

CAPACITY BUILDING DIS EXAMPLE

SECTION I. Identifying Behavioral Health Disparities: IDENTIFY and DESCRIBE THE SCOPE of the PROBLEM

The Clear Cloud Organization is proposing the Blue Sky, a community-driven initiative designed to avert intergenerational trauma and promote resiliency through trauma-informed approaches in the target community of Coconut Hill. Blue Sky is designed to effectively address community violence and collective trauma, using a comprehensive, integrated, and multi-sectoral approach to substance use prevention, violence prevention, and trauma-focused community engagement.

Homicide deaths by gun violence are disproportionately overrepresented in Black/African American and Hispanic/Latino residents of Coconut Hill. Nationally, in 2019, Black /African American males between 15 and 34 years old were only 2% of the US population, but 47% of gun homicide victims. Likewise, Hispanic/Latino individuals are 3% of the population and make up 40% of gun homicide victims. Among racial and gender groups in our community, homicide ranks highest as a cause of death for Black /African American and Hispanic/Latino males, being their 5th leading cause of mortality, and close to 80% of homicides are committed with firearms (cdc.gov).

In Coconut Hill, we experienced a recent increase in gun related deaths among Black/African American and Hispanic/Latino youth between the ages of 15-26 years old. The Mayor of Coconut Hill has tasked the leadership to establish a trauma informed strategic plan to promote healing and resiliency in response to the spike in gun violence. Coconut Hill's overall population is 2,752,698 (coconuthill.gov). It ranks 15th in the United States by population, and according to the 2022 community survey the demographic break down is 8% Pakistan, 14% Black /African American, 42% White, 20% Filipinos, 4% Korean, 12% multiracial and 54% Hispanic/Latino ethnicity.

DISPARITY-VULNERABLE POPULATION(S)

The disparity-vulnerable populations are Black/African American and Hispanic/Latino youths between the ages of 15-24.

Approximately 65% of Black /African American families living in Coconut Hill live below the poverty line, and the unemployment rate of Black /African American families living in Coconut Hill is 46 %. Similarly, 73% of Hispanic/Latino families living in Coconut Hill are below the poverty line, and there is a 37% unemployment rate. This data is compared to the state's poverty rate of 3.4% and unemployment rate of 9% (Census, 2021). There is a lack of culturally competent healthcare and behavioral health care providers serving Coconut Hill which creates a lack of access to healthcare and health promotion among Black/African American and Hispanic/Latino populations. This lack of access is also believed to contribute to the recent increase in substance use and major depressive episodes occurring in Coconut Hill; as according to the 2022 American Community Survey, Black /African American and Hispanic/Latino youth residing in Coconut Hill report a 15% increase in marijuana use in the past two years. Among Black/African American and Hispanic/Latino youth living in Coconut Hill, there are high instances of teen pregnancy, low high school graduation rates (42%), low rates of college or vocational school attendance after graduation (15%). This is compared to the overall high school graduation rate of 98%, and the college and or vocational school attendance rate of 96%.

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Demographic Table

<i>Race</i>	Year 1	Year 2	Year 3	Year 4	Total	Percentage of Total Served
Pakistan	24	24	24	24	96	8%
Black /African American	42	42	42	42	168	14%
White	126	126	126	126	504	42%
Filipino	60	60	60	60	240	20%
Korean	12	12	12	12	48	4%
Multiracial	36	36	36	36	144	12%
TOTAL	300	300	300	300	1200	100%
<i>Ethnicity</i>						
Non-Hispanic	136	136	136	136	136	46%
Hispanic	164	164	164	164	164	54%
TOTAL	300	300	300	300	1200	100%
<i>By Gender</i>						
Female	86	86	86	86	840	70%
Male	210	210	210	210	344	29%
Transgender	4	4	4	4	16	1%
TOTAL	300	300	300	300	100%	100%
<i>Sexual Orientation</i>						
Straight or Heterosexual	200	200	200	200	800	67%
Homosexual (Gay or Lesbian)	55	55	55	55	220	18%
Bisexual person	45	45	45	45	180	15%
TOTAL	300	300	300	300	1200	100%

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SECTION II. Addressing Disparities Using the Funding Opportunity

SOCIAL DETERMINANTS OF HEALTH

Following a needs assessment to understand community health needs, the SDOH domain of Neighborhood and Built Environments was identified as an important priority. Blue Sky will address this domain by developing and maintaining a community coalition. The coalition will focus on the health of the community by actively working to identify the communities' needs and engaging representatives from multiple sectors across Coconut Hill.

CLAS STANDARDS

Blue Sky will adhere to the National Standards for Culturally and Linguistically Appropriate Services (CLAS) in Health and Health Care in the areas below:

- 1) Governance, Leadership and Workforce (Standard 3: Recruit, promote and support a culturally and linguistically diverse governance, leadership, and workforce.) Blue Sky will advertise job opportunities at Hispanic/Latino Serving Institutions in addition to traditional employment recruitment strategies.
- 2) Offer Communication and Language Assistance, Blue Sky will translate all materials (including digital, and electronic) in Spanish (Standard 8: Provide easy-to-understand print and multimedia materials and signage).
- 3) Engagement, Continuous Improvement, and Accountability, (Standard 10: Conduct ongoing assessment of the organization's CLAS-related activities) and (Standard 11: Collect and maintain demographic data). Blue sky will continue to assess the effectiveness of its language and cultural competency strategies as part of its internal QA/QI processes. Regular assessments will evaluate if Blue Sky is reaching the disparity-vulnerable population and provide insight into the adjustments needed to ensure outcomes are met. Assessments are conducted using surveys, informal interviews, checklists, and random audits.

SECTION III. Developing a Disparity Reduction Quality Improvement Plan

IMPLEMENTATION OF ACTIVITY

Objective from application	Activity Listed in Grantee Application	What We'll do to Address Disparities/Gaps with This Activity
Promote positive community change, resiliency, and healing through participatory and collective action.	Convene a coalition.	Identify Coalition members across multiple sectors to engage in the coalition.
Increase knowledge of identified Black /African American and Hispanic/Latino youth and their families by 60% on how to reduce risk factors associated with community violence.	Conduct a Youth Gun Violence Listening Sessions and develop an action plan.	Host listening sessions in a community center that is in Black /African American and Hispanic/Latino neighborhoods that are on a bus line by the end of 2023 with youth and young adults affected by gun violence to understand more about the challenges of addressing gun violence.

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Objective from application	Activity Listed in Grantee Application	What We'll do to Address Disparities/Gaps with This Activity
Increase community capacity to prevent community violence.	Implement at least one multi-media public education campaign.	Host education campaign in Black /African American or Hispanic/Latino neighborhood that is on a bus line. Post flyers in public locations that are in the communities most affected.
Reduce youth alcohol use in the region.	Create social media campaigns to reduce youth alcohol use.	Recruit diverse influencers and develop culturally relevant social media campaigns. We will equally distribute where we target social media campaigns to ensure that zip codes where Black/African American and Hispanic/Latino youth reside are included.
Promote student and school safety by reducing risk and effectively responding to threats of bullying, self-harm, school shooting, and other school safety concerns.	Distribute gun locks to the community to ensure that children and adolescents are less likely to access guns.	Will work with local law enforcement and community partners to develop culturally relevant messaging around firearm safety and education.

INTENDED OUTCOMES AND IMPACT

Through the implementation of the activities mentioned above we intend to show impact by:

- A .05% increase in access and use of mental health and substance use treatment among Black/African American and Hispanic/Latino families within 1 year.
- An increase in protective factors and family resilience as evidenced by a .05% decline in gun related incidents annually over three years.
- A 20 % decline in access to alcohol for people who are under the legal drinking age as evidenced by self-report.
- An increase in cultural and linguistic staff to support the populations served which would lead to increased health literacy, community engagement, and respectful care.

CLIENT/PEER/PARTNER INVOLVEMENT

The program will include peers by ensuring that peer run organizations, and people with lived experience hold at least 30% (5) positions on the community coalition and or community boards. We will attempt to engage representation from people/organizations with lived experience by diversifying our outreach and recruitment approach to include identifying and partnering with organizations serving Black /African American and Hispanic/Latino communities.

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TIMELINE

We will convene a coalition that is representative of the community within 6 months of the grant project. We will have our recruitment materials translated in Spanish within 90 days of Blue Sky. We will start identifying business and organizations that serve Hispanic/Latino and Black/African American communities within 90 days, and we will start our recruitment of coalition members within 120 days.

Starting in month five, Blue Sky will start to identify families to participate in the Family Strengthening Curriculum. Blue Sky will start to host the first training cohort within six months of the program starting. These activities will be ongoing in the communities of focus throughout the grant period.

Within four months Blue Sky will have established at least three partnerships with organizations that serve Hispanic/Latino and Black/African American communities to design and translate culturally relevant *social media campaigns* by December of 2023.

Within eight months, Blue Sky will have recruited 10 diverse social media influencers to promote culturally relevant social media campaigns. By the end of year 1, Blue Sky will have launched at least three social media campaigns.

MEASUREMENT/ EVALUATION

We will measure our process, progress, and outcomes to show that we closed the gap within the identified populations through the use of client surveys, prior to engagement, during engagement and post engagement with our trainings. We will use follow-up surveys (6 months to one year after the trainings) to measure the usefulness and ease of implementation of our TF-CBT trainings, family strengthening trainings, and other teacher/provider trainings.

To measure and evaluate our efforts that are not related to trainings, we will monitor and review the insights into our social media campaigns. The insights will be used to measure performance and guide the redirection of our efforts when necessary.

We will conduct regular community health needs assessments and offer ways for individuals to provide feedback on care/services

SUSTAINABILITY

As part of the grant, Blue Sky, and the coalition plan to develop a five-year strategic plan to build resilience and address barriers faced by the disparity-vulnerable population and their families residing in Coconut Hill. The plan will include an evaluation report, recommendations, and commitments to address policies, training, systems, and environmental changes needed to create sustained change in Coconut Hill. Within this sustainability plan, we will add measures to ensure our programming addresses underserved populations, especially the Black /African American and Hispanic/Latino communities that have been disproportionately affected.