LATINO CONNECT
Carnaval San Francisco - Health & Wellness Pavilion

Our Mission: To implement structural interventions dedicated to strengthening the health and wellness of the Latino community in San Francisco.

Carnaval SF is a FREE two-day festival and street parade held annually in the Mission District of San Francisco during Memorial Day weekend. Carnaval SF has a reach of over 400,000 attendees and celebrates Latin American and Caribbean culture through music, dance, and visual arts.

2019 is the 4th year that Latino Connect (LC), in partnership with the Carnaval SF Production Team; plans and executes the Health & Wellness Pavilion (HWP) at Carnaval SF, a space for community learning and advocacy. The HWP is the only health and wellness space tailored to reach the San Francisco Bay Area Latino community. Through our collaboration with over 80 organizations, we have succeeded in providing free culturally and linguistically appropriate education and interactive services to over 50,000 community members.

Latino Connect partners with CBO’s, city and government agencies, as well as health and wellness collaboratives with the goal of connecting the community with education on key health issues; provide interactive information and referrals, host educational activities in addition to essential screenings created for Latinos in a culturally and linguistically appropriate manner. The design of resources and services offered at the pavilion has been identified by the needs of the community through survey data collection which include:

- Essential health services that include HIV testing, blood pressure screenings, diabetes testing & awareness, and dental screenings for children and adults
- Sexual and behavioral health education
- Dedicated behavioral and sexual health services for underserved populations including the LGBTQ and transgender community
- Condom distribution
- Intimate partner violence prevention and direct services
- Zumba classes- A physical activity motivator
- Nutrition and healthy eating education and resources
- Services for seniors and people with disabilities
- Health insurance (CalFresh, HICAP, Medicare and Medical) referral information
- Fire and disaster preparedness education

Through these offerings, Latino Connect and our partner organizations aim to provide a diverse collection of services to our community, in order to support our efforts around minimizing health disparities and keeping our community healthy.

The Health & Wellness Pavilion is volunteer based and cannot be driven without our dedicated and caring volunteers. At large, we have recruited over 60 volunteers, who have given their time to support our outreach efforts prior to the event, as well as having helped with the set up/break down of the pavilion, and assisted in survey gathering throughout the event.

Latino Connect gathers quantitative surveys through questionnaires that are gathered during both days of Carnaval SF. The data gathered serves as a tool to help us to better understand our community and to provide the most appropriate health related services at our events. The data collected is analyzed and shared, via PowerPoint presentations with our community partners and community and serves as the most up-to-date data on the Latino community in San Francisco.

Each year, on average, the Health & Wellness Pavilion has partnered with over 80 organizations and offered scholarships. Participating community partners receive 10x10 ft spaces, including a canopy, two chairs and tables, for both days of the event. These helpful scholarships are made possible by the generous support of our sponsors.

The Health & Wellness Pavilion currently reaches an estimated number of 52,000+ community members on both Saturday and Sunday, and this year we expect an increase as we continue to grow. Every year we have noticed a 60% increase in attendance from the previous year. We aim to continue the growth of the HWP to support efforts around increasing empowerment and health education in the Latino community, alongside other communities of color, to ultimately strengthen the health of all communities in San Francisco and throughout the Bay Area.

For more information or questions please contact us via email at latinoconnectsf@gmail.com.