San Francisco Department of Public Health

Multi-site Holistic Wellness Program Evaluation Summary Report November 2012

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

<table>
<thead>
<tr>
<th>PROGRAM NAME/AGENCY</th>
<th>TARGET POPULATION</th>
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</thead>
<tbody>
<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 Tenderloin-based residents</td>
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<td>Central City Hospitality House</td>
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<tr>
<td>Indígena Health &amp; Wellness Collaborative</td>
<td>Indígena Mayan Immigrants</td>
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<td>Instituto Familiar de la Raza</td>
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<tr>
<td>Living in Balance</td>
<td>Native Americans</td>
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<td>Native American Health Center</td>
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Holistic Wellness Programs

Three main evaluation questions:

1. How effective are programs in recruiting and engaging their target populations?
2. To what extent have the programs improved community resilience to trauma and violence?
3. How are the programs being implemented?
RECRUITMENT AND ENGAGEMENT

- Participants mostly heard about activities from **friends, family, and agency staff**

  ![How did you hear about this activity?](image)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Friend/Family</th>
<th>Staff</th>
<th>Flier</th>
<th>Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCHH</td>
<td>30%</td>
<td>20%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>IFR</td>
<td>40%</td>
<td>30%</td>
<td>20%</td>
<td>10%</td>
</tr>
<tr>
<td>NAHC</td>
<td>50%</td>
<td>40%</td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td>YMCA</td>
<td>60%</td>
<td>50%</td>
<td>40%</td>
<td>30%</td>
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</tbody>
</table>

- Both **repeat and new** consumers are being engaged by programs
- The programs are mostly engaging repeat consumers

  ![How many activities have you attended in the past?](image)

<table>
<thead>
<tr>
<th>Activity</th>
<th>Repeat</th>
<th>New</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCHH</td>
<td>80%</td>
<td>20%</td>
</tr>
<tr>
<td>IFR</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>NAHC</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>YMCA</td>
<td>50%</td>
<td>50%</td>
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</tbody>
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Participants were asked if they would attend another activity

**84% of all participants said they would!**

*What brings consumers back to the program?*

- Opportunities to socialize
- Community building activities
- Activities are therapeutic
- Cultural learning
- Safe environment
- Incentives (gift cards, gym memberships)

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

- 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 overcome my personal and family crises.” (IFR participant)

COMMUNITY RESILIENCE

Social Connectedness – focus group consumers said that they felt a strong sense of family among one another and a stronger bond to the community.

“We feel a community responsibility for one another. We are sincerely concerned about each other’s well-being.” (NAHC participant)

Social Connectedness Survey: On a scale of 1 to 5, with 5 being the highest level of social connectedness, the total average score for 158 survey respondents was 3.8. The 6-month follow-up survey showed very little, if any, change in social connectedness among those who completed it. The Holistic Wellness program at CCHH was the only program that did show a significant change, specifically a reduction, in social connectedness.

Playback Theatre: “It brings community together in such a unique way whereby one’s story of suffering and overcoming is reenacted in a community setting. We go through the loss with the emotional support of the community. It is a way for the community to heal from traumas. It is a way of remembering that those who are suffering are individuals from our own community.” (YMCA participant)
Empowerment – when consumers were asked how they felt differently about themselves as a result of their participation in their holistic program, they felt an increase in the following:

- Hope
- Pride
- Happiness
- Confidence
- Motivation
- Compassion

Reconnect with Culture – Consumers expressed how the program offerings allowed them to reconnect with cultural traditions and identities through various arts and crafts, and by participating in community celebrations (e.g., Kwanzaa, Dia de los Muertos, Gathering of Cultures, Powwows) and events (e.g., CCHH’s community organizing).

Peer Leadership – Peer leaders said that they gained educational and employment development opportunities. Also, peer leaders became more involved in their community after participating in their program.

- A peer leader from CCHH became a tenants’ rights leader for her building where she lived.
- Promotoras from IFR learned how to negotiate and develop a contract in order to conduct arts and crafts workshops for the community at the Mission Public Library.

Prevention & Wellness – Consumers state that they benefit from the program by learning healthy coping skills (i.e., breathing exercises, anger management, and prayer) that leads to overall wellness, encompassing the physical, emotional, mental, spiritual, and psychological aspects of well-being.

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

What’s working?
- Positive impact on consumers – improved wellness, including physical, mental, emotional, & spiritual health
- Responsive to community needs
- Creating safe environments for participants

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 needed to be considered
- Limited options for reaching extremely isolated individuals

“Allow us to keep the focus away from depression, allows us to learn to move along to bring spirit to a positive level.” (YMCA participant)

Opportunities for Growth
- Make activities more fun by including Zumba, cooking demonstrations, bingo, or raffles
- Improve outreach to isolated individuals
- Provide child care
- Expand hour into evening/weekend
- Expand peer leadership component
- Publicity – use welcoming names for activities

“I have gone back to school at San Francisco State to get a peer mental health certificate...everything is paid for. I am so happy. Nothing of this would have happened if it wasn't for this program.” (CCHH participant)
Summary

Overall, the Holistic Wellness Programs are having a positive impact on consumers. They expressed improvement in their physical, mental, and emotional health; social connectedness, community building, and coping skills. Peer leaders gained leadership, mentorship, employment development, and community building skills. The program staff was responsive to the needs of their community and helped build safe places for the program participants. The program participants provided useful suggestions on how the programs can improve their services, such as making the activities more fun, improving outreach to isolated community members (i.e., young men, homeless, and older adults), provide child care, expand program hours, and improve publicity by avoiding the use of stigmatized words.

The agencies plan to organize collaborative programming that will allow them to continue to learn from one another's innovative culturally and linguistically appropriate activities, explore ways to reach out to each other's ethnic populations, and perhaps cosponsor events at some point in the future.

Acknowledgements

We would like to thank all of the consumers, agency staff, and community advocates from the Holistic Wellness Programs at the Native American Health Center, Central City Hospitality House, Instituto Familiar de la Raza, and Bayview Hunters Point YMCA who made this evaluation possible.

Thank you for your commitment and support to improving the overall wellness of communities in San Francisco.

If you have any questions, please contact:

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