

APPLICATION REPORT

Project Name: Specialty Health Ambassadors
Applicant Organization: Contra Costa Health Services
Awarded Amount: \$250,000.00
Funding Announcement Name: Promoting Senior Access and Equity Grant



PROJECT SUMMARY

CCHS is applying for funding to expand the Health Ambassador model to specifically improve access for people with intellectual and developmental disabilities. This will be accomplished within neighborhoods, and through disability-specific events and programs (trainings, conferences, support groups, service providers), as well as general community events such as farmers markets, faith-based gatherings, volunteer fairs, and social events. The grant funding will be used to recruit, hire and train five Specialty Health Ambassadors (SHAs). SHAs will be people who utilize regional entry services and have lived experience navigating general services such as public schools, health systems, public benefits, as well as a life-long experience navigating regional entry services. Specialty Health Ambassadors will focus on the entire county, with special priority to the areas with higher concentrations of underserved populations (Bay Point, Pittsburg, Antioch, San Pablo and Richmond). CCHS' existing partnerships through our Developmental Disabilities Council with service providers, parent and self-advocate groups, and schools will ensure the efforts listen to and center people's needs and lived experiences in the populations that are disproportionately underserved by the regional entry. Core function of SHAs will be to create equitable access to general services and on-demand support to specialized services. As regional centers are the 'payer of last resort', exhausting general services is not only a requirement, but also the goal in terms of full community inclusion and non-segregated care. SHAs will understand how various services work together, as well as how and when referral to specialized services, such as those provided by the regional center, is appropriate. The Specialty Health Ambassadors will be an expansion of the existing Health Ambassadors program and work side-by-side with Health Ambassadors. Health Ambassadors were established in response to high COVID rates and low COVID vaccinations in certain populations of the county. These high infection rate/low vaccination rate communities are an exact overlap of RCEB disparity populations. The five Specialty Health Ambassadors will direct the focus at general community outreach events toward regional center clients and their needs. Not only will Specialty Health Ambassadors be able to offer on-demand responses to regional center clients, but they will also follow up as needed after events and serve as subject matter experts to the Health Ambassadors who are likely less familiar with the needs of residents with intellectual and developmental disabilities.

APPLICANT QUESTION	APPLICANT RESPONSE	ATTACHMENTS
Applicant Eligibility		
Applicant Information		
1. Project Title What is the Project Title?	Applicant Response Specialty Health Ambassadors, Contra Costa Health Services	
2. Awarded Amount	Applicant Response \$250,000.00	
3. Organization Type Choose the response that best describes your organization.	Applicant Response Community Based Organization, non-501(c)(3) EIN	
4. Description of Organization/Group Provide a brief description of the organization/group. Explain what experience your organization has managing a project similar to the proposal and state the outcomes of that project. You may upload your brochure or add a website link.	Applicant Response Contra Costa Health Services (CC) mission is to care for and improve the health of all people in Contra Costa, with a particular focus on the most vulnerable populations within the County. In the past two months that Ambassadors attended 8 community events and 51 vaccine clinics to register patients, provide patient education, provide language translation as needed, generate community outreach, and set up/take down the clinic. Each week ambassadors spend time canvassing communities around clinics, developing a canvassing plan to put up flyers in high traffic areas and businesses, and setting up tables in front of businesses and talking to community members and answering questions about COVID-19 and the vaccine. These canvassing efforts averaged with 498 businesses and 495 individuals in the past 2 months. This demonstrates CC's ability to manage a similar project. The proposed specialty health Ambassador (SHA) program is an extension of the current Health Ambassadors.	
5. Applicant in Good Standing Is the applicant in good standing with the California Secretary of State, California Franchise Tax Board, and California Department of Tax and Fee Administration? Please upload confirmation letter(s) or proof of good standing.	Applicant Response Yes	1
6. Subcontractors in Good Standing	Applicant Response	

<p>Are the applicant's subcontractors in good standing with the California Secretary of State, California Finance Tax Board, and California Department of Tax and Fee Administration?</p>	<p>Not Applicable</p>					
1. Previous Award(s)						
<p>Did your organization receive DDS grant funding in fiscal year 2019-2020-21? If yes, go to question 2 to complete each column. If not, skip this category and go to category 3.</p>	<p>Applicant Response</p> <p>No</p>					
2. Previous Grant Award(s)						
<p>Since fiscal year 2019, complete a worksheet DDS Service Areas and Equity grant your organization was awarded funding.</p>	<table border="1" style="width: 100%; height: 50px;"> <tr> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> <td style="width: 25%;"></td> </tr> </table>					
3. Previous Grant Outcomes						
<p>Provide a brief grant summary of your project outcomes for fiscal year 2019-2020 and/ 2020-21.</p>	<p>Applicant Response</p> <p>Not Applicable</p>					
4. Project Transition						
<p>If awarded, how will you convert the proposed project into the 2021-22 proposed project? Does your proposed project expand continue your current efforts, if so how? What activities, measures, or target groups are being added? Provide a summary of the differences and reasons why you are proposing the change.</p>	<p>Applicant Response</p> <p>Not Applicable</p>					
General Application Proposal Summary						
1. Project Type						
<p>Choose the project type that best describes your activities from the list below:</p>	<p>Applicant Response</p> <p>Engagement and Outreach</p>					
2. Duration of project						
<p>Choose the duration of your project.</p>	<p>Applicant Response</p> <p>24 months</p>					
3. Regional Centers						
<p>Choose the Regional Center(s) that you prefer will serve. Check all that apply.</p>	<p>Applicant Response</p> <p>Regional Center of the East Bay</p>					
4. Counties Served						
<p>List the counties you project proposes to serve. Check all that apply.</p>	<p>Applicant Response</p> <p>Contra Costa County</p>					
5. City of Los Angeles						
<p>If your project proposes to serve the City of Los Angeles, list the zip codes you prefer will serve.</p>	<p>Applicant Response</p> <p>Not Applicable</p>					
6. Community Based Organizations						
	<p>Applicant Response</p>					

<p>Will you be working with other community-based organizations? If so, provide the name of the organization and how you will be working together.</p>	<p>CCHS will work with the Developmental Disabilities Council, whose mission is to promote the inclusion, improvement, and growth of services and supports for individuals with developmental disabilities and their families, and to advocate for their needs. The Council will be the key partner in personnel recruitment, specialized training, and identifying out-of-home and educational opportunities as they are closely connected with the IDD population and familiar with service systems.</p>													
<p>7. Multiple Organizations</p> <p>Does your project include partnership with one or more organizations either as a co-applicant or subcontractor? If "yes", please upload a letter of support from each organization, that includes an explanation of their role in the partnership.</p>	<p>Applicant Response</p> <p>No</p>													
<p>8. Strategies and Sustainability</p> <p>How will you perpetuate its work after the grant funding has concluded?</p>	<p>Applicant Response</p> <p>The Ambassador program is part of the larger workforce development effort of CC, to increase workforce diversity both internally and throughout the county, with a particular focus on underserved populations. This program will help to develop professional skills, widen networks, and improve employment outcomes for regional citizens expected to be. As CC will continue to leverage the untapped workforce in our county, including people with developmental disabilities, and is committed to continue funding this program and actively seeking funding opportunities.</p>													
Project Application														
<p>1. Ethnic Groups Served</p> <p>Select the ethnicity group(s) the project will serve. From "Indian", "Pacific Islander", "Slavic", "Other" use comment section to list specific groups.</p> <p>Applicant Comment</p>	<p>Applicant Response</p> <p>Other (list), Hispanic, African American</p> <p>At least 50% of individuals contacted will be from underserved populations as identified by RCEB POS disparity data. The remainder would represent the wide county population as a whole.</p>													
<p>2. Ethnic Group(s), Language(s) and Number of Individuals Served</p> <p>For each ethnicity group, provide the number of individuals you expect intends to serve and the related language(s).</p>	<p>Applicant Response</p> <table border="1" data-bbox="479 1077 1333 1339"> <tr> <td style="background-color: #003366; color: white;"> </td> <td style="background-color: #003366; color: white;"> </td> <td style="background-color: #003366; color: white;"> </td> </tr> <tr> <td>Hispanic</td> <td>25%</td> <td>Spanish, English, as needed</td> </tr> <tr> <td>All Other</td> <td>50%</td> <td>English, other as needed</td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> </table>				Hispanic	25%	Spanish, English, as needed	All Other	50%	English, other as needed				
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All Other	50%	English, other as needed												
<p>3. Age Group(s) Served</p> <p>Select all Age Groups the project will serve.</p> <p>Applicant Comment</p>	<p>Applicant Response</p> <p>Birth up to Thirteen (Early Start), Thirteen to Five, Thirteen to Twenty-one, Sixteen to Twenty-one, Twenty-two and older</p> <p>Events are attended by the broader community, including individuals of all ages and their families.</p>													
Project Application														
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<p>1. Project Summary and Organizational Experience</p>	<p>Applicant Response</p>													

APPLICANT TITLE	APPLICANT RESPONSE	ATTACHMENT
<p>Provide a clear and concise project summary that includes a defined target population, a target area, and a project design. Specifically describe what you project will accomplish and how it will benefit the community served. In your answer, include what experience your organization has working with the target population?</p>	<p>CCHS is applying for funding to expand the current Ambassador model to specifically improve access for people with intellectual and developmental disabilities. This will be accomplished within neighborhoods, and through disability-specific events and programs (trainings, conferences, support groups, service providers), as well as general community events such as farmers markets, faith-based gatherings, vaccine clinics, and school events.</p> <p>The grant funding will be used to hire and train five Specialty Health Ambassadors (SHAs). SHAs will be people who utilize regional services and have lived experience navigating general services such as public schools, health systems, public benefits, as well as a life-long experience navigating regional services.</p> <p>Specialty Health Ambassadors will focus on the entire county, with special priority to the areas with higher concentrations of underserved populations (Bay Point, Pittsburg, Antioch, San Pablo and Richmond). CCHS' existing partnerships through the Developmental Disabilities Council with service providers, parents and self-advocates, and schools will ensure the efforts listen to and meet people's needs and lived experiences in the populations that are disproportionately underserved by the regional center.</p> <p>Additionally, during project implementation, all efforts will be reported and shared at bi-weekly County meetings and by CCHS Leadership during COVID-19 updates at the biweekly County Board of Supervisors meetings, which have countywide representation, a dedicated CCTV and streamed online.</p> <p>Core function of SHAs will be to create equitable access to general services and on-demand support to specialized services. As regional centers are the 'pay-to-play' model, exhausting general services is not only a requirement, but also the goal in terms of full community inclusion and non-segregated care. SHAs will understand how various services work together, as well as how and when effective specialized services, such as those provided by the regional center, is appropriate.</p> <p>The Specialty Health Ambassadors will be an expansion of the existing Health Ambassadors program and work side-by-side with Health Ambassadors. Health Ambassadors were established in response to high COVID rates and low COVID vaccinations in certain populations of the county. These high infection rates/low vaccination rates communities are an exact overlap of RCEB disparity populations. The five Specialty Health Ambassadors will direct the focus at general community outreach events to address regional center clients and their needs. Not only will Specialty Health Ambassadors be able to offer on-demand essential regional center clients, but they will also follow up as needed after events and serve as substitute experts to the Health Ambassadors who are likely less familiar with the needs of residents with intellectual and developmental disabilities.</p>	
<p>2. Data and Community Input</p> <p>Explain how the target population(s) are underserved using RCEB data and other data as supporting evidence of the disparity. In your answer, include how your organization used input from the community and/or target population to design the project?</p>	<p>Applicant Response</p> <p>The fiscal year 2019-2020 "Consumers with No PO" report from RCEB details that Asian consumers are most likely to have zero PO dollars, followed by Black or Hispanic consumers and those identified as other or multi-cultural. (This summary includes those identified as American Indian or Native Hawaiian/Other Pacific Islander as a total number of clients served in each of the categories is relatively minor amount of the total population.) In addition, the report "Total Annual Expenditures and Authorized Services by Ethnicity or Race" indicates that the percentage utilization of services as well as an underutilization of authorized services in our Asian, Black and Brown communities.</p> <p>In creating this program, input from the community served was sought through the DDC unclassified executive team and staff. Each of these people have many years' experience working in the IDD community, and specific experience working with Spanish speaking families. They are also family members of regional center clients. This program design includes input from Council Directors with knowledge of these discussions which have included perspectives from clients, family members, regional center staff, family service center staff, and direct service providers.</p>	2
<p>3. Uniqueness</p> <p>How is the proposed project unique (different from a currently funded grant (e.g., strategies, activities, and objectives) in the proposed regional center catchment area? If the project is similar to a currently funded grant listed on the Department's website, how is the proposed project different?</p>	<p>Applicant Response</p> <p>The catchment area of RCEB is Alameda and Contra Costa Counties. Most of the currently funded projects are based in Alameda County, and some serve only Alameda County residents. Two projects are focused on the disparities in Contra Costa County. One is providing orientations, developing parent leaders and hosting support groups for Spanish speaking families, the other is offering support groups and trainings for African American families.</p> <p>This project is different in that the SHAs will work from the health department perspective. They will be looking at health and wellness through a broader lens of disparity and connecting with individuals who may be not yet connected to regional center services might have a misunderstanding of how the regional center can support their overall health and wellness needs. We will involve members of the IDD community in the solution through each in the most genuine way by meeting people where they are as opposed to expecting people to come to us.</p> <p>CCHS has a robust system of data collection and continues to explore and develop a deeper understanding of county disparity data. Specialty Health Ambassadors will have access to that data and will have a role in exploring what it tells us, as well as exploring what might not be obvious via the data.</p>	
<p>4. Improve Quality and Service Access</p>	<p>Applicant Response</p>	

APPLICANT QUESTION	APPLICANT RESPONSE	ATTACHMENT
<p>How will you promote equity, access, and educate about services for individuals with intellectual and developmental disabilities and their families?</p>	<p>Population in the region center's underserved population frequently have basic health, safety and wellness needs beyond the scope of directly funded DD services. A family struggling to pay rent, keep food on the table, or figuring out how to find safe childcare while the parents are working may not be able to access various specific services. Focus on parent support, or accessing regional center services. The Specialty Health Ambassador program will reach individuals where they are already; food banks, community health fairs, churches, etc. By offering a peer-based approach, Ambassadors act as trusted messengers to diverse communities where they work. The Specialty Health Ambassadors will utilize their experiences with lived experience in the IDD community and will be empowered to identify how to best meet the needs of their own community. They will have the support of the county equity team behind them allowing them to provide input and lead outreach activities within their neighborhood.</p>	
<p>5. Support of RC Plan</p> <p>How does this project support the RC plan to promote equity and educate disparities in your proposed community area? If you are a RC, how does this project support your recommendations and plan to promote equity and educate disparities in your community area? How will you promote collaboration with their organizations that serve individuals with intellectual and developmental disabilities and their families?</p>	<p>Applicant Response</p> <p>Per the RCEB Report on Implementation W & I Cod Section 4519.5, services are commensurate with those provided by this program.</p> <p>"...address digital divide." The program addresses this current issue in many of the activities underway by physically being in the place where people are in order to bring awareness and increase usage of available resources.</p> <p>"Attend and support conferences... which provide education and information about regional center services." RCEB and CC enjoy longstanding partnerships, particularly through the Developmental Disabilities Council. Information about community events and conferences is regularly shared between the two and we will work together to identify such opportunities.</p> <p>"Support identified individuals with access to no purchase of services..." Feedback from the local family resource center and school partners indicate that the needs of many underserved families are around sustenance and basic health and safety. Once basic needs are addressed, further support in terms of accessing regional center funded services can be explored.</p> <p>"Promote consideration of the Life Determination program..." As will receive training on life determination to understand how it can be a valuable resource to citizens who may not currently be accessing traditional services. As life determination allows for identifying and funding previous unmet needs, it can also address some of the disparity in funding supports.</p>	1
<p>6. Project Activities</p> <p>Note: Before answering this question, applicants must complete the Activities Template located in the middle tab directly above.</p> <p>Clearly and specifically state how the schedule of activities demonstrates the steps that the project will take to achieve its stated objective and measures.</p>	<p>Applicant Response</p> <p>Based on our previous experience with Adult Ambassadors, it is anticipated that as will have limited vocational experience and therefore a need for more in-depth professional workforce development. Additionally, attention will be given to ensure unique learning needs of each individual are accommodated. A skilled development will be the first step to prepare Ambassadors to do their work. Each Ambassador will have lived experience as a person navigating various services systems and the broader community as a person with a disability. As a key component of their role is to support, assist and advocate for others to access various services, they will need training to develop those skills. Workforce development and specialized skills training will be ongoing and allow them to strengthen their skills as their experience grows and allow them to project management to learn how to better tailor training for future Ambassadors.</p> <p>Community Outreach and Community Education will put the Specialty Health Ambassadors in the community, where people with disabilities and their family members are. It is these natural environments and one-on-one interactions where specific issues and concerns can be supported through effective general supports identifying when the regional center should be accessed to request services.</p> <p>While the 5 Specialty Health Ambassadors will be reaching people directly, the county-wide need remains to increase awareness of support and resources available to people with IDD, and educate community partners how to better support people with IDD. Community Education will allow agencies and organizations to have community-based organization and county partners to learn more about resources available to their clients with IDD.</p> <p>Training and extended follow-up will provide more time for Ambassadors to connect with individuals with unmet needs and to assist and support them as they connect with resource providers. Frequently, requests for new services or referrals for new citizens can take weeks or months to complete. The availability for extended follow-up will be flexible to meet the needs of each community member being supported.</p> <p>The budget template reflects a 12-month period. This program design and funding request is structured on a 24-month cycle.</p>	
<p>7. Project Measures</p>	<p>Applicant Response</p>	

APPLICANT QUESTION	APPLICANT RESPONSE	ATTACHMENT
<p>Before answering this question, applicants must enter performance measures into the Activities Template located in the middle tab directly above.</p> <p>Are you proposing measures appropriate to track the project's objective and activities? Explain how you proposed measures provide insight into the effectiveness of the overall design of the project and demonstrate how the impact on the community will be evaluated.</p>	<p>We will be measuring how many outreach events we do, how many educational presentations we will provide. Data from these activities will demonstrate how many people are reached directly by the work. The initial and extended follow up will provide data on how many people we are assisting to connect to resources (grants and regional center funded) and the what the outcome of those connections are. This will give us a count of how many people are accessing services that had not been accessed previously, as well as provide us feedback on what some of the barriers were which will be shared back with RCEB and inform the work of the program as going forward. This data will clearly show the effectiveness of the program design.</p> <p>The budget template reflects a 12 month period. This program design and funding request is structured on a 24 month cycle.</p>	
<p>8. Budget Template and Narrative</p> <p>Note: Before answering this question, applicants must complete the Budget Template located in the tab directly above.</p> <p>In your Budget Template, explain how the project budget is consistent with the stated project objective and activities, and clearly and concisely explain how the proposed expenditures support the overall project design and proposed outcomes.</p> <ul style="list-style-type: none"> Budget Template example is located at Attachment C. Budget Details and Restrictions are available here. 	<p>Applicant Response</p> <p>The bulk of the budget is personnel. Specialty staff Ambassadors will be paid the same rate as other staff educators, and with similar benefits. We have budgeted for 5 staff at 25 hours per week. The budget also includes a full-time coordinator to assist Specialized Health Ambassadors in partnership with the Coordinator for the Adult Health Ambassadors. Overall program supervision and administration will be provided by the Project Manager, with the cost split between the two Ambassador programs, specialty staff and Adult Health.</p> <p>The next largest aspect of this budget is transportation to get Ambassadors out to the community, which is where outreach and education events will take place. Events are happening weekly throughout the geographically large county. Transportation costs are estimated, what the actual needs will be are based on the individuals that are hired in the positions. When Ambassadors drive and have their own vehicles, mileage reimbursement will be provided. For those who equate use of public transit, we will have use of a county-owned wheelchair accessible van to transport Ambassadors is a timely and reliable manner, along with the supplies they may need. Additionally, on-demand ride services such as Lyft or Uber can be provided for ambulatory, but non-driving Ambassadors.</p> <p>Unique to each materials will be developed including both physical handouts as well as signage and QR codes linking back to various materials, which is included in the office supplies line item. We have included ads and cell phones which will be distributed to SHAS, and we have included a small amount in the budget for equipment in the event any of this existing equipment needs to be replaced. We know that access to water and snacks in case of staffing events and a well-stocked community events station this has also been added to the budget.</p> <p>The budget template reflects a 12 month period. This program design and funding request is structured on a 24 month cycle.</p>	
<p>9. Budget Costs</p> <p>Explain how the project budget costs are clearly associated with the project activities and objective and confirm that the budget does not include non-allowable costs funded by the sponsor.</p>	<p>Applicant Response</p> <p>After initial training is complete, staff will attend on average one event per week. They will also develop materials for and present at approximately 2 education events per month. Trainings, webinars and research time will fill out their 25 hour-per-week schedule. Further budget cost details are included in question 8 of this section. We have provided non-allowable costs and this budget does not include any non-allowable costs or costs funded by other sources.</p> <p>The budget template reflects a 12 month period. This program design and funding request is structured on a 24 month cycle.</p>	
<p>Proposal Certification</p>		
<p>Certification</p>		
<p>1. Confirm Proposal Discussion with RC(s)</p> <p>CBOs are required to discuss their proposal with each RC(s) the CBO is intending to serve. If you are a CBO, have you discussed your proposal with each RC you are intending to serve?</p>	<p>Applicant Response</p> <p>Yes</p>	
<p>2. RC Contact</p>	<p>Applicant Response</p>	

<p>CBOs are required to submit their application in writing to the Department and to each RC(s) attached the CBO is intending to serve. If you are a CBO, state the name(s) of the contractor(s) at each RC you have discussed your proposal with.</p>	<p>Lisa Kleinbub, Executive Director Jair Guiza, Diversity & Equity Specialist</p>	
<p>3. Applicant Certification By submitting this application, the Applicant is certifying the truth and accuracy of the proposal. The applicant also certifies that if you have subcontracting organizations, each participating organization has reviewed your project and agrees to their assigned activities, measures, and the budget.</p>	<p>Applicant Response Yes</p>	
<p>Applicant Comment</p>		