Multi-site Holistic Wellness Evaluation

Cultural Competence and Mental Health Northern Regional Summit XIX Modesto, CA

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Presentation Outline

1. Holistic Wellness Programs
2. Evaluation questions
3. Methods & tools
4. Findings
   a. Challenges
5. Areas for improvement

“Sometimes I hear voices. Sometimes I talk to myself. But I am learning how to deal with things everyday.” (NAHC)

Examples of Program Activities & Community Events

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<thead>
<tr>
<th>Agency</th>
<th>Activities</th>
<th>Community Events</th>
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<td>Parenting Class</td>
<td>Kwanzaa Leadership Awards Ceremony</td>
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<td>Health Smart Behaviors</td>
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<td>Gardening Class</td>
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<td>Holistic Violence</td>
<td>Community Arts</td>
<td>Resource Health Fair</td>
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<td>Prevention &amp; Wellness</td>
<td>Drumming</td>
<td>Civic Participation Events</td>
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<td>House</td>
<td>Community Forum on Trauma</td>
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<td>Cultural Exchange Event</td>
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<td>Indigena Health &amp;</td>
<td>Embroidery</td>
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<td>Wellness Collaborative</td>
<td>Wednesdays for Sharing Promotora program</td>
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<td>Instituto Familiar de la</td>
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<td>Raza</td>
<td>Community Forum on Trauma</td>
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<td>Cultural Exchange Event</td>
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<tr>
<td>NAHC</td>
<td>Drumming</td>
<td>Gathering of Native Americans Powwows</td>
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<td>Beading</td>
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<td>Talking Circles</td>
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Holistic Wellness Programs

<table>
<thead>
<tr>
<th>Program Name/Agency</th>
<th>Target Population</th>
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<tr>
<td>African American Holistic Wellness Program</td>
<td>African Americans</td>
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<tr>
<td>Bayview Hunter's Point YMCA</td>
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<tr>
<td>Holistic Violence Prevention &amp; Wellness Promotion Project</td>
<td>Homeless Individuals in</td>
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<td>Central City Hospitality House</td>
<td>Tenderloin</td>
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<td>Indigena Health &amp; Wellness Collaborative</td>
<td>Indigena Mayan Immigrants</td>
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<td>Instituto Familiar de la Raza</td>
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<td>Living in Balance</td>
<td>Native Americans</td>
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<td>Native American Health Center</td>
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Consumer Involvement

Hired consumers as Community Advocates
• Survey development
• Trained to administer surveys
• Provided ongoing feedback
• Culturally & linguistically appropriate

Holistic Wellness Goal

Risk Factors
- Historical, systemic, political, economic oppression and social trauma
- Trauma, violence, poverty, domestic violence, assault, harassment, racism & discrimination
- Leverage Cultural Traditions

GOAL: To strengthen community resilience to trauma and improve behavioral health outcomes by engaging cultural and linguistic traditions.

MHSA GUIDING PRINCIPLES:
- Holding space for community
- Rebuilding cultural traditions
- Empowering community leaders

ACTIVITIES:
- Cultural ceremonial gatherings
- Spiritual/behavioral wellness learning
- Peer leadership
- Early intervention

Select Outcomes

• Community building
• Awareness about living in balance
• Access to behavioral health services
• Social isolation

Evaluation Questions

1. Recruitment & engagement
2. Community resilience
3. Program implementation
Methods & Tools

- Informal interviews
- Outreach and Recruitment Survey
  - One time
- Social Connectedness Surveys*
  - Baseline & 6-mos. f/u
- Agency staff interviews
- Consumer focus groups

*Adapted from NAHC’s version

Outreach

- ‘Word-of-mouth’ is the best
  ➢ Moccasin Telegraph (NAHC)
- Outreach at community events, partner agencies, and local businesses

Reached: mostly women (IFR & YMCA)
Not reached: family members, isolated individuals, & young men

Who completed the Outreach & Recruitment Survey?

1. Recruitment & Engagement

Findings
Who completed the Outreach & Recruitment Survey?

![Age distribution chart showing percentage of participants in different age groups for CCHH, IFR, NAHC, and YMCA.]

Outreach Methods

![Outreach methods chart showing percentages of participants who heard about the activity through different methods: Friends/Family, Staff, Flier, Media, for CCHH, IFR, NAHC, and YMCA.]

Participants wanted more texts/internet

Engagement

Prior to this activity, how many have you attended in the past?

![Engagement chart showing distribution of repeat consumers and new consumers for CCHH, IFR, NAHC, and YMCA.]

87% would attend another activity!

Why are consumers coming back?

- Opportunities to socialize
- Community building activities (i.e., YMCA’s Playback Theatre)
- Activities are therapeutic
- Cultural learning (IFR, NAHC, YMCA)
- Safe environment
- Incentives (i.e., gift cards & gym membership)

“It gives me a chance to express myself. I always be quiet. But as I be coming here it helps me to pray. This is very sacred to me.” (NAHC)
Why are consumers NOT coming back?

- Family (lack of childcare)
- Work/school schedule conflicts
- Poverty (forced to move)
- Declining health
- Relapse issues
- Difficulty socializing
- Needs met - need for services was temporary

“I stopped coming because I was able to get a job. This is only because the program has helped me with overcoming my personal & family crisis.” (IFR)

Social Connectedness

- Sense of family
- Stronger bonds
  - community resource fairs (CCHH)
- Community extends beyond HW

“Working on the community resource fair brought us closer as a team and brought us closer to our community…it helped me reconnect with my community in a positive way rather than through drugs” (CCHH)

Findings

2. Community Resilience

- Social connectedness
- Empowerment
- Reconnect with culture
- Peer leadership
- Prevention & wellness

Social Connectedness (SC)

<table>
<thead>
<tr>
<th></th>
<th>CCHH (n=39)</th>
<th>IFR (n=47)</th>
<th>NAHC (n=34)</th>
<th>YMCA (n=38)</th>
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<tbody>
<tr>
<td>Baseline</td>
<td>3.7</td>
<td>4.2</td>
<td>3.9</td>
<td>3.8</td>
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<td>f/u</td>
<td>3.5**</td>
<td>4.1</td>
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<td>3.9</td>
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Average scores for baseline & follow-up surveys (N=158)

Highest level of SC significantly different

Lowest level of SC not significantly different
Empowerment

- Giving back to the community (CCHH)
- Groups became self-directed rather than being facilitated by agency staff (IFR, NAHC)
- As a result of their participation, consumers expressed feeling - increased hope, pride, happiness, self-confidence, motivation, compassion, & self-esteem

Reconnect with culture

- Learning & teaching traditions
- Children learn about their history (NAHC)
- Arts & crafts, celebrations, traditions

“I am able to speak my indigenous language and interact with others who share my cultural identity. I feel a greater sense of pride…something that I have never felt before.” (IFR)

Peer Leadership

- Educational & employment opportunities
- Community involvement
  - Tenant’s rights leader (CCHH)
  - Promotoras' workshop at public library (IFR)
- Leadership awards ceremony (YMCA)

“I have volunteered in community events outside of this program. I have helped to create drug free zones in the Tenderloin community…ensuring safe places for families and kids.” (CCHH)

Prevention & Wellness

- Healthy coping skills
- Sobriety
- Improved wellness
- Holistic approach to wellness was beneficial

“I binged on food quite a bit when I lost my mom...this program gave me a 6 month gym membership program and it helped me get back on track. I lost a total of 30 pounds in the past 8 months” (CCHH)
### Findings

#### 3. Program Implementation

- **What is working well**
  - Positive impact on consumers
  - Targeted outreach and recruitment
  - Responsive to community needs
  - Creating safe environments for participants

  "This program has allowed us to address and serve the spiritual, ceremonial, ritual needs of our community…which is a cultural healing practice." (NAHC staff)

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### Challenges

- Multiple reporting requirements
- Limited resources constrained staff flexibility and program offerings
- Staff turnover created program instability and concern among participants
- Consumer expectations and incentives
- Limited options for reaching extremely isolated individuals

### Areas for Improvement

- Make activities more fun
- Improve outreach to isolated individuals
- Provide child care
- Expand hours into evening/weekend
- Expand peer leadership component

"Allows us to keep the focus away from depression. Allows us to move spirit to a positive level" (YMCA)
Areas for Improvement

Publicity – use welcoming names for activities

Acknowledgements

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THANK YOU!