

Golden Gate Regional Center 2016 Disparity Proposals

What follows are two proposals from Golden Gate Regional Center relative to our efforts to reduce Purchase of Service Disparities in our catchment area. The first describes an exciting, new program to create and develop a partnership with our Family Resources Centers to hire, train and deploy “Cultural Brokers” to embed their support in ethnic constituencies who have traditionally been difficult to reach. The model and proposal have been developed from conversations with our San Francisco County Family Resource Center, Support for Families, and conversations with Lanterman Regional Center (and their powerful “Promotora” project).

The Second proposal involves reaching out initially to Chinese language communities in our catchment area using outreach methods of a bilingual-bicultural radio station, Sound of Hope Radio, to reach a wide constituency who use mandarin language stations as a primary source of information.

Proposal #1: Deploying Cultural Brokers

Golden Gate Regional Center and Support for Families

Project: Outreach, Support and Link

Year One Proposal

Purpose

GGRC and Support for Families (SFF) will join together to help reduce disparity in the purchase of services for families in San Francisco. They will outreach, support and link underserved families to appropriate services so their children can access the services they need to reach their potential.

Target Populations:

Families in SF that will be targeted include: those in South East part of SF, Spanish and Cantonese speaking who are not accessing the supports and services that would assist their child or adult family member to reach their potential. The reasons are varied and include the following:

- Families are afraid of the stigma
- Families are afraid of INS
- Families are afraid of systems in general – the threat of having their child taken away, people getting in their business
- Families don’t understand the benefits of services
- Families are isolated and just don’t understand how to access services and supports
- Families are overwhelmed with many needs
- Families are experiencing domestic violence

Strategy for Implementation

The strategy is to outstation Support for Families Family Resource Specialists (FRS – also known as Cultural Brokers) in the community to provide outreach, support and link eligible families to GGRC services.

FRS will be out stationed in at least one or more sites that might include: WIC, General Hospital Clinic, South East Medical Center and or North East Medical Services. This will provide direct access to families who would not normally seek out services.

Depending on the site, providers who have implemented screenings will refer families whose children are at risk to FRS or the FRS will implement screenings to identify families at risk, and or families who have been identified but are in need of additional support. The FRS will meet with families, assist the family to prioritize needs, provide individualized information and support and assist them to negotiate the service system. FRS will continue to stay with the family until the IFSP or IPP implementation process has identified potential services. The FRS will call the family regularly to identify and address barriers that may impact the family's ability to access services for their child.

As SFF FRS are stationed in the community, they become a trusted face in the community and can provide individualized information and support to families. They are both culturally/linguistically representative of the community in SF. They speak English, Spanish, Cantonese and Mandarin. FRS are parents of children with special needs, they have personal experience and can normalize the experience of having a child with special needs. They respond to families on the phone, by email and in person (e.g. home visits, medical appointments). They understand families can easily get overwhelmed and so they intentionally reach out to families. They take time to build a relationship with a family, meet families where they are at, assist families to identify priorities, identify the resources that will assist in addressing the priorities families have chosen and support and assist them to negotiate systems. FRS can create a link to a network of support and break the isolation that a family might feel. In addition to GGRC services and other community based services, FRS link families to other SFF supportive services such as: family mentors (volunteers who are parents who have received training), social worker (who can address socio economic and or social emotional problems), special family events and support groups.

FRS will receive ongoing training on the Lanterman Act, Early Start, IDEA, MediCal, insurance and San Francisco community based services as well as staying current with system changes.

GGRC will work in partnership with SFF to inform GGRC staff of the program and work together in service to families in underserved communities. GGRC's Cultural Specialist will act as point person for the management and monitoring of these projects.

Criteria to Evaluate and Monitor:

Quantitative: FRS will collect data on SFF database and report to GGRC. Data will include: family demographics, number of interactions, family requests for services

Qualitative: Those families responding to annual survey will show increase in feelings of competency as measured by the Family Empowerment Scale.

Budget [Revised to Reflect 6 Months Funding - January – June 2017]

For Each 20 hour FRS Position:

Personnel:

FRS- 20 hours a week @\$20/ hr. \$10,400

Fringe 28% \$2,912

Operating

Communications/Technology \$1,500

Printing/Supplies \$1,250

Admin \$1,500

TOTAL \$17,562 [per position, based on six months of funding for the Year One, January – June 2017]

We request funding 3 half time FRS positions (1.5 FTEs), in order to be effective in multiple underserved communities.

The total request for Year One is: \$52,686

Budget Narrative:

FRS who works 20 hours a week will serve a minimum of 25 families a year.

For each 10 hours of work, 7 hours will be direct service to families; 3 hours will be indirect such as supervision, staff meetings, and documentation.

20 FRS hours = approximately 14 hours a week for direct service = 728 hours a year / 25 families = approximately 30 hours per year of direct service and 42 hours of total service (on average) for each family assisted.

Year Two Proposal

GGRC's Year Two proposal is to learn from Year One experiences and:

- 1) Add 1/2 FTE additional staff to the SFF program, bringing up our capacity to service an additional 100 families (with total FTEs at 2.0) in the second year of the project; and,
- 2) To have SFF mentor San Mateo and Marin agencies to replicate the model in those counties. During Year Two partner agencies in those counties will be identified (whether it is the Family Resource Centers in San Mateo and/or Marin Counties, or other more appropriate or prepared community based organizations) and to help them begin training to replicate the SFF program in their underserved communities.

Criteria to Evaluate and Monitor:

Quantitative: FRS will collect data on SFF database and report to GGRC. Data will include: family demographics, number of interactions, and family requests for services. Mentoring/Training agencies in San Mateo and Marin Counties will be established to replicate the cultural broker program.

Qualitative: Those families responding to annual survey will show increase in feelings of competency as measured on the Family Empowerment Scale.

Budget (Year Two)

For Each 20 hour FRS Position:

Personnel:

FRS 20 hours a week @ \$21.00/hr. \$21,840

Fringe 28% \$6,115

Operating

Communications/Technology \$1,575

Printing/Supplies \$2,625

Admin \$3,150

TOTAL Per Staff **\$35,305**

[Same Budget Narrative as Year One above, added 5% cost growth in all categories]

We request funding 4 half time FRS positions (2.0 FTEs), in order to be effective in multiple underserved communities. **The total request for staffing at SFF for Year Two is: \$141,221**

Plus \$5,000 additional per agency for one time cost for SFF to mentor, train and prepare two agencies (one in San Mateo County and one in Marin County) to provide Cultural Broker services in Year Three of the Project. **Total: \$10,000**

Grand Total for Year Two: \$151,221

Year Three Proposal

Year Three would launch Cultural Broker services in San Mateo and Marin Counties. Staff for Year 3 would include: 1) In San Francisco 4 part time staff (2.0 FTEs); 2) in San Mateo, 3 part time staff (1.5 FTEs), and 3) In Marin County, 2 part time staff (1.0 FTE). This would result in a total of 4.5 FTEs (9 part time staff), in the three county area.

Criteria to Evaluate and Monitor:

Quantitative: The three agencies will collect data and report to GGRC relative to cultural brokered services. Data will include: family demographics, number of interactions and family requests for services.

Qualitative: Those families responding to annual survey will show increase in feelings of competency as measured by the Family Empowerment Scale.

In the second half of Year Three, we would evaluate results from all three counties, issue a final report, and decide on the need for, and source of, future year funding.

Budget (Year Three)

For Each 20 hour FRS Position:

Personnel:

FRS- 20 hours a week @\$22.05/hr. \$22,932

Fringe 28% \$6,421

Operating

Communications/Technology \$1,654

Printing/Supplies \$2,756

Admin \$3,308

TOTAL Per Staff \$37,070

[Same Budget Narrative as Year One and Two above, added 5% cost growth in all categories]

We request funding for 9 half time FRS positions (4.5 FTEs), for agencies in San Francisco, San Mateo and Marin Counties (as described above in order to be effective in multiple underserved communities).

The total request for staffing at all three agencies for Year Three is: \$333,624

Grand Total for Years One, Two & Three is: \$537,541 [Revised, based on Year One being a six month period, January – June 2017. Years Two and Three remain based on full fiscal year funding]



Proposal #2: Chinese & Spanish Language Radio Outreach

Golden Gate Regional Center and Sound of Hope Radio

GGRC's second proposal involves reaching into underserved communities through the use of radio broadcasts. The first year proposal is to utilize a Chinese language radio station to reach into the sizable Chinese-American communities in GGRC's catchment area. The primary goals of this method of outreach would be to : 1) provide listening families an education as to the regional center, it's purpose, services, eligibility, advocacy, etc.; 2) inform and recruit potential bilingual/bicultural staff for the regional center, and; 3) inform and recruit potential bilingual/bicultural staff for the clinicians (Speech therapist, Physical Therapists, Occupational Therapists, Behavioral support staff, etc.). This will be accomplished through radio interviews with GGRC staff (Senior managers , bilingual social work staff, clinical staff).

In Year Two,, an expansion of this project is planned to expand the radio outreach to Spanish Speaking communities as well as other communities (possibly Vietnamese and Korean, for example). Specific targeting of underserved communities will be based on the most recent Disparity data available from GGRC's catchment area.

GGRC's Cultural Specialist will act as point person for the management and monitoring of these projects.

Year One Proposal

Objectives:

- To educate and increase awareness of the presence of Golden Gate Regional Center and its available programs/services to the Chinese American community in the Bay Area;
- To inspire audience who are in need to take action and utilize the services provided by GGRC.
- To increase awareness amongst Pediatricians regarding GGRC's services.
- To effectively recruit Mandarin/Cantonese speaking social workers and speech therapists.

Radio Station Primary Partner: Sound of Hope Radio (SOH)

The Chinese-language Radio Station with strong community outreach and influence in California.

In San Francisco, most Chinese families listen to radio in their own language, whether they are driving or at home. It has been one of the major channels for them to get information and relax.

As the most listened-to Chinese-language radio station and largest public station dedicated to the Chinese community, Sound of Hope Radio delivers life-style topics and trustworthy information that Chinese Americans/immigrants care about, such as: News, Education, Health, Car, Home Improvement, Gardening, Cooking & Food, Travel & Leisure, Legal, Finance, Real Estate, Social Welfare, Engage America, etc., which makes SOH the most popular Chinese radio station in the region with daily

broadcasting on AM 1400 and FM96.9 in San Francisco, and FM 96.1 in south bay to mid peninsular and part of east bay, as well as via web streaming and mobile app.

- Large listenership
- Targeted audience with focus on family and education
- Loyal & trusting audience
- Multi-facet marketing tools

Marketing Strategy and Tools:

Integrated marketing approach with combination of on-air and digital promotion, including:

- **Radio spots;**
 - **Live Host Mention** – very powerful tool to drive responses to have hosts with large followers promoting special events and/or offers;
 - **Radio Show which may include on-air interview;**
- **Digital & Social Media Promotion** including:
 - **Web streaming and archive of radio show** on www.BayVoice.net with hyper link to client’s web site
 - **Event Listing on web site & Facebook**
 - **Mobile app broadcasting**

Radio Channels:

KVTO **1400AM**: Mon-Fri 7-8pm; Sun 5-7pm

KQEB-LP **96.9FM**: Mon-Sun 7am-7pm

Coverage:

San Francisco, about 200K Chinese Americans/Immigrant and, in addition, parts of San Mateo County

Budget: Costs (Year One)[REVISED – based on YEAR ONE funded for six month period, January 2017 – June 2017]

- Series Radio Talk Shows
 - a. AM1400: 20min Talk Show x 1
 - b. FM96.9: 20min Talk Show x 3 (repeat broadcasting)
- 30sec Spots x 12 times on AM1400
- 30sec Spots x 15 times on FM96.9
- Bonus: web Event Listing & eNewsletter Listing

Contribution to Operating Cost: \$1,500 per series

Run Quarterly Services (2 for Year One, Six Month Period). Total Cost for Year One: \$3000

Benefits:

Radio Talk Shows feature:

- Introduction of GGRC's general services
- Selected topics by GGRC's Social Worker (translation included)
- Raise awareness amongst families, pediatricians and other clinicians (Speech, PT, OT, etc.)

30 Second Spots feature

- Promotion of a specific event/service
- Recruiting social workers, speech therapists, behaviorists, and other bilingual/bicultural staff

Year Two Proposal

Year Two would embark on another round of Sound of Hope Radio interviews and 30 second recruiting spots for the Chinese language communities , as well as replicate the program for other communities (most likely, Spanish speaking, but may include other communities with radio broadcasts in their primary languages).

Costs (Year Two)

- Series Radio Talk Shows
 - a. AM1400: 20min Talk Show x 1
 - b. FM96.9: 20min Talk Show x 3 (repeat broadcasting)
- 30sec Spots x 12 times on AM1400
- 30sec Spots x 15 times on FM96.9
- Bonus: web Event Listing & eNewsletter Listing

Contribution to Operating Cost: \$1,500 per series

Quarterly (four times per year) Talk Show Interviews and Recruiting Spots for Chinese Language radio: \$6,000

Quarterly (four times per year) Talk Show Interviews and Recruiting Spots for Spanish Language radio: \$6,000

Total Cost for Year Two Radio Broadcast Project: \$12,000

Total Cost for Year One and Year Two Radio Broadcast Projects: \$15,000 [REVISED, based on Year One being funded for six month period – January 2017 – June 2017]

Criteria to Evaluate and Monitor:

Mostly Qualitative: asking families and potential staff how they heard of GGRC and recording number of times radio broadcasts are mentioned.