

# **Cambio de Colores: Latinos in the Heartland**

Proceedings of the 12th Annual Conference:  
Positive Steps Toward a Pluralist Society  
St. Louis, Missouri  
June 12-14, 2013

**Stephen Jeanetta & Corinne Valdivia, editors**

Edited by Stephen Jeanetta and Corinne Valdivia, Cambio Center Fellows  
With the assistance of Katarina Sostaric and Lindsey Saunders  
Published by the Cambio Center  
University of Missouri, 2014



## *Preface*

The city of St. Louis hosted the 2013 annual conference *Cambio de Colores*—“Latinos in the Heartland: Positive Steps toward a Pluralist Society.” It was the third time the meeting convened in that unique city, always home to diverse populations. St. Louis is known as “The Gateway to the West” after its prominent historic role as the starting point of the Lewis & Clark expedition that—with a combination of political, economic and ethnographic purposes—was sent to explore the lands west of the Mississippi. Even at that time, over two hundred years ago, the city of two or three thousand people held a multilingual and multicultural population: French, Spanish, and English speakers lived there, and it’s likely that West African languages were still spoken by captive and enslaved men and women, along with indigenous Algonquian and Siouan languages.

Missouri itself underlines this historical diversity: our state is truly at the crossroads of our nation—cultural, geographic, political, historical crossroads. We are always managing to confuse people: Missouri is Midwest, West, and South; it is plains, prairie, and mountains; our weather is very hot and very cold, and jumps rapidly and freely from one extreme to the other. We fought in both sides of the Civil War. So we are skeptics, and our state motto declares it unequivocally: *Show me!*

I do find this complexity invigorating and challenging... and occasionally maddening. As an immigrant, I realize that I have added to this complexity, so it’s just fair enough that I try to understand it and to explain it as much as I can. I reckon I am now what researchers call an “integrated immigrant.” Early on, during my first years as a graduate student at Mizzou, I decided that I had to understand sports, starting with baseball, and why this game—full of liturgy and rituals in its one-on-one face-offs—was so appealing to the people of this country. It helped being in Cardinals country: it was easier to learn from winners, and soon I found it was easy to become a fan of a sport that a few years prior was a complete mystery for me.

Almost ten years later, I came back to Missouri as an immigrant in 1990, and my process of integration continued. In the mid-1990s, I learned that I was a Hispanic and a Baby boomer. I managed to understand the school system, and got involved in coaching soccer for my two children. I learned to do the laundry, clean the house, and do other housekeeping chores that most likely would not have been part of my daily life had I stayed in my country of origin.

I mention all these small and disparate changes—*cambios*—in my life as an immigrant, because only recently I am getting a sense of how complex and multithreaded is the process of integration. Thanks in great part to the privilege of organizing the *Cambio de Colores* conference, and to the research activities at the University of Missouri’s *Cambio Center*, I can look at my own experience and relate, at least partially, to the quite more difficult integration processes of the millions of immigrants who do not have the networks and safety that I did, and who may be welcomed by some and loathed by others.

Learning about this country, its culture and its peoples, is a basic condition to become integrated. I am not an assimilated person: I like my cultures, and I recognize that my spouse and my

children have their own ways to relate to their cultures. But I do love Missouri: this is my state, and I am invested in working to make this state, my home, a better place, and that's what I consider my integration to be.

Thanks to what I have learned about baseball, history, the Missouri Waltz, and the Civil War, I can engage in conversation with most other Missourians, and that is a good thing. I then try to explain why immigrants come, but putting emphasis on the pulling factors. In other words, immigrants come because *we* need them and *we* want them. And I explain things based on data, on numbers, and on economics.

One starting point, so simple to understand for the newcomers themselves and for those of us here who work towards integration, is that unauthorized immigrants are not here to break the law; they come to fill the jobs that we need to be filled, and that economic imperative is more powerful than the very broken immigration laws.

Then I go to some numbers: Did you know that between the years 2000 and 2010 the state of Missouri's prime working age population (between the ages of 25 and 44) shrunk by over 6%, more than 100,000 people? Did you know that, at the same time, the population 45 and older grew by over 22%, almost 450,000 people?

I usually do not need to go any further, but I do, just to show this is not a local problem. In the Midwest, there was a decline of 9.7% (1.85 million workers!) in the 25-44 years group, and an increase of over 20% among those of us who are 45 and above. In the Midwest, people 45 and older outnumber the youngsters aged 20 to 44 significantly: 27 million to 17 million.

Once those or similar numbers are shown, I can safely ask the question: "Who will do the jobs that the older people cannot do any longer?" Obviously, the answer is immigrants.

The difficult part is to explain how to incorporate newcomers, mostly Hispanic, into our society. That is why we have a conference: to provide answers and to propose new questions.

*Cambio de Colores* is not a conference about "immigration;" it is about people, some of them immigrants, some of them long-time residents, trying to build their future communities. We are just trying to help them. We are just trying to help us.

Domingo Martínez Castilla

May 2014

# *Table of Contents*

## **Abstracts**

### ***Change and Integration***

An ELL Binder - A Resource for the Mainstream Classroom Teacher	2
Mexican Immigrant Women: Identity, Body Image, and the Images of the Virgin of Guadalupe and La Malinche	2
Immigrant Gateways: An Empirical Examination of Primary and Secondary Destinations	2
Who am I?: An Autoethnographic Analysis of the Negotiation of Mexican American Identity	3
A Qualitative Exploration of Latino Immigrant Integration in Rural Midwestern Communities	3
Empowering Hispanic/Latino Families: Meeting Their Needs with a Holistic Approach From Nutrition to Higher Education and Community Leadership	3
Colorful Dialogue: Talking Towards Civic Engagement	4
Mobility and English Language Acquisition: Latino Immigrant Adjustment in the Great Plains	5
Measures of Subjective Well-being, Acculturation Strategies, Networks, and Perceptions of the Context of Reception of Latino and Latina Newcomers in Rural Communities of the Midwest	6
Community and the Context of Reception: A Comparative View of Community and Community Factors Affecting Community Integration	6
Where Does Integration Take Place? A View of Those Places That Facilitate and Discourage Community Integration Using Photovoice	6

### ***Civil Rights and Political Participation***

Creating an Immigration Friendly Community in a New Destination Community: The Case of Champaign-Urbana Immigration Forum, Illinois	7
Human Side of Immigration	8
Detention by any Other Name: A Comparative Analysis of the Detention Processes in Place to Deal with Immigrants in the Heartlands of the Russian Federation and the United States: Lessons Learned From Field Visit 1	9
Integrative Leadership in Rapidly Diversifying Rural Communities	10

### ***Education***

Bullying Prevention: Creating a Safe and Inclusive Environmen	10
The Academic Adaptation of Children of Immigrants in New and Traditional Settlement States: The Role of Family, Schools, and Neighborhoods	11
How to Involve Minorities in Programming	11
Cultural Competency for Working in Agricultural and Extension Education	11
A Dream Deferred?: Advancement Rates of Latino Assistant Principals Into the Principalship	12
Improving the Lives of Children Through Healthy Relationship Education	12
Urban Youth Involved in Community Gardening	13
Understanding the Role of University Context on Academic Performance of Mexican American Undergraduate Males	13

## ***Entrepreneurship and Economic Development***

Latino Entrepreneurship in Three New Settlement Communities in the Midwest: A Comparative Study	14
Start-Up Experiences of Latino/a Business Owners in Lansing and Saginaw, Michigan	15
Developing Entrepreneurship Programs to Assist New Destination Latino Immigrants	16
Back to Nature: Native Flora for Wildlife and People; The Lincoln University Native Plants Program	16
Building Community with a Certified Kitchen, Farmers Market and a Community Garden: The Sprouts and Roots Program at Lincoln University	17
Financial and Community Capacity-Building among Beginning Latino Farmers and Ranchers in Missouri and Nebraska	18
Latino Social Innovators and Economic Entrepreneurs in Four Rural Communities of Iowa: Comparisons Using a Capitals Framework	19

## ***Health***

Getting Latinos Covered: The Health Insurance Marketplace	19
Examining the Health Literacy of Rural Latina Immigrant Mothers and Their Use of the Internet to Seek Health Information	19
Meanings and Strategies for Good Health: The Perspectives of Latina Immigrant Mothers in Rural Iowa	20
Immigration and Trauma: Coping and Resiliency Amongst Latina/o Immigrants	21
Health, Well-being, and Social Connectedness of Rural Hispanic/Latino Populations	21
Creating a Culturally Sensitive Intake Template for Latino/a Populations	22
Exploring Successful Aging among Foreign-born Latinos in the Context of Other Immigrant Groups in Saint Louis, Missouri	23
Dimensions of Acculturative Stress and Mexican American Emerging Adults' Prosocial Behaviors	23
Caring for Newcomer Patients: Provider Perspectives	24
Challenges in Accessing Health Care Services: Perspectives from Refugee and Immigrant Patients	25
Missouri Trends in Hispanic Health Disparities in the Last Decade	25
Salud de Nuestra Población: A Mixed Methods Strengths and Needs Assessment	26

## **Selected Papers**

Health, Well-being, and Social Connectedness of Rural Hispanic Populations <i>Debra J. Bolton, Kansas State University</i>	28
On Being a Mexican American: An Autoethnographic Analysis of Identity Construction <i>Stephen Christ, University of Missouri</i>	34
Dimensions of Acculturative Stress and Mexican American Emerging Adults' Prosocial Behaviors <i>Alexandra N. Davis, Gustavo Carlo, and Cara Streit, University of Missouri</i>	40
A Dream Attained or Deferred? Examination of Production, Placement, and Transition into the Principalship of Latina/o Educators in Texas <i>Ed Fuller, Pennsylvania State University</i> <i>Emily R. Crawford, University of Missouri-Columbia</i>	44
Examining the Health Literacy of Rural Latina Immigrant Mothers and Their Use of the Internet to Seek Health Information <i>Kimberly Greder and Kimberly Doudna, Iowa State University</i>	54

Exploring Successful Aging Among Foreign-born Latinos and Other Immigrant Groups in Saint Louis, Missouri <i>Jennifer Hale-Gallardo, Hisako Matsuo, and Lisa Willoughby, Saint Louis University</i>	60
Start-Up Experiences of Latino Business Owners in Lansing and Saginaw, Michigan <i>Rubén Martínez, Roger Calantone, and William Escalante, Michigan State University</i>	66
Developing Entrepreneurship Programs to Assist New Destination Latino Immigrants <i>Wayne Miller, Frank Farmer, Zola Moon, University of Arkansas</i> <i>Christina Abreo, St. Anna's Episcopal Church</i> <i>Stacey McCullough, University of Arkansas</i>	73
Latino Youth Involved in Urban Community Gardening <i>Sonia G. Morales Osegueda, Washington State University Extension</i>	78
Back to Nature: Native Flora for Wildlife and People—The Lincoln University Native Plants Program <i>Nadia E. Navarrete-Tindall, Sue Bartelette, and Amy Hempen, Lincoln University of Missouri</i> <i>Cooperative Extension</i>	82
Building Community with a Farmers Market, Certified Kitchen and Community Garden: The Sprouts and Roots Program at Lincoln University <i>Nadia E. Navarrete-Tindall, Mara Aruguete, Yvonne Matthews, Margaret Hopper,</i> <i>Veronica Taylor, Jeff Hargrove, and Robert Channer, Lincoln University of Missouri</i>	88
Immigration and Trauma: Examining Coping and Resiliency Among Latina/o Immigrants <i>Danielle Quintero, University of Missouri</i> <i>Oscar F. Rojas Perez, University of California, Irvine</i>	93
Meanings and Strategies for Good Health: The Perspectives of Latina Immigrant Mothers in Rural Iowa <i>Angelica Reina, Kimberly Greder, and Tania Lee, Iowa State University</i>	97
Pathways to Community Leadership in Rapidly Diversifying Communities: Preliminary Results <i>Tobias Spanier and Scott Chazdon, University of Minnesota Extension</i> <i>Ryan Allen and Amanda Hane, University of Minnesota</i>	103

## **Appendices**

About the Plenary Sessions Speakers	114
Conference Program	116
Directory	124

## *Introduction*

Cambio de Colores was held for the 12<sup>th</sup> time in 2013 with the theme “Positive Steps toward a Pluralist Society”. As the Latino population continues to grow in the Midwest, it becomes more evident that Latinos and their families are here to stay. It is also clear that for communities to prosper and become resilient, the questions are no longer about marginalization, because we cannot afford this as a society, but are focused more on how we integrate and become more pluralist as a society. Wealth creation is at the center of the sustainability and resilience of Midwestern communities. Creating wealth, building the human, social, cultural, and economic capital, is essential to the social and long-term economic well-being of communities in the Midwest. And steps towards a pluralist society will enable all people to be part of this process. The good news is that this is happening in the Midwest and that there are on-going efforts to figure out what works and why.

The question we asked ourselves and all participants in 2012 was, ‘Is our path going forward one of integration or separation?’ We were aware of the fact that if marginalization continued, Latino newcomers to the Midwest would be limited in how they could contribute to the future of our communities and states. Today we know that integration is essential to wealth creation and sustainability.

The community of practice that is Cambio de Colores comes together with a purpose: seeking to contribute our shared experiences and knowledge to facilitate the integration of Latino/as. These 12th Conference Proceedings includes 14 papers in health, education, entrepreneurship, integration and well-being, from Michigan, Minnesota, Iowa, Kansas, Arkansas, Texas, and Missouri, from small and large towns. The abstracts of the presentations cover the five conference themes: Civil Rights, Education, Health, Entrepreneurship and Economic Development, and Change and Integration. They provide a resource to people working in each of these areas, in terms of defining what is happening in our communities and providing a way to connect and learn from the authors.

Cambio de Colores started as a call to action, and acknowledged from the beginning that in order to support communities in their processes of change, it needed to become a place for sharing and learning, as well as identifying what needs to be done. For those of us in the universities, especially in the land grant system, it is part of our mission to develop research and best practices that are relevant to improving well-being. We also know that a community of practice is essential to a process of change, and have been blessed with all the people and their organizations that come together each year to create such a rich learning environment. The conference brings together people on the ground working in communities to facilitate change, practitioners that work in local and state organizations, and researchers studying the issues of integration together with the people who are working in the communities trying to address the issues. The proceedings provide papers with the state of the art in research and best practices, on-going research and practice through the abstracts presented, and a directory of participants that can help readers connect to other people as each of you works to address key issues facing your neighborhoods, communities, and regions. We hope you find the proceedings a useful resource in your practice, research, and outreach

Sincerely,



Corinne Valdivia



Steve Jeanetta