

Houston Health Department

Community Capacity Building Pilot Project 2016-2017



Mini Grant Awardees with Mayor Turner, Council Members Robinson and Edwards, and HHD Director Williams

Office of Planning,
Evaluation & Research for
Effectiveness

HOUSTONHEALTH.ORG



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Community Capacity Building Program 2016-2017

Office of Planning, Evaluation & Research for Effectiveness

Houston Health Department

November, 2017

Capacity Building in the Community

Fifty percent of health outcomes are due to social and economic factors, and the physical environment. Community safety, environmental quality, the built environment, education, employment, income, and family and social support all combine to be powerful influences on health (University of Wisconsin). These factors are apparent in varying degrees in each community across the U.S. The residents in these communities are uniquely positioned to identify and advocate for changes that will improve the health of their neighborhood.

Local residents often have ideas for how their community could be improved through physical changes such as installing walking trails, cooperative efforts such as coordinating patrol areas and times with local police departments, securing resources such as might come through advocacy with city government, or improving community awareness through training such as emergency preparedness. In many cases, however, they do not know how to organize their efforts in the community and move forward with impact.

Community Capacity Building is a way of assisting people to take action in their home communities by providing needed skills in core areas, including assessment, planning, advocacy, evaluation and sustainability. This involves teaching and stimulating use of basic community competencies through methods such as workshops, webinars, and classes (University of Kansas).

The Houston Health Department (HHD) has, for many years, been committed to working with local neighborhoods to empower residents to advocate for their own health and for improvements in their communities. Projects such as A.I.M. (Assessment, Intervention and Mobilization) and services provided by the 11 HHD Multi-Service Centers reach out into communities to contact residents, provide them with resources, and inform them about how to seek health improvements. The HHD Community Capacity Building project was designed to further this effort by (1) conducting advocacy skills trainings in the three HHD service areas in Houston, followed by (2) providing opportunities for those who successfully complete the training to apply for mini grants to facilitate taking action.

Community Assessment

Community Health Assessments formed the foundation for the local capacity building activities. An ongoing overall health assessment for the city and county, spearheaded by HHD, *The State of Health of*

Houston/Harris County project, provides a website with public health data, charts, and reports. The website is updated regularly and can be seen at www.houstonstateofhealth.org. Assessments for the three Houston service areas were also completed, with Community Health Profiles for Areas A (central and southeast), B (north and northeast), and C (southwest and west). These profiles reported on the demographics of each area, including data about the ages, racial/ethnic groups, income levels, employment, and other measures of the population. In addition, the profiles summarized key health issues, such as chronic disease rates, access to health care, crime, infant mortality, and others. The Community Health Profiles are available at <http://www.houstontx.gov/health/chs/>.

The Area A, B, and C Community Health Profiles were used as a basis for training and identifying key health concerns in the capacity building series. These profiles were presented and discussed in the classes to give students an overview of socio-economic and demographic data and health conditions in their area.

The Houston Health Department Capacity Building Pilot Project

The Houston Health Department (HHD) Community Capacity Building Pilot Project was planned to use information from the Community Health Profiles, political contacts, skills training, and other resources to assist residents in Houston communities to evaluate and improve the conditions that impact health in their communities. This effort began in 2015 with envisioning the project, and was led by the HHD Office of Planning, Evaluation & Research for Effectiveness (OPERE).

Goals for the HHD project were to assist community members, especially in low-income areas, to learn skills that will help them:

- Organize community efforts and residents to take steps to improve their locale
- Learn how to advocate for community improvements
- Become confident and feel empowered to carry out community improvement efforts

The project was also intended to be useful for long-term HHD departmental goals. For example, completion was planned so the full report will be available as a resource prior to next Houston Community Health Improvement Plan (CHIP) due date.

For purposes of providing more localized service to Houston communities, the Houston Health Department divided the city into three service areas, Areas A, B and C. The HHD team decided that the Community Capacity Building series would be taught once in each of the service areas.

The Project Framework and Model

After reviewing a number of frameworks/models, the HHD team decided to use the CDC Racial and Ethnic Approaches to Community Health (REACH) as the overall framework (CDC Division of Nutrition,

Physical Activity and Obesity) and the Community Action Model (Hennessey-Lavery, Smith, Esparza, Hrushow, Moore & Reed, 2004) for some of the program components.

The CDC REACH program began in 1999 and has since assisted numerous communities across the U.S. to decrease barriers and improve health outcomes for high risk groups. The Community Action Model has been used widely in public health practice settings for more than a decade to build capacity in the community to address health disparities.

Through the REACH program, CDC awards grants to local groups to carry out culturally appropriate programs to address a wide range of health issues. Key minority groups are targeted to benefit from REACH activities based on documented disparities such as higher rates of heart disease, obesity and diabetes. REACH grants have been successfully implemented in the Houston area, so the HHD team was familiar with the goals and methods. HHD used the broad REACH concepts of providing training, funding and guidance for projects that are aligned with local community culture and needs to develop the HHD Community Capacity Building Program.

To develop the components of the HHD program, the Community Action Model, addressing disparities in health from the San Francisco Department of Public Health, served as a reference model. This model has been used extensively since 1996 by the San Francisco local health department in public health practice settings to build capacity in the community organizations or community leaders.

To implement the HHD Program, HHD took a three stage approach. HHD began the first stage by providing the training in community health and advocacy, and then funding grant projects tailored to each applicant's Houston community and the applicant's choice of health issue. The HHD program did not target specific minority groups, but did locate the training in largely minority and lower income communities across Houston, where the program was anticipated to have the greatest potential for positive impacts. The final stage consisted of implementation, measurement and evaluation of the projects proposed by the participants, with technical assistance from the HHD team.

Please see Attachment A for the HHD Capacity Building Framework and Attachment B for the Community Action Model for program components.

Year 1 – 2015

- Develop the plan for the HHD Capacity Building Program.
- Issue a Scope of Services for Community Health and Leadership Training announcement to select a vendor to provide the training and oversee the mini grant selection and implementation.

Year 2—2016

- Select the vendor.

- Train community leaders and community members in Houston Areas A, B, and C to advocate for health issues to improve the community, especially regarding environmental hazards and chronic disease. Conduct training sessions with a variety of speakers and activities to teach and stimulate the use of basic community competence, such as how attendees can advocate for community improvements.
- Provide those who successfully complete the two-day training with an opportunity to apply for mini grant funding for a project tailored to improve the health of their community.
- Evaluate the mini grant applications and select for funding the projects that meet the required standards, such as cultural fit for the community, positive impact on community needs, and an evaluation component.
- Provide funding to the awardees.
- Ensure that grant funded projects are initiated by the end of year 2.
- Serve as a resource for funded projects with technical assistance as needed.

Year 3—2017

- Finalize completion of the mini grant projects. Provide technical assistance and resources if needed and appropriate.
- Ensure that each project completes a final report.
- Secure additional funding to allow successful community projects to continue their efforts with a second round of mini grants.
- Complete the second round of mini grant activities by the end of year 3.

Vendor Selection

In December of 2015, HHD issued a Scope of Services for Community Health Training and Leadership announcement seeking vendors to engage the residents of Areas A, B and C, conduct the training, and manage the mini grant application process. Outreach Strategists, a local public affairs and communications firm, was selected to reach out to community members, develop the curriculum, teach the classes, and award the mini grants, with HHD approval of the various plans. The comprehensive curriculum was to include:

- The impact of the Houston Health Department in the community
- Community building
- Social determinants of health
- Environment and health
- Planning and implementing community health neighborhood projects
- Interacting with decision makers

Recruitment Methods

HHD and Outreach Strategists used several methods to reach interested community members in the three Areas. Among these were:

- A flyer, developed to advertise the training to the communities (see Attachment C)
- Outreach to 44 local businesses, apartment complexes, libraries, community centers, and parks to provide information about the training and flyers. Contacts included 15 Starbucks locations.
- Social media contacts including:
 - Facebook—Invitations were shared on the fan pages for Areas A, B, and C. Over 1,000 personal contacts received the invitation.
 - Twitter—Shared the invitation with over 1,200 followers. The League of Women voters shared the invite with 800 followers.
- Emails to partners, including the Office of International Communities, Mi Familia Bota (Latino Emerging Leaders Program), Spring Independent School District, and FIEL (a Houston non-profit supporting immigrants and students).

Fifty-four community members responded and enrolled in the two day training.

Training



The classes were held in HHD Multi-Service Centers located in Areas A, B and C during the summer of 2016. Each Multi-Service Center was located in an area of Houston with neighborhood concerns, such as location in a food desert, nearby environmental pollution, lack of safe places for walking and other recreation, and/or high levels of poverty and chronic diseases. Third Ward, Kashmere, and Sunnyside Multi-Service Centers were the training sites. The two-day training was held over two consecutive Saturdays.

Session 1

- Module A: Overview & Community Health Profiles
- Module B: Community Building, Leadership and Collaboration
- Module C: Public Health and Social Determinants of Health

Module D: Environmental Health & Emergency Preparedness

Session 2

Module E: Government 101

Module F: Using Media to Help You & the Value of Social Media

Module G: Applying for the Mini Grant

Many outside speakers were invited to provide perspectives on the modules, and the classes involved much interaction between instructors and students, and also between students. Please see Attachment D for a detailed summary of the Civic Leadership Training sessions.

Mini Grants for Communities

The persons who completed both days of the 2016 Civic Leadership Summer Session (Community Capacity Building Workshop) were eligible to apply for a mini grant that would benefit their community. The Houston Health Department determined that three mini grants would be made available in each of the three Areas (A,B,C). For each area, either three grants (each up to \$1,000) or one grant (up to \$3,000) would be provided. Grants at the \$1,000 level could be submitted by an individual, but the \$3,000 grants would need to represent a team.

The mini grant application asked the applicants to consider whether the project can realistically be done, if it fills an important community need, and how it will improve the health of the community. The grants were asked to provide project aims, a project overview, a timeline, a reasonable budget, and an evaluation plan. Please see Attachment E for the mini grant application form. The applications were due several weeks following completion of the training sessions. These dates were August 8, 2017 (Area A), August 15 (Area B), and August 29 (Area C).

Six applications for mini grants were received from the three areas. Of these, two were team projects and four were applications by an individual. The topics for the mini grants addressed a range of interventions to help local communities. Topics included:

- An educational forum for Spanish-speaking individuals and families to help those with mental illness find resources and combat the negative stigma surrounding mental illness.
- An educational series on environmental pollution taught for neighborhoods close to the Houston Ship Channel and refineries, to understand local environmental threats and how to report them to City of Houston officials through the 3-1-1 help line.
- An education event designed for Hispanic residents with limited English proficiency and who may follow traditional Hispanic health care practices, to learn the importance of cancer screening.

- Establishing a community garden for African refugees such as Somali and Congolese, to provide food and a sense of their homeland where many were farmers. The project also hopes to decrease suicide among this group through creating a sense of community.
- Training seniors in preparedness to cope with disasters such as flooding and power outages.
- An asset mapping project designed to assess the lack of grocery stores in the Fifth Ward, with the goal of encouraging more businesses that provide healthy grocery stores and restaurants to locate in the area, and to eventually establish a local Chamber of Commerce.

The applications requested amounts from \$900 to \$3,000.

Applications were rated according to the following criteria:

1. This project can be realistically done.
2. This project identifies an important community need.
3. This project makes a real difference in the community.
4. This project improves the health of the community.
5. The timeline for completion looks realistic.
6. The budget appears reasonable. (Up to \$1,000 for an individual and up to \$3,000 for team)
7. If applicable, there is a plan to continue the project when the mini grant runs out.
8. This is an idea that has been proven successful before or is based on evidence.
9. There is a plan for evaluating project's success.
10. FIVE ADDITIONAL BONUS POINTS: This project addresses environmental health or emergency health preparedness.

The reviewers found positive aspects of all the grant applications, and the applications addressed needs in some of the areas with the highest levels of poverty in Houston. Therefore, the team decided that all six applications would be funded. Funding ranged from \$900 to \$1,500. Letters were mailed to notify applicants of their awards in mid-November, 2016.

All six projects decided to accept the approved cash amount and complete their projects. Descriptions of the six projects follow in the chart below.

AREA SERVED BY PROJECT	PROJECT NAME	PROJECT DESCRIPTION	PARTICIPANTS	AMT. APPROVED
Council Districts B, H, I Health Service Areas A & B	It's Okay to Not be Okay	A bilingual mental health awareness program, aimed at taking away stigma of mental illness. Target Denver Harbor, Fifth Ward and East End.	Griselda Gallardo, Gabriela Salazar, Diana Wakasugi	\$1,200
Council Districts B & I	Toxic Trespass-Knowing Your Environment	An environmental justice training program targeted to Clinton Park & Pleasantville	Bridgette Murray and Achieving	\$1,500

Health Service Area B		communities to learn about oil and chemical exposure.	Community Tasks Successfully (ACTS)	
Council District F Health Service Area C	Cancer Prevention Education Forum	One-time symposium aimed toward those with little or no English proficiency and likely to follow traditional Hispanic healthcare practices, in the Southwest Alief area. The symposium will address cancer prevention.	Heladio Ibarguen and The Cascajal Foundation	\$1,000
Council District J Health Service Area C	Garden of Hope	Create a gardening project and mental health education event to address growing mental health concerns in the refugee community in the Gulfton area. The garden will raise fruits and vegetables from refugees' native countries to remind them of their homelands, and foster a sense of community.	Omar Osman, Azeb Yusuf, and the Somali Bantu Community of Greater Houston	\$1,500
Council District D Health Service Area A	Sunnyside Senior SAFE Program	Provide an environmental health, safety and disaster education informational forum and emergency kits to 100 seniors in the Sunnyside area.	Della Banks and Dela Productions	\$1,500
Council District B Health Service Area B	Get A.M.P.E.D. About Fifth Ward (Asset Mapping Project and Economic Development)	Collect information to identify the need for more healthy food options and hold Call to Action meetings with community members, with plans to collaborate with others to develop a Chamber of Commerce in Fifth Ward.	Kathy Phipps	\$1,000

On January 10, 2016, the grant awardees were invited to a Houston City Council meeting to be recognized and receive certificates from At-large Council members for their successful grant applications. Four of the six awardees were able to attend. The mayor, Sylvester Turner; Council members Amanda Edwards and David Robinson; the HHD Director, Stephen Williams; other members of the City Council; and the audience recognized their achievements in service of their communities. The project leader and trainers, and representatives of the HHD Multi-Service Centers were also in attendance.

Follow-up at Six and Eight Months

Six months after the awards were announced, a follow-up assessment showed that four projects were completed and two were partially complete. At eight months, five projects were complete. Community participation and feedback showed the projects to be well received and assessed as providing important education and resources to the communities. The five completed projects were placed in consideration for supplemental funding to repeat their projects at least once within three months, based on additional potential funding from HHD.

The following chart describes each project and the associated outcomes in detail. The final reports for each completed project are in Attachment G at the end of this report.

PROJECT NAME	PARTICIPANTS	SIX MONTH FOLLOW-UP
It's Okay to Not be Okay	Griselda Gallardo, Mayra Rivera, Gabriela Salazar, Diana Wakasugi	<p><u>Status</u>: Complete</p> <p><u>Outreach</u>: Radio stations, newspapers, social media, announcements at churches, and flyers in the community and passed out door-to-door.</p> <p><u>Program</u>: It's Okay to Not be Okay – three 30 minute sessions on Depression, Bipolar/Schizophrenia, and Support Systems. Speakers and an introductory video were presented for each session, and information booths were available.</p> <p>Speakers, all local mental health professionals: <i>Rob Arteaga, LPC – Depression</i> <i>Sergio Aguirre, School-Based Counselor – Schizophrenia/Bipolar</i> <i>Adrian Yam, LPC – Support Systems and Coping</i></p> <p><u>Date</u>: February 11, 2017</p> <p><u>Location</u>: Denver Harbor Multi-Service Center</p> <p><u>Participation</u>: 86 attendees</p> <p><u>Evaluation</u>: 55 completed surveys. The majority viewed mental health issues in a negative way prior to the event. After the event, the majority no longer saw mental health concerns as negative.</p>
Toxic Trespass—Knowing Your Environment	Bridgette Murray and Achieving Community Tasks Successfully (ACTS)	<p><u>Status</u>: Complete</p> <p><u>Outreach</u>: Flyers to households in Clinton Park and Pleasantville. Reminders were sent to all attendees at the introductory sessions who expressed interest in the training session.</p> <p><u>Training Sessions</u>: Toxic Trespass—Knowing Your Environment</p> <p>Introductory meetings were one hour, to provide an overview of local environmental issues for the two communities near industrial areas in east Houston. The four-hour training session followed with in-depth information about EPA measures, toxic health impacts, citizen response and disaster planning.</p> <p><i>Speaker: Bridgette Murray, trained by Riki Ott, Marine Toxicologist</i></p> <p><u>Date</u>: Introductory meetings on January 11 and January 14. Training</p>

		<p>session on February 18, 2017.</p> <p><u>Location:</u> Introductory meetings at St. Matthew Baptist Church in Clinton Park and Judson Robinson Sr. Park in Pleasantville. Training session at Spirit of Life Ministries.</p> <p><u>Participation:</u> Clinton Park Introductory—53; Pleasantville Introductory—33; Training Session—15.</p> <p><u>Evaluation:</u> 46 evaluations were completed at the various sessions. A majority indicated the topic is relevant in their community. Many expressed a desire to learn more. Attendees commented that the trainings very informative, interesting, and eye-opening.</p>
Cancer Prevention Education Forum	Heladio Ibarguen and The Casajal Foundation	<p><u>Status:</u> Project completed.</p> <p>The team conducted a 3-hour symposium to help persons with little or no English proficiency learn about cancer prevention.</p> <p><u>Outreach:</u> 3000 flyers were distributed</p> <p><u>Symposium:</u> How to Prevent Cancer, provided in Spanish</p> <p><i>Speakers:</i> <i>Lizette Rangel MPH, MD Anderson Cancer Center—</i> Physical activity and cancer prevention</p> <p><i>Ms. Lozano, cancer survivor—</i>Personal experiences with cancer and cultural/language barriers</p> <p><i>Yanneth Rivera MPH, CHES, MD Anderson Cancer Center—</i> Preventing and recognizing skin cancer</p> <p><i>Ana Paula Correa Refinetti, MD, MD Anderson Cancer Center—</i> Preventable cancers and healthy choices to lower cancer risk</p> <p><u>Date:</u> January 21, 2017, 9:00 am to 12:00 pm</p> <p><u>Location:</u> Sharpstown Community Center, 6600 Harbor Town Dr., Houston, TX 77036</p> <p><u>Participation:</u> 86 community members attended, along with 15 Casajal Foundation members.</p> <p><u>Evaluation:</u> 100% were satisfied or very satisfied that (1) the information they were given contributed to their knowledge about cancer, and (2) the forum was well organized and helpful.</p>
Garden of Hope	Omar Osman, Azeb Yusuf, and the Somali Bantu Community of Greater Houston	<p><u>Status:</u> Project completed.</p> <p>1. Part One—the Mental Health Forum</p> <p><u>Outreach:</u> Flyers and communications to the Somali-Bantu Community of Greater Houston</p> <p><u>Forum:</u> Mental Health for Refugees. The forum was presented in English and interpreted in their language by the Center Director.</p> <p><i>Speaker:</i> <i>Elizabeth Mesfin, LPC</i>, a local mental health professional, conducted the workshop. The information was translated by Omar Osman, the Somali-Bantu Community Executive Director. Ten community groups were sponsors for the event.</p> <p><u>Date:</u> February 18, 2017</p> <p><u>Location for the forum:</u> HHD Southwest Multi-Service Center, 6400 High Star Drive, Houston, TX 77074</p> <p><u>Participation:</u> 28 participants</p>

		<p><u>Evaluation:</u> The participants indicated interest in the program and were engaged in learning.</p> <p>2. Part Two—Planting the Gardens</p> <p>The group was given four plots of garden space at the Southwest Multi-Service Center. The project used the expertise of the City of Houston horticulturalist and one of their own volunteers who is familiar with gardening and plants native to their country.</p> <p><u>Outreach:</u> Participants at the Mental Health Forum in February were told about plans for the garden and were encouraged to participate. In addition flyers describing the planting event were distributed through the Somali-Bantu Center.</p> <p><u>Garden Planting:</u> Garden supplies were purchased and the garden blocks and soil were installed in May, 2017. The project refugee participants came together to plant tomatoes, okra, green beans, and dragon cayenne in June.</p> <p><u>Date:</u> Planting on June 3, 2017</p> <p><u>Location:</u> Southwest Multi-Service Center</p> <p><u>Participation:</u> 20 – most were attendees of the Mental Health Forum in February and members of the Somali-Bantu Community.</p>
Sunnyside Senior SAFE Program	Della Banks and Dela Productions	<p>Status: Complete</p> <p><u>Outreach:</u> Social media; flyers in libraries, Multi-Service Centers and small businesses; announcements on TV-PSA; interview on local talk show Great Day Houston.</p> <p><u>Training Session:</u> Senior Safe Program with topics on emergency preparedness for seniors</p> <p><i>Speakers:</i> John Carter, John Productions, Host Suzanne Terry, Houston Area Agency on Aging Melanie Manville, Houston Office of Emergency Management Raul Castillo, City of Houston Health Department, Emergency Preparedness Ms. Flora, Alzheimer's CITNA Research</p> <p><u>Community Support:</u> Multiple community groups contributed to publication of the event and provided donations such as water.</p> <p><u>Date:</u> February 11, 2017, 11:00 am to 2:00 pm, with a follow-up session for seniors who could not attend on February 16, 2017.</p> <p><u>Location:</u> Sunnyside Multi-Service Center, with a follow-up session at the Senior Residence home of Anna Dupree.</p> <p><u>Participation:</u> 82 participants; the seniors were aged 50 to 90 in the Sunnyside area. Each received a free Emergency Disaster Kit containing a flashlight, first aid kit, poncho, water and emergency information from local agencies that address emergency preparedness (AAA, Office of Emergency Management, Houston Health Department).</p> <p><u>Evaluation:</u> Participants were very interactive with the speakers and expressed appreciation for the information provided. They</p>

		<p>completed a survey that indicated a need for this type of program and information.</p> <p><u>Future plans:</u> Based on the positive response of this program, two additional sessions were scheduled for March, 2017. The Senior Safe team also agreed to participate in upcoming emergency preparedness activities with the Houston Health Department.</p>
Get A.M.P.E.D. About Fifth Ward (Asset Mapping Project and Economic Development)	Kathy Phipps	<p><u>Status:</u> Partially completed. A survey was developed and the Asset Mapping for Fifth Ward was completed. One community presentation was held. However, there was a mix-up on the place, and the community meeting was poorly attended. Follow-up presentations are to be held in the community and with Houston Health Department staff, but these have not been completed.</p> <p><u>Outreach:</u> Invitations distributed</p> <p><u>Presentation:</u> Community Discussion on Fifth Ward Asset Mapping</p> <p>Outcomes</p> <p><u>Date:</u> February 28, 2017</p> <p><u>Location:</u> Victual Parlor, 4300 Lyons, Houston TX</p> <p><u>Participation:</u> One community member attended</p> <p><u>Evaluation:</u> N/A</p>

Continuation of Mini Grants

The five mini grant projects were successfully completed and were evaluated positively by the impacted communities, and four of these projects reached out to HHD to request continuation funding so their projects could be continued. The HHD team agreed that the results of these projects were impressive and in August, 2017, agreed to provide continued limited funding to allow the projects to conduct at least one more event or training.

Evaluation

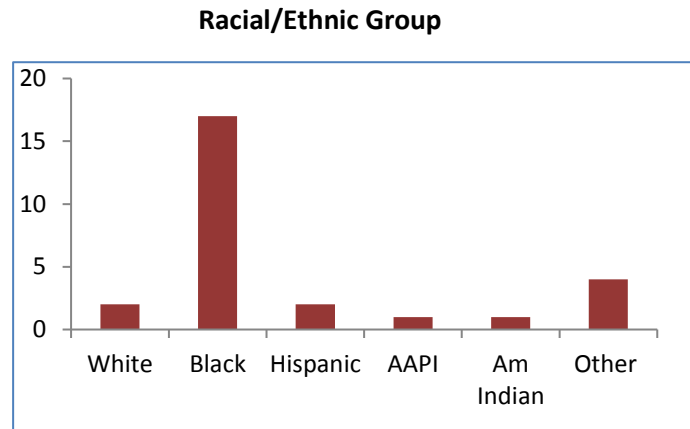
The evaluation was conducted by a pre- and post-test completed by the Civic Leadership Summer Series 2016 participants. The evaluation included demographic information, and an assessment of each participant's awareness of community health-related issues and their confidence in taking action to advocate for improvement in health concerns in their community. Please see Attachment F for the assessment form.

Demographic Information

Demographic information was collected on 27 of the participants. The largest group of participants (17) described themselves as black. The education level was higher among participants than the community at large, with over half reporting they had completed four years of college. Fifty-six percent were employed. Age groups ranged across the spectrum from teenage to 65+.

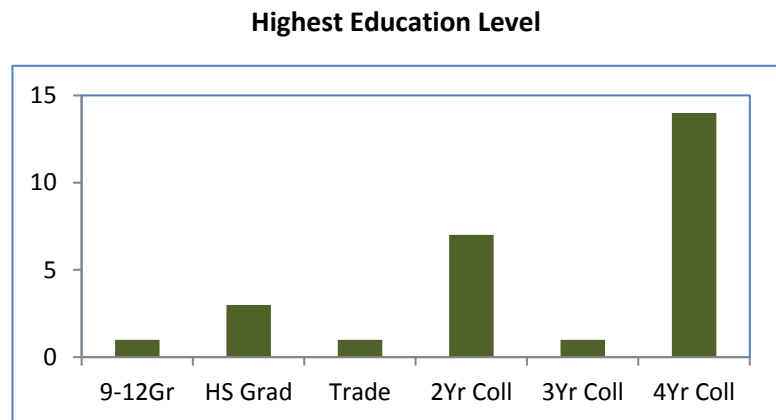
Racial/ethnic group:

- 2 = White
- 17 = Black
- 2 = Hispanic
- 1 = Asian American Pacific Islander
- 1 = American Indian
- 4 = Other



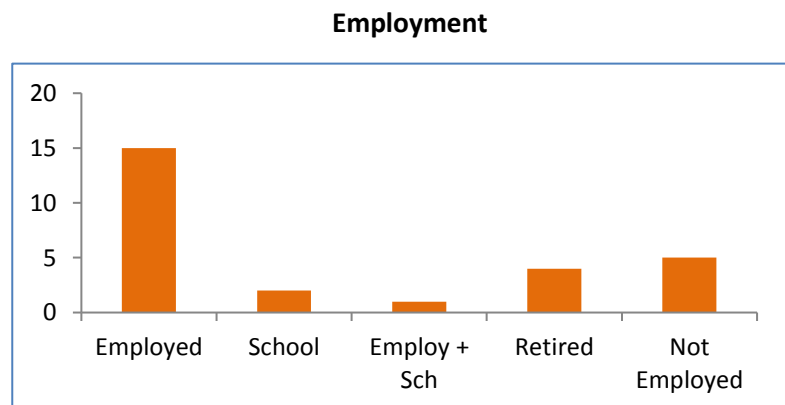
Highest education level:

- 1 = 9th to 12th grade
- 3 = High school graduate
- 1 = Trade school
- 7 = 2 years of college
- 1 = 3 years of college
- 14 = 4 years of college



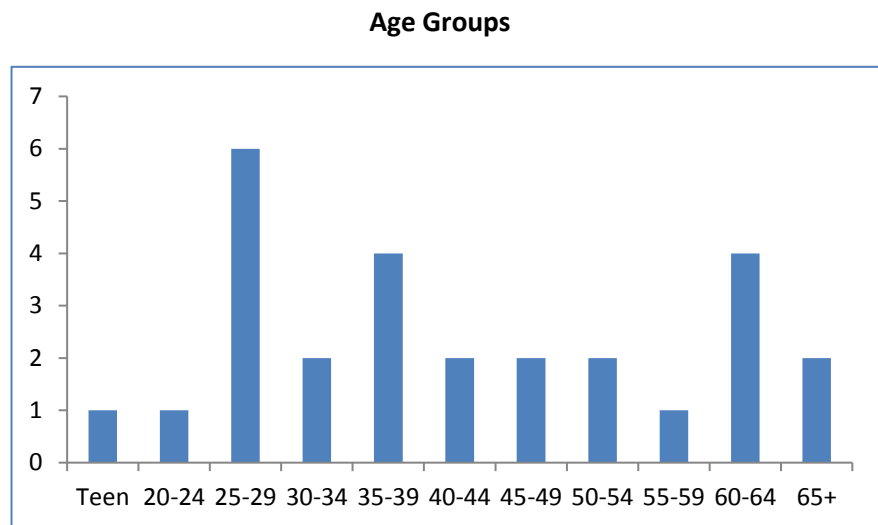
Employment:

- 15 = employed
- 2 = In school
- 1 = Employed and school
- 4 = Retired
- 5 = Not employed



Age groups:

- 1 = Less than age 20
- 1 = 20-24 years
- 6 = 25-29 years
- 2 = 30-34 years
- 4 = 35-39 years
- 2 = 40-44 years
- 2 = 45-49 years
- 2 = 50-54 years
- 1 = 55-59 years
- 4 = 60-64 years
- 2 = 65 and above



Training Evaluation

Class participants were given a pre- and post-test to assess their awareness of issues related to their neighborhoods, and their level of confidence in taking action on these issues. Please see Attachment F for the pre- and post-test form.

Seven participants completed the pre- and post-tests in Area A, nine in Area B, and nine in Area C. The evaluation addressed two general topics:

1. Awareness of neighborhood health concerns:

Questions about awareness of local health issues addressed health concerns, community building and organizing, role of community leadership, social issues that impact health, environmental factors, the role of media in addressing community health issues, the process of planning community health projects, the process of implementing community health projects, how to build consensus and support in the community to address local issues, how to engage with community stakeholders to address neighborhood issues, and how to use social media to address local issues.

2. Level of Confidence in addressing neighborhood concerns:

These questions asked how confident participants were in doing activities to advocate for their neighborhoods, including discussing health issues of concern with others, initiating /organizing community building, taking a leadership role in addressing community issues, discussing social issues that impact health, discussing environmental concerns, advocating for community issues, using media to address community health issues, planning community health-related neighborhood projects, building consensus and support in the community to address issues, engaging community stakeholders, using social media, and communicating examples of neighborhood projects.

Questions were ranked on a scale of 1 to 5, with 1 = not at all aware or not at all confident, and 5 = extremely aware or extremely confident. Please see Attachment F for the full list of questions.

Students showed significant improvements in both awareness and confidence at the end of the training, compared with their initial scores. While improvement was seen in every question on the post-test scores, participants showed the most gains on the scale of 1 to 5 for the following questions:

Awareness:

- The process of planning community health neighborhood projects (increase from 2.84 to 4.44 = 1.60 points higher)
- The process of implementing community health neighborhood projects (increase from 2.92 to 4.40 = 1.48 points higher)
- How to build consensus and support in the community to address issues of my neighborhood (increase from 3.08 to 4.44 = 1.36 points higher)
- How to engage with community stakeholders to address issues of my neighborhood (increase from 3.16 to 4.44 = 1.28 points higher)

Confidence in taking action:

- Use media in addressing community health issues (increase from 3.80 to 4.56 = 0.76 point higher)
- Plan community health related neighborhood projects (increase from 3.84 to 4.56 = 0.72 point higher)
- Build consensus and support in the community to address issues of my neighborhood (increase from 3.80 to 4.56 = 0.72 point higher)

The following chart shows the average scores of all participants.

Pre- and Post-test Results Combined		
Question: Level of Awareness	Pre-test Scores	Post-test Scores
Average Total Score	44.64	57.72
Average Score per Question	3.53	4.41
Question: Confidence in Taking Action		
Average Total Score	54.84	63.16
Average Score per Question	3.93	4.52

The following chart shows the change from pre- to post-test in each of the three Areas. While Area A participants reported slightly greater awareness of neighborhood health concerns, and confidence in taking action to address these concerns, participants in all Areas reported improved ability to recognize and address neighborhood health concerns.

Pre- and Post-test Results for Area A, Area B and Area C		
Question: Level of Awareness	Pre-test Scores	Post-test Scores
--Area A		
Average Score per Question	48.86	61
Average Score per Question	3.81	4.74
--Area B		
Average Total Score	40.89	56.89
Average Score per Question	3.14	4.38
--Area C		
Average Score per Question	45.11	56
Average Score per Question	3.65	4.34
Question: Confidence in Taking Action	Pre-test Scores	Post-test Scores
--Area A		
Average Score per Question	58.29	65.29
Average Score per Question	4.16	4.66
--Area B		
Average Total Score	51.11	63.22
Average Score per Question	3.65	4.52
--Area C		
Average Score per Question	55.89	61.44
Average Score per Question	4.03	4.42

Overall, the community participation and feedback from this capacity building project indicate that those who participated gained confidence and other useful skills that were put to use to improve their communities. Participants expressed appreciation for the education and opportunities provided to them through this project, and noted that these efforts at community improvement would not have taken place without the support of the Houston Health Department.

The Next Phase—Episcopal Health Foundation Funding

New funding will support expansion of the Capacity Building Program for three additional years. In September of 2017, the HHD and Houston Health Foundation was awarded \$272,000 in grant funds from the local Episcopal Health Foundation. The Houston Health Foundation will work closely with the HHD Office of Planning, Evaluation & Research for Effectiveness (OPERE) to carry out the grant activities.

The grant funds will continue the Civic Leadership Training, and this time will target youth and young adults in two of the mayor's designated Complete Communities: Acres Homes and Gulfton. The Complete Communities Initiative works to revitalize Houston neighborhoods that are historically under-

resourced, diverse, have a base level of community engagement, and face challenges. The project will assist these two neighborhoods with civic engagement and advocacy. The project will include:

- Recruitment of young men and boys of color in the target areas
- Civic Leadership training sessions
- Mini grants made available to those who complete the training sessions
- Support for the awarded capacity building projects
- Evaluation

The initiative will be carried out in three phases over three years.

- Year 1 – Phase 1: Planning, recruitment of participants, training sessions
- Year 2 – Phase 2: Review mini grant applications, determine funding, project implementation
- Year 3 – Phase 3: Evaluation, grantee presentations to City Council and Complete Communities, final reports, sustainability planning

With this additional funding, the HHD Capacity Building project will expand to bring civic leadership skills and resources to two targeted neighborhoods. The funding will allow HHD to extend the Capacity Building program an additional three years, an important step in sustaining this successful project.

Coordination with Other Initiatives

HHD, in partnership with a local non-profit (Dia de la Mujer, DML), recently received Federal funding to conduct trainings among young men and boys of color to become certified behavioral health trained community health workers. The HHD community capacity building effort will coordinate and build upon the activities of the DML-HHD grant to train young men and boys of color, thus leveraging additional resources for a similar population.

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1. University of Wisconsin Population Health Institute. County Health Rankings & Roadmaps 2014. Available at www.countyhealthrankings.org.
2. University of Kansas Center for Community Health and Development. Community Toolbox website. University of Kansas, Lawrence, Kansas. Available at <https://communityhealth.ku.edu/services/ctb>.
3. CDC Division of Nutrition, Physical Activity and Obesity. Racial and Ethnic Approaches to Community Health (REACH). Available at <https://www.cdc.gov/nccdphp/dnpao/state-local-programs/reach/index.htm>.
4. Hennessey-Lavery SH, Smith ML, Esparza AA, Hrushow A, Moore M, Reed DF. The community action model: A community-driven model designed to address disparities in health. *Am J Public Health*. 2005 April; 95(4): 611–616. Available at <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1449228/>

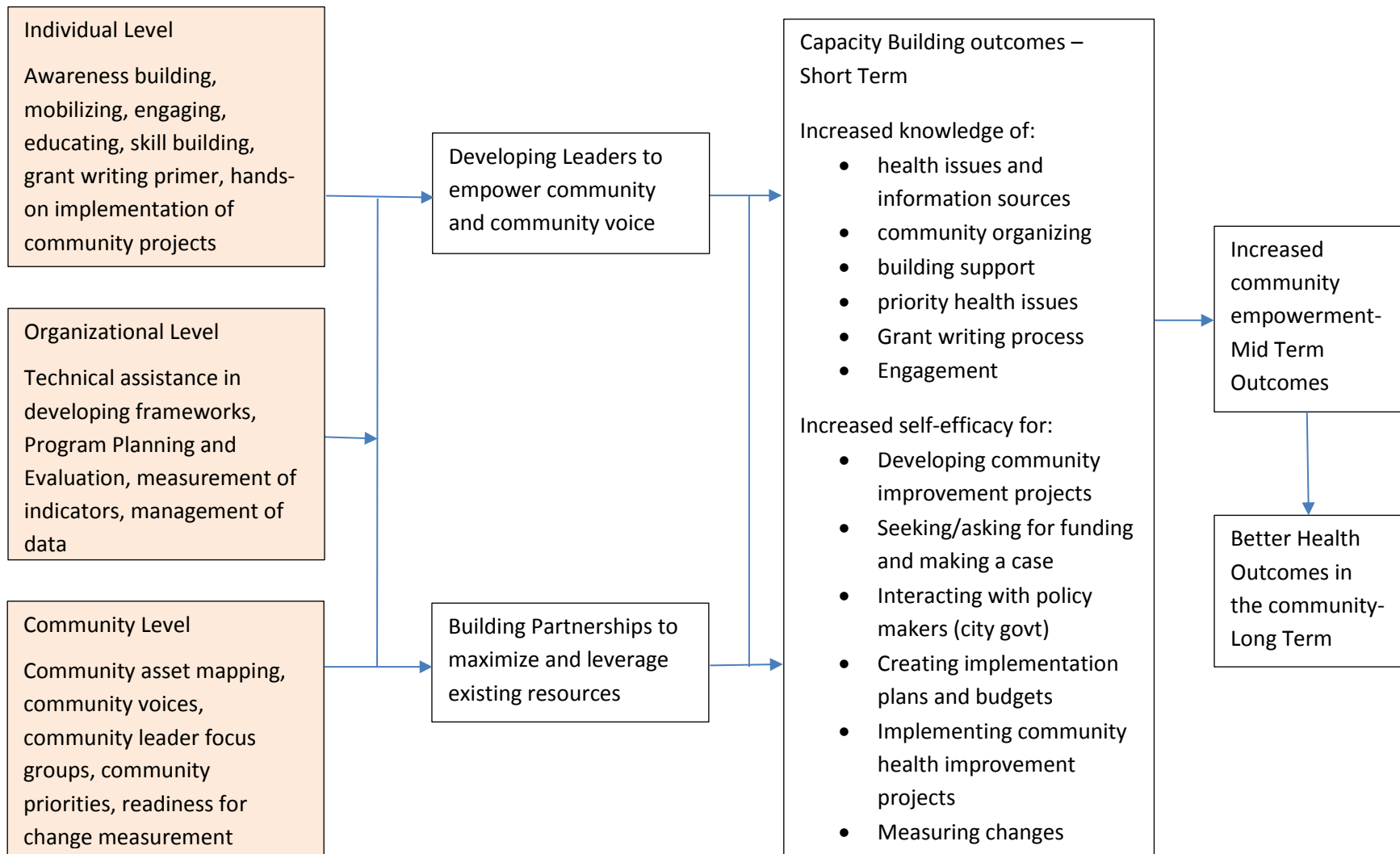
Attachments

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It’s Okay to Not Be OK	
Toxic Trespass—Knowing Your Environment	
Cancer Prevention Education Forum	
Garden of Hope	
Senior SAFE Program	

Attachment A

Capacity Building in the Community Broad Framework

(using an adapted REACH Framework from CDC)



Attachment B

Community Action Model



Hennessey-Lavery SH, Smith ML, Esparza AA, Hrushow A, Moore M, Reed DF. The community action model: A community-driven model designed to address disparities in health. *Am J Public Health*. 2005 April; 95(4): 611–616. Available at <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1449228/>.

Attachment C

Flyer to Promote the Training to the Community

The flyer has a teal background. At the top, there are three white circles on the left and a series of white chevrons pointing right. A yellow circle on the left contains the text 'CITY HEALTH DEPT'. The title 'CIVIC LEADERSHIP SUMMER SERIES' is in large white letters. The flyer is divided into three sections by a vertical yellow line: 'WHAT?', 'WHEN?', and 'HOW?'.

CITY HEALTH DEPT

CIVIC LEADERSHIP SUMMER SERIES

WHAT?

Learn how to advocate for your community and create lasting change!

- How does the government work?
- Who should you be talking to?
- How can you better organize?

Free of charge. Open to any adult, high school junior or high school senior.

WHEN?

Saturday, July 9th from 9am-3pm
Saturday, July 16th from 9am-3pm

Third Ward Multi-Service Center
(DAWN Center) 3611 Ennis, 77004

If you complete the sessions you are eligible to receive a mini grant!

HOW?

If interested call "phone #" or email:
Brandon Rhodes
rhodesbrandon2006@gmail.com
Claudia Ortega-Hogue
claudiaehogue@gmail.com

Attachment D

Summary of Civic Leadership Training Summer Sessions

A total of six (6) training sessions, two (2) per Service Areas A, B and C, were provided to Houston residents during the summer of 2016 through a grant provided through the City of Houston Health Department. Residents who successfully completed the 2 sessions for their service area were eligible to apply for a mini-grant of up to \$1,000 to address a health concern in their neighborhood.

PROGRAM GOAL: To train residents on how to advocate for change and improve health outcomes in your neighborhood

LEARNING OBJECTIVES:

- Obtain information about your service area and neighborhood/community
- Learn about health disparities and factors in your neighborhood/community
- Learn how to organize to make change
- Learn how your government works and resources available
- Have an opportunity to apply for a mini-grant (up to \$1,000) to address a health issue you feel important in your neighborhood/community

SESSION 1 SCHEDULE AND MODULES:

9-10:00 am	Pretest and Introductions
10-11:00 am	Module A: Overview & Community Health Profiles
11:00-12:00 pm	Module B: Community Building, Leadership and Collaboration
12:00-1:00 pm	Lunch & Networking
1:00-2:00 pm	Module C: Public Health and Social Determinants of Health
2:00-2:45 pm	Module D: Environmental Health & Emergency Preparedness
2:45-3:00 pm	Reflection and Closing

SESSION 2 SCHEDULE AND MODULES:

9-9:30 am	Introductions and Overview of Day
9:30-12:00 pm	Module E: Government 101 Roles and Responsibilities of Local, State, Federal Government Meet your Elected Officials
12:00-1:00 pm	Lunch & Networking

1:00-2:00 pm	Module F: Using Media to Help You & the Value of Social Media
2:00-2:45 pm	Module G: Applying for Mini-grant
2:45-3:00 pm	Reflection and Closing

SUMMARY OF SERVICE AREA A TRAINING

Sessions held: Saturday, July 9 and July 16
9 am-3 pm
Third Ward MSC DAWN Center

Session 1 Invited Speakers:

Health Dept. & Community Health Profiles: Dr. Angela Gala Gonzalez, Houston Health Department
Community Building, Leadership & Collaboration: Larry Payne, TV Host, Author, Lecturer
Public Health and Determinants of Health: Dr. Beverly Gor, Houston Health Department
Environmental Health & Emergency Health Preparedness: Dr. Beverly Gor

Session 2 Invited Speakers:

Meet Your Elected Officials: Council Member Mike Knox, At-large Position 1
Council Member David Robinson, At-large Position 2
The Value of Social Media: Cesar Espinosa, Executive Director, FIEL
Applying for Mini-grant: Dr. Beverly Nichols, Houston Health Dept.

of Participants: 10
of Applicants: 1
of Proposals Targeting Area A: 1.5

SUMMARY OF SERVICE AREA B TRAINING

Sessions held: Saturday, July 23 and July 30
9 am-3 pm
Kashmere MSC Auditorium

Session 1 Invited Speakers:

Health Dept. & Community Health Profiles: Dr. Angela Gala Gonzalez, Houston Health Department
Public Health and Determinants of Health: Dr. Vishnu Nepal, Houston Health Department
Environmental Health & Emergency Health Preparedness: Dr. Vishnu Nepal

Session 2 Invited Speakers:

Meet Your Elected Officials: Council Member Amanda Edwards, At-large Position 4
Council Member Jack Christy, At-large Position 5
Council Member Karla Cisneros, District H
Using Media to Help You: Timothy Lankford, Outreach Strategists
Using Social Media to Help You: Cesar Espinosa, Executive Director, FIEL
Applying for Mini-grant: Dr. Beverly Nichols, Houston Health Dept.

of Participants: 10
of Applicants: 4
of Proposals Targeting Area B: 3.5

SUMMARY OF SERVICE AREA C TRAINING

Sessions held: Saturday, August 6 and August 13
9 am-3 pm
Sunnyside MSC Auditorium

Session 1 Invited Speakers:

Health Dept. & Community Health Profiles: Dr. Angela Gala Gonzalez, Houston Health Department
Public Health and Determinants of Health: Dr. Beverly Gor, Houston Health Department
Environmental Health & Emergency Health Preparedness: Dr. Beverly Gor
Office of Emergency Management: Melanie Manville, COH Office of Emergency Management

Session 2 Invited Speakers:

Meet Your Elected Officials: Council Member , Mike Laster, District J
State Representative Gene Wu, District 137
Using Media to Help You: Timothy Lankford, Outreach Strategists
Using Social Media to Help You: Timothy Lankford, Outreach Strategists
Applying for Mini-grant: Dr. Beverly Nichols, Houston Health Dept.

of Participants: 10
of Applicants: 3
of Proposals Targeting Area B: 3

Contract Consultant: Outreach Strategists

Rogene Gee Calvert, Project Manager & Trainer
Claudia Ortega Hogue, Trainer
Brandon Rhodes, Recruiter

Prepared by Rogene Gee Calvert, Project Manager, Outreach Strategists
9/28/16

Attachment E

Civic Leadership Summer Session 2016 Mini-Grant Application Form Houston Health Department

After completing the 2 day Civic Leadership Summer Session, participants are invited to propose projects focused on their communities' disaster preparedness- and the environment-related health needs. The Houston Health Department will make available three mini-grants (not to exceed \$1000) to three winning proposals **OR** one mini-grant (not to exceed \$3000) to a worthy proposal from a team of participants in each service area. In order to be considered, each person/team must submit a two- to three-page application that addresses the points outlined in this document. A panel of judges will review each application and evaluate them based on the following questions:

- 1. Is this a project that can realistically be done?**
- 2. Does the proposed project identify an important community need?**
- 3. Will this project make a real difference in the community?**
- 4. In which specific ways will the project improve the health of the community?**
- 5. Is the timeline for completion realistic?**
- 6. Does the budget sound reasonable?**
- 7. How will the project be continued after the mini-grant funds run out?**
- 8. Is this an idea that has proven successful before?**
- 9. Can the project be evaluated?**

~~~~~

**Be sure to consider the above questions** as you write a proposal according to the guidelines below:

#### **Project Aims and Need for the Project**

- What is the *background* and/or the *current issues* that this project aims to address?
- Who are the *people* that this project is designed to help?
- Why is this project *important* for that group of people?

# Civic Leadership Summer Session 2016

## Mini-Grant Application Form

### Houston Health Department

## Project Overview

- Provide a description of your proposed project and include responses to the following:
  - What are the project's specific *goals and activities*?
  - What will be required in the way of *people and supplies*?
  - What is the *timeline* for the proposed project?
  - What are some *obstacles* that may be encountered in doing this project, and how do you plan to address them should they arise?

## Budget

- For what specific items or services will the funds be used?
- Please provide an itemized budget and explain why each item is needed.

## Evaluation plan

- How will you *measure the success or failure* of your project?

---

## Contact Information

Team Members \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Primary Contact Person \_\_\_\_\_  
 Phone \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 \_\_\_\_\_

**Civic Leadership Summer Session  
2016 Mini-Grant Application Form  
Houston Health Department**

Project Description and Need (500 word limit)

Project Overview, Budget and Evaluation (1,000 word limit)

## Attachment F



### Civic Leadership Summer Series 2016

#### Assessment

|                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>1.</b> Your Name: _____<br/>—</p> <p><b>2.</b> What is your current age: (_____ years)</p>                                                                                                                                                                                                | <p><b>3.</b> What is the Zip Code where you live? _____</p> <p><b>4.</b> Address _____<br/>_____</p>                                                                                                                                                                                                                                                |
| <p><b>5.</b> Are you currently employed?<br/>             ___ Yes    ___ No    ___ Going to school<br/>             ___ Retired    ___ Not looking for employment (work)</p>                                                                                                                    | <p><b>6.</b> Are you Hispanic or Latino?<br/><br/>             0 Yes      0 No</p>                                                                                                                                                                                                                                                                  |
| <p><b>7.</b> Date: _____</p>                                                                                                                                                                                                                                                                    | <p><b>8.</b> Location of Class: _____</p>                                                                                                                                                                                                                                                                                                           |
| <p><b>9.</b> Printed name of Instructor: _____<br/>             Signature of Instructor _____</p>                                                                                                                                                                                               | <p><b>10.</b> Signature of participant _____</p>                                                                                                                                                                                                                                                                                                    |
| <p><b>11.</b> Which race best describes you? <i>Please choose only one.</i><br/>             0 American Indian or Alaskan Native<br/>             0 Asian/ Pacific Islander<br/>             0 Black or African American<br/>             0 White/ Caucasian<br/>             0 Other _____</p> | <p><b>12.</b> How many years of schooling have you completed? <i>Please choose only one.</i><br/>             0 8<sup>th</sup> grade or less<br/>             0 9<sup>th</sup> to 12<sup>th</sup> grade<br/>             0 High school graduate<br/>             0 Two years of college<br/>             0 4 years or more of college completed</p> |

**13. Please indicate your level of awareness on the following issues related to your neighborhood by checking only ONE box for each statement.**

| <b>I am aware about:</b>                                                                 | <b>Not at all aware</b> | <b>Slightly aware</b> | <b>Some what aware</b> | <b>Moderately aware</b> | <b>Extremely aware</b> |
|------------------------------------------------------------------------------------------|-------------------------|-----------------------|------------------------|-------------------------|------------------------|
| Health issues of concern of my neighborhood                                              |                         |                       |                        |                         |                        |
| Health issues of concern of City of Houston                                              |                         |                       |                        |                         |                        |
| Community building / organizing process                                                  |                         |                       |                        |                         |                        |
| Role of leadership in addressing community issues                                        |                         |                       |                        |                         |                        |
| Social issues that impact health                                                         |                         |                       |                        |                         |                        |
| Environmental issues of my neighborhood                                                  |                         |                       |                        |                         |                        |
| How to advocate for community issues                                                     |                         |                       |                        |                         |                        |
| The role of media in addressing community health issues                                  |                         |                       |                        |                         |                        |
| The process of planning community health neighborhood projects                           |                         |                       |                        |                         |                        |
| The process of implementing community health neighborhood projects                       |                         |                       |                        |                         |                        |
| How to build consensus and support in the community to address issues of my neighborhood |                         |                       |                        |                         |                        |
| How to engage with community stakeholders to address issues of my neighborhood           |                         |                       |                        |                         |                        |
| How to use social media to address issues of my neighborhood                             |                         |                       |                        |                         |                        |



**14. Please indicate your level of confidence in doing the following activities** by checking only ONE box for each statement.

| <b>I feel confident that I can:</b>                                                                                                | <b>Not at all confident</b> | <b>Slightly confident</b> | <b>Some what confident</b> | <b>Moderately confident</b> | <b>Extremely confident</b> |
|------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|---------------------------|----------------------------|-----------------------------|----------------------------|
| Discuss health issues of concern of my neighborhood                                                                                |                             |                           |                            |                             |                            |
| Discuss health issues of concern of City of Houston                                                                                |                             |                           |                            |                             |                            |
| Initiate community building / organizing                                                                                           |                             |                           |                            |                             |                            |
| Lead my community in addressing community issues                                                                                   |                             |                           |                            |                             |                            |
| Discuss social issues that impact health                                                                                           |                             |                           |                            |                             |                            |
| Discuss environmental issues of my neighborhood                                                                                    |                             |                           |                            |                             |                            |
| Advocate for community issues                                                                                                      |                             |                           |                            |                             |                            |
| Use media in addressing community health issues                                                                                    |                             |                           |                            |                             |                            |
| Plan community health related neighborhood projects                                                                                |                             |                           |                            |                             |                            |
| Implement community health related neighborhood projects                                                                           |                             |                           |                            |                             |                            |
| Build consensus and support in the community to address issues of my neighborhood                                                  |                             |                           |                            |                             |                            |
| Engage community stakeholders to address issues of my neighborhood                                                                 |                             |                           |                            |                             |                            |
| Use social media to address issues of my neighborhood                                                                              |                             |                           |                            |                             |                            |
| Communicate examples of neighborhood projects in the area of public health preparedness and or in the area of environmental health |                             |                           |                            |                             |                            |

## ***Attachment G***

### **Community Mini-Grant Projects: Final Reports**

It's Okay to Not Be OK

Toxic Trespass—Knowing Your Environment

Cancer Prevention Education Forum (for those with little or no English proficiency)

Garden of Hope

Sunnyside Senior SAFE Program



**It's Okay to Not Be Okay  
Final Report**

February 11, 2017

Griselda Gallardo  
Mayra Rivera  
Gabriela "Gabby" Salazar  
Diana Wakasugi

## I. PROJECT

After conducting research and sharing personal experiences, our team saw a need for mental health awareness and resources in our communities. As a result, we organized an event called *It's Okay to Not Be Okay* that took place on Saturday, February 11, 2017 from 9:00 A.M. to 1:00 P.M. at the Denver Harbor Multi-Service Center . Please refer to **Exhibit A** for a copy of our schedule.

*It's Okay to Not Be Okay* consisted of three thirty minute sessions on: Depression, Bipolar/Schizophrenia, and Support Systems. We screened one introductory video before each session and had information booths presented by organizations within the targeted communities. Volunteers were recruited to help with block walking, setting up the locale, preparing the food station, welcoming all attendees, taking photographs, and live streaming the sessions on Facebook. With the addition of Mayra Rivera to the team, we created various promotional items. During the event, our team member, Gabby Salazar, acted as emcee to keep the event running on schedule. Please refer to **Exhibit B** for a list of individuals and organizations whose time and dedication helped make this event a success.

Communication was a key factor to successfully completing this project. Our team met several times to delegate responsibilities and to keep each other up to date. We set up a Google Drive folder that enabled free access to all our notes, resources and documents. We also met with Rogene Calvert twice to discuss our progress. Furthermore, we created a Gmail account to communicate with all our volunteers and speakers, making it easier to send out information and reminders. Additionally, we held a meeting with the speakers and organization representatives to go over the purpose of the project and to address the logistics of the event.

We invested a lot of time on promotion to achieve a total of 86 attendees, surpassing our goal of 75. The event was publicized by various radio stations, local newspapers and social media (**Exhibit C**). In addition, we started a social media campaign with the hashtag #ItsOkaytoNotBeOkay and created a Facebook page that will continue to promote mental health awareness even after the event. Our team and volunteers also block walked around Selena Park, Resurrection Church and Navigation Esplanade handing out flyers (**Exhibit D**), and we made announcements at Our Lady of Guadalupe Church after all the masses. Along with the promotion, we advertised free giveaways and food to encourage people to attend the event and to stay engaged in the sessions.

## II. EVALUATION

At the end of the event, we had participants complete a survey covering the following: before and after questions, residing neighborhood specification, and blank space for comments (**Exhibit E**). We had a total of 45 surveys returned to us including 27 surveys in english and 18 surveys in spanish. While the majority of our participants reside in the Denver Harbor area, we also had participants from the South West side of Houston, Gulfgate area, and Webster, Texas to name a few. An overall summary of the survey results is attached to Exhibit D.

After evaluating the surveys, we found that the majority of participants felt that their community viewed mental health issues in a negative way prior to the event. However, after the event, the majority of participants did not feel that their community viewed mental health issues in a negative way. The data shows that establishing an environment where conducive dialogue can occur can reduce the stigma associated with mental illness. Prior to the event, only a few participants were aware of mental health resources available in their communities, but after the event, we saw a major increase. Similarly, after the event the majority of participants felt they could discuss mental health and mental illness with other people in their communities. Roughly half of the participants indicated that they or someone they know has been diagnosed with a mental health issue. Moreover, after receiving the information presented, our participants are more likely to seek help. They also expressed that they know someone who would benefit from the information. The majority of participants strongly agree that their communities would benefit from information and discussion about mental health. Approximately 89% of participants strongly agreed that there is a need for more resources regarding mental health in our surrounding communities.

There is a need for more events similar to *It's Okay to Not Be Okay* as expressed by the following Denver Harbor participant:

*“Me gustaría más eventos igual porque el día de hoy hubo mucha información importante.”*

*[I would like more events like this one because a lot of important information was given.]*

One participant recommended the creation of a list with resources for their communities while another suggested collaboration with local schools and PTAs to host similar events. In the future, we hope to continue bridging the gap between resources and communities in need.

### **III. LESSONS LEARNED**

After the event, we met to evaluate its success. While discussing the feedback received from participants and presenters, we confirmed that our planning led to an efficiently organized event with a great turnout. In retrospect, sessions should have been either in Spanish or English because sometimes our speakers left information out during translation. However, they did a great job adding humor to their presentation when appropriate, causing participants to open up and share anecdotes. Furthermore, prizes increased attentiveness and eagerness to participate. The information booths were very popular among attendees; therefore, we consider that more time must be allocated to allow for maximum interaction.

For the future, it would be helpful to obtain direct cell phone numbers in addition to emails and office numbers for the center's personnel because we experienced a lack of response from the center's staff during the planning period and the day of. Although we met with personnel two days prior to the event to establish the required equipment and arrival times, we were hindered by the staff's failure to comply.

#### **IV. RECOMMENDATION(S)**

Prior to and after the completion of the event, we had various community members, as well as attendees, inquire on future workshops and volunteer opportunities. Twin Oaks Community Center of Pasadena asked if we could host a similar event in their community. One of the surveys mentioned that the participant would be interested in volunteering at our events. These requests show the need for more mental health resources and discussion in the surrounding communities. Therefore, we urge the City of Houston to help us bridge the gap between communities and resources and to promote the message that #ItsOkaytoNotBeOkay.

As civic servants, we consider the community's input and openness our most effective tools. We value the enthusiasm and encouragement from radio hosts, peers, and our own families. Ultimately, the success of this event came from the community members' passion to advocate for each other.

#### **V. MISCELLANEOUS**

A list of materials and brochures can be found as **Exhibit F**. Photos are attached as **Exhibit G**.



# IT'S OKAY TO NOT BE OKAY

**SATURDAY, FEBRUARY 11, 2017**

**9:00am-10:00am**

**INTRODUCTION**

**10:00am- 10:45am**

**SESSION 1**

Rob Arteaga -  
Depression

**10:45am-11:30am**

**SESSION 2**

Sergio Aguirre -  
Schizophrenia/Bipolar

**11:30am-12:00pm**

**LUNCH**

**12pm-12:45pm**

**SESSION 3**

Adrian Yam -  
Support Systems & Coping

**12:45pm-1:00pm**

**FINAL**

Raffle Prizes

# **ESTABIEN NO ESTAR BIEN**

**SABADO, FEBRERO 11, 2017**

**9:00am-10:00am**

**INTRODUCCION**

**10:00am- 10:45am**

**SESION 1**

Rob Arteaga -  
Depresión

**10:45am-11:30am**

**SESION 2**

Sergio Aguirre -  
Esquizofrenia Bipolar

**11:30am-12:00pm**

**ALMUERZO**

**12pm-12:45pm**

**SESION 3**

Adrian Yam -  
Sistemas de Apoyo

**12:45pm-1:00pm**

**FINAL**

Rifas



## Exhibit B

It's Okay to Not Be Okay/Esta Bien No Estar Bien

Denver Harbor Multi-Service Center

February 11, 2017

9am-1pm

### Speakers:

- ☐ Rob Arteaga, licensed professional counselor at Curando Amores (Depression session)
- ☐ Sergio Aguirre, school-based counselor and board member of National Alliance on Mental Illness (NAMI) (Bipolar/Schizophrenia session)
- ☐ Adrian Yam, licensed professional counselor at Neighborhood Centers Inc (Support Systems session)

### Organizations/ Booths:

- ☐ National Alliance on Mental Illness (NAMI)
  - ☐ Sergio Aguirre
- ☐ Curando Amores
  - ☐ Rob Arteaga
- ☐ Community Family Centers
  - ☐ Paul Landa
  - ☐ Silvia Yazmin
- ☐ FLAS, Inc.
  - ☐ Xochitl R. Calderon
  - ☐ Nelly Mendez

### Promotion:

- ☐ KPFT SonPacifica 90.1FM
- ☐ MotivRadio
- ☐ Ombligo de Semana
- ☐ Mundo Hispano Newspaper (published on 02/06/17)
- ☐ KPFT ZonaLibre 90.1FM
- ☐ OLG Announcements Crystal Radio

### Special Thanks to

Rogene Calver

Pilar Martinez  
Jesse Rodriguez

**Volunteers**

Ivette Hernandez  
Jose Munoz  
David Arriba  
Libby Moreno  
Emily Gonzalez  
Ramon Gallardo  
Lupe Gallardo  
Maria Salazar  
Aguda Torres  
Emilia Torres

## Exhibit C

It's Okay to Not Be Okay/Esta Bien No Estar Bien

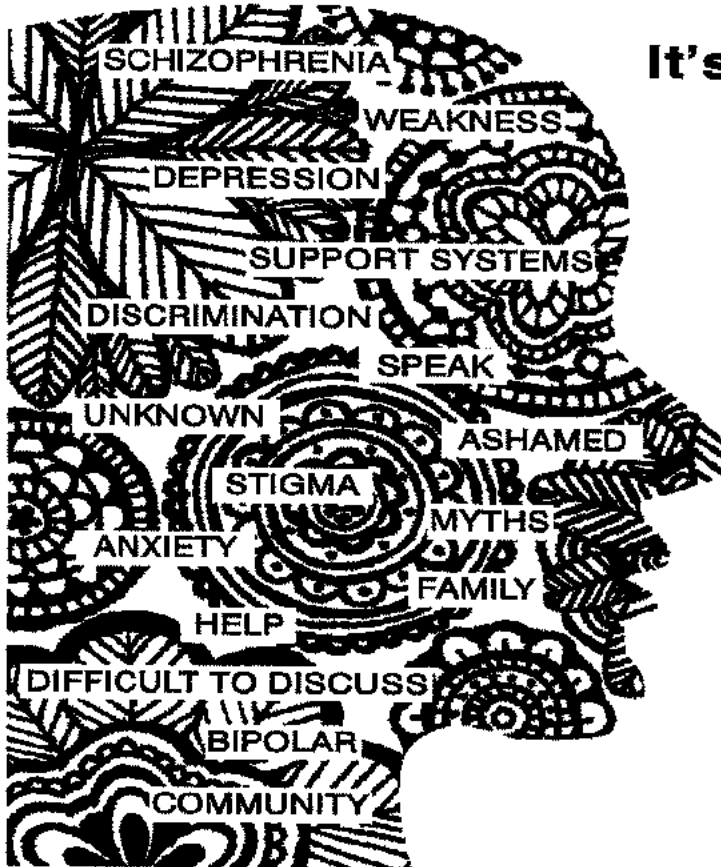
Denver Harbor Multi-Service Center

February 11, 2017

9am-1pm

**Promotion:**

- ☐ KPFT SonPacifica 90.1FM
- ☐ MotivRadio
- ☐ Ombligo de Serrana
- ☐ Mundo Hispano Newspaper (published on 02/06/17)
- ☐ KPFT ZonaLibre 90.1FM
- ☐ OLG Announcements Crystal Radio
- ☐ Facebook page: <https://www.facebook.com/ItsOkaytoNotBeOkayHouston/>



## It's Okay to Not Be Okay

Saturday, February 11, 2017  
9:00 a.m. - 1:00 p.m.

Denver Harbor Multi-Center  
6402 Market Street  
Houston, Texas 77020

Spanish/English information session on:

- Depression
- Bipolar/Schizophrenia
- Coping/Support Systems

Join us for **FREE food**, for the opportunity to **WIN raffle prizes**, and to promote awareness of mental health resources in our surrounding communities.

Please send any questions or comments to:  
[itsokaytonotbeokay.houston@gmail.com](mailto:itsokaytonotbeokay.houston@gmail.com)

f ItsOkaytoNotBeOkayHouston  
#establenmoestarbien  
#itsokaytonotbeokay



## Está Bien No Estar Bien

Sabado, 11 de Febrero del 2017  
9:00am- 1:00pm

Denver Harbor Multi-Center  
6402 Market Street  
Houston, Texas 77020

Sesiones de Información en Español/Inglés sobre:

- Depresión
- Bipolar/Ezquizofrenia
- Sistemas de Apoyo

Acompáñanos y recibe **comida GRATIS**, la oportunidad de **GANAR premios**, y para el conocimiento de los recursos de salud mental en nuestras comunidades circundantes.

Por favor mande preguntas o comentarios a:  
[itsokaytonotbeokay.houston@gmail.com](mailto:itsokaytonotbeokay.houston@gmail.com)

f ItsOkaytoNotBeOkayHouston  
#establenmoestarbien  
#itsokaytonotbeokay

## Exhibit E

|                                                                                                                     | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---------------------------------------------------------------------------------------------------------------------|-------------------|----------|---------|-------|----------------|
| Before this event, I felt that my community viewed mental health issues in a negative way.                          |                   |          |         |       |                |
| After this event, I feel that my community views mental health issues in a negative way.                            |                   |          |         |       |                |
| Before this event, I was aware of available resources on mental health and mental illness.                          |                   |          |         |       |                |
| After this event, I am now aware of available resources on mental health and mental illness.                        |                   |          |         |       |                |
| Before this event, I felt that I could openly discuss mental health and mental illness with people in my community. |                   |          |         |       |                |
| After this event, I feel that I can discuss mental health and mental illness with other people in my community.     |                   |          |         |       |                |
| I personally know someone (myself or another person) who has been diagnosed with a mental health issue.             |                   |          |         |       |                |
| After this event, I feel that I am more likely to seek help regarding my mental health if need be.                  |                   |          |         |       |                |
| I feel that one of my family members would benefit from mental health information.                                  |                   |          |         |       |                |
| I feel that my community would benefit from information and discussion about mental health and mental illness.      |                   |          |         |       |                |

|                                                        |
|--------------------------------------------------------|
| Where do you live? (Please check one.)                 |
| <input type="checkbox"/> Denver Harbor                 |
| <input type="checkbox"/> East End                      |
| <input type="checkbox"/> Fifth Ward                    |
| <input type="checkbox"/> Other (please specify where): |

Additional Comments, Suggestions, Thoughts. We would greatly appreciate your feedback!



## Exhibit F

### List of Materials and Brochures

#### National Institute of Mental Health (NIH)

- Post-Traumatic Stress Disorder
- National Institute of Mental Health Strategic Plan for Research
- Personas Mayores y la Depresión
- Depresión
- Los Hombres y la Depresión
- Men and Depression
- La Depresión en las Mujeres
- Schizophrenia

#### Substance Abuse and Mental Health Services Administration (SAMHSA)

- Red Nacional Para la Prevención de Suicidio: Señales de Suicidio: Conozco las Señales de Peligro
- National Suicide Prevention Lifeline Wallet Card: Having Trouble Coping? With Help Comes Hope.
- National Suicide Prevention Lifeline Wallet Card: Suicide Prevention: Learn the Warning
- La Buena Salud Mental No Tiene Edad
- Good Mental Health is Ageless
- You Can Manage Your Chronic Pain To Live A Good Life: A Guide for People in Recovery from Mental Illness or Addiction









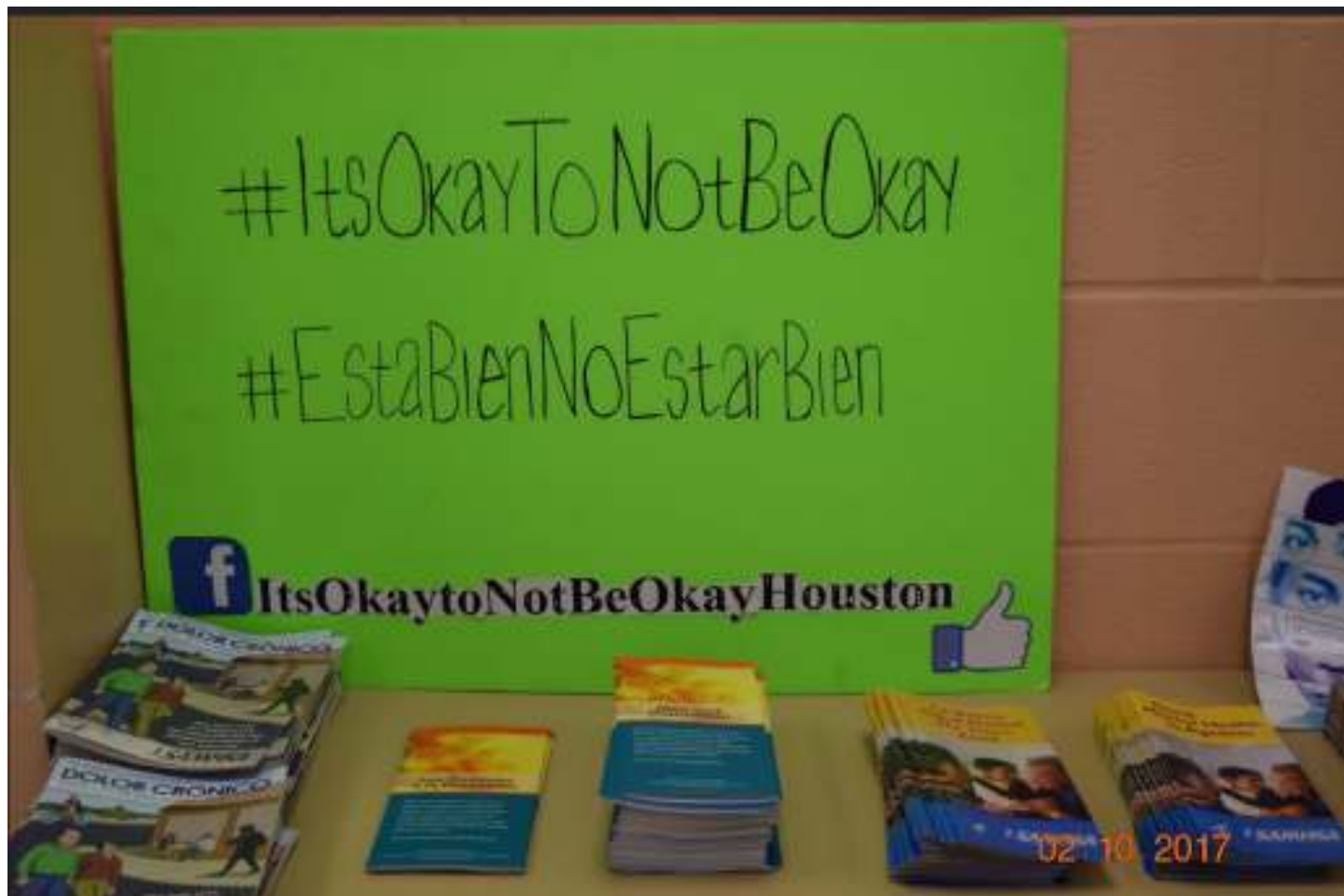












# **Civic Leadership Summer Session 2016**

## **Mini Grant – Final Report**

### **Houston Health Department**

Achieving Community Tasks Successfully d/b/a ACTS nonprofit organization

***Project Title: Toxic Trespass – Knowing Your Environment***

#### **Contact Information**

Team Members:

Bridgette Murray, ACTS

Tracy Stephens, ACTS

Ruby Nelson, President Clinton Park-Tri Community Super Neighborhood Council

**Primary Contact Person:** Bridgette Murray

713 553-1907

[Bmurray4@sbcglobal.net](mailto:Bmurray4@sbcglobal.net)

1403 Laurentide St

Houston, TX 77029

**Project Description and Accomplishments:**

Achieving Community Tasks Successfully in partnership with Pleasantville Area Super Neighborhood Council #57 and Dr. Riki Ott began an environmental training series titled: Toxic Trespass in the Pleasantville community. Dr. Riki Ott is a community organizer and the author of the training materials.

Toxic Trespass encourages citizen science and one of the tools referenced is the Environmental Protection Agency (EPA) Environmental Justice (EJ) Screen. The (EJ) Screen NATA (National Air Toxics Assessment) data results has the Pleasantville community scoring above 90 percentile in 9 of 12 indices measured. As a result, conversations with neighbors across the 610 freeway, data was collected on Clinton Park Tri Community Super Neighborhood Council #51. See Attachment 1. Both organizations represent fence line communities sharing similar results for environmental, demographics, and EJ indicator values. This project will address both training/education and capacity building to effectively use and develop our social capital for change related to environmental exposure.

**Goals:** To provide training to increase the knowledge of participants (Pleasantville and Clinton Park) on the topic of oil-chemical exposures and response to improve the quality of life by early recognition, improved identification of vulnerable populations and increased reporting of exposures (3-1-1 system).

**Objectives:**

- Provide training to community residents related to oil-chemical exposure
- Increase the number of community residents informed of environmental threats through attendance at training presentations
- Identify residents willing to actively participate (capacity building) demonstrated by reporting of suspected exposures to the 3-1-1 system.

All objectives were met

Since the training, individuals unable to attend are inquiring when the training will be provided in the future. No dates to provide at this time, but anticipate a summer training

**Why is this project important?**

The information contained in the **Community Health Profile for Service Delivery Area B** speaks to the environmental /health concerns of these communities. This project will provide residents insight into the impact of oil-chemical exposure on pre-existing conditions. Ensure residents are familiar with each level of government organizations responsible for monitoring and or enforcement - City of Houston Air Pollution Division, TCEQ and EPA to improve quality of life in the area.

Mini grant funding will be utilized to reach a larger audience through:

- Mailer to all residents to invite to meetings
- Facility rental for training sites
- Refreshments for attendees (meetings and trainings)

Attendees will be required

- Complete evaluation forms at meetings and training
- Leadership and training opportunities will be provided to interested attendees

### **Actions taken:**

Publicity to the communities was initiated in both December and January. Pleasantville was the only community receiving a flyer distributed to all households. The project meetings were initiated in January 2017. One 1-hour meeting was held in each of the target communities (January 11 and 14). One training session (4-hours) was conducted (February 18). **See Attachments 2 & 3 for copies of flyer**

Reminder calls/email contacts were made to all meeting attendees that expressed an interest to attend the training session.

Efforts to increase participation included word of mouth, speaking with both formal and informal leaders, Facebook event invitations, refreshments and door prizes.

### **Obstacles Identified Prior to Meetings:**

1. Unable to reach residents – the mailer is being utilized to reach a greater number of residents. The target communities have a significant population of seniors and individuals without internet access. Will use post office for distribution. **Post Office distribution was not utilized. Further research identified entry cost prohibitive. Nonprofit organization and individuals were utilized for door to door distribution.**
2. Lack of interest – Currently networking with Churches in the community to assist with outreach and increase interest. In an attempt to motivate attendance will provide refreshments and door prizes. **St Matthew Baptist Church (Clinton Park meeting) and Spirit of Life Ministries (training site) supported the process to allow meetings/trainings at their locations.**
3. Transportation to site – Utilizing locations within the communities to address access issues. **The training site was the only location not in the community.**

### **Volunteers/Resources:**

- Volunteers from both communities assisted at each meeting. Volunteers -5
- Organizations that supported in kind:
  - St Matthew Baptist Church
  - Spirit of Life Ministries
  - Port Houston Authority
  - Texas Southern University, Barbara Jordan-Micky Leland School of Public Affairs
  - Alert Project
  - Clinton Park – Tri Community #51
  - Pleasantville Area Super Neighborhood Council #57

### **Evaluation Results:**

Evaluation of the project will address measures related to:

1. Informational meetings: Analysis of community interest in the topic and prioritization of health concerns. Count number of attendees
2. Training Sessions: What did the participant learn and satisfaction with information. Count number of attendees

**See Attachments 4 & 5 Evaluation copies**

| Event                      | Date/Time                    | Place                     | # Attending | # Evaluations |
|----------------------------|------------------------------|---------------------------|-------------|---------------|
| Clinton Park Informational | January 11, 2017/6:30-7:30PM | St Matthew Baptist Church | 53          | 25 (47%)      |



|                                     |                               |                           |    |          |
|-------------------------------------|-------------------------------|---------------------------|----|----------|
| meeting                             |                               |                           |    |          |
| Pleasantville Informational meeting | January 14, 2017/9-10 AM      | Judson Robinson Sr. Park  | 33 | 21 (63%) |
| Training Session                    | February 18, 2017/10 AM – 2PM | Spirit of Life Ministries | 15 | 12 (80%) |

#### **Attachment 6 - for detailed Evaluation Results**

Based on participant comments, majority indicated the topic is relevant in their community  
Many expressed a desire to learn more

#### **Examples of Comments:**

I greatly appreciate the efforts to address this issue and look forward to learning more and participating in the process, whatever it entails

Very good presentation

Do we need to tell our healthcare, where we live and let them know there is lead and other kinds of problems in our neighborhood

I want to know how I can learn to get rid of these bad chemical because I had two loved ones to die with cancer and I myself have had cancer. We need a change because this poor community are getting the worst thing and part of the deal!

This is an issue that I followed for years when I returned active military service (tens of my classmates were dead all from some of cancer all dead from some of cancer)

#### **Training participants made comments to indicate they learned from the presentation.**

#### **Examples of Comments:**

This training was better than I expected, it is mind blowing and informative class. Thank you for opening my eyes

Very Good Workshop! Looking forward to additional information

The presenter was very knowledgeable about the topics. I wish more people could receive this type of information such as teachers, doctors, nurses, etc

Very informative seminar

Doctors need to step up their knowledge

#### **Budget - See attachment 7 for itemized budget**

| Description              | Month    | Proposed Amount | Actual Amount   | Explanation                             |
|--------------------------|----------|-----------------|-----------------|-----------------------------------------|
| <b>Phase 1</b>           |          |                 |                 |                                         |
| Develop brochure/mailer  | December | \$200           | <b>\$100.00</b> | Professional services – graphics design |
| Distribution of brochure | January  |                 |                 | Marketing                               |
| Pleasantville            |          | \$315           | <b>\$225.00</b> |                                         |

| Description                                    | Month            | Proposed Amount  | Actual Amount    | Explanation                                      |
|------------------------------------------------|------------------|------------------|------------------|--------------------------------------------------|
| Copy documents                                 |                  | \$235.00         | 325.69           | Handouts/mailer (black & white and color)        |
| Marketing – social media                       |                  | 0                | 0                | Marketing                                        |
| Evaluations                                    | January/February | \$200.00         | 0                | Professional assistance to develop and tally     |
|                                                |                  |                  |                  |                                                  |
| <b>Phase 2</b>                                 |                  |                  |                  |                                                  |
| Conduct community meetings                     | January          |                  |                  |                                                  |
| 2 Meetings                                     |                  | \$180            | \$313.93         | Refreshments – estimated at \$90.00 per session  |
| Facility Usage                                 |                  | \$120            | 0                | Custodial service                                |
|                                                |                  |                  |                  |                                                  |
| <b>Phase 3</b>                                 |                  |                  |                  |                                                  |
| Toxic Trespass Training (4 hours) – 2 sessions | January          | \$250            | \$193.73         | Refreshments – estimated at \$125.00 per session |
|                                                |                  |                  |                  |                                                  |
|                                                |                  |                  |                  |                                                  |
| <b>Total</b>                                   |                  | <b>\$1500.00</b> | <b>\$1158.35</b> |                                                  |
|                                                |                  |                  |                  |                                                  |

### Lessons Learned

#### **All objectives were met**

I want to thank Rogene Calvert for assisting with scheduling/coordinating Robinson Sr. Park for the Pleasantville Information meeting.

We also want to recognize the Pastors of St. Matthew Baptist Church and Spirit of Life Ministries for making space available at no cost. This confirmed there are opportunities to identify other supporters to schedule additional training.

Difficult to plan based on verbal confirmations – participants indicated they would be present for training, but 50% did not show up

#### **Areas to improve:**

- Request that the City of Houston review the **Community Health Profile for Service Delivery Area B** for reported health concerns. No mention of respiratory conditions when asthma and other respiratory conditions are generally high in similar populations.
- There were some evaluations that reflected the presenter was not engaging enough or did not allow enough time for questions/answers. So time management and participation will be addressed in future presentations

#### **Recommendations:**

Noted in Areas to improve



# TOXIC TRESPASS

FREE WORKSHOP

SAT  
FEB 18  
2017  
10AM-2PM

**Location: Spirit of Life Ministries (Life Center)**

485 Maxey Rd, Houston, TX 77013

(Life Center building is across from Sanctuary parking lot)

ERIC KAYNE / EARTHJUSTICE

**ACTS, ALERT PROJECT, &  
SUPER NEIGHBORHOOD COUNCILS: PLEASANTVILLE AREA #57 AND CLINTON PARK-TRI COMMUNITY #59**  
goal is to engage and provide awareness of the environmental threats near and in our communities.

People in fence-line communities are at-risk of exposure to oil and chemical pollutants from daily operations to accidental spills. Yet the people most at-risk are often the least informed about toxic pollutants, potential health impacts, and what can be done to minimize toxic trespass. Pleasantville, Clinton Park, T.e.j.a.s, and Riki Ott with ALERT Project are hosting a series of workshops on toxic trespass and health impacts, citizen-scientist trainings, community-right-to-know, and disaster preparation and response planning.

Achieving Community Tasks Successfully (ACTS) and The ALERT project bring you a community-driven initiative to help train others on the dangers of oil-chemical activities.

**WE WILL HAVE REFRESHMENTS AND DOOR PRIZES  
AT THIS FREE WORKSHOP.**

## LEARNING OBJECTIVES:

- Identify Oil-Chemical hazards in the environment & how exposures occur
- Explain how Oil-Chemical exposures affect health
- Recognize Oil-Chemical exposure symptoms & describe them to a health care provider



*Spirit of Life Ministries*

**ALERT**

For more information, visit our  
FB event page: **TOXIC TRESPASS TRAINING**

You can also contact our organizer at 713.675.3331



# TOXIC TRESPASS--Addressing Health Concerns with Oil-Chemical Activities

## PRE-EVALUATION FORM

(1 = lowest rating    5 = highest rating)

| <b>Key topics – What I know</b><br><b>Please rate the following areas:</b>                              | <b>1</b> | <b>2</b> | <b>3</b> | <b>4</b> | <b>5</b> | <b>N/A</b> |
|---------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|------------|
| <b>PART 1</b>                                                                                           |          |          |          |          |          |            |
| I can explain different types of environmental health hazards.                                          |          |          |          |          |          |            |
| I can explain where Oil-Chemical pollutants might be in my environment.                                 |          |          |          |          |          |            |
| I understand how Oil-Chemical pollutants enter and exit a body.                                         |          |          |          |          |          |            |
| I can explain symptoms of Oil-Chemical exposures and health effects.                                    |          |          |          |          |          |            |
| I can explain types of people who are susceptible to Oil-Chemical exposures.                            |          |          |          |          |          |            |
| <b>PART 2</b>                                                                                           |          |          |          |          |          |            |
| I can explain why being exposed to Oil-Chemical pollutants is very dangerous.                           |          |          |          |          |          |            |
| I can describe Oil-Chemical exposure symptoms to my Health Care Provider.                               |          |          |          |          |          |            |
| I understand why it is important to choose a Health Care Provider familiar with environmental medicine. |          |          |          |          |          |            |

THANK YOU!!  
The Toxic Trespass Team  
&  
Texas Southern University, Mickey Leland Center for Environment, Justice and Sustainability



www.alertproject.org  
a project of Earth Island Institute



# TOXIC TRESPASS--Addressing Health Concerns with Oil-Chemical Activities

## EVALUATION FORM

(1 = lowest rating    5 = highest rating)

### Presentation

**Please rate the following areas:**

|                                                                     | 1 | 2 | 3 | 4 | 5 | N/A |
|---------------------------------------------------------------------|---|---|---|---|---|-----|
| The presentation increased my understanding of the topic(s)         |   |   |   |   |   |     |
| The event was well organized and stayed on track                    |   |   |   |   |   |     |
| There was adequate time for questions and answers                   |   |   |   |   |   |     |
| I will be able to use the knowledge/skills acquired in this session |   |   |   |   |   |     |
| The location of the event                                           |   |   |   |   |   |     |
| The use of visual aides                                             |   |   |   |   |   |     |
| The overall rating of the community event                           |   |   |   |   |   |     |

(1 = lowest rating    5 = highest rating)

### Presenters

**Please rate the following areas:**

|                                                     | 1 | 2 | 3 | 4 | 5 | N/A |
|-----------------------------------------------------|---|---|---|---|---|-----|
| The presenters were knowledgeable about the subject |   |   |   |   |   |     |
| The presenters were well prepared                   |   |   |   |   |   |     |
| The presenters were engaging and interesting        |   |   |   |   |   |     |
| The presenters encouraged participation/discussion  |   |   |   |   |   |     |

### Participants

**Three "ah-hahs" -- new things you learned**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Things that confused you**

1. \_\_\_\_\_
2. \_\_\_\_\_

**What you would like to learn more about**

1. \_\_\_\_\_
2. \_\_\_\_\_

# TOXIC TRESPASS--Addressing Health Concerns with Oil-Chemical Activities

## EVALUATION FORM

(1 = lowest rating    5 = highest rating)

### Key topics – What I know

Please rate the following areas:

|                                                                                                         | 1 | 2 | 3 | 4 | 5 | N/A |
|---------------------------------------------------------------------------------------------------------|---|---|---|---|---|-----|
| <b>Part 1</b>                                                                                           |   |   |   |   |   |     |
| I can explain different types of environmental health hazards.                                          |   |   |   |   |   |     |
| I can explain where Oil-Chemical pollutants might be in my environment.                                 |   |   |   |   |   |     |
| I understand how Oil-Chemical pollutants enter and exit a body.                                         |   |   |   |   |   |     |
| I can explain symptoms of Oil-Chemical exposures and health effects.                                    |   |   |   |   |   |     |
| I can explain types of people who are susceptible to Oil-Chemical exposures.                            |   |   |   |   |   |     |
| <b>Part 2</b>                                                                                           |   |   |   |   |   |     |
| I can explain why being exposed to Oil-Chemical pollutants is very dangerous.                           |   |   |   |   |   |     |
| I can describe Oil-Chemical exposure symptoms to my Health Care Provider.                               |   |   |   |   |   |     |
| I understand why it is important to choose a Health Care Provider familiar with environmental medicine. |   |   |   |   |   |     |

**OTHER COMMENTS:**

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THANK YOU!!

The Toxic Trespass Team

&

Texas Southern University, Mickey Leland Center for Environment, Justice and Sustainability



www.alertproject.org  
a project of Earth Island Institute

## **FINAL REPORT**

### **Educational Forum “How to Prevent Cancer”**

Presented by: Heladio Ibarguen, CG(ASCP)

Cascajal Foundation is an institution that works for the Hispanic community since 2009 offering scholarships and counseling to around a hundred families. We are aware that culturally Hispanics do not see a physician when they are feeling ill and tend to, instead, discuss health matters among family members and self-prescribe drugs or treat themselves with folk medicine in addition to this the language barrier makes the task even more difficult. That’s why we think it is necessary to educate them in their own language as well as instill into them the custom to visit a physician and learn how to prevent chronic diseases and cancer. Thus, this will contribute to improve health quality of the residents of the city Houston.

On late November 2016, we gathered with Hispanic community leaders from Alief Area, including churches and home meetings, to raise awareness about why statistically Hispanic population has one of the highest rate of death due to chronic diseases, including cancer, that can be preventable. As a result of this meeting, Cascajal Foundation along with members of the Hispanic community organized a campaign to distribute flyers in churches, parking lots and restaurants, sending out emails, text messages, Twitter, Facebook as well as radio interviews to Dr. Heladio Ibarguen, president of Cascajal Foundation on “Enterate El poder de la información” 920 AM radio (January 12, 2017) to inform about the realization of a forum titled “How to Prevent Cancer” that took place on January 21<sup>st</sup>, 2017 at the Sharpstown Community Center (6600 Harbor Town Dr., Houston, TX 77036).

Considering the limitation of the resources at hand the realization of the forum was a success, thanks to the Department of Health of the city Houston which provided the budget, MD Anderson Cancer Center which provided specialists in cancer prevention and the cooperation of the community.

Our goal was to reach 50-75 people because of approved budget constraints. 3000 flyers were distributed knowing that only 1 to 2 per cent would respond. Nevertheless, we reached more people than expected, a 105-people confirmed attendance and an actual number of 86 people attended.



The present number will increase to 101 attendants if we add the Cascajal members that also were benefited from the forum. We sent requests to 10 specialists in Cancer prevention at MD Anderson Cancer Center who could communicate in Spanish and we received confirmation from 3 of them. All members of Cascajal Foundation had also an active participation. In an intent to cause a major impact, we invited a cancer survivor to share her experience, explain and advise the public about what to do and where to go at the first sign of any abnormal growth or physiological changes on their own body.

To evaluate the program, we create a survey (attached) that was provided to each attendant at the entrance and it was returned at the end of the forum. The survey evaluated the degree of satisfaction from the attendants to each topic presented by the speakers. Additionally, the public had the opportunity to mention what other topics they would like to be illustrated and educated in futures forum.

Presentations from each of the speakers were carried out accordingly to the program (see attachment):

- Lizette Rangel MPH, showed the importance of the physical activity at all ages as a strategy to prevent cancer, especially in individuals with a previous history of cancer in the family. Similarly, emphasized the need of physical exercises after cancer to energizer the body and to trigger the immune system that usually is depleted during the treatment (Chemo or radio therapy). This presentation was accompanied by a demonstration of a series of physical exercises aimed to keep the cancer survivors physically actives.
- Ms. Lozano, presented her own experience as a cancer survivor, a story very touching but successful. She described how despite the language barrier, she broke the cultural customs and visited a doctor who diagnostic a very early stage breast cancer. She described how she was very aware of anything abnormal on her body and advice the auditorium how to be under care of a physician. Ms. Lozano share the different programs and facilities that the city of Houston provides to keep its habitants healthy.
- Yanneth Rivera MPH, described that event ought the statistics show that skin cancer is not frequent in Hispanic and Blacks populations but when it is present is very lethal. Majority

of the given information was related to how to use sun blocker, what types of sun blocker are more effective to block the solar radiation, type of garments to use to protect the skin under sun exposure, when to see a doctor if something unusual appear on skin. The presenter also share the locations and dates in Houston, TX where people can go for free skin screening (A social program provided by MD Anderson Cancer Center).

- Speaker Ana Paula Correa Refinetti, MD, presented a review of all preventable cancers and explained strategies of how to prevent them. There was major emphasis in breast, colon, lung and cervical cancer due to those are more frequent in Hispanics.

On each presentation, the auditorium was very focus all the time and was very responsive to the question from the speaker. Alternatively, the talks rose many question from the auditorium that were satisfactorily answered by the speakers.

This educational forum exceeded the expectation in terms of number of attendants, degree of satisfaction related with each of the topics presented, new information acquired and knowledge of how to prevent cancer. Majority of the attendants manifested this forum as the first time they get really informed about cancer prevention and suggested that the City of Houston Health Department should support such events in their own native language, Spanish. Similarly, all attendants manifested they would like to learn about other types of cancer and healthy choices for a better nutrition. Summary of results can be seen at Figure 1.

The organization of this forum was a lesson to learn and to reproduce. No doubts that the coordination from Ms. Rogene Gee Calver was vital for the success of this forum. Additionally, the good coordination between the teams with different assignments inside Cascajal Foundation was a very important element to achieve these good results.

We understood how important is to work with the administration and the community to consolidate services and allow them to be available for all citizens of the city of Houston. Probably, the only thing we think may be add to this kind of event is transportation for elderly and people with disabilities that also would like to be educated.

My best recommendation to the City of Houston – Health Department is to continue supporting this type of educational events in Spanish, which would benefit the health of the Hispanics and allow to the city of Houston to save portion of the money invested in cancer treatment. “Prevention is better than cure”.

Figure 1.

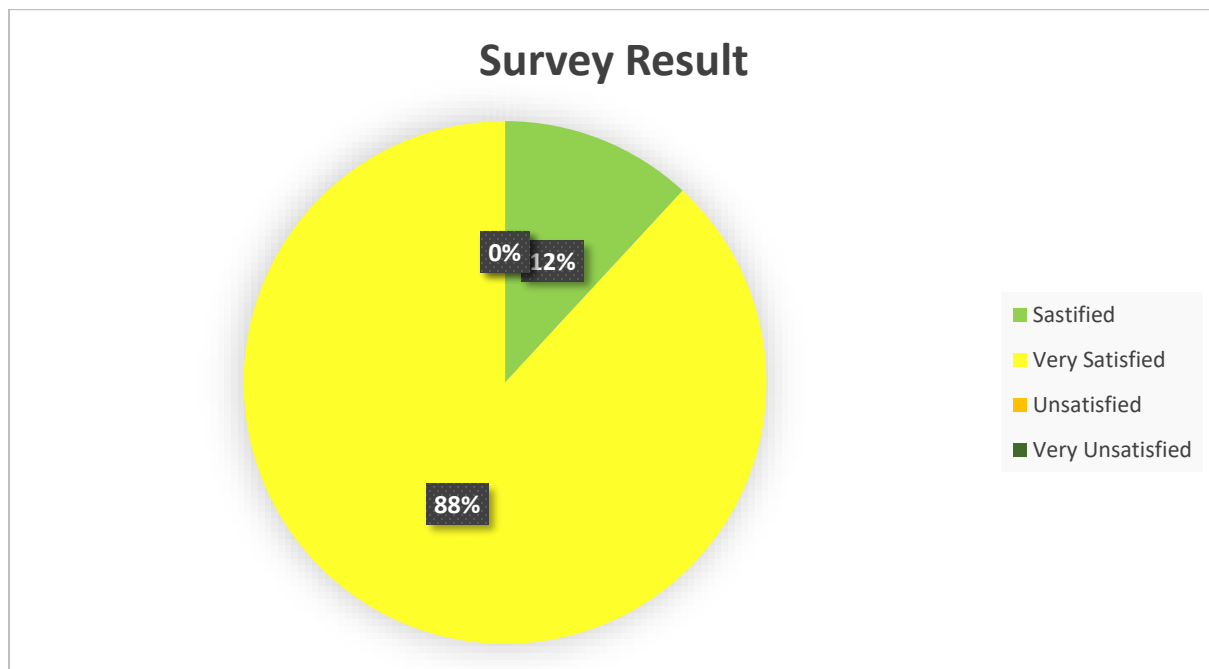


Figure 1. summarizes survey results given at the end of the forum evaluating quality of the event. All 100% of the attendants were very satisfied or satisfied with the information given as well as how the forum was organized.

### Acknowledgment

- City of Houston- Department of Health.
- Attendants to the forum.
- Sandra Romero y Julian Mondragon (Cascajal Foundation-invited members)
- Cascajal Foundation's members.

**Attachments:**















The  
City of Houston  
Department of Health

La Fundación Cascajal  
y el Departamento de Salud de la Ciudad de Houston,

Les invita al Foro:

## "Como Prevenir el Cáncer"

Doctores y Expertos del "MD Anderson Cancer Center"  
presentarán los últimos avances en prevención del cáncer



Cupo limitado - Llame para registrarse hasta el Sábado 14 de enero de 2017

Lugar: Sharpstown Community Center  
6600 Harbor Town Dr.  
Houston, TX 77036.

**Gratis!**

Fecha: Enero 21 de 2017  
Hora: 10 am - 12 m.  
832-352-1979 / 832-641-8601  
832-771-2627

Se servirán desayunos, y a los primeros 10 invitados se les dará una gift card.





## Program

### Educational Forum: "How to Prevent Cancer"

Fecha: January 21st, 2017

Sharpstown Community Center

6600 Harbor Town Dr., Houston, TX 77036

Sponsored by The Department of Health of Houston

Organized by Cascajal Foundation

|                   |                                                                                                                                                                                           |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9:00am – 9:45am   | Opening: Breakfast and registration                                                                                                                                                       |
| 9:45am – 9:55am   | Introduction to Cascajal Foundation.<br>Dr. Heladio Ibarguen, President.                                                                                                                  |
| 10:00am – 10:25am | Importance of physical activity for cancer prevention and survivorship.<br>Lizette Rangel, MPH, Program Coordinator of "Active Living after Cancer program",<br>MD Anderson Cancer Center |
| 10:25am – 10:30am | Q&A session                                                                                                                                                                               |
| 10:30am – 10:55am | Testimonial from a breast cancer survivor,<br>Imelda Lozano, ex-patient                                                                                                                   |
| 10:55am – 11:20am | How to prevent skin cancer.<br>Yanneth Rivera, MPH, CHES,<br>Health Education Specialist,<br>MD Anderson Cancer Center                                                                    |
| 11:20am – 11:25am | Q&A session                                                                                                                                                                               |
| 11:25am – 11:30am | Break                                                                                                                                                                                     |
| 11:30am – 11:55am | Healthy choices help lower your cancer risk<br>Paula Refinetti, MD<br>Assistant Professor<br>MD Anderson Cancer Center                                                                    |
| 11:55am – 12:00pm | Q&A session                                                                                                                                                                               |
| 12:00pm – 12:05pm | Closing remarks by Cascajal Foundation President,<br>Heladio Ibarguen                                                                                                                     |



# Survey

## Educational forum: “How to prevent Cancer”

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1. Do you think this educational forum has contributed to your knowledge on breast cancer?

☐ Strongly Disagree    ☐ Neutral    ☐ Agree    ☐ Strongly Agree

2. Do you think this educational forum has contributed to your knowledge on skin cancer?

☐ Strongly Disagree    ☐ Neutral    ☐ Agree    ☐ Strongly Agree

3. Were the audio-visual aids sufficient to help you better your knowledge on the topics presented in the forum?

☐ Strongly Disagree    ☐ Neutral    ☐ Agree    ☐ Strongly Agree

4. Would you recommend this kind of forums/talks to other people?

☐ Strongly Disagree    ☐ Neutral    ☐ Agree    ☐ Strongly Agree

5. Would you request the Health Department of the city of Houston to promote more of this educational talks/forums?

☐ Strongly Disagree    ☐ Neutral    ☐ Agree    ☐ Strongly Agree

6. What other topics would you like to receive information about?

☐ Cervical Cancer    ☐ Colon Cancer    ☐ Prostate Cancer    ☐ Nutrition



# Encuesta

## Foro educativo: “Cómo Prevenir el Cáncer”

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1. ¿Siente usted que este foro educativo aportó a sus conocimientos en cáncer de seno?

☐ No Satisfecho      ☐ Neutral      ☐ Satisfecho      ☐ Muy Satisfecho

2. ¿Siente usted que este foro educativo aportó a sus conocimientos en cáncer de piel?

☐ No Satisfecho      ☐ Neutral      ☐ Satisfecho      ☐ Muy Satisfecho

3. ¿Fueron suficientes las ayudas audiovisuales para mejorar sus conocimientos en los temas presentados?

☐ No Satisfecho      ☐ Neutral      ☐ Satisfecho      ☐ Muy Satisfecho

4. ¿Recomendaría este tipo de eventos a otras personas?

☐ No Satisfecho      ☐ Neutral      ☐ Satisfecho      ☐ Muy Satisfecho

5. ¿Le solicitaría al departamento de salud de la ciudad de Houston que promueva este tipo de charlas educativas?

☐ No Satisfecho      ☐ Neutral      ☐ Satisfecho      ☐ Muy Satisfecho

6. ¿De cuáles otros temas le gustaría recibir información?

☐ Cáncer Cervical      ☐ Cáncer de colon      ☐ Cáncer de prostata      ☐ Nutrición



**SOMALI BANTU COMMUNITY OF GREATER HOUSTON SBCGH**

**6666 HARWIN DRIVE SUITE# 260 HOUSTON, TX 77036**

**GARDEN OF HOPE/MENTAL HEALTH PROJECT**

**MINI-GRANT FINAL REPORT**

**By:**

Azeb Yusuf, Director of Community Health/BIA Accredited Rep.

July 10<sup>th</sup>, 2017

**I. PROJECT**

Somali Bantu Community of Greater Houston SBCGH has been providing social services immigration, services and referrals for refugees, Asylees, immigrants, and low-income families in the south west of Houston.

During our initial intake we learned that most of our Refugee and Immigrant clients show stress, fatigue, lack of sleep, anxiety, Post Traumatic Stress Disorder (PTSD) and unable to cope or understand the complex U.S.A health care system. For most Refugees, Asylees, and Special Immigrant Visa Holders (SIV's) all they know is that information given by his/her respected resettlement organization such as: Medicaid is awarded to them between 6-8 months for adult household members.

We have observed clients who are unable to focus or understand the simplest things and inability to read or write in their own language while in addition unable to communicate in English. Many lack access to health care even when he/she still obtain Medical benefits. Mostly,

they don't know where to begin or address their issues due to language barriers. Our case managers and management team work diligently with the health care professionals and clients to address the issues and get help in many areas.

Our Garden of Hope/Mental Health Project was an idea that was brought up by SBCGH staff members to address the issues of accessing mental health services without offending participants' cultures and values. We believed having a community garden will open up an opportunity for our multi-cultural population to speak about their daily life and hardship without any fear while enjoy the sunny garden.

To begin our project we first participated in two days civic leader training and learnt about the possible mini-grant opportunity that we might be able to qualify for. Then we strategized our plan and collaborated with the City of Houston Health Department and Have Haven. This collaboration actually worked perfectly for the following reasons:

- 1- The Multi-Service Community Center is located in South West Houston area where by most of our clients resides.
- 2- There is already an existing garden and we were able to secure 4 block of land for gardening due to the collaboration.
- 3- Ms. Lily Mesfin, Executive Director of Have Heaven committed her time to provide mental health workshop for our participants.
- 4- In collaboration with the City of Houston Health Department, we created flyers to promote our project and distributed in different apartment complex, business and social services areas and posted in our social media pages. Please see (Attached Flyer).

Finally, we conducted several planning meeting in collaborations with City of Houston Health Department representative and SBCGH staff. Mr. Fredy Senga of SBCGH and Mr. Joe Icet both master gardeners were present to guide us in terms of identifying and researching of garden & flowerbed mix, soil and blocks. We managed to purchase the above-mentioned items from Nature's Way Resources and Low's.

### **Phase 1—Mental Health Forum**

On Saturday February 18th, 2017, the Garden of Hope/Mental Health Forum hosted the community mental health forum at South West Multi-Service Center. Sponsors included SBCGH, Houston Health Department, and nine other groups (see attachment). Ms. Lily Mesfin, licensed therapist and Executive Director of Have Haven, presented about Mental Health Services and challenges for the Somali Bantu refugees of access to healthcare, cultural issue, options to utilize mental health services and information. There were 28 attendees at the forum.

### **Phase 2—Community Garden**

November, 2016 to April, 2017 Held planning meetings with the City of Houston Health Department representatives and SBCGH staff. South West Multi-Service Center was selected as the site for the community garden.

May 6<sup>th</sup>, 2017 First day of soil and blocks delivered and Mr. Joe Icet guided the team of Somali Bantu youth volunteers and City of Houston Health Department Staff to properly build the blocks and instructed how to fill the mixed fertilizer soil accurately.

May 13<sup>th</sup>, 2017 Second day of preparation conducted by Mr. Joe Icet guided volunteers from the community; SBCGH and City of Houston Health Department staff and completed 4 blocks of garden beds.

June 3<sup>rd</sup>, 2017 Garden of Hope Open House celebrated by many of our community partners from Somali, Ethiopia, Eritrea, Oromo, Darfur, Congo, Cameroon. Also, our Council Member Mike Laster, and representative from Council Member Amanda Edwards office, Rogene Gee Calvert, Principal, Outreach Strategists, Zahyrah Blakeney, Supervisor from City of Houston Health Department were present. After the open remarks by Council Member Mike Laster, we continue our program by planting the following items: Tomato, Green Okra, Green Beans, and Dragon Cayenne,

Currently, we are nurturing the garden with the help of volunteers form multi-cultural communities during weekday and on Saturday. In additional, local business owner to purchase our products and to establish a business relationship in the near future also approaches us.

We continue working with Refugees and Immigrants who are truly enjoying the garden of hope as a tool of self-sufficiency and a place of relaxation for their families and friends.

## **II. EVALUATION**

As an initial pilot program we estimated 25 participants. As of the end of the program 20 participants attended the program representing 80% attendance. In addition, most of the attendees indicated their interests in the program. (See attached attendance list)

## **III. LESSONS LEARNED**

The mini-project was really an eye opener especially to new emerging organization, as it provided opportunities for collaboration with the City of Houston Health Department, regarding different programs and grant opportunities that serve the low-income population. In addition, the program offered the possibility of brining a diverse community together with the purpose of achieving economic self-sufficiency.



While agreeing that current effort are commendable, however arising from the high demand for mental health workshop request by communities future consideration should be given for the following suggestions:

- (a)- produce video clips in different languages.
- (b)- organize a community radio show, invite professional to speak about areas of mental health and other health areas as needed.

### **III. RECOMMENDATION (S)**

Based on work performed the following are our recommendations:

- (a)- The City of Houston Health Department should conduct Periodic presentation and information sessions. This is necessary to enable citizens and residents are aware of city programs, guidelines, funding an opportunity that benefits underserved population.
- (b)-The training provided by the City of Houston Health Department was very helpful in creating an understanding of the program and its requirements for the following reasons:
  - 1- it provides us with the knowledge of available funding for the program.
  - 2- knowledge of other associated programs and department that can be accessed to benefited program participants.
  - 3- Opportunity for future collaboration with the City of Houston Health Department on matters involving health issues of residents.

### **V. PHOTOGRAPH**

Please see attached photos of Garden Hope/Mental Health Project.



# *Garden of Hope/Mental Health Forum*

*Funded by: City of Houston Health Department*

## *Join us*

**Somali Bantu Community of Greater Houston (SBCGH) in collaborations with South West Multiservice Center**

**Our program is unique and open to families and friends of greater Houston**

## *Open House*

**Saturday February 18th, 2017**

**12:00pm-3:00pm**

**6400 High Star Dr, Houston, TX 77074**

**Phone: (832) 395-9900**

**For further information please call Azeb Yusuf 713-894-5891 or [azeb@sbcgh.org](mailto:azeb@sbcgh.org)**

## *Refreshments*

**We will be serving and hand roasted coffee from Ethiopia**

## *Sponsors*

*Abyssinia Grocery ,Lucy Ethiopian Restaurant,*

## **Mental Health Forum Program**

Welcome & Opening Remarks

Sandra Rodriguez, Human Service  
Program Manager, Southwest & Hiram  
Clarke MSC

Garden of Hope Introduction

Rogene Calvert  
Azeb & Omar, Somali Bantu Community  
of Greater Houston

Licensed Therapist

Lily Mesfin

Health Department Master Gardener

Joe Icet

District J Council Member

Mike Laster

Houston Health Department Director

Stephen Williams

Multi-Service & Health Centers Assistant Director

Solly Diaz

Closing Remarks

Zahyrah Blakeney, Area C  
Administration Manager

After program, volunteers will proceed to planting their seeds and starter plants in the new beds.

## **Community Partners**

**(Set up a booth with information about their organization & services**

**Tent, table and chairs will be provided. Set up in the open green space next to the garden)**

Somali Bantu Community of Greater Houston

Houston Health Department

Houston Health Department – ZIKA

Darfur Community Organization

Amana Refugee Services

The Alliance for Multicultural Services

Refugee Services of Texas

YMCA International

Catholic Charities

Houston Center for Literacy

Houston Community College

MHMRA



**HOUSTON HEALTH**  
DEPARTMENT

# Garden of Hope/Mental Health Forum Open House

Somali Bantu Community of Greater Houston (SBCGH) in collaboration with the City of Houston Health Department (HHD) invites you to join us in celebrating our expansion of the Community Garden in Southwest Houston.

## **Date:**

Saturday June 3<sup>rd</sup>, 2017

## **Time:**

10:00am-1:00pm

## **Location:**

Southwest Multi-Service Center  
Community Garden  
6400 High Star Drive  
Houston, Texas 77074

**Contact Persons: Azeb Yusuf, SBCGH Office: 713-995-1070 Cell: 713-894-5891**

**Sandra Rodriguez, HHD Office: 832-359-9901 Cell: 281-901-9006**

## Pictures of Events

Mental Health Forum



Community Garden Planting







Garden Site Chosen at South West Multi-Service Center Close to Existing Garden Below





# **CIVIC-Leadership Summer Series Session 2016-17**

## **Mini-Grant Final Report**

### **Houston Health Department**

#### **Project Overview: Senior Safe Program**

The SENIOR SAFE initiative provides Environmental Health, Safety and Disaster education and information for seniors in the Sunnyside area. The Senior SAFE program was held on February 11, 2017 at the Sunnyside Multipurpose Center from 11-2pm. The program identified 82 out of 100 seniors in the Sunnyside area that were need of assistance. Participants that attended the program received education and resources about programs and services by presentations made by key partners in the health department, emergency management and senior services for aging and services regarding Alzheimer's information and research. Upon completion of the program, each preregistered participant received a free emergency starter kit provided by the Civic Leadership Grant and other community supporters in partnership with this program. We also had a part two of the program at the senior residence homes of Anna Dupree on February 16, 2017 to accommodate those seniors who were not able to attend the event on February 11, 2017. The program preparation steps to prepare this event ranged from attending the civic leadership classes, applying for the grant, making calls to key departments, sending emails, booking the venue, establishing relationships with key partners and perseverance when faced with any opposition to make the event possible.

The Senior Safe program was publicized in many ways by promoting, marketing and branding the Senior Safe logo designed by our youngest community civic leader, John Carter. Using marketing channels such as social media, traditional media such as, flyers in the community with community placements in libraries, multiservice centers, small community businesses, and TV-PSA and interview on local talk show Great Day Houston helped in promoting the event. Individuals and organizations that helped make this program a success were our presentation speakers, John Carter of John Productions as our Host, Suzanne Terry of Houston Area Agency of Aging, Melanie Manville from the Office of Emergency Management, Raul Castillo from the City of Houston Health Department and Ms. Flora from the Alzheimer's CITNA Research. Community support from Rogene Calvert of Outreach Strategists, Dela Productions, AARP local Texas Office, Home Sweet Home CRC for their 501c3 status to receive water donations from HEB, HEB#54, Houston Public Library (Johnson, Young and Hiram Clarke locations), Farmer's Fresh Meat, Ralston's, Watkin's Meat Market, Bud's Meat Market, The Baked Potato and churches in the community for community flyer placement, the Seniors Safe promotion team and volunteers to promote the event.

## **Evaluation: Senior Safe Program**

The Senior Safe program met all of my expectations to be a successful program and event. From the excitement of attending the classes, the process of writing and applying for the grant, the preparation of steps to obtain venues and speakers and gaining support to promote the event with the final execution of the event taking place. The process of understanding what the needs of the community are, compared to what the preconceived needs are of this community are perceived to be. Some of the methods used were talking to local business leaders in the community and explaining to them what the program was about and what the initiative was. The understanding and overwhelming agreement that it was important allowed us to leave flyers with information of the event. Another method was reaching out to churches engage them in making announcements which was well received that someone was in the community to offer access of information for our seniors. Also talking to media outlets that were interested in this community event regardless of the Superbowl event that would help shine a light on the community instead of a story that is always shown to degrade the community was also received well. Also, a survey was used to determine if the program was needed, why they registered, how/where did they hear about it, why did they attend and would they want more programs, allowed us to see the demand for access to more knowledge and information for this community.

The range of ages that attended the event was a remarkable mix from 50 being the youngest to 90 being the oldest. This group was very interactive with the speakers regarding their participation during the program and each department. In regards to the Part two of the program at the Anna Dupree residence homes the same response was given by the participants who attended. It was interactive as well with question and answers and an interest in the subject matter that was presented to them regarding Senior Safe. There is a misconception that something has to be given away in order for certain ethnic groups to attend an event and the evaluation proved this old adage to be incorrect. The community was able to put faces with the departments that serve them and that showed the community that the city cares about them and establishes a great relationship with the community. Every single person who attended the program attended because they needed the information; the emergency kit was never mentioned although it was greatly appreciated.

### **Evaluation: Senior Safe Program cont'd.**

This program has shown that there is a great need for information in this community and because of the success of the program we have been scheduled to continue this event with two more dates scheduled in March 2017. This program has opened the door for more events in this community and opened a door for the city to be more active in this community. This program has also developed an excitement for great working relationships for future events regarding events with this community which I am very proud of. It was a great experience and solved a great need and will continue to effect the community in a positive way.

## **Lessons Learned: Senior Safe Program**

The Senior Safe Program was a fantastic program and an interesting journey. I really wouldn't change a thing regarding the process that it had taken for it to come to fruition. There was much opposition from some departments that were asked to participate who were a great fit for the project but perseverance is always the option. Whenever there was a no, I continued to pursue what the end goal was and it worked well in our favor to create and accomplish a successful event that was a benefit to the community with a demand for more events to gain access to the knowledge that was provided. Getting out in to the community and engaging the public was essential to promotion, marketing and branding this event. Reaching out on social media and stressing the importance of the event was a plus. Considering there was such a short period to time to work in, and competing for media space while a much larger event, like the Superbowl was taking up most of marketing time and mental focus from the City, perseverance and a strong stance allowed us to be successful and still catch the attention of the target audience we were trying to reach.

Other lessons learned was the importance of making decisions that will produce a positive outcome when negotiations needed to be made concerning items for the emergency kits. Our emergency kits items consisted of flashlights, first aid kits and ponchos along with other materials from OEM, COHH, HEB (water donations) and information. We were faced with a change of plans when the Luminaid company decided they wanted to increase the price point for the solar purchases. After negotiating back and forth, we decided that we would not go forward in continuing to do business with them which allowed for more freedom for purchases for the program. This worked out well because we have been booked for two more events concerning the program which allows us to use the funds to continue this effort and go beyond what our goal is. We have also been invited to attend another event with Mr. Castillo which will further this outreach effort.

The social media campaign received a lot of shares but the best way to reach this target audience was through flyer distribution. We were able to market and advertise more by having more room to mass produce flyers and distribute them, provide two jobs for promotions people to pass out flyers in the community, create shirts with the event logo on it to spark excitement and answer questions about the upcoming event as well as engage and encourage people to support the event by referring who they knew to call and register for the event. In order to increase the promotion effort we changed our original deadline date to reflect the TV announcement to gain more registrations leading up to the event. This also proved to be effective because a lot of Senior do not have home internet access, much less use the functions on their cell phones other than to make or receive calls.

## **Lessons Learned: Senior Safe Program cont'd.**

Other lesson learned was that we could have ordered all items from the retail chain online and had it delivered to one location instead of traveling all over the city to purchase these items according to what was available in the store. This process would have saved on time and gas and stress of making sure we had the items that we needed. Also, we will stay local in ordering items in case there is a discrepancy such as the shipment of Solar blankets not arriving on time for the event in which we had to ask and wait for a refund. All in all, this was still a great experience and the program will continue to go on with the funds that we still have available. We will send another report regarding our next events in March and we will continue to work with AAA, OEM and COHH to continue the efforts in providing access to information for Seniors through these type of events as well as other events in the community.

## **Recommendations: Senior Safe Program**

The Civic Leadership Mini-Grant project was a great and creative idea in involving people who care about their community a way to use their talents and gifts to make a positive impact on their community. The entire process was very simple. Some recommendations that I could make would be to have the process for application to be in one year for the event to be held in the next year instead of within a short period of time. This allows for the process of securing venues, and asking for donations or negotiating bulk item prices for items needed for the program, also the amount of time that it takes to book, venues and time to put a proper PR, promotion and marketing campaign to promote and market the event.

Also, it would be great that the City of Houston Health department establishes communication with other departments within the City that fall under the specific program categories that the grant requires. This way, when grantees call upon certain departments to be a part of the event, there is less opposition or speculation of what the grant project is about.

Most people in the community are not aware that the multipurpose center, especially in Sunnyside is a great facility that can be used to hold events that will engage the community in participating in programs that the grant project detailed. There is an open opportunity for this to increase, however, there must be staff that has a more positive and open mind in accepting new and creative ideas on how to engage the community to get them to attend and utilize the multicenter even more.

The most helpful thing about the civic leadership grant was learning about information, services and programs that were available to the community. This information allowed us to provide access to members in the community who otherwise would not have known that these particular services, programs and information was available for them. It was a tremendous success and because of it we have two more dates booked in March 2017 to continue the program. We also have been invited to participate with Mr. Raul Castillo for his emergency preparedness event which will further our efforts in this outreach.

# SENIOR™ **S.A.F.E**

**\*DO YOU HAVE THE ITEMS YOU NEED IN CASE OF A POWER OUTAGE?**

**\*DO YOU OR YOUR FAMILY KNOW WHAT SERVICES YOUR CITY OFFERS IN CASE OF A DISASTER?**

**\*DO YOU HAVE AN EMERGENCY PLAN IF YOU NEED TO EVACUATE FROM YOUR HOME?**

***ATTENTION: Seniors in the Sunnyside Area Ages 55+ sign up for a FREE Disaster Emergency Program.***

*When: February 11, 2017*

*Where: Sunnyside Multipurpose Center  
Wilmington St. @Cullen (across from Fiesta)*

*Time: 11am-2pm*

***Each participant will receive  
a FREE Emergency Disaster Kit***

***YOU MUST register and attend  
the program to receive the FREE KIT!***

***\*FOR MORE INFORMATION AND TO REGISTER  
CALL 832 848 1754  
DEADLINE IS JANUARY 31, 2017***

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