

# GREATER LAWNSDALE LOTERÍA

## PROCESS GUIDE



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This process guide outlines the six steps that were taken to develop Greater Lawndale Lotería, or GLL, which can be used to replicate the game in other educational and community settings.

### Planning

01

The planning phase brought together community and academic partners to guide GLL's development and evaluation.

### Preparation

02

The preparation phase included the development of game components, translating materials, and securing collaborative copyright for co-authorship.

### Piloting

03

The piloting phase tested the game with key groups, analyzed evaluation results, and addressed feedback.

### Pre-Launch

04

The pre-launch phase promoted GLL through community projections, academic presentations, and engaging promotion.

### Launch

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The launch phase celebrated GLL's debut with a community event, free downloads, and an order form for physical copies.

### Post-Launch

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Post-launch focuses on disseminating GLL at conferences and community events, and with ongoing evaluation to measure its impact.

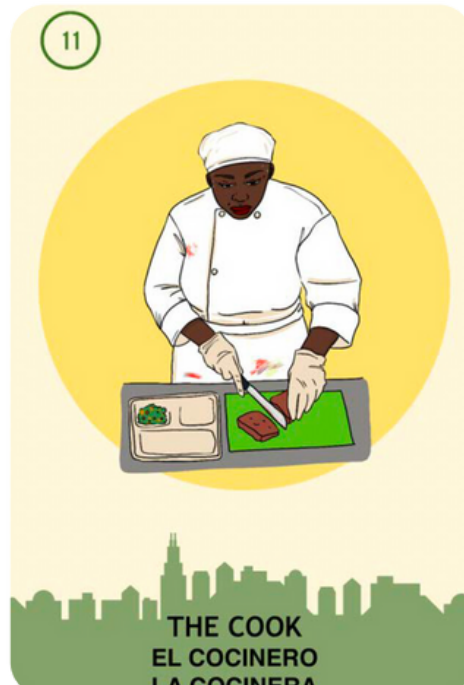
# Planning

- ✓ Create a team
- ✓ Identify goals and objectives
- ✓ Create a logic model
- ✓ Create a budget
- ✓ Establish a timeline
- ✓ Develop an evaluation

The planning phase of the game began with identifying a subcommittee comprised of community and academic partners from our leadership council to guide the development, dissemination, and evaluation of the game.

Our subcommittee held monthly planning subcommittee meetings, and we sometimes met outside of those regularly scheduled meetings as needed to consult with other individuals throughout the development of the game. During the monthly meetings, we developed our protocol documents, including goals and objectives, logic model, budget, timeline, and evaluation.

Our subcommittee sought guidance from the leadership council comprised of community-academic partners during the quarterly council meetings for ongoing feedback and support.



# Preparation

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- ✓ **Identify themes for the cards**
- ✓ **Write educational narratives for each playing card**
- ✓ **Develop illustrations**
- ✓ **Create an educational and instructional booklet**
- ✓ **Translate all material**
- ✓ **Register a multi-person creative commons copyright**

The preparation phase entails developing all the main components of the game. After identifying overall themes of the cards, which included common and precarious work situations in Greater Lawndale and neighborhood landmarks, our Outreach Coordinator (Dolores Castaneda) and community partner drafted a list of cards. The list was informed by American Community Survey census data and findings from the Greater Lawndale Healthy Work Survey to characterize the most salient work situations. Evidence-informed and asset-based educational narratives were written for each card by the subcommittee with the support of a labor rights researcher and activist with an extensive community and academic background in workers' rights (Alison Dickson).

Illustrations were developed for each card by an artist based in North Lawndale (Ronica Hicks), with input provided by partners along the way. An accompanying educational and instructional booklet was developed and graphically illustrated by an artist with roots in Little Village, Theodora Salazar, to include findings from the Project and provide instructions for how to play. All materials were translated into Spanish to stay aligned with our values of language justice.

After finalizing the content of the game, the team arduously sought a multi-person copyright to align with our principles of co-authorship. The team faced several administrative and legal challenges to convince the University of Illinois Board of Trustees to expand the copyright and include the creators of the game. Ultimately, a multi-person Creative Commons copyright was developed to give the artists and translator co-ownership and authorship of the game, provide individuals the ability to print, play, and distribute the game for non-commercial purposes, and create the ability for others to freely adapt the game for educational purposes.

# Piloting

## ✓ Administer pilot evaluation

## ✓ Analyze pilot evaluation results

After finalizing and printing all materials, the team piloted the game with 5 groups of interest identified in the planning phase, including community leaders, workers, youth, small business owners, and policy advocates.

A two-fold mixed method evaluation was administered to participants after piloting the game to measure shifts in knowledge, attitudes, and beliefs.

Quantitative analysis domains:

- Knowledge, attitudes, and beliefs
- Work-related questions
- Community-based participatory questions

Qualitative analysis domains:

- Head (I learned...)
- Heart (I felt...)
- Feet (I look forward to...)

The results were subsequently analyzed by graduate-level student partners.



# Pre-Launch

- ✓ **Project illustrations in community spaces**
- ✓ **Present the game in community and academic spaces, including university classrooms and community meetings**
- ✓ **Create promotional material**

While piloting efforts were underway with groups of interest, the team sought other unique and intentional methods to widely disseminate the game in community and academic spaces.

Team members projected Greater Lawndale lotería illustrations and narratives in 6 community spaces in Greater Lawndale, including local businesses, food pantries, community events, cafes, health centers, and churches. Individuals who passed by the projections were invited to share their reflections which were collected and later analyzed as part of the qualitative evaluation.

Promotional material, including postcards, flyers and large posters, were developed to increase awareness and engagement of the game. Around 20 large posters were framed and gifted to community and academic partners.



# Launch



**Throw a launch party!**



**Create a free printable version of your new game**



**Create an online order request form**

To celebrate our achievements and continue to raise awareness about the game, team members organized an official launch party. Community and academic partners were invited to attend the celebratory event to network and strengthen our relationships, and free copies of the game were provided to active partners.

Additionally, a free and printable version of the game was uploaded onto the website for download and an online order request form was created to obtain a free physical copy of the game.



# Post-Launch

- ✓ Engage in intentional dissemination efforts
- ✓ Give away free copies of the game to interested organizations and individuals in the community
- ✓ Administer and analyze optional evaluation to recipients of the game

After the official launch of the game, Greater Lawndale lotería continues to be intentionally disseminated. Greater Lawndale lotería is included in the Center for Healthy Work's policy advocacy efforts where leadership meet with representatives at the local, state and federal level to provide updates and build relationships to garner support for the Center.

Greater Lawndale Lotería has been presented at a number of conferences with an emphasis on presenting the participatory research principles of equity and justice as the theoretical framework. A manuscript with evaluation findings from the piloting efforts is forthcoming.

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Greater Lawndale Lotería continues to be presented in community spaces in Greater Lawndale as a tool to build relationships and identify opportunities for collaboration.

Free copies of the game continue to be given away through an online order request form and an optional evaluation is being administered to recipients to hear their experiences and measure shifts in knowledge, attitudes and actions.

**Beginning November 2024, Greater Lawndale Lotería was featured at the David J. Sencer CDC Museum in Atlanta, Georgia in the major exhibition *Health Is a Human Right: Achieving Health Equity*, which includes contributions from more than one hundred individuals, organizations, and Government agencies from across the United States.**



# ACKNOWLEDGEMENTS

Thank you to all Greater Lawndale Healthy Work Project team members, especially Dolores Castañeda for original concept of the game, inspired by the residents of Greater Lawndale, and Sandra Avelar, Melissa Chrusfield, Rosi Carrasco, Jeni Hebert-Beirne, Miguel Negrete, and Sylvia González. Thank you to everyone listed below.

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Illustrations of cards: Ronica Hicks, BA Graphic design of booklet: Theodora Salazar, MEd

Translation: Sylvia Escárcega, PhD

Thank you to all our partners. Greater Lawndale Lotería is the result of years of partnership with Greater Lawndale community organizations and residents, as well as UIC investigators, staff, students, and the following individuals: Teresa Berumen, Tessa Bonney, Gabriela Bustos, Robert Calhoun, Arturo Carrillo, Yvette Castañeda, Aeysha Chaudhry, Lorraine Conroy, Rolando Favela, Jennifer Felner, Linda Forst, Renee Hatcher, Marcella Hernández, Virgilio Hernández, Adlaide Holloway, Sara Izquierdo, Rodney Johnson, Morgan Lawson, Marsha Love, Adriana Magaña, Anna Mayer, Natalie Merrick, Amanda Montgomery, David Mosley, Karen Nava, Jackeline Ortiz, Brenda Palms Barber, Patricia Pereda, Jennifer Plascencia Lopez, Maria Post, Preethi Pratap, Laura Romero, Angelica Rosales, Leonarda Rosendo, Kathleen Rospenda, Rev. Bob Smith, María Velázquez, Alisa Velonis, Richard Wallace, Madeline Wood



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Funding for this project was through the University of Illinois Chicago Center for Healthy Work, a National Institute for Occupational Safety and Health Total Worker Health® Center of Excellence (Grant: U19OH011232). The views expressed in written materials do not necessarily reflect the official policies of the Department of Health and Human Services, nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government. Total Worker Health® is a registered trademark of the U.S. Department of Health and Human Services (HHS). Participation by the UIC Center for Healthy Work does not imply endorsement by HHS, the Centers for Disease Control and Prevention, or the National Institute for Occupational Safety and Health.