IMPROVING CLIENT ENGAGEMENT AND RETENTION IN YOUR PROGRAM THROUGH CULTURAL COMPETENCY

COPE COMMUNITY SERVICES, Inc.

PRESENTERS:

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Everyone close your eyes

Don’t open them until we tell you

Do not talk. Do not tell others what they have on their backs. NO CHEATING...
MAINSTREAM AND MARGIN

Mainstream

- Belonging to or characteristic of a principal, dominant, or widely accepted group, movement, style, etc.: normal, typical, usual. Not always the MAJORITY.

Margin

- Those who have to adapt to what the mainstream sets up.
The bad news is...We are all like this.

The good news is that we can learn from our margin experience, so we can act better when we are in the mainstream.

**Handout:**

The mainstream and margin depend on the setting and situation you are in.

**Example:** The COPE Women’s Center
INTEGRATING CULTURE INTO PROGRAM PLANNING

- Who is your target population?
- What are their basic needs?
- What are their cultural needs?
- What/Who is their current support?
- What are the gaps in services?
- What have the challenges been for current programs serving this population?
  - Needs Assessment
  - Outreach Efforts
Strategic Prevention Framework

- **Needs Assessment** - assess their needs based on epidemiological data.

- **Capacity Building** - building infrastructure at all levels to sustain effective program strategies.

- **Planning** - development of a strategic plan that involves policies, programs, and practices that create a logical data driven plan to address problems identified.

- **Implementation** - taking action guided by the strategic plan.

- **Evaluation** - measuring the impact of the implemented programs, policies, and practices.

- **Sustainability and Cultural Competence** - promoting and encouraging community groups or other public and private sectors to collaborate in an effort to resolve mutual issue of concern.
OUTREACH EFFORTS

- Marketing Material and Personal Invitations
- Target Population
- Location
- Effectiveness
- Establishing Repoire
- Maintaining Community Contacts
- Referrals from Clients/Peers
• Is the program conveniently located for your population?

• Transportation concerns?
  - Geographic mapping
  - Socioeconomic mapping
  - Need vs. Accessibility
  - Community acceptance
STAFF RECRUITMENT

- Gender specific
- Bi-Lingual
- Experience
- Motivation
- Cultural Competency Sensitivity/Training
- Promotora Model
INTEGRATING CULTURE INTO PROGRAM IMPLEMENTATION

• Intake Process
  - Are cultural values taken into account when developing treatment goals?
  - What accommodations need to be/can be made for the client?
  - Provide examples (Culture Posters)
EVIDENCE BASED TREATMENT APPROACHES

• Cognitive Behavioral Therapy (CBT)

• Motivational Interviewing (MI)

• Promotora Model

• Care Coordination
COGNITIVE BEHAVIORAL THERAPY

- Based on the Cognitive Model of Emotional Response.

- Based on the idea that our thoughts cause our feelings and behaviors, not external things, like people, situations, and events.

- The goal of CBT is to teach patients that while they cannot control every aspect of the world around them, they can take control of how they interpret and deal with things in their environment.
Motivational interviewing is non-judgmental, non-confrontational and non-adversarial. The approach attempts to increase the client's awareness of the potential problems caused, consequences experienced, and risks faced as a result of the behavior in question.

**Adversarial**
1. Involving or characterized by conflict or opposition.
2. Opposed; hostile.
Promotoras, also referred to as lay health advisors or Community Health Workers (CHWs), have been used to target hard-to-reach populations through peer education.

Promotoras are community members who serve as liaisons between their community and health, human and social service organizations.

This means promotoras are members of the communities with which they liaise.

They take the community health worker model one step further because they speak the same language, come from the same neighborhood and (commonly) share some life experiences with the community members they serve.
Care Coordination provides services that span the continuum of care and is:

- client focused
- timely, accessible
- evaluated for improvement
- based on ethical practice
- respectful of client rights
- responsive to other care providers
FAMILY AND PEER INVOLVEMENT

- Importance
- Boundaries
- Caution
- Encouragement and Support
ACTIVITY

DIVERSITY BINGO!

How diverse are you?
LOCATING CLIENTS FOR APPOINTMENTS, FOLLOW UP, ETC.

• Locator Information

• Importance of staying in touch for continued care

• Allow you to learn more about your client (i.e. where they hang out at, who they hang out with, who they consider their emergency contacts, where they live or camp out, etc).
ACTIVITIES AND CELEBRATIONS

• How can you tie in cultural values into activities/celebrations?
• Are there holidays that are important to your clients that can be celebrated or recognized?
• Activities that involve the client’s support groups
• Celebrations that encourage achievement in the program.
• Should be geared to the preference of the clients.
COMMUNITY INVOLVEMENT

• **Advisory Group**
  - mutual benefits
  - network and collaboration - TEAM
  - pride and ownership

• **Legal System**
  - support
  - consistency
  - empathic intelligence
  - solution oriented
INTEGRATING CULTURE INTO PROGRAM EVALUATION

• **Focus Groups consisting of participants in the program**
  - How to plan and implement group
  - Use effective feedback to make improvements in implementation of program.

• **Client Satisfaction Survey**
  - Include culturally specific questions in regard to implementation of program.
  - Use results to make improvements in program.
FURTHER QUESTIONS, COMMENTS, CONCERNS...
THANK YOU...

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LOOK UNDER YOUR CHAIR...

Who got the green star?