Participant Journey Mapping

A Culturally Responsive Approach for Defining Community Defined Evidence Program Implementation and Evaluation

Cultural Competence Summit 2018

Tuesday, October 23, 2018

Riverside California
Welcome
Special Service for Groups (SSG)

SSG was founded in 1952 as a response to the Zoot Suit riots in Los Angeles. Currently, more than 20 divisions provide direct social services, technical assistance and policy advocacy in the counties of Los Angeles, Orange and San Francisco.

SSG is a 501(c)(3) non-profit organization.
The California Reducing Disparities Project (CRDP) is a statewide prevention and early intervention effort to reduce mental health disparities in underserved communities—African Americans; Asian and Pacific Islanders; Latinos; Lesbian, Gay, Bisexual, Transgender, Queer/Questioning (LGBTQ); and Native American/Alaska Native. Phase 2 focuses on providing funding to implement practices and strategies identified in order to demonstrate community-defined evidence to reduce mental health disparities.

The SSG Research & Evaluation Team’s core philosophy focuses on matching technical expertise with deep community engagement. They recognize the strength that community members bring to research and evaluation as experts of their own communities. The organization seeks to involve them throughout the research process, not only as research subjects, but also as researchers who are involved in all aspects of the research process. They seek to combine knowledge gained from research with action steps that lead to positive community change. SSG serves as the Technical Assistance Provider (TAP) for the CRDP API implementation pilot projects.
Culturally Responsive Approach
Consideration of cultural norms

- Native English
- Western education
- Written word orientation
- Transactional
- Individualistic values
- Low context communication

- Non-native English
- Non-Western education
- Oral or visual orientation
- Relational
- Collectivist values
- High context communication
Participant Journey Mapping
What is Participant Journey Mapping

- A visual approach to understand the overall stakeholder experience
- A reflective evaluative tool to identify successes, barriers and challenges
- A program monitoring process to identify program improvements
Customer Journey Mapping

Who is the customer?
- Attributes
- Context of a customer
- Their goals and success
  - An easy customer experience

How do we help customers reach goals?
- Understand unique needs of customers
- Provide advice
- Allow for feedback and testimonials

Metrics of success
- Customer advocacy
- Engagement

Lessons learned
- You learn by testing
- Maintain relationships after the sale
- Customers are not one size fits all

Cross device ease of use
- Checking notifications
- Personalized recommendations
- Feedback and testimonials

Marketing metrics
- Measuring holistic experience
- Reporting opportunities
- Key activities

Time spent during engagement
- Personalizing recommendations based on feedback

Proven techniques
- Create personas
- Following unique behaviors
- You have to be able to gauge success
- Meet customers at their stage of the journey

Adobe Target
What is the general process

- Consider what program you want to focus on
- Choose who should be part of the mapping process
- Consider and outline the general components of the program
- Sketch out the components
- Choose a person or group to focus on
- Fill in with information, reflections, activities related to participants’ experience
  - Can highlight key positives and negatives throughout
What is the general process – Review and Reflection

- Discuss every stage as you complete it
- At the end
  - Take a step back,
  - Review your work,
  - Reflect on the overall picture and what it means
- Present to other staff, leadership and funders
  - Consider posting on website or social media as a means of promoting the work
Some examples from the business world
Some examples from the business world

Connected Employees & HR Community – Journey of an Employee – The Big Picture

Business Benefits & Value

- Engaged, Connected & Motivated Employees
- Active Brand Ambassadors & Advocacy
- Increased Culture of Innovation & Sharing
- Increased Management Visibility & Alignment
- Increased Employee Productivity & Satisfaction
- Increased HR Productivity & Process Efficiency
- Increased Accountability
- Increased Customer Satisfaction & Engagement
- Increased Revenue Growth
- Decreased HR Support Costs
- Decreased New Hire Ramp-Up Time
- Decreased employee attrition
Some examples from the business world
Examples of Participant Journey Maps: Hmong Helping Hands Program

The Fresno Center

Lao Family of Merced

Lao Family of Stockton
Questions?
Practice in small groups
Instructions for breaking into groups

- Select a sticker on the table in front of you (or handed to you)
- Sit at table labeled with same image/color on your sticker
- Within your new team:
  - Think of a program that either you have personally managed, worked on, or your organization has provided
    - Collectively, select a program to focus on
    - Select perspective/stakeholder
    - Chart outline of program components
    - Select one component/stage to work now
    - Discuss key touchpoints, experiences, feelings and lessons learned
    - Create your maps!
Take 10 min to walk around and view your neighbors’ maps
Group Share-out

• Which program and stage did you choose to work on?
• Whose perspective did you choose to frame the activity with? Why is this stakeholder important?
• What are the bright spots for this stakeholder during this stage?
• What are some areas that might be challenging for them?
• How might you improve on any challenges?
Contact

Dan Huynh, MPH
dhuynh@ssg.org | 213-223-0621

Erica Shehane, MPH, LCSW
eshehane@ssg.org | 213-553-9350

Rebecca Ratzkin, MUP
rratzkin@ssg.org | 213-223-0623

Information ➔ Action