

Application Report



Applicant Organization: Contra Costa Health Services
Project Name: Specialty Health Ambassador
Application ID: App-22-574
Funding Announcement: FY 22-23 Service Access and Equity Grant
Awarded Amount: \$317,000

Project Summary: CCHS is applying for funding to continue the Specialty Health Ambassador model to improve access for people with intellectual and developmental disabilities.

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Section Name: Applicant Eligibility

Sub Section Name: Applicant Information

1. Applicant Question: Project Title

What is the Project Title?

Applicant Response:

Specialty Health Ambassador Project

2. Applicant Question: Awarded Amount

What is the total amount awarded for the project?

Applicant Response:

\$317,000

3. Applicant Question: Organization Type

Choose the response that best describes your organization.

Applicant Response:

Community Based Organization, non-501(c)(3) EIN

4. Applicant Question: Description of Organization/Group

Provide a brief description of the organization or 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 Service's (CCHS) 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.

The Specialty Health Ambassador (SHA) program began in May of 2022 with funding from DDS. It is an extension of the larger Health Ambassador program which began in early 2020 in response to COVID-19. Health Ambassadors attend community events and vaccine clinics to register patients, provide patient education, general community outreach, and set up/take down the clinic. Ambassadors set up tables in front of businesses, talk to community members, and answer questions about COVID-19 and other health resources. The Specialty Health Ambassadors enhance the larger Ambassador program by bringing a focus, and experience, on the needs of our community members with I/DD. The Ambassador program is just one of many community programs successfully managed by CCHS.

5. Applicant Question: 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

Attachment:

[Contra Costa County ComplianceLine SanctionCheck.pdf](#) - PDF FILE

6. Applicant Question: Subcontractors in Good Standing

Are the applicant's subcontractors in good standing with the California Secretary of State, California Franchise Tax Board, and California Department of Tax and Fee Administration?

Applicant Response:

Not Applicable

Section Name: Grant Reapplication Information

Sub Section Name: Grant Reapplications Only

1. Applicant Question: Previous Award(s)

Did your organization receive DDS grant funding in fiscal year 2020-21 or 2021-22? If yes, go to question 2 to complete each column. If no, skip this category and go to category 3.

Applicant Response:

[{"Year Awarded": "2022", "Project Title": "Specialty Health Ambassador", "Grant Number": "21-C34", "Award Amount": "\$250,000"}]

2. Applicant Question: Previous Grant Award(s)

Since fiscal year 2020, complete a row for each DDS Service Access and Equity grant your organization was awarded funding.

Applicant Response:

Year Awarded	Project Title	Grant Number	Award Amount
2022	Specialty Health Ambassador	21-C34	\$250,000

3. Applicant Question: Previous Grant Outcomes

Provide a brief grant summary of your project outcomes for fiscal year 2020-21 and/or 2021-22.

Applicant Response:

This project was funded in May of 2022. With just under 6 months since the project began, we do not yet have data to report on the project outcomes.

4. Applicant Question: Project Transition

If awarded, how will your current project(s) transition into the 2022-23 proposed project? Does your proposed project expand or continue your current project, 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.

Applicant Response:

This proposed project expands the current project. Two new activities will be added: Career Competency Learning and Sharing of Best Practices.

Career Competency Learning will entail time spent directly teaching the Specialty Health Ambassadors transferrable skills that they will use in whatever their next steps in employment may be. They will receive weekly instruction on topics such as interpersonal skills, safety, conflict resolution, work place etiquette, community awareness/safety, etc. Through implementation of the first year of this program we learned that the SHAs would benefit from more direct instruction on workplace readiness than we had initially included. We will contract with a community based organization with experience in supporting employment of people with disabilities for this activity.

Sharing of Best Practices will be an opportunity for us to share with other health departments, specific divisions within CCHS or other large employers about what we learned in designing and implementing this program. We think this model could be useful to other employers who are looking to diversify their workforce. These presentations will provide the SHAs real-time experience increasing their role as subject matter experts and assisting with planning and delivering presentations/public speaking, additional key career competencies, particularly for community health careers but transferrable across many other careers as well.

Section Name: General Application

Sub Section Name: Proposal Summary

1. Applicant Question: Project Type

Choose the project type that best describes your activities from the list below:

Applicant Response:

Engagement and Outreach

Applicant Comment:

The Specialty Health Ambassador program continues to build upon the successful Health Ambassador program with Contra Costa Health Services. Community Engagement events will be held throughout the year in areas of the county with the highest concentrations of underserved communities. These events include health fairs, vaccination clinics, farmers markets, holiday gatherings, public library events and school fairs.

Additional outreach will be done via presentations to agencies and coalitions such as community based organization, county partners, conferences and trainings, provided in language that is appropriate for the audience.

2. Applicant Question: Duration of project

Choose the duration of your project.

Applicant Response:

12 months

3. Applicant Question: Regional Centers

Choose the Regional Center(s) that your project will serve. Check all that apply. If you are proposing a statewide project, select the All Regional Centers/Statewide option.

Applicant Response:

- Regional Center of the East Bay

4. Applicant Question: Counties Served

List the county or counties your project proposes to serve. Check all that apply. If you are proposing a statewide project, the select All Counties / Statewide option.

Applicant Response:

- Contra Costa County

5. Applicant Question: Community Based Organizations

Will you be working with one or more Community Based Organizations? If so, provide the name of the organization and how you will be working together.

Applicant Response:

CCHS has partnered with Full Circle of Choices, a CBO that is serving as Employer of Record for the project. We will also be working with a CBO to provide more intensive workforce skills training to the Specialty Health Ambassadors. There are several local agencies providing internship and skills development programs in our area. One will be selected to provide the "Career Competency Learning" component of this project.

6. Applicant Question: Multiple Organizations

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.

Applicant Response:

No

7. Applicant Question: Strategies and Sustainability

How will your project continue its work after the grant funding has concluded?

Applicant Response:

The Ambassador program is part of the larger workforce development effort of CCHS, to increase workforce diversity both internally and throughout the county, with a particular focus on underemployed populations. This program will help to develop professional skills, widen networks, and improve employment outcomes for regional center clients selected to be SHAs. CCHS will continue to leverage the untapped workforce in our county, including people with developmental disabilities, and is committed to continue seeding this program and actively seeking funding opportunities.

Exploration of ongoing funding through programs such as regional center Paid Internship Program, and Department of Rehabilitation paid work experience is underway.

Sub Section Name: Target Population

1. Applicant Question: Ethnicity Groups Served

Select the ethnicity group(s) the project will serve. For "Indian", "Pacific Islander", "Slavic" or "Other" use comment section to list specific groups.

Applicant Response:

- Hispanic
- African American
- Other (list)

Applicant Comment:

We estimate the individuals this program touches to be 25% African American, 25% Hispanic, and 50% representing broad county community demographics.

2. Applicant Question: Ethnicity Group(s), Language(s) and Number of Individuals Served

For each ethnicity group, provide the number of individuals your project intends to serve and the related language(s).

Applicant Response:

Ethnicity Group(s)	Individuals Served	Language(s)
African American	300	English
Hispanic	300	Spanish
Hispanic	300	English

3. Applicant Question: Age Group(s) Served

Select all Age Groups the project will serve.

Applicant Response:

- Birth up to Three (Early Start)
- Three to Five
- Three to 21
- 16 to 21
- 22 and older

Section Name: Project Application

Sub Section Name: Project Application

1. Applicant Question: Project Summary and Organizational Experience

Provide a clear and concise project summary that includes a defined target population, catchment area, and project design. Specifically describe what your 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 and how your organization will work with the local RC(s).

Applicant Response:

CCHS is applying for funding to continue the Specialty Health Ambassador model to improve access for people with intellectual and developmental disabilities. The grant funding will be used to recruit, hire and train six Specialty Health Ambassadors (SHAs). SHAs are people who utilize regional center services and have lived experience navigating generic resources such as public schools, health systems, public benefits, as well as regional center services. Community outreach will be done by SHAs to identify people who may 1) qualify for regional center services, but have not yet begun the intake process, 2) be a regional center client, but not receiving any services, or 3) be a client receiving services, but not for all areas of need. Specialty Health Ambassadors focus on the entire county, with special priority to the areas with higher concentrations of underserved populations.

The Specialty Health Ambassadors are an expansion of the existing Health Ambassadors Program and work side-by-side with Health Ambassadors. The Specialty Health Ambassadors direct the focus at general community outreach events toward regional center clients and their needs. Not only do SHAs offer on demand resources 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 less familiar with the needs of residents with intellectual and developmental disabilities.

This proposed project expands the current project by adding two new activities: Career Competency Learning and Sharing of Best Practices.

Career Competency Learning will entail time spent directly teaching the Specialty Health Ambassadors transferrable skills that they will use in whatever their next steps in employment may be. They will receive weekly instruction on topics such as interpersonal skills, safety, conflict resolution, work place etiquette, community awareness/safety, etc. Through implementation of the first year of this program we learned that the SHAs would benefit from more direct instruction on workplace readiness than we had initially included. We will contract with a community based organization with experience in supporting employment of people with disabilities for this activity.

Sharing of Best Practices will be an opportunity for us to share with other health departments, specific divisions within CCHS or other large employers about what we learned in designing and implementing this program. We think this model could be useful to other employers who are looking to diversify their workforce. These presentations will provide the SHAs real-time experience increasing their role as subject matter experts and assisting with planning and delivering presentations/public speaking, additional key career competencies, particularly for community health careers but transferrable across many other careers as well.

2. Applicant Question: Data and Community Input

Explain why you have selected your priority population(s) using RC POS data and other data as supporting evidence of the disparity or inequity. Include how your organization used input from the community, target population, and RC to design the proposal.

Applicant Response:

The fiscal year 2020-2021 "Consumers with No POS" expenditure report from RCEB details that Asian consumers are most likely to have zero POS dollars, followed by multi-cultural or Hispanic consumers. (This summary excludes those identified as Native Hawaiian/Other Pacific Islander as the total number of clients served in that category is relatively much lower than the other categories.) Similarly, the report "Total Annual Expenditures and Authorized Services by Ethnicity or Race" indicates that the percentage utilized out of what is authorized is lowest along the same ethnic lines. These reports indicate both a disparity in access to services as well as an underutilization of authorized services in our Asian, multi-cultural and Hispanic communities.

This program design includes input from Developmental Disabilities Council Directors which includes clients, family members, regional center staff, family resource center staff, and direct service providers.

We have also learned from the implementation of the current Ambassador program, now in its second year, and have adjusted the program design accordingly. These adjustments include: increasing direct teaching to SHAs for general career competency, addition of onsite support for access and mobility needs of SHAs, adjustment to expectations around travel independence of SHAs.

Attachment:

[Consumers with No POS.pdf](#) - PDF FILE

[Total Annual Expenditures and Authorized Services by Ethnicity or Race.pdf](#) - PDF FILE

3. Applicant Question: Uniqueness

How is the proposed project unique from a currently funded grant (e.g., strategies, activities, and goals) in the proposed RC catchment area? If the project is similar to a currently funded grant listed on the Department's website, how is the proposed project different?

Applicant Response:

The catchment area of RCEB is Alameda and Contra Costa Counties. Most of the currently funded RCEB 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 by Care Parent Network, which supports the needs of families as their children transition to adult services. The other is by the Diversity in Health Training Institute which is creating a pipeline of a diverse DSP workforce.

This project is different in that the SHAs work from the health department perspective. They look at health and wellness through a broader lens of disparity and connecting with individuals who may be not yet connected to regional center services or might have a misunderstanding of how the regional center can support their overall health and wellness needs. We make connections with members of the I/DD community through outreach in an organic way by meeting people where they are as opposed to expecting people to come to us.

4. Applicant Question: Improve Equity and Service Access

How will your project measurably improve equity, access, and reduce barriers to services for individuals with intellectual and developmental disabilities and their families?

Applicant Response:

People in the regional center's underserved population frequently have basic health, safety and wellness needs beyond the scope of directly funded DDS 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 events specifically focused on parent support, or accessing regional center services. The Specialty Health Ambassadors reach individuals where they are already; food banks, community health events, church services, etc. By offering a peer-based approach, Ambassadors act as trusted messengers to the diverse communities where they work. The Specialty Health Ambassadors use their expertise with lived experience in the I/DD community and are empowered to identify how to best meet the needs of their own community. They have the support of the county equity team behind them allowing them to provide input and lead outreach activities where they are needed.

5. Applicant Question: Support of RC Plan

Does the project support the RC plan to promote equity and reduce disparities in their catchment? If you are a RC, how does this project support your recommendations and plan to promote equity and reduce your identified disparities? How will your project collaborate with other organizations to promote community inclusion?

Applicant Response:

Per the RCEB Report on the Implementation W & I Code Section 4519.5, dated May 31, 2022, several recommendations quoted below will be supported by this program.

"... there needs to be a focus on targeted outreach to people in those groups who saw a decrease in dollars spent or an increase in those with no purchase of service. Service Access and Equity projects that focus on this reconnection will be important to start or re-establish services." Outreach events will be held in communities with zero POS dollars. As people are reengaging with public events, the Ambassador teams will be there, ready to help identify needs.

"Many comments during meetings focused on not knowing about services as well as feeling that case managers didn't share all the information that was needed..." With lived experience navigating disability-related service systems, SHAs will be able to share information about what is available through their regional center. SHAs will also follow up with community members and support them through their efforts to access needed services.

"A new model of coordinated care for adults living at home will be piloted in the next year. Advocate for families from communities who typically have adult family members reside at home ..." SHAs will be trained on Coordinated Family Support Service and understand when it is appropriate to request a discussion of that service with one's case manager.

Attachment:

[Implementation W & I Code Section 4519.5.pdf](#) - PDF FILE

6. Applicant Question: Project Activities and Measures

Note: Before answering this question, applicants must complete the Activities Template located in the middle tab directly above.

The schedule of activities clearly and specifically demonstrates the steps that the project will take to achieve its stated objective and measures. Do the proposed measures appropriately track the project objective and activities, provide insight into the effectiveness of project, and demonstrate impact on the target population?

Applicant Response:

Career Competency Learning has been included on this second year program design. In the first year of the SHA program, we expected that the SHAs would have limited vocational experience and therefore need in-depth professional workforce development. We have found that the SHAs need more workplace readiness and professional development than we had initially anticipated. The schedule of activities includes pre- and post- knowledge surveys for the SHAs to assess the learning gains of the SHAs.

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 referrals to generic supports or identifying when the regional center should be accessed to request services.

While the Specialty Health Ambassadors will be reaching people directly, the county-wide need remains to increase awareness of support and resources available to people with I/DD, and educate community partners how to better support people with I/DD. Community Education will allow agencies and coalitions such as community-based organization and county partners to learn more about resources available to their clients with I/DD.

The initial 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 connected with resource providers. Frequently, requests for new services or referrals for new clients 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.

The addition of the opportunity for SHAs and their Program Coordinator to share best practices and lessons learned with community partners will help support other health departments or larger employers with their efforts toward diversifying their workforce to include people with developmental disabilities.

7. Applicant Question: Budget Template and Narrative

Note: Before answering this question, applicants must complete the Budget Template located in the tab directly above.

The project budget is consistent with the stated project objective and activities, and clearly and concisely explains how the proposed expenditures support the overall project design and outcomes. The project budget costs are clearly associated with the activities and does not include non-allowable costs or costs funded by other sources.

- Budget Template example is located at [Attachment C](#).
- Budget Details and Restrictions are available [here](#).

Applicant Response:

We measure how many outreach events we do, and how many educational presentations are provided. Data from these activities demonstrate how many people are touched directly by the work. The initial and extended follow up will provide data on how many people we are assisting to connect to resources (generic 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 useful feedback on what some of barriers were which will be shared back with RCEB and inform the work of the SHAs going forward. Additionally, SHAs will demonstrate professional skills knowledge acquisition through quarterly pre- and post-tests. This data will clearly tell how effective the program design is.

The bulk of the budget is personnel. Specialty Health Ambassadors will be paid the same rate as other health educators, and with similar benefits. We have budgeted for 6 SHAs at 25 hours per week. The budget includes a full-time coordinator to lead the Specialty Health Ambassadors in partnership with the Coordinator for the Adult Health Ambassadors. Also included is .5 FTE for onsite support to assist SHAs with in-the-moment support needs such as problem solving, communication, mobility, etc. Overall program supervision and leadership will be provided by the Project Manager with the cost of that supervision paid for by CCHS.

This budget includes the cost of a community partner with experience in supporting people with I/DD in internships, career exploration, and job coaching to provide the direct instruction during Career Competency Learning.

The budget includes transportation to get Ambassadors out to the community, which is where outreach and education events will take place. Events are happening weekly throughout our 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 require use of paratransit, we will have use of a county-owned wheelchair accessible van to transport Ambassadors in 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.

Unique outreach materials will be developed including both physical handouts as well as signage and QR codes linking back to various collateral, which is included in the office supplies line item. We have iPads and cellular 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 increase traffic to tabling events and are welcomed at community events so this has also been added to the budget.

Section Name: Proposal Certification**Sub Section Name:** Certification

1. Applicant Question: Confirm Proposal Discussion with RC(s)

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?

Applicant Response:

Yes

2. Applicant Question: RC Contact

CBOs are required to submit their application concurrently to the Department and to each RC(s) catchment the CBO is intending to serve. If you are a CBO, state the name(s) of the contact person(s) at each RC you have emailed your proposal application. The RC contact list is available here at [Attachment F](#).

Applicant Response:

Lisa Kleinbub and Jairo Guiza

3. Applicant Question: Code of Conduct

Grantee Code of Conduct

The Department is committed to supporting services and programs with integrity that foster collaboration and professionalism. Grantees are expected to conduct project activities in a professional and respectful manner that include:

- **Valuing Diversity and Inclusion.** Grantees should embrace diversity that includes but is not limited to: ability, race, language, national origin, citizenship, age, gender identity or expression, sexual orientation, and religion.
- **Conducting Activities with Personal and Professional Integrity.** All activities with individuals, families, community organizations, regional centers, and state, local and federal agencies should be conducted with professionalism, dignity, respect, and fairness. Grantees should be open to listening to different points of view and fostering productive communication.
- **Providing a Positive Work Environment:** All projects should foster a positive and respectful work environment with their colleagues and other grantees.

Applicant Response:

- I acknowledge that I have reviewed the Code of Conduct.
-

4. Applicant Question: 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.

Applicant Response:

Yes
