Breakout Session: Reaching Minority and Underserved Populations

Tuesday, May 24th 2016

Improving the lives of 10 million older adults by 2020
Reaching Minority and Underserved Populations

Tuesday, March 24th 2016

Doreen Gonzalez, Executive Director, Southeastern Colorado Area Health Education Center

Leigh Ann Eagle, Executive Director, MAC Inc. Living Well Center of Excellence

Joseph Whiting, Chief Executive Officer and Director, Health Promotion Education and Behavior at Phoenix Health Education and Wellness Center

Rebecca Castleton, Utah Arthritis Program Manager, Utah Department of Health
By the Numbers...

- **Total Number of Participants:** **278,075** (9/1/2010 - Today)

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Percentage of Participants (from total)</th>
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</thead>
<tbody>
<tr>
<td>American Indian/Alaskan Native</td>
<td>2%</td>
</tr>
<tr>
<td>Asian</td>
<td>3%</td>
</tr>
<tr>
<td>Black/African-American</td>
<td>18%</td>
</tr>
<tr>
<td>Nat Hawaiian/Pacific Islander Native</td>
<td>1%</td>
</tr>
<tr>
<td>White</td>
<td>53%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>13%</td>
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Rural and Minority Outreach

Reaching Minority and Underserved Populations

Doreen Gonzales, Executive Director
Southeastern Colorado Area Health Education Center
Heath Disparities and Impact on Health Care

- Accessibility and Transportation
- Lifestyle and Traditions
- Rural Minorities
- Cultural Outreach
- Future Trends
Accessibility and Transportation

- Lack of Primary Care Providers
  - Urban providers struggle to adapt
  - Short-term position to career enhancement
  - Spouse employment

- Income
  - Higher poverty levels
  - Aging population

- Distance
Lifestyle and Traditions

- Ancestral Values and Customs
  - Farmers-Ranchers
  - Small-town residents
  - Migrant Workers
Rural Minorities-Southeastern Colorado

- Foreign-born Minorities 6%
- Colonial Spanish 30%
- Blacks/African American 10%
- Native American 3%
- Asian 1%
Cultural Outreach

- Know the Community
  - Demographics
  - Values

- Share Stories
  - Engage
  - Commonality
  - Trust
Cultural Outreach

- Staff
  - Diversity

- Rural Background

- Competencies
Cultural Outreach

- Adaptable
  - Clothing
  - Venue
- Approach
- Resources
- Communications and Technology
  - Local News
  - Radio
Future Trends

- Technology-based Initiatives
  - Tele-health
  - Project “ECHO Colorado”

- Community Collaboratives

- “Grow Your Own”

- Self-Management Programs
Thank you!

Questions?
Maryland’s Strategies for Reaching Underserved Populations

MAC, Inc. Living Well Center of Excellence
Leigh Ann Eagle, Executive Director
Reaching Maryland’s Underserved Populations

- Minorities, especially African Americans and Hispanics
- Rural isolated, homebound
- People with disabilities, especially deaf/hard of hearing
- Low income and/or homeless
- Individuals with poorly managed chronic disease (especially hypertension and diabetes)
- Dual Eligibles (new initiative)
Strategies to Reach Underserved Individuals

- Minority Populations/People with Disabilities
  - Outreach Workers, Community Health Workers in Churches and Communities
  - Leader Training and Workshops for Deaf/Hard of Hearing
- Rural, Homebound
  - Stanford Home Study Toolkit – Community Health Workers/Interns Cross-trained in CDSMP/DSMP
- Low income/Homeless
  - Wellness Van Outreach Workers, Homeless Shelters, Foodbanks
Strategies to Reach Underserved Individuals

• Individuals with poorly managed chronic disease (especially hypertension and diabetes)
  • Risk Assessment (MAP-ADRC), Health Care Provider Referral
• Dual Eligibles (new initiative)
  • Early screening for eligibility upon hospital admission
  • Strong partnership with hospital on care coordination, continuum of care
Standardized Risk Assessment Questions

Falls Risk screening – referral to Stepping On/Balance programs
- Have you fallen in the past year?
- Do you feel unsteady when standing or walking?
- Do you worry about falling?

Referral to Self-Management Programs
- Do you have 2 or more chronic medical conditions
- Are you taking more than 4 medications?
- Do you have difficulty managing your condition(s)?

Referral to PEARLS: Over the past two weeks, how often have you been bothered by any of the following problems?
- Little interest or pleasure in doing things (2-3 days = referral)
- Feeling down, depressed or down (2-3 days = referral)
Living Well Lessons Learned

- Meet people where they are
- Leaders, Outreach Workers, Community Health Workers need to be from the communities you are trying to reach
- Offer a variety of types of workshops, locations and times
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Reaching Minority and Underserved Populations

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Reaching Minority and Underserved Populations in Utah
The Demographic Breakdown

- 30,000 Pacific Islanders
  - 1 of every 4 Tongans living in the United States resides in Utah*
- Just under 400,000 Hispanic/Latino Origin
- 45,000 American Indians

*U.S. Census data, 2010
Promotion

- Radio, Newsletters, Facebook
- Faith-based efforts
- Diabetes Educators, clinic staff
- Transportation assists
- Cross promotion
Background: Major Interventions

- Stepping On
- ENHANCE FITNESS®
- Walk With Ease
- Living Well with Chronic Pain
- Tomando Control de su Salud
- Living Well with Chronic Conditions
- Arthritis Foundation Exercise Program™
- PREVENT T2™
- National Diabetes Prevention Program (prediabetes)
- Living Well with Diabetes
- Manjío Personal de la Diabetes
Find a Course

Search here to find and enroll in evidence-based health and wellness courses being offered all over Utah. Enter your zip code, find the course for you and register online!

Search: (Leave all fields blank for list of ALL courses)

Your Zip Code:  
Please Select a Program:  
Distance from Zip code:  

Search Courses
Champion Coordinator

• NTAS Coordinator, Ivoni Nash, is respected and trusted by students
  ▪ Energetic
  ▪ Tenacious

• Heavily involved in program promotion

• NTAS staff calls participants the day before each class

• Coordinator attends first, third and last class at remote locations
Lessons Learned

- Barriers and Successes
  - Transportation
  - Recruitment
  - Cultural sensitivities
  - Disabilities
  - Communication
  - Follow-up in-person when possible
“Without the CDSME Workshops, class members would not have overcome their reservations about sharing health related problems with others. Now, they are excited to share their action plans with others who have similar problems.”

Ivoni Nash