

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS  
ACTION AGENDA SUMMARY

DEPT: HEALTH SERVICES AGENCY *by*

BOARD AGENDA # \*B-10

Urgent        Routine X

AGENDA DATE June 12, 2001

CEO Concurs with Recommendation YES ph NO         
(Information Attached)

4/5 Vote Required YES        NO X

SUBJECT:

APPROVAL TO SUBMIT FOR FUNDING FROM THE CALIFORNIA FAMILY  
HEALTH COUNCIL TO IMPLEMENT IMMIGRANT INITIATIVE.

STAFF  
RECOMMEN-  
DATIONS:

1. APPROVAL TO SUBMIT TO THE CALIFORNIA FAMILY HEALTH COUNCIL  
IMMIGRANT INITIATIVE FOR FUNDING PERIOD 07-01-01 THROUGH 12-31-01  
(6 MONTHS).
2. APPROVAL FOR THE HEALTH SERVICES AGENCY MANAGING DIRECTOR  
OR HER DESIGNEE TO SIGN THE CONTRACT AND ACCEPT \$50,000.00 FOR THIS  
INITIATIVE.

FISCAL  
IMPACT:

This contract will provide \$50,000.00 to increase the Health Services Agency's ability to serve and access limited English proficient residents in the area of reproductive health. There is no impact on the General Fund.

BOARD ACTION AS FOLLOWS:

No. 2001-427

On motion of Supervisor Caruso , Seconded by Supervisor Simon  
and approved by the following vote,

Ayes: Supervisors: Mayfield, Blom, Simon, Caruso, and Chair Paul

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: None

1) X Approved as recommended

2)        Denied

3)        Approved as amended

MOTION:

*Christine Ferraro*

ATTEST: CHRISTINE FERRARO TALLMAN, Clerk

By: Deputy

File No.

**SUBJECT:** APPROVAL TO SUBMIT FOR FUNDING FROM THE CALIFORNIA FAMILY HEALTH COUNCIL TO IMPLEMENT IMMIGRANT INITIATIVE.

**PAGE:** 2

**DISCUSSION:** The California Family Health Council, a Non-Profit California Corporation, disperses Federal Title X dollars to delegate agencies to subsidize Family Planning programs Statewide.

In April of 2001, the Board of Directors approved the allocation of carryover funds of approximately \$1.8 million. These one time only funds have been allocated for a Statewide immigrant initiative aimed at increasing agencies' ability to outreach to immigrant populations and provide family planning services in a more culturally competent manner.

Stanislaus County has had a significant increase in the Southeast Asian population over the last decade. It is very apparent that even with the many resources available for linguistic translation, access to this material is often problematic due to translation availability in Mien, Hmong and Cambodia. The funding from California Family Health Council will be used primarily for outreach development of educational material and presentations.

Funding will be utilized for training community members to deliver culturally appropriate education. The intent of this project is to partner with The Bridge, a community center located in West Modesto, and provide specific training, on-site services, and technical assistance to facilitate programming. The Health Services Agency will contract with Dr. Seang Seng to provide translation of patient educational materials, and place online via internet. These materials will be available throughout the Health Services Agency ambulatory network. In addition, Dr. Seng will provide community forums and informational sessions to both The Bridge staff and community members.

**POLICY ISSUES:**

Approval supports the Board's priorities of Safe and Healthy Communities and Community Service Delivery and will allow the Health Services Agency to provide patient services and education in reproductive health in a more culturally and linguistically competent manner.

**STAFFING IMPACTS:**

None.

## Immigrant Initiative Outreach & Marketing Plan

(Attachment A)

Agency: Stanislaus County Health Services Agency

Phone: (209) 558-5322

Contact Person: Samantha Phillips-Bland

1. Amount of Request for Outreach & Marketing: 50,000

2. Statement of Need and Agency Qualifications (briefly address population to be targeted and agency's qualifications for providing services):

In the last decade, Stanislaus County has seen a significant increase in the SouthEast Asian population, specifically Cambodian and Hmong. It has been most difficult to address reproductive healthcare, birth control as these immigrants have come here with their beliefs and experiences which have had a direct affect on contraceptive use or non-use. Stanislaus County Health Services Agency is very lucky to have Dr. Seang Seng, a Camobdian physician, as a Medical Director. Dr. Seng is a strong supporter of Family Planning and will play an integral role in this initiative.

3. Plan for Use:

Because of the short time frame of this project and the inability of the County system to hire appropriate staff for this time frame, the Stanislaus County Health Services Agency Family Planning Program will partner with "The Bridge", the SouthEast Asian community center to facilitate this program. The SCHSA will train the Bridge staff and will be the liason for technical assistance and support to ensure program integrity. Please see attached strategies designed by "The Bridge" staff - note highlighted strategies to be the ones recommended.

Stanislaus County Health Services Agency will partner with Dr. Seng to provide training and workshops at the Bridge for Bridge staff as well as clients. Dr. Seng will scan patient educational materials related to reproductive health into a loaded Pc, whereby availability of culturally appropriate and linguistic materials are available throughout the network of ambulatory clinics with Stanislaus County.

4. Method of Measurement for Outcomes:

Clinical visits for reproductive healthcare at Momobile and with Dr. Seng.

5. Statement of Work:

**Delegate Agency will serve 50 new family planning/STI clients in the targeted immigrant population by December 31, 2001.**

**CALIFORNIA FAMILY HEALTH COUNCIL  
CY 2001 Immigrant Outreach & Marketing Budget**

**Attachment B**

Delegate Agency Name: Stanislaus County Health Services Agency

BUDGET CATEGORIES	Annual Salary	% of Time	# of Months	Sub-Total	TOTAL AMOUNT
<b>PERSONNEL COST:</b>					
Dr. Seng (contract Phycian)	\$57.00 per hour x 10 hrs per month x 6 months				\$3420.00
<b>RINGE BENEFITS:</b>					
<b>TOTAL PERSONNEL COSTS</b>					\$3420.00

<b>PROGRAM COST:</b>					
Sub contract with The Bridge					\$37,180.00

**MARKETING COSTS:**

(specify:)

**OUTREACH COSTS:**

(specify:)

Laptop computer					\$2800.00
PC					1400.00
Printer					300.00
Scanner					400.00
Power point projector					4500.00

**TOTAL PROGRAM COST**

\$50,000.00

**TOTAL COST:**

\$50,000.00

Delegate Agency will submit invoices on a: (please circle one) MONTHLY or QUARTERLY

## Possible Strategies/Bridge Community Center

### Staff interested in participating:

#### Adults:

Ida Bowers and Cammie Lear, Co-Directors, the Bridge

Carla Emig (site coordinator, the Bridge)

Mao Roth (Cambodian male)

Pao Lee (Hmong male)

Van Tun (Cambodian male)

Laotian: Penny Aounsack (?)

Bouavanh Aounsack (?)

Marge Leopold (LVN/Modesto Garden Project)

Sue Vang ? (Hmong female)

MeKou Vang ? (Hmong female)

Cambodian Woman? (recommended by Tun and Mao)

(?): Not approached yet

#### Young adults:

Marady Nay (Cambodian female)

Osa Khun (Cambodian male)

Lori Emig (Bridge assistant)

### Health promotion: adult activities

- One-on-one male/female advising/counseling by trained staff/Dr. Seng
- Small, informal female group sessions/led by Marge Leopold/Dr. Seng/ assisted by translator
- Information distributed by Public Health (on site at the Bridge last Tuesday of each month)
- Referral by senior staff to appropriate agencies/counselor/advisor
- Healthy families/children/pregnancies topics woven into ESL class curricula (classes meet four days a week)
- Video lending library on Healthy Families (produced by the Bridge staff and outside agencies/various languages)
- Digital still posters (produced by Bridge staff) placed in ESL/advising/counseling offices at the Bridge (Topics: self exams/yearly exams/healthy pregnancies/momobile schedules/immunizations/small, involved families/early detection/free clinics, STI's, family planning, etc).
- Slide shows/developed by Bridge staff/cross-age, cross-gender about world populations/environmental concerns/outlook through our children's eyes.

### Health promotion: young adult (sixth grade and above) activities

- BridgeWorks Media Arts Center production of video, "Dangerous Dating." Writing, content, actors, direction by Bridge media arts employees. Video will be available for reproduction, available to high schools, junior highs and social service agencies.

- BridgeWorks Media Arts Center production of video, "One, Two, Baby Makes Three." Addressing trust, consequences, myths, reality, responsibility and commitment.
- Weekly cooking sessions by teens with informal topics for discussion during cooking activities.
- Check out "model baby" for select teens to 'spend the night' caring for, feeding, changing, nurturing. (Available from YMCA?) "Baby think it over!"
- Role playing opportunities (dating/parenthood/responsibility/respect issues/gender attitudes). This has proven to be a very successful avenue for teens to address their concerns and ask questions while also saving face.
- Writing/poetry contests (anonymous if requested) with topics selected by staff to encourage discussion of attitudes/myths/realities surrounding parenthood and its responsibilities.
- A question box centrally located at the Bridge allowing teens, youth to submit questions in an envelope addressed to the person that they want to read it. The teen/youth question will be responded to in private, one-on-one, with confidentiality (unless there is illegal activity).
- BridgeWorks Media Arts Center staff will produce a series of "Be Responsible" digital still posters (addressing a variety of topics developed by teens/youth) that will be placed strategically around the Bridge site, both indoors and outdoors. Similar posters will be available to schools, local grocery stores and interested businesses.
- Bridge staff will produce a questionnaire, "What do you Know?" for teens and youth to take in private. Questions and responses will be discussed in informal, small group discussions led by trained staff.
- Teens and youth will produce hip-hop song productions, focusing on healthy, responsible, families.
- Basketball, ping-pong, badminton, volleyball tournaments; activities to keep young people involved, entertained and safe.

#### Health Promotion Activities: Sixth grade and Under

- Question box, on site at Bridge, anonymous, with envelopes available for the person they would like to see it. Responses in private, one-on-one.
- Responsibility training including "egg" baby and or "5 lb sack of flour" baby.
- Hands on opportunities in feeding and diapering a baby.
- On site babysitter course. (Through Doctors Medical Center Foundation)
- Older youth conduct workshops with younger youth on topics ranging from respect, expectations, cross-cultural parenting issues, healthy families, do's and don'ts in dating/male female relationships.
- Health promotion coloring books with trained youth supervisor available for discussion.
- Gift certificates reinforcing good, responsible behavior.
- Gardening opportunities that stress the relationship between care and nurturing of plants to that of human beings.

- Writing and poetry contests focusing on healthy families, responsible families and healthy children.
- On-site Bridge "Festival" to coordinate with National Night Out on August 4 including a feature wall of posters honoring youth as "Neighborhood Heroes" with a synopsis of each person's accomplishments and contribution to the neighborhood.

The Bridge is a refugee services and community service learning center located in west Modesto in a low-income, ethnically diverse area. Started in 1989 as an informal cooperative project by Anthropology and Geography faculty from Modesto Junior College and CSU Stanislaus, it survives on grants, contracts, and donations. The Bridge offers the GED; ESL; interpretation, translation and liaison/referral services; tutoring for K-12 and college; job, college and career counseling; acculturation activities; counseling; and children and teen activities. Students and faculty from many disciplines, both institutions and local high schools do a wide range of community service and applied research at the Bridge, ranging from child development activities to master's theses. Languages spoken by our staff include Cambodian, Hmong, English, French, Indonesian, Khmu, Laotian, Mien, Spanish and Thai. Our new location at 605 Chicago has almost  $\frac{3}{4}$  of an acre of land for demonstration gardens, and also includes a large area for sports activities, and a large home where our translators, ESL and GED classes, video production and interpreting, advising and counseling services plus afterschool activities can be offered simultaneously. The Bridge provides services to 300-500, primarily Southeast Asian clients each month. The Bridge provides a comfortable setting where refugees, immigrants and others excluded from the mainstream by lack of education and/or poverty can make friends with a broad spectrum of Americans and transition more securely and deeply from outsider to American citizen.