Engaging Low-Income, Culturally Diverse Older Adults in Health Promotion through an Innovative Peer Promotora Model

Presented by:
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La Maestra Community Health Centers
City Heights · El Cajon · National City · Lemon Grove
**Mission:** “To provide quality healthcare and education, improve the overall well-being of the family, bringing the underserved, ethnically diverse communities into the mainstream of our society, through a caring, effective, culturally and linguistically competent manner, respecting the dignity of all patients.”
Annual Number of Patients

77% of Patients best served in a language other than English (2012)
<table>
<thead>
<tr>
<th>Year</th>
<th>Unduplicated Patients</th>
<th>Total Patients</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>39,881</td>
<td>41,420</td>
</tr>
<tr>
<td>2004</td>
<td>56,192</td>
<td>82,492</td>
</tr>
<tr>
<td>2005</td>
<td>88,948</td>
<td>112,898</td>
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<tr>
<td>2006</td>
<td>122,564</td>
<td>124,383</td>
</tr>
<tr>
<td>2007</td>
<td>138,070</td>
<td>150,598</td>
</tr>
<tr>
<td>2008*</td>
<td>150,598</td>
<td>165,872</td>
</tr>
<tr>
<td>2009</td>
<td>159,487</td>
<td>174,430</td>
</tr>
<tr>
<td>2010</td>
<td>159,113</td>
<td>177,432</td>
</tr>
<tr>
<td>2011</td>
<td>122,564</td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td>138,070</td>
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*Expanded Grant in 2008
Innovative Models at La Maestra

- *Circle of Care* - Integration of Services
- *Medically Trained Cultural Liaison Model*
- Electronic and Cloud-based Program/Case Management
- Digital Imaging Services
- Real-time Specialty care via Telemedicine
- School-Based and Mobile Clinics
Residents of Public Housing

- Outreach & Health Fairs (education/screening) at Housing Sites
- Eligibility & Enrollment Assistance
- Transportation
Network goes beyond the field of medicine, bringing greater resources to our patients – *Circle of Care Model*

→ New Skills, Independence, Self-Esteem, Helping and Teaching Others, Working in Healing Environments

- Food Pantry with nutrition education and obesity prevention info
- Urban Community Gardens
- Microcredit Program for Women & Microenterprise Assistance
- Job Training and Placement
Wellbeing and the Circle of Care

- Social Services & Legal Advocacy
- Therapeutic Transitional Housing, help with Affordable Housing
- “Culture and Healing through Art” Program

Job Trainee

Microcredit Borrower

Microcredit Weekly Group

Job Training Supervisors

Transitional Housing

Legal Advocacy Services
Integration of Services

Community Outreach/Enabling Services

- Eligibility/Enrollment in Medi-Cal & Other Programs
- Transportation
- Interpreting/Translation
- Medically Trained Cultural Liaisons

Primary Care
- Adult Health, Women’s Health, Pediatric & Teen Health, Senior Health

Mental Health

Oral Health
- Optometry
- Pharmacy
- Laboratory
- Imaging
- Telemedicine

Social Services
- Patient Education

Community Member / Patient

Community Development

- Affordable Housing
- Mentoring Ethnic CBOs
- Housing & Community Development
- Financial Literacy
- Microenterprise Assistance
- Job Training & Placement

Integration of Services

Continuous Patient Follow-up and Case Management

- Legal Advocacy Services
- Domestic Violence Referral
- Behavior Modification Referrals
- Counseling & Linking to Programs
- Childcare
- Clothing & Food
- Healthcare Training
Serving the Culturally Diverse Community

- Most culturally diverse health center in California.
- Over 26 languages and dialects spoken by staff.
- 77% of patients prefer to communicate in a non-English language.
- Staff represents (is from) the cultures served, ensuring cultural and linguistic competency.
- *Medically Trained Cultural Liaisons* provide valuable, ongoing support and education to local residents and identify new needs.
<table>
<thead>
<tr>
<th>Languages Spoken by Staff</th>
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</thead>
<tbody>
<tr>
<td><strong>Acholi</strong></td>
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<tr>
<td><strong>Arabic</strong></td>
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<tr>
<td><strong>Burmese</strong></td>
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<tr>
<td><strong>Cantonese</strong></td>
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<tr>
<td><strong>Chaldean</strong></td>
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<tr>
<td><strong>English</strong></td>
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<tr>
<td><strong>French</strong></td>
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<tr>
<td><strong>Italian</strong></td>
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<tr>
<td><strong>Karen</strong></td>
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<tr>
<td><strong>Korean</strong></td>
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<tr>
<td><strong>Laotian</strong></td>
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<tr>
<td><strong>Luganda</strong></td>
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<tr>
<td><strong>Mandarin</strong></td>
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<tr>
<td><strong>Nuer</strong></td>
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<tr>
<td><strong>Polish</strong></td>
</tr>
<tr>
<td><strong>Russian</strong></td>
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<tr>
<td><strong>Sign Language</strong></td>
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<tr>
<td><strong>Somali</strong></td>
</tr>
<tr>
<td><strong>Spanish</strong></td>
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<tr>
<td><strong>Sudanese</strong></td>
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<tr>
<td><strong>Swahili</strong></td>
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<tr>
<td><strong>Tagalog</strong></td>
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<tr>
<td><strong>Thai</strong></td>
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<tr>
<td><strong>Vietnamese</strong></td>
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<tr>
<td><strong>African, Asian &amp; MiddleEastern Dialects</strong></td>
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School-Based and Mobile Clinics

- 2009-2012: Opened 4 Medical and 1 Dental Clinic at Elementary, Middle and High Schools

2012: Mobile Clinic

- 2 dental operatories and 1 medical exam room
- No construction cost of building on campus clinic
- Can also provide health screenings, mental health, health education
- Wireless connection to Electronic Records, PACS Image Storage (dental X-ray), Telemedicine Scopes & Camera
Telemedicine Unit started in 2005 at La Maestra’s main clinic

Began providing Mental Health to satellites & rural sister health centers

By 2010, cameras, monitors and scopes installed at all satellites → grants & collaborations

Expanding network of Private Hospitals and Universities to bring specialty care to patients in their medical home
Real-Time Telehealth

Specialties:

- Psychiatry
- Cardiology
- Ear, Nose & Throat
- Dermatology (can also be Store and Forward)
- Podiatry (especially for Diabetic patients)
- Endocrinology
- Hepatology
- Nephrology
- Nutrition Education classes at satellites
Health Issues and Barriers to Access among Low-Income, Diverse Older Adults
Physical Health Issues

- Increased risk of cancer and stroke
- Cardiovascular disease
- Hypertension
- Diabetes
- Pulmonary conditions
- Tooth decay and gum disease
- Osteoporosis
- Obesity/Overweight
- Co-morbidities
Mental Health Issues

- Alzheimer's, Dementia
- Depression
- Anxiety
- Loss of home and loved ones
- Stress from being caregiver for spouse
- Substance Abuse
- Elder Abuse
Environmental and Cultural Factors

- Unhealthy traditional cooking methods
- Food deserts - lack of access to affordable nutritious food
- Urban environment and public housing with no outdoor space
- Unhealthy/unsafe living conditions
- Stigmas, myths and cultural beliefs about health and treatment
- Forego preventive care due to cost
- Changing generational roles and social order within immigrant families
- Grandparents raising grandchildren
- No longer feel like productive members of community
- Isolation and loneliness
Other Barriers to Health and Wellbeing

- High cost of doctor visits
- High cost of medication, glucose strips, etc.
- Linguistic and cultural barriers
- Lack of health literacy
- Lower screening rates
- Misunderstanding of health coverage programs
- Lack of transportation
- Lack of support network
Promotora Programs for Low-Income, Diverse Older Adults
Promotoras who are from the target population have ability to:

- Identify, reach out to and engage isolated seniors
- Provide a peer support network
- Understand and respect culture and social order
- Deliver information from a trusted source
- Create linkage to medical home and other community services
- Impact knowledge, attitudes, and practices on a community level
- Raise health literacy levels in vulnerable senior populations
Medically Trained Cultural Liaisons & Promotoras

- Mobile Outreach
- Partnerships
- Case Management & Navigation
  - Provide Guidance
- Outreach & Health Promotion
- Health Education
  - Patient Support
- Prevention
  - Screening at Health Fairs
Promotora Program Topics

- Early detection, prevention and/or management of chronic disease and cancer
- Elder abuse
- Fall prevention and home safety programs
- Depression, anxiety, and other mental health issues
- Suicide awareness and prevention
- Cultural issues and stigma around receiving mental health treatment
- Medication use/misuse and substance abuse
- Support for caregivers of people with Alzheimer's/Dementia
- Grandparents raising grandchildren
Promotora Program Topics

- Creative Aging: wellness, habilitation, recovery, and self-sufficiency
- Healthy eating and physically active lifestyles
- Financial Literacy
Promotora Venues

- Home visits
- Health screening fairs
- Group presentations and outreach in places in the community where people congregate:
  - Housing complexes, church and neighborhood meetings, libraries, factories, laundromats, gas stations, grocery stores, food banks, senior centers
- Informal social gatherings centered on activities or topics that appeal to target population
Promotora Training at La Maestra

- 10 hours of Core Competency Training: Identifying community values, culture and leadership styles.

- Who are we and who is our community?
  1. self-care
  2. values & culture
  3. leadership styles
  4. personal growth
  5. recognizing diversity within community

- Circle of Care Overview

- Breast Cancer Overview & Pre/Post tests

- Educational materials
Promotora Training at La Maestra

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- Circle of Care Overview
- Health Issues Overview & Pre/Post tests
Breast Cancer Early Detection

Breast & Cervical Cancer Education & Screening started in 1992; expanded through grants, partnerships, mammography and mobile clinic

From June-December 2012, 15 Breast Health Promotoras...

- Translated educational materials into Arabic, Somali and Spanish.
- Scheduled 912 appointments for new and established patients.
- Educated over 2,000 women on breast cancer awareness and health
- Participated in 86 community events

![Graph showing total mammograms per year from 2009 to 2012]
“REACHing Out to Hispanic Caregivers of Alzheimer's Patients program” aka “REACH”: multi-modal Prevention and Early Intervention program to raise awareness on mental health needs of caregivers, encourage prevention of caregiver depression and elder abuse and neglect, and mobilize advocacy for policy changes.

**Partners:** Southern Caregivers Resource Center, County Aging and Independent Services, San Diego State University Department of Gerontology, Stanford University School of Medicine, San Diego County Adult Mental Health Services

**In 2012, REACH Program promotoras...**

- Educated 4,674 low income Spanish speakers on Alzheimer's, memory loss and dementia
- Provided workshops on “How to relieve the stress associated with taking care of a relative with Alzheimer's, memory loss or dementia” to 128 low income Spanish speakers
- Provided in-home workshops to 72 low income Spanish speakers
- Started a monthly support group for persons taking care of relatives with Alzheimer's, memory loss or dementia. (average attendance: 38)
Senior Peer Promotora Program

Recruits and trains promotoras to provide outreach, education, and support groups to assist older adults and their caretakers to understand more about topics such as domestic violence, senior depression, fall prevention and financial literacy and to access primary care, mental health, and social services.

**Partners:** Council of Community Clinics (Tri-county clinic consortium), County of San Diego

- Promotoras focus on outreach and engagement of older adults
- Networks of individuals trained in outreach to older adults to link with mental health services and other resources
- Culturally and age-sensitive outreach, engagement, education, peer counseling and support, social service referrals and other services for older adults
- Transportation for seniors and family/caregivers through vouchers, taxi, contracted van services or other means
- Referral source for clinics Older Adult Severe Mental Illness and IMPACT programs
Expanding Partnerships in Promotora Programs for Low-Income, Diverse Older Adults
Partnerships: Benefits to FQHC & Partners

- Shared resources
- Cross-referrals – more clients
- In-kind/Discounted Office or Meeting/Activity Space
- In-kind/Discounted staff or providers (e.g. university geriatric medicine or mental health programs)
- Cost-efficient expansion of healthcare and social services
- Additional Revenue Streams
  - Increased reimbursements for primary care services from Medicare or other senior programs. (Most FQHCs bill an average of 5-10% of overall visits to Medicare)
  - Increased self-pay revenue
- Additional Funding/Grant Opportunities
Partnerships: Benefits to Seniors

- Increased access to affordable healthcare, education and social services
  - More efficiency/sharing of resources = lower cost to users
  - More services available where seniors live
  - Enhanced cultural/linguistic competency in services
- Better physical and mental health outcomes due to enhanced services, case management/navigation
- More opportunities to be engaged and motivated to live a healthier, happier lifestyle
Types of Partners

- Community Clinic Consortia/Networks
- State and Federal Associations (like CA Primary Care Association, NACHC)
- Managed Care Plans
- University Geriatrics/Gerontology Schools & Teaching Hospitals
- County Aging and Independence Services
- Organizations focused on senior issues, such as Alzheimers’ Association, AARP
Types of Partners

- Affordable Senior Housing and Assisted Living Facilities
- Housing complexes, church and neighborhood meeting groups, libraries, factories, laundromats, gas stations, grocery stores, food banks
- Community based and ethnic based organizations
- Arts and culture, gardening and environmental organizations
- Senior community centers, MAAC Project, Trailer Park
- Corporate Partners (marketing, community relations, employee volunteer programs)
Adding Wellbeing Activities that Promote Social Activity, Physical Activity, Skill building
Benefits of Wellbeing Activities

- Social activity instead of isolation and sitting at home
- Share important cultural traditions and learn new ones
- Learn new skills
- Therapy (physical and mental health)
- Creates a comfortable forum where seniors can talk about issues affecting their health and wellbeing
- Stronger, expanded peer support network
- Physical activity
- Learn about health education topics while having fun
Arts, Culture & Technology

- Arts and Crafts workshops: Ceramics, painting, drawing, working with recycled items, candle making, paper flowers, woodworking, photography, pinatas, crochet, sewing

- Items created can be displayed in a public gallery or sold individually or as a fundraiser for the program

- Cultural workshops: Ethnic dances, music and singing, writing, poetry, theatre

Senior participants and their handiwork – all expressed that they felt physical and emotional healing through these activities and they were able to sell their products
**Arts, Culture & Technology**

- Computer/Internet training: learn to safely use email, social networking and Skype to connect with family and friends

- Intergenerational programs:
  - build relationships with youth while learning new skills
  - Cultural preservation objectives tied in – older immigrants and refugees pass on traditions to next generation

*Computer Class led by Volunteer from Mexican Consulate*

*Intergenerational class – Knitting purses from Plastic Grocery Bags*
Seniors “Night Out” events: dancing, live music/entertainment, seniors can put on their own performances or have a talent show.

Daytrips: go to local museums or natural areas

Partner with environmental conservation groups to arrange a “clean-up” event - opportunity for exercise and socializing

Tie into arts and culture programs, e.g. do landscape art outdoors or visit an art museum to complement art classes

Enjoying ballet folklorico, homemade Mexican food and presentations on health and wellness on a Friday night
Healthy Living and Food Access

- Exercise: dancing, zumba, swimming, yoga, walking clubs
- Healthy cooking classes, recipe sharing potlucks - Recipes can be compiled in a cookbook or calendar
- Cafeteria

Zumba Classes  Healthy Recipe Calendar Winner with harvest from Community Garden  Potluck in the Community Garden
Healthy Living and Food Access

- Food pantry: providers “prescribe” free nutritious food given at the health center, or through referrals to nearest free food resource.

- Partnerships with food bank, local restaurants and grocery stores, “backyard growers” with excess produce.

- Provide groceries for those with medically restricted diets (e.g., diabetes or hypertension) with culturally appropriate options.

- Seniors can volunteer or be employed to distribute the food – opportunity to socialize with those who access the pantry.
Healthy Living and Food Access

- Community garden: Seniors have individual or communal plots in the garden to grow their own fresh produce, ingredients for traditional ethnic foods, and food to sell at local farmers market.

- Benefits: Access to affordable nutritious food, exercise in the garden, engagement in outdoor activity and socializing, therapeutic value.

- May need certification to sell produce at farmers market.

- Experienced gardeners can provide gardening education and training to other community members.
April 15, 2013
National Primary Care Symposium on Aging
Empowering Senior Health in Community Health Centers

Name: __________________________________________________________
Organization: ____________________________________________________
Tel:____________________ Email: _________________________________

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