



RESEARCH EDUCATION AND ACCESS TO COMMUNITY

Research Education and Access to Community Health Language Access Plan (LAP)

Organization: Research Education and Access to Community Health (REACH)

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I. Purpose

The Language Access Plan (LAP) for REACH is designed to ensure that individuals with Limited English Proficiency (LEP) can fully access and benefit from our programs and services. As a nonprofit organization committed to serving underserved and vulnerable populations, particularly the Hispanic and Latino communities in Southern Nevada, this plan establishes our dedication to linguistic inclusion and cultural competency. It outlines strategies for ensuring that language is never a barrier to care and sets a framework for continuous improvement.

The LAP also serves as a vital tool to align with legal obligations, enhance organizational efficiency, and foster community trust, ensuring that every individual, regardless of language ability, can access high-quality health and social services.

II. Mission and Vision

Mission: To provide evidence-based research, information, development, and implementation of programs to improve community health services and access to care in Nevada, regardless of race, creed, religion, color, sex, marital status, or physical challenges.

Vision: To be a trusted leader in reducing health disparities, empowering underserved communities, and fostering cultural and linguistic inclusion through innovative programs and services.

Through our LAP, REACH is committed to eliminating language barriers that prevent meaningful access to health and social services and promoting equitable access to all programs for LEP individuals.



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III. Organizational Overview

Established in 2011, REACH is a 501(c)(3) nonprofit organization that has served over 124,000 individuals in 2023 alone. With deep roots in the Hispanic and Latino communities in Southern Nevada, REACH has become the trusted leader in addressing health disparities, empowering vulnerable populations, and providing culturally relevant services.

Core Programs

1. *Ventanilla de Salud (Window of Health)*

- Operated in partnership with the Mexican Consulate, this program improves access to preventive healthcare by providing education, referrals, and culturally sensitive counseling. The program also focuses on promoting a preventive healthcare culture among families and individuals, particularly those who may face barriers due to legal, linguistic, or economic challenges.

2. *Salvando Tu Salud (Saving Your Health)*

- A program tailored for Salvadoran consulates, offering essential health services, workshops, and health fairs, accessible to both insured and uninsured individuals. Its focus is on improving health literacy and connecting individuals to vital community resources.

3. *La Ruta de la Salud (Route of Health)*

- A mobile clinic program designed to serve underserved communities in low-income areas. Services include adult and pediatric health screenings, women's health services, vision testing, and HIV testing. It operates in high-need zip codes identified through community health data.

4. *REACH Relief Program*

- Launched during the pandemic to assist families ineligible for government benefits, this program provides culturally appropriate resources such as food and transportation assistance.

These programs collectively reflect REACH's commitment to cultural competency and overcoming systemic barriers faced by underserved populations.



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IV. Legal and Policy Framework

REACH's LAP complies with:

- Title VI of the Civil Rights Act of 1964: Prohibits discrimination based on national origin, ensuring meaningful access for LEP individuals.
- Executive Order 13166: Requires federally funded entities to provide language access services to LEP individuals.

REACH's LAP demonstrates a proactive approach to exceeding minimum compliance standards by fostering inclusivity and linguistic accessibility.

V. Language Needs Assessment

LEP Population Analysis

REACH serves communities in Las Vegas, focusing on high-need zip codes with large Latino populations. Through demographic analysis and service data, REACH identifies the primary languages of its clients as:

1. Spanish (the largest LEP population served).
2. Portuguese.
3. Ukrainian.
4. English.

Data Collection and Storage

- REACH collects detailed demographic information from clients, including primary language, at intake.
- Information is securely stored in a centralized data management system to guide the allocation of language resources.
- Quarterly demographic reviews ensure that REACH remains responsive to evolving community needs, such as the recent increase in Ukrainian-speaking clients.



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VI. Language Assistance Measures

1. Oral Interpretation Services

In-Person Interpretation Services - REACH ensures in-person interpretation services are readily available at all its program locations. This includes:

- Consulates: Both the Mexican and Salvadoran Consulates have in-person interpreters.
- Mobile Clinics: Interpreters are present during all mobile clinic operations to assist patients and staff.
- Staffing: REACH employs bilingual staff members and also contracts with professional interpreters as needed to guarantee seamless communication and understanding for all clients.

Remote Interpretation Services - For situations where in-person interpretation is not feasible or for virtual appointments, REACH offers remote interpretation options:

- Interpretation Hotline: A dedicated hotline is available to provide real-time interpretation services in a multitude of languages, including Spanish and Portuguese. This ensures immediate access to language assistance for clients and staff.
- Video Remote Interpretation (VRI): For virtual appointments, events, or other interactions that require visual communication, REACH utilizes VRI services. This allows for face-to-face interpretation through video conferencing, ensuring that clients receive the same level of support as they would in person.

2. Written Translation Services

Vital Documents:

- All critical documents, such as consent forms, health education materials, program brochures, and intake forms, are translated into Spanish and Portuguese.
- Ukrainian translations are developed for specific health fair materials based on community demand.
- Materials are reviewed annually for accuracy and cultural relevance.

Signage and Notices:

- Clear and concise signage in English, Spanish, and Portuguese is prominently displayed at all REACH locations, informing clients about available language services.



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3. Bilingual Staff and Recruitment

- REACH prioritizes the hiring of bilingual staff, with a focus on Spanish-speaking individuals to meet the needs of the majority of LEP clients.
- Staff members are provided with opportunities to learn additional languages, including American Sign Language (ASL) in Spanish, to enhance communication with deaf and hard-of-hearing clients.

4. Cultural Competency

- Annual cultural sensitivity training ensures staff understand the unique needs and preferences of diverse populations.
- Staff are equipped with tools to engage respectfully and effectively with clients from various cultural backgrounds.

VII. Implementation Plan

Staff Training

Frequency:

- Quarterly training sessions will be held to reinforce key concepts and address any emerging issues related to serving LEP individuals.
- Annual mandatory reviews will ensure that all staff remain compliant with LEP policies and procedures. Additional reviews may be scheduled as needed based on changes in regulations or organizational requirements.

Topics:

- How to identify LEP individuals:
 - Staff will learn to recognize the indicators of limited English proficiency, such as difficulty understanding and speaking English, reliance on non-verbal communication, and requests for language assistance.
 - Training will cover the use of language identification tools and resources, as well as strategies for respectfully and effectively communicating with LEP individuals.
- Proper use of interpretation and translation services:



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- Staff will be trained on when and how to access interpretation and translation services, including the use of telephone interpreters, in-person interpreters, and translation software.
- The training will emphasize the importance of using qualified and certified interpreters and translators to ensure accurate and culturally appropriate communication.
- Cultural sensitivity and awareness:
 - Staff will learn about the cultural backgrounds and communication styles of different LEP communities.
 - Training will focus on developing skills for building rapport and trust with LEP individuals, avoiding stereotypes and biases, and providing culturally responsive services.
- Legal and regulatory requirements:
 - Staff will receive instruction on the relevant federal, state, and local laws and regulations pertaining to LEP individuals, including Title VI of the Civil Rights Act of 1964 and the Americans with Disabilities Act.
 - Training will cover the organization's obligations for providing language access services and the potential consequences of non-compliance.
- Best practices for communication:
 - Staff will learn effective strategies for communicating with LEP individuals, such as using plain language, speaking slowly and clearly, and avoiding jargon and idioms.
 - Training will also cover the use of visual aids and other communication tools to enhance understanding.
- Complaint and grievance procedures:
 - Staff will be informed about the procedures for handling complaints and grievances related to language access services.
 - Training will emphasize the importance of addressing LEP individuals' concerns in a timely and respectful manner.



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Outreach and Communication

Community Awareness:

To effectively reach and inform LEP (Limited English Proficient) populations about the available services, we will implement a multifaceted approach:

- **Multilingual Social Media Campaigns:** We will develop engaging and informative social media content in multiple languages, targeting platforms and channels that are popular among our target audiences. This content will be culturally sensitive and tailored to resonate with the specific communities we aim to serve.
- **Email Newsletters:** We will create and distribute regular email newsletters in multiple languages to provide updates on available services, upcoming events, and relevant resources. These newsletters will be designed to be accessible and informative, with clear calls to action and contact information.
- **Outreach Events:** We will organize and participate in community outreach events where we can directly engage with LEP populations and provide information about available services in a culturally appropriate and linguistically accessible manner. These events may include health fairs, cultural festivals, and community gatherings.

Marketing Materials:

To ensure that our message reaches and resonates with our target audiences, all marketing materials will be designed with linguistic and cultural relevance in mind. This includes:

- **Translation and Localization:** All materials will be accurately translated into the relevant languages and adapted to the cultural context of the target communities.
- **Culturally Appropriate Design:** Visual elements, imagery, and messaging will be carefully chosen to be culturally sensitive and respectful, reflecting the values and traditions of the target audiences.
- **Accessibility:** Materials will be designed to be accessible to individuals with disabilities, including those with visual or hearing impairments.
- **Community Input:** We will actively seek input from community members and leaders to ensure that our marketing materials are relevant, effective, and respectful.

By implementing these strategies, we aim to raise awareness of available services among LEP populations and ensure that they have access to the resources and support they need.



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Program Integration

- Language access measures are embedded across all REACH programs, ensuring consistency and equity in service delivery.

Resource Allocation

- Budget allocations are reviewed annually to sustain and expand language services.

VIII. Monitoring and Evaluation

Quarterly Evaluations

- Data Collection and Analysis:
 - Implement a robust system to track the usage of interpretation and translation services. This may include logging the frequency of service requests, the languages involved, the nature of the communication (e.g., medical, legal), and the mode of interpretation (e.g., in-person, telephone).
 - Gather comprehensive data on client satisfaction through surveys, feedback forms, and follow-up interviews.
 - Actively solicit staff feedback through regular meetings, anonymous suggestion boxes, and performance evaluations.
 - Conduct a thorough analysis of the collected data to identify trends, patterns, and potential areas for improvement.
- Service Gap Identification:
 - Compare the data on service usage and client needs to pinpoint any discrepancies or unmet needs.
 - Identify any recurring issues or complaints raised by clients or staff.
 - Assess the availability and accessibility of interpretation and translation services, especially for less common languages and during off-peak hours.
 - Evaluate the cultural competency and language proficiency of interpreters and translators.
 - Examine the adequacy of training and support provided to staff members who work with clients with limited English proficiency.



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- Action Plan Development:
 - Based on the identified service gaps, develop a comprehensive action plan to enhance the quality and effectiveness of interpretation and translation services.
 - This may include expanding the pool of available interpreters and translators, offering additional training and professional development opportunities, implementing new technologies to facilitate communication, and improving outreach to underserved communities.

Annual Evaluation

Comprehensive Review of LAP Effectiveness:

- This entails a thorough examination of all aspects of the LAP, including its design, implementation, and outcomes.
- Key performance indicators (KPIs) will be identified and tracked to measure the LAP's success in achieving its stated goals.
- Areas of strength and weakness will be identified, and recommendations for improvement will be developed.

Assessment of Client Demographics, Service Usage, and Unmet Needs:

- This involves gathering and analyzing data on the characteristics of clients served by the LAP, their utilization of LAP services, and their remaining needs that are not being met by the LAP.
- Surveys, interviews, and focus groups may be used to gather this information.
- The goal is to gain a deeper understanding of the client population and ensure that the LAP is responsive to their needs.

Recommendations for Plan Improvements Shared with Stakeholders:

- Based on the findings of the comprehensive review and client needs assessment, specific recommendations for improving the LAP will be developed.
- These recommendations will be shared with key stakeholders, including program administrators, policymakers, and funders.
- The goal is to ensure that the LAP is continuously improved and remains effective in meeting the needs of the client population.

Reporting and Transparency



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- An annual report detailing LAP activities, challenges, and achievements will be shared with staff, board members, and community partners.

IX. Sustainability and Expansion

- Grants and Funding:
 - Actively pursuing additional funding opportunities to expand language services and hire more bilingual staff.
- Emerging Needs:
 - The LAP will be updated to include additional languages as new demographics emerge in Southern Nevada.

X. Public Access to LAP

- The LAP will be available on REACH's website and at all program locations.
- Physical copies will be provided upon request.

XI. Contact Information

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Approval:

Rebeca Aceves - REACH President/CEO