! Don't Do Drugs!"

For the past 2 years MTRC has provided training/technical assistance services to educators and administrators of Contra Costa Office of Education, addressing students' educational needs.

For the past 2 years MTRC has participated in planning, start-up and implementation processes of the Mayors Neighborhoods in Transition: A Multicultural Project (NIT-AMP), impacting the needs and future development of nine San Francisco neighborhoods.

For the past 8 years MTRC has provided various educational/ materials development services via services for fee contracts, addressing cultural and/or multicultural inclusion as the focus for intervention.

MTRC's Board of Directors is very active in providing consistent input and direction to the organization's services. In 1992, the Board established a citywide MTRC Advisory Committee to provide expertise and specialization to further MTRC's capability to meet the needs of its diverse constituency. The MTRC Advisory Committee provides direct consultation to MTRC's Board of Directors and Staff.

MTRC 's 1992 Programs/Projects

Public Health Programs

MTRC's HIV/AIDS and Substance Abuse prevention programs have been supported for the past eight years by the Department of Public Health, and for the past five years by the State of California. They include multicultural trainings, technical assistance, programs/materials development for 250+ community based organizations and information acquisition/dissemination for 2000+ providers, statewide.

Workforce Diversity Programs

MTRC provides training and technical assistance which respond to the changing demographics of the workforce (see Diversity 2000 brochure). Resulting curricula directly impact the agency's educational program direction. Fees from trainings and technical assistance currently generate from \$2,000 to \$5,000 a month. A consultant pool of trainers and a Training of Trainers seminar is being developed for the end of 1992.

Education Programs

Through the medium of video, database and cable, MTRC develops and disseminates its educational materials nationally. Sales of related multicultural and public health products currently generate up to \$5,000 a month. Programs and products suitable for international application are in the process of being developed.

Cultural Arts Program

Working collaboratively, MTRC is supporting cultural events/arts through proposal writing, program development and video documentation campaigns. Channels 9 and 32 have provided support through airing our programs and video projects. Various cable channel support, such as funding and air time, continues to be solicited.

Information Resource Center

This center accesses specialized information including 3,000 books, articles, materials on multicultural education/health and a Computer Network connected with other resource libraries such as Stanford, CAL, Harvard University of Chicago. MTRC's Resource Center responded to 2,000 unsolicited requests for information in the past fiscal year alone.

Collaborations/Coalitions

MTRC's successful track record is based on its ability to effectively lead and participate in community coalitions towards achieving the common goal of improved, increased services and funding. MTRC promotes networking among health and human service agencies, corporate, government and school systems by actively forming new collaborations and coalitions (e.g. Multicultural Liaison Board, ZEMBU Associates), as well as participating within existing coalitions (e.g. Neighborhoods in Transition - A Multicultural Partnership).

Multicultural Training Resource Center

MTRC, founded in 1984, is a non-profit organization developing training and resources in multiculturalism. MTRC's commitment to supporting multicultural service delivery has enabled us to acquire skills and materials relevant and compatible to America's expanding cultural communities.

The two new videos described below are representative of MTRC's acquisition and development of quality publications and videos, culturally congruent with the needs of multicultural service organizations and agencies. They are produced by Lowell Rojon, an independent artist from Lo-N-Behold productions, featuring Byron N. Kunisawa of MTRC, a nationally recognized lecturer and consultant to numerous governmental agencies, school systems and businesses. The videos discuss and clarify the following topics:

1. "Multicultural 2000: Beyond the Melting Pot" 42 minutes

- Myths of the Melting Pot Theory
- Cultural Competency vs. Cultural Literacy
- Cultures 2000: Color, gender, age, physically challenged, gays, lesbians, homeless, PWA's, single parents, etc.
- Multiculturalism: A Commitment to Equity

2. "Workforce 2000: Addressing Diversity in the 21st Century" 52 minutes

- Workforce 2000: Projections and Propaganda
- Affirmative Action 2000: Discrimination vs. Underutilization
- Organizational Culture Conflicts:
 - White Men vs. White Women
 - White Women vs. Women of Color
 - Native Minorities vs. Foreign Minorities
 - Younger Workers vs. Older Workers
- The Next Frontier: Equity Through Parity

Mr. Kunisawa's style includes projections, statistics, anecdotes and humor. These videos present very direct and candid approaches to addressing America's most controversial topics and represent a critical resource for all Managers, Affirmative Action Specialists, Educators and Human Resource Personnel. Both are available in VHS. Please ask for our catalog for the full list of materials

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"Multicultural 2000: Beyond the Melting Pot" \$130.00

"Workforce 2000: Diversity in the Workplace" \$140.00

Subtotal \$ _____

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Please make checks or money orders payable to MTRC. Do not send cash through the mail. Please allow at least 4 to 6 weeks for delivery from the date we receive your order. To place an order, call or write to:

Marketing Department
Multicultural Training Resource Center (MTRC)
1540 Market St. Ste. 320 San Francisco, CA 94102.
(415) 861-2142, 1-800-545-6662 (California only) By FAX (415) 861-4459



Who/What is the Multicultural Training Resource Center?

The Multicultural Training Resource Center (MTRC) established in 1984, is a non-profit organization which provides support services to the following:

Health Service Systems
Educational Systems
Government Institutions/Systems
Businesses (both private and public)
Communities
and interested professionals (i.e. private consultants)

The core work of MTRC is to promote the concept of MULTICULTURALISM:

A philosophy which acknowledges, promotes and utilizes cultural diversity as a critical inclusionary factor in the design, development and implementation of any system, institution, program or curriculum.

Our philosophy of Multiculturalism recognizes the importance of culture as the unique characteristics, values, and behavior patterns that distinguish groups from one another.

What is the Mission of MTRC?

The Mission of MTRC is to enhance the capability of Health Service Systems, Educational Systems, Government Institutions/Systems, Businesses, Communities, & interested professionals in their efforts to develop and utilize cultural inclusion in managing and working in their diverse organizations, as well as to provide culturally appropriate services to their client populations.

What Services are provided by MTRC?

MTRC focuses on productive systemic change in the areas of:

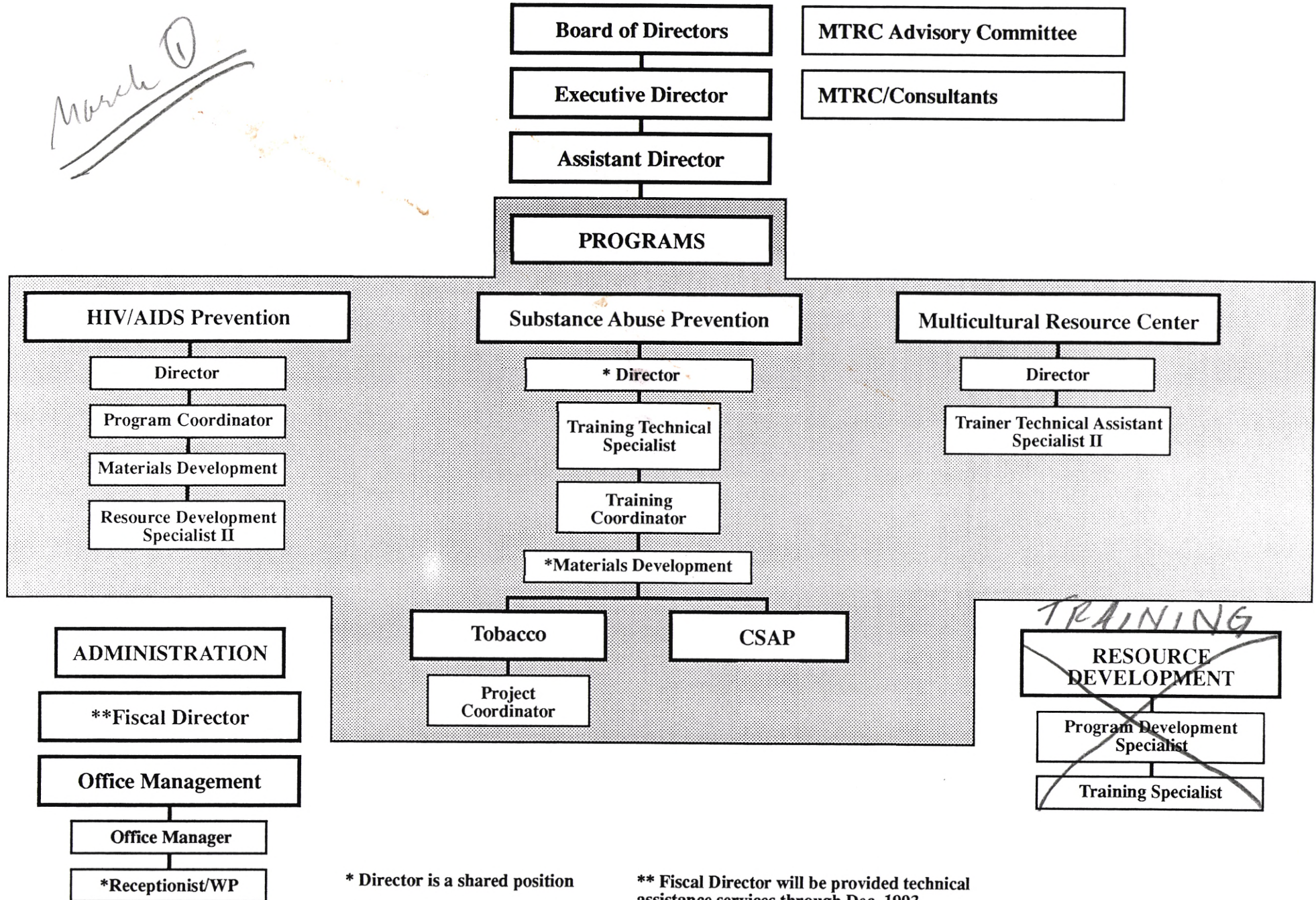
- * Multiculturalism and Organizational Diversity
- * Multiculturalism and Community Services

MTRC provides exemplary services in seven major categories:

Presentations/Public Speaking
Training
Technical Assistance (one to one direct assistance)
Organizational Assessment- Process/Tools Development
Multicultural Information- Acquisition/Dissemination
Materials Adaptation/Development
Multicultural Planning - Process to Plan of Action

MTRC Organizational Chart

March 10



* Director is a shared position

50% FTE Terry Berman
50% FTE Tony Jackson

** Fiscal Director will be provided technical assistance services through Dec. 1993

2.5C About MTRC

The Multicultural Training Resource Center (MTRC), established in 1984 and incorporated as a 501(c)(3) non-profit in 1986, was the first national center to provide culturally focused support services to substance abuse and HIV/AIDS program providers. Since its founding, the mission of MTRC has been to enhance the capability of providers to develop and deliver culturally relevant services. MTRC accomplishes this through the concept of *Multiculturalism*, a philosophy that acknowledges, promotes and utilizes cultural diversity as a critical inclusive factor for program design and recognizes the importance of culture with all the unique characteristics, values and behavior patterns that distinguish one group of people from another.

The management system which administers all the agency's projects is the MTRC non-profit system, governed by a board of directors. Day to day operations are determined by Dorthy Lebron, the Executive Director through her supervision of the MTRC management team, comprised of five program directors. Program directors, in turn, supervise and manage program coordinators and consultant specialists. Administrative support is provided by fiscal and office management staff. Weekly meetings and monthly reports (in-house) facilitate smooth operations, communication and transitions. MTRC relies on its Advisory Committee as well as program advisory committees to ensure effective and applicable cultural/multicultural service delivery.

MTRC's Board of Directors is very diligent in providing consistent input and direction to the organization's services. In 1992, the Board established a city-wide MTRC Advisory Committee to provide expertise and specialization to further MTRC's capability to meet the needs of its diverse constituency. The MTRC Advisory Committee provides direct consultation to MTRC's Board of Directors and Staff.

MTRC has operated a state-funded Minority AIDS Resource Center (MARC) prevention contract for the past 4.5 years. Locally, MTRC has operated a Department of Public Health, Community Substance Abuse Services prevention contract for the past 6.5 years. Especially through these two contracts, MTRC has been provided many opportunities for cementing working relationships with organizations and community gatekeepers on a local and statewide level.

Our annual budget is $\pm \$650K$, and we have just lost our San Francisco contract for the rest of the fiscal year. We really need this one!

MULTICULTURAL TRAINING RESOURCE CENTER

CULTURAL AWARENESS TRAININGS DSS-057

Public and Private Contracts

- **Seattle King County Private Industry Council**
MTRC developed and implemented training on multiculturalism, cultural sensitivity in service delivery and in the work place, 1991.
- **Save Our Sisters Project**
MTRC has provided resource and technical assistance to three SOS project agencies, on cultural awareness and cultural specific service provision, 1991.
- **Contra Costa County Office of Education**
Designed and facilitated awareness training to managers and staff on Diversity in the workplace, 1990.
- **Center for Human Development**
Assessment services for the TRIBES teacher training manual and book for Multicultural sensitivity/ appropriateness. Provided multicultural trainings for TRIBES program implementors. Developed evaluation instruments to assess the impact of TRIBES on targeted student populations, 1990.
- **Multicultural AIDS Resource Center MARC, Funded by the California Department of Health Services, Office of AIDS.**
For five years MTRC has provided California's AIDS education and prevention contractors and other health professionals with culturally specific trainings, technical assistance, educational materials and forums. In addition the MARC has developed curricula, and established and maintained a computerised database and library on AIDS and its relevance to multicultural populations.
- **Diversity 2000, CSAS Funded**
For 7 years MTRC has provided Multicultural training, technical assistance, consultation and cultural specific informational materials to San Francisco drug abuse service providers and community organizations
- **Multicultural Alcohol Prevention Program, CSAS Funded**
For 7 years MTRC has provided Multicultural prevention training, technical assistance, consultation and cultural specific informational materials to San Francisco alcohol abuse and alcoholism service providers.
- **CADRE Federally Funded, Administered by CSAS**
For 4 years MTRC has provided facilitation, training and technical assistance for a CSAS consortium of San Francisco community based drug prevention programs; as well as materials development to support San Francisco's OSAP grant.
- **OSAP**
For 5 years MTRC has provided consultation services and technical assistance to current and potential OSAP funded contractors.
- **County of Los Angeles Department of Health Services**
For 3 years MTRC has provided consultation services for the provision of training on multicultural substance abuse prevention to current and potential drug and alcohol service providers.
- **Santa Clara County Department of Drug and Alcohol**
In 1990 MTRC provided consultation services for the provision of training on school-based multicultural substance abuse prevention for elementary and middle school teachers.

MULTICULTURAL TRAINING RESOURCE CENTER

GENERAL REFERENCES

San Diego County Office of Education 6401 Linda Vista Road San Diego, CA 92111	(619) 292-3500 Loretta Middleton
Social Model Recovery Systems Inc 1436 S. La Cienega Blvd Los Angeles, CA 90035	(213) 657-8225 Deborah Schnabel
Cross Agency Staff Training (CAST) 2017 Mission Street, 2nd Floor San Francisco, CA 94110	(415) 863-9307 Natalie Lopes
L.A. Drug Abuse Program 714 W. Olympia Blvd, 9th Floor Los Angeles, CA 90015-3295	(213) 744-6425 Wayne Sugita
American Heart Association 805 Burlway Road Burlingame, CA 94010	(415) 342-5522 James O. Powel
Contra Costa Office of Education 77 Santa Barbara Road Pleasant Hill, CA 94523	(415) 944-3103 Kathryne D. Whealdon.
Youth Guidance Center W.2. Building 375 Woodside Ave San Francisco CA 94127	(415) 753-7690 Donald Saunders
Seattle King County Private Industry Council Market Place One, Suite 250 2001 Western Avenue Seattle, WA 98121	(206) 684-7390 Alan Cowan
American Red Cross P.O. Box 909 1870 Ogden Drive Burlingame, CA 94010	(415) 375-7280 Jesse Valencia
The Casey Family Program Seattle Division 300 Elliot Avenue West Suite 110 Seattle, WA 98119-4122	(206) 286-4450 Ernest Cathcart
Chevron Corporation Employment and Special Programs P.O. Box 7318 San Francisco, CA 94120-7318	(415) 894-1261 Angela D. Knight
Glenn County Office of Education 525 West Sycamore Street Willows, CA 95988	(916) 934-6575 Kathy Kline

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MARC/Information Center Public Relations Plan (10 hours +)

GOAL: To increase the visibility of MTRC's HIV/AIDS prevention/education department towards establishing MTRC as a leader in this field and expanding fee for service opportunities through promotion of MTRC's:

1. Materials Development*
2. Technical Assistance/Trainings*
3. Information Dissemination*

OUTCOME: MTRC's name synonymous with HIV/AIDS Information, Prevention and Education.

GOAL	ACTIVITY	TIMELINE
Materials/ Info. Promo	Volunteer Center application/ follow up re. Librarian volunteers	mid Nov Jim
	Cover letter, Info.Brochure, MARC FYI mailing to small, minority businesses/CA AIDS agencies	end Nov. Jim/Jr.
	Update MTRC listing in publi- cations/on line services	mid Dec. Jim
	Copyright on new videos: forms, copies, fees and send to CA AIDS Clearinghouse too	mid Dec. Jim
Technical Assistance/ Training	show new/old videos at meetings (e.g. Far West Lab.) followed by discussions re. T/A, Trainings needs	Dec. Jr.
ALL*	set up press interviews (3) /press release AIDS month/World AIDS Day	for Dec. 1 Jr.
	attend Media Alliance workshop on promo. of AIDS programs	Dec 3 Jim
	free fairs, conferences, advertising opportunities	Nov & Dec. Jim & Jr.

MTRC FUNDING REPORT 1/29/93

Proposal	Purpose	Amount	Response Date
Juvenile Probation Dept. (January)	Mentor Program	\$60,000	1993
State Office of AIDS (January)	MARC Spread the Word: Not the Disease	\$250,000 each	pre-apps. only 2/15/93
Tobacco Free Project (January)	Youth For A Tobacco Free S.F.	\$115,000	1/29/93
Tobacco Free Project (December)	Smoke-Free Schools	\$75,000	YES 12/31/92
S.F. Foundation (December)	Lifeline Initiative	\$70,000	NO
Amfar (November)	GALAH Gay/ Lesbians Adol. Against HIV	70,000	pre-app. only pending
AmFAR (October)	WAR AIDS policy grant	\$20,000	NO pre-app. only
Community Boards (October)	Conflict Resolution Training	1 day	received Nov.20
Conf. of Mayors (October)	TOSS HIV/AIDS Prevention	\$105,000 pending	2/193
OSAP (September)	Families 2000	\$455,366	NO - no funds left call Feb. for May

Dept. Of Public Health (September)	HIV Prev. & Ed. for African Am. High Risk Pop.	\$86,602	NO Jim to review critique of proposal
INSURE (August)	AIDS grants	\$75,000	NO call (202) 624-2422 3/93 next cycle
Bay Area Black United Fund (July)	prevention video	\$5,000	NO - will send MTRC info. on workshop
Prop J "Danny G" (July)	community arts enrich- ment program & video	\$75,000	NO - appealed 10/15
Aids Action "CO-MEN" (July)	community coalition for men who have sex with men	\$50,000	NO
Community Development Block Grant "Danny G" (June)	community arts enrich- ment program	\$75,000	NO 10/30 requested 6/93 RFP for 1994
Presidio (June)	tenancy	none	Early 1993 pending
S.F. Foundation (June)	strategic planning	5,000	YES 11/2/92
Chevron (June)	programs	\$2,000 pending	Early 1993
OSAP (June)	grantwriting workshop	2 days & expenses	received June 23 & 24
OSAP (May)	conference	\$50,000	YES 1/8/93