Maricopa County Regional Behavioral Health Authority (RBHA)
Magellan Health Services of Arizona, Inc.
Magellan Community Relations

- Community Developers
- Relationship building
- Partnerships/collaborations
- Presentations
- Boards/commissions/committees
- Media Outreach
- Education and Stigma Reduction Campaigns

Demographics

Comparison of Arizona and Maricopa by Race / Ethnicity

<table>
<thead>
<tr>
<th>Race / Ethnicity</th>
<th>Arizona Population</th>
<th>Maricopa County Population</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian</td>
<td>111,138</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>American Indian</td>
<td>78,505</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td>184,349</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>1,937,150</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>1,169,740</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>3,862,036</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, 2010-2012 American Community Survey
Demographics

Magellan Enrolled by Race / Ethnicity

- White: 75.6%
- Black/African American: 11.2%
- American Indian/Alaska Native: 1.1%
- Asian: 0.6%
- Native Hawaiian/Pacific Islander: 0.4%
- Other: 3.6%

Source: MCC Enrollment/Demographic Report 6.31.10

Presenters

Alex Zavala – Community Reinvestment & Involvement Director
AZavala@MagellanHealth.com, (602) 652-5859
Asian/Pacific Islander Community

Shakira Small, MSW - Community Developer
SLSmall@MagellanHealth.com, (602) 652-5860
African American Community

Ramiro Camarillo - Community Developer
RCamarillo@MagellanHealth.com, (602) 797-8282
Hispanic Community

Teresa Peña - Cultural Competency Director
TOPena@MagellanHealth.com, (602) 797-8329
Latino Initiative 85040

Lonnie Rubio Jones – Women’s Health Coalition
whcofaz@aol.com

African American Community

Shakira Small, MSW - Community Developer
SLSmall@MagellanHealth.com, (602) 652-5860
African American Community Research/Background

- Access to Care
- Stigma/Fear/Mistrust
  - Individual/Family
  - Societal/Community
  - Institutional
- Language
- Cultural Norms
- Link between Mental Health and Physical Health
  - Health Disparities
- Local and National Organizations Who Focus on African American Issues

African American Community Outreach Techniques

Locations of Outreach
- Places of Worship
- Community/Recreation Centers
- Health Centers
- Educational Institutions- Public Schools, Trade Schools, Community Colleges, Universities
- Community Celebrations- MLK, Juneteenth
- Community Leaders (Formal/Informal)
- Elected Officials
- Local Businesses
- Black Owned Businesses
- Doctor Offices
- Media- Radio, Print Media, Online, Television
- Barber/Beauty Shops
- Community Organization Groups- Urban League, Chambers of Commerce
- State Agencies- Department of Economic Security, Department of Health
- City Neighborhood Services
- Neighborhood Associations

Methods of Outreach
- Presentations
- Community Health Events
- One on One Meetings
- Linkage to Existing Organizations
- Conferences/Trainings
- PSA
- Community Forums

African American Community Common Myths

- All African Americans are Baptist
- All African Americans live in one geographical area (South Phoenix)
- African Americans do not seek mental/behavioral health and substance abuse treatment
- African Americans are automatically accepting of other African Americans
African American Community Lessons Learned

• Volunteer- “put their mission above your mission”
• Serve on boards and coalitions
• Seek out community leaders (formal and informal)
• Provide support and assistance to community based programs
• Volunteering
• Sponsoring events/programs
• Promotions
• Preferred methods of information delivery
  • Face to face
  • From a trusted source- family, community leader, trusted media
    (newspaper, radio)

Asian/Pacific Islander Community

Alexandra Zavala – Director, Community Reinvestment & Involvement
AAZavala@MagellanHealth.com, (602) 652-5859

Asian/Pacific Islander (API) Community Research/Background

• API community’s rate of growth in Arizona from 1980-2006
  • Asian Americans 599%
  • Native Hawaiian or other Pacific Islander 738.6%
• Where to start? Where to go?
  • Meetings with community, faith and business leaders
  • Local and national organizations who focus on API issues
• Barriers to accessing services:
  • Language - there are many languages and dialects
  • Immigrant status
  • Cultural norms – shame and stigma
  • Financial/Insurance
  • Culturally competent service delivery
• Link between Mental Health and Physical Health
  • Health Disparities
Asian/Pacific Islander Community Outreach Techniques

- Partner with API organizations that are established and trusted within community
  - Help them first before you ask for their help
- Confidentiality – very important to explain HIPAA
- Personal stories
- Meet people where they are
  - Churches
  - Community events (Aloha Festival, Chinese week, etc.)
- Continued research and dialogue
  - APCA partnership

Asian/Pacific Islander Community Common Myths

- Lumping
  - Asian/Pacific Islander community is very diverse
- Foreign born or “perpetual foreigner”
- Model minority
  - A students, overly studious, smug, arrogant about their academic and professional successes, yet paradoxically passive
- Don’t need the services

Asian/Pacific Islander Community Lessons Learned

- Volunteer- “put their mission above your mission”
- Serve on boards and coalitions
- Seek out community leaders (formal and informal)
- Provide support and assistance to community based programs
- Volunteering
- Sponsoring events/programs
- Promotions
- Preferred methods of information delivery
  - Face to face
- From a trusted source- family, community leader, trusted media (newspaper, radio)
Hispanic Community

Ramiro Camarillo - Community Developer
RCamarillo@MagellanHealth.com, (602) 797-8282

Hispanic Community
Research/Background
• 30% (1,247,168) of Maricopa County’s population is Hispanic
• 8.4% (104,525) are enrolled in AHCCCS
• 17% (17,701) receive mental health/substance abuse services thru Magellan
• Unaware that AHCCCS covers mental health services
• Lack mental health information regarding different diagnostic category, efficacy,
  • mental health care treatments available,
  • benefits of obtaining services
• Fear being labeled as “crazy”
• Uninsured
• Turn to their friends, neighbors, school counselors or faith leaders for emotional support, advice
  and help
• Don’t see mental health as equally important as physical health
• Individuals engaged in the U.S. immigration process will also avoid services if they believe that
  their desire to remain in the U.S. is in jeopardy
• Language (most low income families are monolingual)
  • Rely on Spanish language media for information

Hispanic Community
Common Myths
• Don’t need the services
• Don’t care about their physical or mental health
• Latinos get mental health services from their primary care doctors.
• Cure their mental illness with herbal remedies or supplements.
• They all like rice and beans and enjoy salsa and merengue
Hispanic Community Outreach Techniques

- Presentations/Health Fairs
- One on One Meetings with Community Leaders/Influencers
- Town Hall Meetings
- Partnerships
- Spanish media
- Promotoras

Hispanic Community Lessons Learned

- Lack of information/insurance, #1 reason why Hispanics don’t seek or receive mental health services in Maricopa County.
- Must continue to educate primary health care providers/community leaders/influencers and Spanish media to help reduce stigma and facilitate access to mental health and substance abuse services to the Hispanic Community in Maricopa County.

Latino Initiative 85040

Teresa Peña - Cultural Competency Director
TOPena@MagellanHealth.com,
(602) 797-8329

Lonnie Rubio Jones - Women’s Health Coalition
whcofaz@aol.com
### Latino Initiative 85040

#### Research/Background

**Zip Code 85040 by Age**

<table>
<thead>
<tr>
<th>Age</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 5 years</td>
<td>6,438</td>
<td>10.2%</td>
</tr>
<tr>
<td>5-9 years</td>
<td>6,268</td>
<td>10.0%</td>
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<tr>
<td>10-19 years</td>
<td>11,187</td>
<td>17.8%</td>
</tr>
<tr>
<td>20-24 years</td>
<td>16,193</td>
<td>25.9%</td>
</tr>
<tr>
<td>25-34 years</td>
<td>6,225</td>
<td>9.8%</td>
</tr>
<tr>
<td>35-44 years</td>
<td>7,012</td>
<td>11.0%</td>
</tr>
<tr>
<td>45-64 years</td>
<td>12,350</td>
<td>19.6%</td>
</tr>
<tr>
<td>65-84 years</td>
<td>3,762</td>
<td>5.8%</td>
</tr>
<tr>
<td>85 years and over</td>
<td>434</td>
<td>0.7%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>62,948</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

**Zip Code 85040 by Race / Ethnicity**

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Number</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>10,358</td>
<td>16.5%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>14,025</td>
<td>22.4%</td>
</tr>
<tr>
<td>American Indian/Alaska Native</td>
<td>1,225</td>
<td>1.9%</td>
</tr>
<tr>
<td>Asian</td>
<td>510</td>
<td>0.8%</td>
</tr>
<tr>
<td>Native Hawaiian &amp; Other Pacific Islander</td>
<td>122</td>
<td>0.2%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>36,690</td>
<td>58.3%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>62,948</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

### Latino Initiative 85040

#### Outreach Techniques

- Malena Albo – Magellan
- Richard Clarke – Magellan
- Alejandro Zavala – Magellan
- Kurt Shepard – Val de Sol
- Pedro Cere — Dianeros Por la Causa
- Lourdes Babin Jones – Women’s Health Coalition
- Reyna Gonzales – Promotora
- Domingo Santos – People of Color Network
- Jennifer Turk – City of Phoenix
- Teresita Pena – Magellan
- Jimmie Murfin – Roosevelt School District
- Brenda Rodriguez – Head Start
- Greg Dicarry – Magellan MY LIFE
- Ramiro Canales – Magellan
- Norma Garcia-Tomes – Department of Behavioral Health Services
- Amy Hurting – South West Network
- Sharon Kueik – Friendly House
- Rosa Salazar – People of Color Network

### Latino Initiative 85040

#### Common Myths

- What are some of the barriers to accessing mental/behavioral health and substance abuse treatment?
  - Lack of information
  - Embarrassment
  - Shame
  - Fear

- What are some of the barriers to accessing mental/behavioral health and substance abuse treatment?
  - Unavailability of behavioral health and where to get services
  - Afraid of being labeled
  - Language
  - Lack of desire to get better
  - Transportation
Magellan Health Services of Arizona is the Regional Behavioral Health Authority for central Arizona, which includes all of Maricopa County and part of Pinal County.

Funds for services are provided through a contract with the Arizona Department of Health Services/Division of Behavioral Health Services and the Arizona Health Care Cost Containment System.

Questions & Comments