



NewsRelease

La ClínicaSM

For Immediate Release

Contacts:

Yanet Luna, Abriendo Las Cajas, (510) 535-2964, yluna@laclinica.org

Beth Mastin, New Routes, (608) 236-0674, mastin@newroutes.org

La Clínica and New Routes immigrant project “Abriendo Las Cajas” produces DVD of 20 stories to bring attention to violence in Oakland’s Hispanic community

OAKLAND, CA, June 18, 2009 – The New Routes to Community Health project *Abriendo Las Cajas* (Opening Boxes) has released a DVD compilation of 20 digital short stories to draw attention to violence in the Hispanic community in Oakland, California. The stories are told by Mexican adults, Latin American immigrants and Latino youth who live in the Fruitvale District.

The short videos, posted individually at www.newroutes.org, were produced during the past year through collaboration between [La Clinica de la Raza](#), [ZeroDivide](#), and [Bay Area Video Coalition](#) (BAVC). More than 100 community members attended a screening of the DVD in late May, many of whom ordered a copy of the DVD to show in their communities.

“Our goal is to share these compelling stories with the greater community to encourage others to also share their stories, create dialogue and, consequently, systemic change,” said Maria Pilar Tudela, La Clinica Health Education Adult Programs supervisor.

The DVD is available to community groups who want to help spread the message about preventing violence. The stories and tools are offered in Spanish and English, and are free to nonprofit organizations and schools that plan to screen the stories in health, community and violence prevention settings.

Abriendo Las Cajas anticipates that the stories and its curriculum guide will be shown by a statewide network of health educators, as well as be heard on local radio and public access television stations. This summer, the project is inviting participants to be part of a larger, intergenerational media program.

“This project is healing for the community in two distinct ways,” said Jennifer Gilomen, *Abriendo Las Cajas* program manager and BAVC lead developer. “First, it spreads the word to the greater Hispanic community that it’s okay to talk about violence in public. Second, it empowers the teens and adults who produce the videos to share their experiences with their own families and community.”

Stories on the DVD include:

- **Mi Principe Azul** – Health educator Veronica shares her personal story of domestic violence
- **Racism and Judging** – Teenager Javier tells his experience with racism and how he overcame stereotypes in his own life
- **La Cuota de Sangre en mi Familia** – Tulio’s personal story of violence, immigration and healing
- **Tali’s Story** – A 15-year-old girl tells about something that happened to her at home, which became a turning point in her life

- **Abriendo las Cajas Experiences** – a 10-minute piece in which several women and men in the Latino Fruitvale neighborhood tell their own stories of violence and its impact on their lives
- Four pieces that focus on Abriendo Las Cajas leaders and catalogue their personal journeys through this project

To order the digital story collection and curriculum guide, visit www.newroutes.org. *Abriendo Las Cajas* asks that in return, groups report back on audience data so producers know how the stories were used, and what was effective.

Abriendos Las Cajas is part of a larger, national project called [New Routes to Community Health](#), which improves the health of immigrants in the U.S. using media created by immigrants.

“Our program’s ‘new route’ to community health runs straight through urban neighborhoods, populated by immigrants. Health and mental health concerns are an endemic part of the landscape,” said Beth Mastin, New Routes national program director. “That’s why our national collaborative offers immigrant groups new tools to tell their stories and make their communities stronger.”

The eight New Routes projects are each receiving \$225,000 from the Robert Wood Johnson Foundation over three years. The media content they create is housed at www.newroutes.org and available for any community to use. The Web site also serves as a resource for research and news on the topic of immigrant community health.

About the Robert Wood Johnson Foundation

The Robert Wood Johnson Foundation focuses on the pressing health and health care issues facing our country. As the nation’s largest philanthropy devoted exclusively to improving the health and health care of all Americans, the Foundation works with a diverse group of organizations and individuals to identify solutions and achieve comprehensive, meaningful and timely change. www.rwjf.org.

About the Benton Foundation

The Benton Foundation works to ensure that media and telecommunications serve the public interest and enhance democracy. It pursues this mission by seeking policy solutions that support the values of access, diversity and equity, and by demonstrating the value of media and telecommunications for improving the quality of life for all. www.benton.org.

The mission of La Clínica is to improve the quality of life of the diverse communities we serve by providing culturally appropriate, high quality and accessible health care for all. Our 26 clinical sites are located in Alameda County, Solano County and Contra Costa County. For more information about La Clínica please visit us at www.laclinica.org.

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