

Long Beach Advancing Peace Steering Committee Portrait

Purpose:

Develop a profile of the current Steering Committee members for integration into the Advancing Peace Website

Name:

Martha Cota

Birthday:

7/28

Organization:[Latinos in Action](#)**Target Population:**

- Latinx populations
- Washington Neighborhood & Greater Long Beach residents
- Families
- Women
- Youth

Services:

- Nonviolent, Assertive Parenting Workshops
- Annual Women's Conference
- Annual Youth Empowerment Summit
- Mental Health Forums
- “Amigas de Camino,” group therapy space for Latinx women
- Mobile vaccination coordination for events
- Community Canvassing

Profile

Martha Cota is the Executive Director and founder of Latinos In Action. Martha has lived and worked in the Washington neighborhood for over 30 years, alongside her children and grandchildren. Ms. Cota’s organization focuses on violence prevention through family strengthening services. She explains that by building nurturing, nonviolent family relationships, Latinos in Action seeks to prevent youth from becoming involved in violence within their communities. Latinos in Action provides a safe space for families to build resilience and find solutions to the hardships they face domestically and in their communities. Ms. Cota is motivated to engage in violence prevention because of her family’s experience of gun violence, the effects of violence on her community, and systemic injustices.

