

LATINO COMMUNITY CONNECTION

Program Overview

Latino Community Connection is a multi-layered program to provide behavioral health outreach, engagement, and prevention services in the Latino community. Canal Alliance, a trusted multi-service agency, partners with Novato Youth Center and services in West Marin to train and support Promotores throughout the county. Promotores are trusted community members trained in identifying and responding to behavioral health concerns, including providing peer support and linkages to services. A bilingual behavioral health provider provides brief interventions for individuals, couples and families including psycho-education, coping skills, communication skills, and referrals to appropriate behavioral health services. Clients may also be referred to trauma and stress management groups at Canal Alliance that help them develop coping and stress reduction strategies. In addition, PEI funds co-sponsor a radio show in Spanish on health issues, including mental health and substance use.

Target Population

The target population is Latinos throughout the County, especially newer immigrants facing many stressors and barriers to access of services. The Latino population faces a number of significant risk factors for mental illness including severe trauma, ongoing stress, poverty, family conflict or domestic violence, racism and social inequality, and traumatic loss.

Program Description

- Outreach for Increasing Recognition of Early Signs of Mental Illness
- Prevention: Reduce Risk Related to Mental Illness

The Latino Community Connection program aims to reduce prolonged suffering due to unaddressed mental illness by increasing identification of individuals with mental health difficulties and increasing protective factors for those with significantly higher risk for mental illness due to trauma.

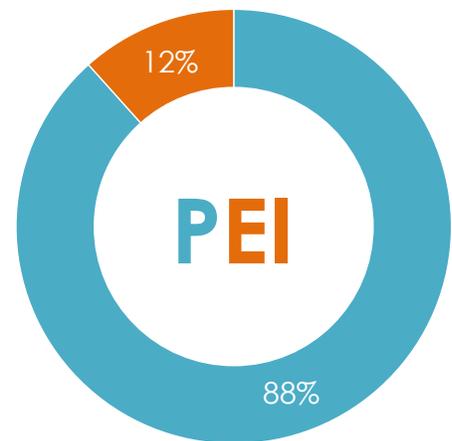
PEI

Latino Community Connection

Clients Served: FY 14/15

517 Individuals

23 Families



■ Prevention ■ Early Intervention

Outreach for Increasing Recognition:

- **Radio Show:** A licensed mental health provider will host a weekly live one-hour radio show in Spanish on the health of Latino individuals, families and communities, in particular mental health topics. It will be broadcast from stations in central Marin, West Marin and other regions in California. A similar program focused on parenting was well received.
- **Promotores Training and Support:** For hard to reach populations, trusted community members provide an effective cultural and linguistic bridge to information and services. This project provides training, supervision and stipends for Promotores to provide mental health and substance use education, identification of risk and signs, and linkages to services. This program increases the efficacy of existing mental health programs by reducing the barriers for accessing those services. In addition it creates a culture shift in the target communities that reduces stigma and increases the natural supports available within the community. MHSUS provides staff time in-kind for training, supervision, and program development by a licensed mental health practitioner.

Prevention:

- **Skill Building:** Individuals referred to the program are assessed for PTSD using the Posttraumatic Stress Disorder Checklist (PCL-C). Those determined eligible are referred to ongoing groups provided at Canal Alliance for increasing coping skills and functioning. The groups provided incorporate the framework developed by the Institute on Violence, Abuse and Trauma (IVAT) regarding addressing complex trauma, such as emotional regulation, stress reactions, psycho-education on trauma, dissociation, and relational aspects. In addition, clients not appropriate for the groups, but assessed as having significant risk, especially family conflict, or having signs/symptoms of mental illness, are provided one to three individual sessions including psycho-education, coping skills, communication skills, and linkages to appropriate services.

The program improves timely access to services for underserved populations by being located within a trusted multi-service agency serving primarily Latino immigrants, as well as reaching hard-to-reach communities through Promotores. Services are provided at no-cost by culturally and linguistically competent providers. Services are non-stigmatizing by being co-located with other services and addressing “stress,” rather than specifying mental health issues.

Individuals/families at risk or showing signs of developing mental illness are linked to additional risk reduction services, early interventions, and other resources as needed. Access and linkage to treatment for individuals experiencing symptoms of serious mental illness or emotional disturbance is achieved through assessment and referral by the program’s behavioral health provider. Promotores, family advocates and others are trained to identify signs and symptoms and refer clients to the behavioral health provider as needed. The behavioral health provider makes referrals to County Mental Health and Substance Use (MHSUS), private health coverage, and primary care and assist with making an initial appointment as needed. Referrals to County MHSUS go to the “Access and Assessment line,” enabling the County to track referrals, timeliness of services, and services received. PEI staff will maintain relationships with referral sites and participate in the PEI Committee that includes representatives from all PEI programs, County Mental Health and Substance Use Services, clients, families, and other key agencies in order to facilitate successful collaboration.

Expected Outcomes

Latino Community Connection is intended to:

- Train Promotores and other front-line workers to recognize and respond to early signs of mental illness.
The number and type of providers trained will be tracked. Participant surveys are conducted to track changes in knowledge and skill.
- Reduce Prolonged Suffering for those at significantly higher risk of mental illness by increasing protective factors and reducing risk factors.
The Posttraumatic Stress Disorder Checklist will be completed by group participants upon entry to and exit from the program. Changes for individuals will be tracked and then reported in aggregate.

This data, and client/family demographics, are reported annually to assist with an analysis of whether the target population and outcomes are being reached, and how to improve the program on an ongoing basis.

The program achieves the intended results due to implementing program practices that have been shown to achieve positive impacts over the course of this program, the use of best practices associated with Promotores programs, and incorporating research-based frameworks:

- The Promotores program is a practice-based model with a long history. It has been described and studied in many articles, including “The Promotor Model: A Model for Building Healthy Communities” (The California Endowment) and “Promotores: Vital PRC Partners Promote Nutrition and Physical Activity” (Center for Disease Control).
- Promotores and other providers in this program receive training in Motivational Interviewing and trauma informed care as a basis for all of their work.
- The Posttraumatic Stress Disorder Checklist (PCL-C) is a validated tool for assessing symptoms of trauma.

Actual Outcomes

This program is a successful model of behavioral health support for the low-income, Spanish speaking community. Services are accessed quickly, often within the same day. Services are also embedded in a community resource center that provides many other services, so stigma is reduced. Brief interventions are focused on solutions to problems and learning healthy coping strategies. Services are provided by staff that reflect the culture, language and life experience of the community being served. In FY2014-15, four Promotores in West Marin were trained to expand services to their geographically isolated community.

Cuerpo Corazón Comunidad is a weekly radio program in Spanish on topics related to the wellness of Latino individuals, families and communities. Its website is: www.cuerpocorazoncomunidad.org. In FY2014-15, 39 programs were aired, with an emphasis on behavioral health knowledge, skills, and community resources.

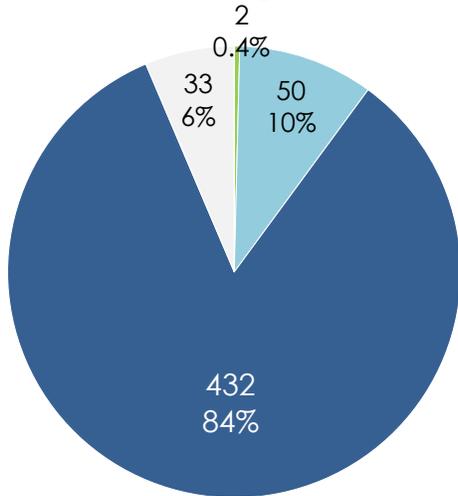
Outcome	Goal	Actual FY2014-15
Outreach		
Number of Promotores receiving training about identifying and responding to mental health concerns.	9	11
Number of Family Resource Advocates receiving training about identifying and responding to mental health concerns.	3	3
Number of community members receiving behavioral health information/support from Promotores and Family Resource Advocates.	450	1320
Prevention		
Number of participants in support groups or individual/family services. (Range of sessions: 1-7. Average: 4)	100	171
Percent of participants attending a support groups for at least 3 months that experienced improvement in symptoms as measured by the PTSD Checklist (at least 5 point improvement).	80%	100% N=24
Percent of participants in individual/family sessions reporting improvement in wellbeing.	80%	95% N=140
Number of family members participating in family sessions in support of the client.	20	22
Satisfaction		
Individuals receiving prevention services reporting satisfaction with the services:		
<ul style="list-style-type: none"> • would use the services again in the future • would be very or somewhat likely to recommend the services • agree or strongly agree staff were culturally sensitive • report services were very or somewhat helpful in addressing their problems 	80%	95% 94% 92% 89% N=122

The demographics represent individuals who received individual, group, or family services from Promotores, Family Resource Advocates, or Behavioral Health Coordinators.

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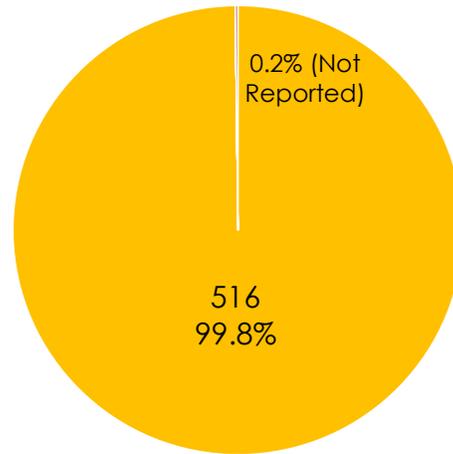
Prevention and Early Intervention (PEI)
Latino Community Connection

LCC 14/15: Age Group



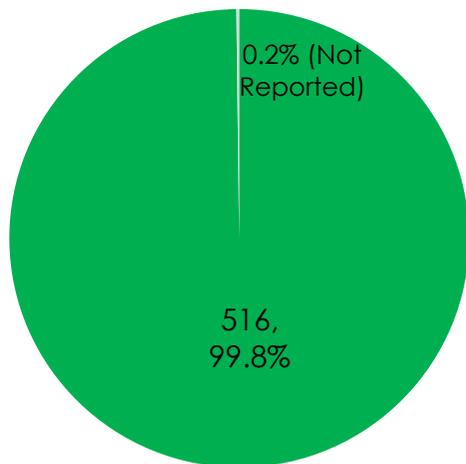
- 0-15
- 16-25
- 26-59
- 60+
- unknown

LCC 14/15: Race/ Ethnicity



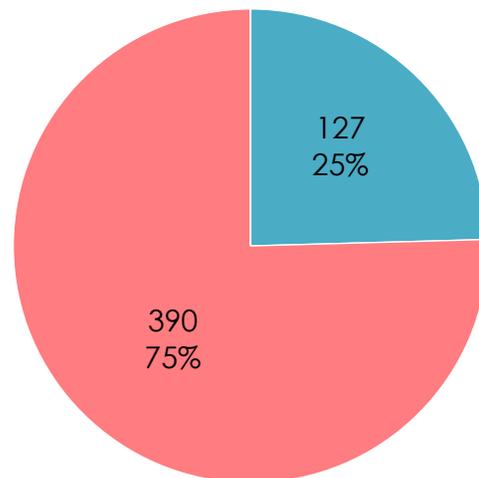
- Hispanic
- Asian
- Multi
- Pacific Islander
- White
- African American
- Native
- Not Reported (1)

LCC 14/15: Primary Language

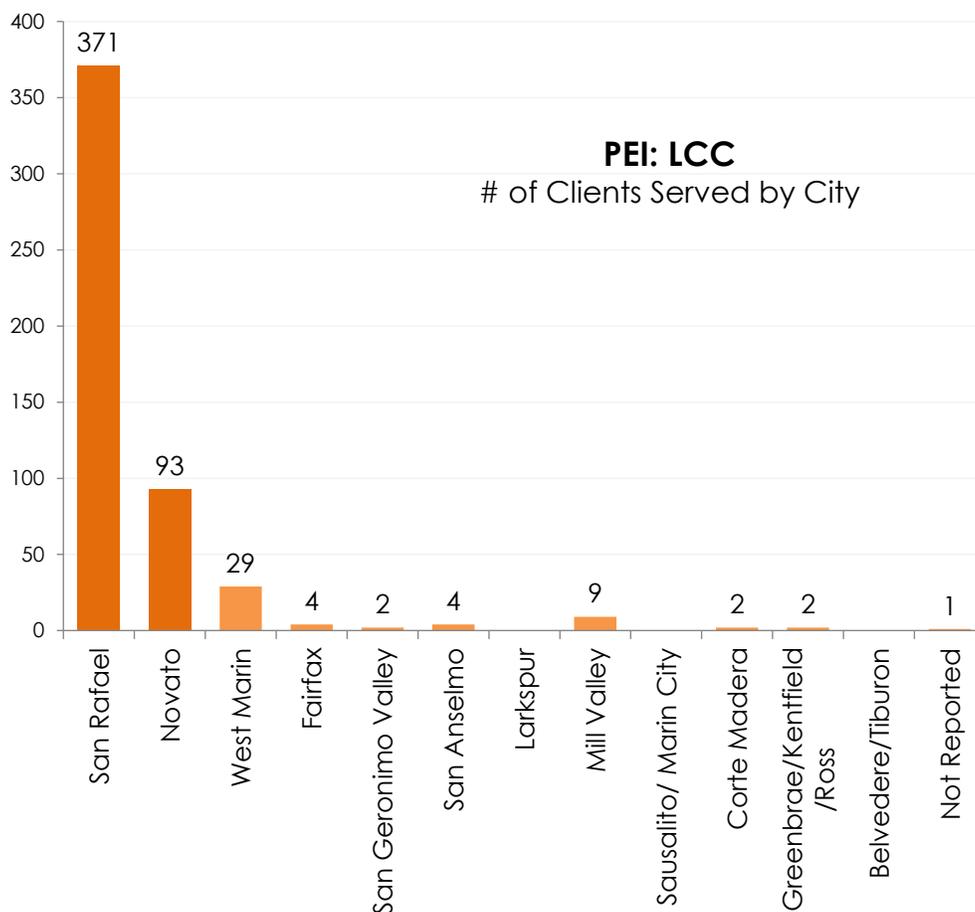


- Spanish
- English
- Not Reported
- Vietnamese
- Chinese

LCC 14/15: Gender



- Male
- Female
- Transgender/Other
- Not Reported



Canal Alliance (CA) is located in the Canal neighborhood of San Rafael, comprised mostly of new immigrants from Mexico and Central America. CA has provided a wide array of services to this community for 30 years, building a high level of respect and trust. They have partnered with Novato Youth Center and West Marin county services to implement Promotores in North and West Marin. Staff hired with PEI funds are bilingual/bicultural.

Challenges and Upcoming Changes

In FY2015-16, one of the challenges experienced is the high need for the individual and family services provided by the Behavioral Health Coordinator. There are very limited counseling services available in Spanish or at no- or very low-cost. MHSUS continues to work with the community and existing providers to identify and address services gaps. The West Marin Promotores has been a successful expansion, although due to the large area the four Promotores serve, it can be challenging to meet all of the needs.

In FY2016-17, this program is expected to be implemented as described in the MHSA Three-Year Program and Expenditure Plan for FY2014-15 through FY2016-17.

LATINO COMMUNITY CONNECTION – CLIENT STORY

A Promotora was dropping her kids off at school when she noticed that a 6 year-old boy was crying. He told her he was afraid he was never going to see his father again, due to his arrest by immigration officials that morning. The Promotora asked school officials for permission to talk to the child and she comforted him. The next day, the Promotora talked to the child's mother, and arranged for her to meet with the program's Behavioral Health Coordinator for emotional support. She also referred the family to immigration services at Canal Alliance, and helped her call for an appointment. A few days later, the child ran over to the Promotora when he saw her to hug her and let her know that his father was back at home and everything was back to normal. The family often expresses their appreciation for the emotional support and referrals given to them.

Quotes from Promotores regarding the program and their personal growth:

- *Being a Promotora motivates me to make changes, to keep educating myself and helping people who are going through difficult moments. We all have problems and sometimes we are not aware that there is help.*
- *To be a Promotora is a privilege. I have learned to help the community a lot. I have helped them to seek help. I also lead the Zumba groups that we offer to the community, to help them to de-stress, because in these times with so much work, so many children, and so many problems, they need something to relax. That is why we have the Zumba, yoga, and walking groups.*
- *Being a mental health Promotora has impacted me, I can see the community people as my family and help them regarding the health of the mind. (The Coordinators) have given us gigantic support, classes about how to manage emotional education, and preparing us so that we can always be ready to offer our support to people. It has impacted me very, very much, so I keep on going forward helping people from my heart!*