



CENTRAL HEALTH

Our Vision

Central Texas is a model healthy community.

Our Mission

By caring for those who need it most, Central Health improves the health of our community.

Our Values

Central Health will achieve excellence through:

Stewardship - We maintain public trust through fiscal discipline and open and transparent communication.

Innovation - We create solutions to improve healthcare access.

Right by All - By being open, anti-racist, equity-minded, and respectful in discourse, we honor those around us and do right by all people.

Collaboration - We partner with others to improve the health of our community.

STRATEGIC PLANNING COMMITTEE MEETING

Wednesday, November 8, 2023, 1:00 p.m.

Videoconference meeting¹

A quorum of the Committee and the presiding officer will be present at:

Central Health Administrative Offices
1111 E. Cesar Chavez St.
Austin, Texas 78702
Board Room

Members of the public may attend the meeting at the address above, or observe and participate in the meeting by connecting to the Zoom meeting link listed below (copy and paste into your web browser):

<https://us06web.zoom.us/j/89471070610?pwd=GqaCNZeKUbgmTlfaTwZZjowcqUObj0.1>

Meeting ID: 894 7107 0610

Passcode: 384259

Links to livestream video are available at the URL below (copy and paste into your web browser):

<https://www.youtube.com/watch?v=oYIGR7FOW18>

Or to participate by telephone only:

Dial: (346) 248 7799

Meeting ID: 894 7107 0610

Passcode: 384259

The Committee may meet via videoconference with a quorum present in person and allow public participation via videoconference and telephone as allowed under the Open Meetings Act. Although a quorum of the Committee will be physically present at the location posted in this meeting notice, we strongly encourage all members of the public to observe the meeting virtually

and participate in public comment, if desired, through the virtual meeting link or telephone number listed on this meeting notice.

Members of the public who attend in person should conduct a self-assessment before coming to the building to ensure they do not have a high temperature or any symptoms of COVID-19. Anyone who is symptomatic and/or has a fever should contact their healthcare provider for further instructions. Symptomatic members of the public can still participate, if desired, through the virtual meeting link or telephone number listed on this meeting notice. Resources related to COVID-19 can be found at the following link:

<https://www.centralhealth.net/covid-info/>.

A member of the public who wishes to make comments virtually during the Public Communication portion of the meeting must properly register with Central Health **no later than 11:30 a.m. on November 8, 2023**. Registration can be completed in one of three ways:

- Complete the virtual sign-in form at <https://www.centralhealth.net/meeting-sign-up/>;
- Call 512-978-9190 and leave a voice message with your full name, your request to comment via telephone, videoconference, or in-person at the meeting; or
- Sign-in at the front desk on the day of the meeting, prior to the start of the meeting.

Individuals who register to speak on the website or by telephone will receive a confirmation email and/or phone call by staff with instructions on how to join the meeting and participate in public communication.

PUBLIC COMMUNICATION

Public Communication rules for Central Health Committee meetings include setting a fixed amount of time for a person to speak and limiting Committee responses to public inquiries, if any, to statements of specific factual information or existing policy.

COMMITTEE AGENDA²

1. Review and approve the minutes of the October 18, 2023 Strategic Planning Committee meeting. (*Action Item*)
2. Receive and discuss an update on the Central Health Community Healthcare Initiative Fund (CHIF). (*Informational Item*)
3. Receive and discuss an update on the Unified Branding Initiative for the Central Health Enterprise. (*Informational Item*)
4. Receive and discuss possible medical care and related support services in collaboration with the Sobering Center located in Austin, Texas.³ (*Informational Item*)
5. Confirm the next Strategic Planning Committee meeting date, time, and location. (*Informational Item*)

¹ This meeting may include a member of the Strategic Planning Committee participating by videoconference. It is the intent of the presiding officer to be physically present and preside over the meeting at Central Health Headquarters, 1111 Cesar Chavez, Austin, Texas 78702. This meeting

location will be open to the public during the open portions of the meeting, and any member participating by videoconference shall be visible and audible to the public members in attendance whenever the member is speaking. **Members of the public are strongly encouraged to participate remotely through the toll-free videoconference link or telephone number provided.**

- ² The Strategic Planning Committee may take items in an order that differs from the posted order and may consider any item posted on the agenda in a closed session if the item involves issues that require consideration in a closed session and the Committee announces that the item will be considered during a closed session. A quorum of Central Health's Board of Managers may convene or participate via videoconference to discuss matters on the Committee agenda. However, Board members who are not Committee members will not vote on any Committee agenda items, nor will any full Board action be taken.
- ³ Possible closed session discussion under Texas Government Code §551.071 (Consultation with Attorney).

Any individual with a disability who plans to attend or view this meeting and requires auxiliary aids or services should notify Central Health as far in advance of the meeting day as possible, but no less than two days in advance, so that appropriate arrangements can be made. Notice should be given to the Board Governance Manager by telephone at (512) 978-8049.

Cualquier persona con una discapacidad que planea asistir o ver esta reunión y requiera ayudas o servicios auxiliares debe notificar a Central Health con la mayor anticipación posible de la reunión, pero no menos de dos días de anticipación, para que se puedan hacer los arreglos apropiados. Se debe notificar al Gerente de Gobierno de la Junta por teléfono al (512) 978-8049.

Central Health Board of Managers Shared Commitments **Agreed adopted on June 30, 2021**

Whereas, the Board of Managers of Central Health has come together as a governing body to ensure the Vision of Central Health: Central Texas is a model health Community;

Whereas, the Board of Managers of Central Health bring this vision into reality by enacting the mission of caring for those who need it most and thereby improving the health of our community;

Whereas, the Board of Managers of Central Health achieves excellence toward this vision and mission through the stated values of Stewardship, Innovation, Respect, and Collaboration;

Whereas, the Board of Managers of Central Health further known as we in this document understand that systemic racism is the root of health inequities that emerge from a history of racism in Texas including Travis County that contributes to the social determinants of health that play a primary role in producing inequitable health outcomes;

Whereas, as an organization, Central Health is anti-racist and committed to a diverse and inclusive culture that seeks equity and social justice in the pursuit of its mission:

1. We Commit to informing all of our actions as Board Managers with the understanding that we are accountable to recognizing and to interrupting systems of oppression. This includes understanding the power structure in the United States, and Texas, and Travis County, that advantages certain community members and has historically disadvantaged other community members based on the color of their skin, race, ethnicity, language, and/or other characteristics. We further understand that to disrupt this power structure and the health inequities it produces, we must collaborate to collectively respond to the lived realities of all ethnicities, races, and identities disadvantaged within this system and all historically oppressed identities and communities disadvantaged within this system. We Commit to understanding that when disadvantaged communities compete against each other, we all lose in this system, and the only way forward is to work together for the benefit of all oppressed communities collectively.
2. We Commit to a model of Generative Leadership which requires us to understand and practice collaboration and accountability demonstrated by following our agreed upon meeting procedures and ensuring all members have the opportunity for comparable speaking time. We further Commit to intentionality prior to speaking including: considering: what is the goal of what I

want to share; is this the right time to share it; and is this in keeping with our collective goal for this particular moment within this particular meeting?

3. We Commit to Generative Conflict which includes engaging in disagreements and differences in perspective in a way that deepens relationships and trust by expanding knowledge and understanding of each other, including expecting our ideas to be expanded and enriched by learning and engaging with other Board Manager ideas, choosing curiosity over competition of ideas, and anchoring our conversations in our common purpose.
4. We Commit to practicing emotional intelligence as leaders which includes being aware of our own emotions and reactions and managing them, as well as being aware of our impact on others and managing this impact for the collective good when we are in our role as Board Managers.
5. We Commit to being aware of our own privileges and advantages in the sociopolitical and economic structure of the United States, Texas, and Travis County to use these for the benefit of interrupting inequities across historically disadvantaged identities.
6. We Commit to preventing the commission of microaggressions through the awareness of the history and oppression of diverse identities and communities. To this end, we Commit to strive to learn the historical context informing the lived realities of all historically oppressed identities and communities, and to use this to prevent use of language and commission of actions that can be harmful given these histories.
7. If we inadvertently commit a microaggression, we strive to immediately become aware on our own of the harm we have caused. If another Board Manager generously helps us become aware of a microaggression we have committed we welcome the support in our learning and growing process as a leader and immediately express appreciation for having made us aware, own the mistake we have made, acknowledge the impact of the harm we have caused, and engage repair through apology and the articulation of what we will do to avoid the repetition of such harm in the future.
8. If we observe one of our fellow Board Managers commit a microaggression, we Commit to calling them in by letting them know in a respectful and kind manner of the mistake that has been made.
9. We understand that many of us, as survivors of historically oppressed identities and communities, carry internalized narratives of oppression, and we can inadvertently express these oppressions against others in ways that cause harm and we Commit to the same process identified in 7 and 8 to engage repair and return to generative collaborative processes.
10. We understand that even without the history of oppression potentiating the weight of harm, expressions of prejudice and rudeness can also cause harm to our shared aims, and we Commit to the same process identified in 7 and 8 to engage repair and return to generative collaborative processes.

11. We Commit to using our Racial and Social Justice Framework (next page) for decision-making as we work together for the collective good of our communities as we eradicate health inequities and create a model healthy community.
12. We understand that we are entrusted with a vital responsibility for our communities and are accountable stewards for the time and resources available to our Board of Managers. We understand that these commitments are entered into to ensure responsible stewardship of this time and resources through generative collaborative processes to reach our vision and mission and we agree that if we do not follow any one of these commitments we welcome our Board Manager colleagues to bring this to our attention through the agreed upon process reflected here and when this occurs, we commit to immediately acknowledging the mistake and engaging in a repair and correction process as indicated in these commitments so that our work to dismantle systemic racism and resulting barriers and achieve health equity can move forward.

Be it adopted that the above agreements will be honored and acted upon by each Board Manager as of 6/30/2021 and henceforth forward as indicated by signature below.

Board Manager Signature

Date

Board Manager Printed Name

Calling In and Repairing Harm

Calling In after Harm in Groups with Shared Values and Aims Stance

Hey, this thing you said/did hurt some folks or could hurt some folks.

A) Here's why that can be hurtful or,

B) Please do some research to learn the history of why that's hurtful.

Implied message: I know you are good and are on this journey with us and we are all going to make mistakes as we unlearn things.

Calling In after Harm in Groups with Shared Values and Aims Sample Language

- I know it wasn't your intention, but what you just said minimizes the horror of _____ e.g. the history of racism, enslavement, the holocaust, etc.
- I know it wasn't your intention but what you just said has the impact of implying that _____ are not competent or as intelligent as others.
- What you just said suggests that _____ people don't belong.
- That phrase has been identified as being disrespectful and painful to _____ people and it's important that we not use it.
- Oh, I have also used that term, but I have now learned that when we use it we are leaving out people who _____ or we are implying that _____ and the word people are learning to use now is _____.
- The term used now by people living with that identity is _____.

Repairing Harm after Microaggressions, Mistakes, and expressions of Prejudice

- Own / Name it
- Recognize the Impact
- Apologize (Do not share context or explanations)
- Make any amends that are possible
- State what you are going to do to learn and do better in the future.

Sample Language: Thank you so much for letting me know. You are right, I used this term or said that phrase and realize that it has the impact of minimizing the experience of _____ or implying that _____. I am deeply sorry and will practice learning the correct language and will research and learn more about this to ensure that I do not make this mistake and cause this harm in the future.

RACIAL and SOCIAL JUSTICE FRAMEWORK

Values and Anti-Racism/Anti-Oppression

- Is this consistent with our values?
- Are we taking steps so we cannot predict outcomes by race and other systemically disadvantaged characteristics?

Intentional and Accountable Storytelling

- What data are we using and has it been disaggregated by race? What is the source of the data? Who is it making visible and invisible? Whose experience is being centralized and whose is being marginalized in the data? Does the way we are using the data reflect the complexity of the issues and reflect the issues accurately?
- What are the stories and narratives we are telling? What is the purpose? Who is interpreting the meaning? Who's it meant for? Who's impacted and how?
- Are we refusing to be ahistorical? Are we fully considering history and the impacts of the historical context?

Power Analysis

- What are the power dynamics in this situation? What are the intersecting spheres of oppression at work in this situation?
- What are the cultural norms of white supremacy at work in this situation?
- Who would benefit and who would be harmed by this action/decision?
- Does this interrupt/disrupt or collude with/reinforce oppressive systems/power structures?
- If this is attempting a solution, where are we locating the problem?
- Does the solution/strategy we are proposing change the system or the individual?
- Who are we asking to change and why?

Relationships

- Who is in the room and who isn't and why? Who is sharing and who is not and why?
- Whose perspective is represented/who is left out? And who is doing the representing? Who do we believe, who do we find credible? Why? Why not?
- Whose experience is being centralized and whose experience is being marginalized? Who is gazing and who is being gazed upon?
- Are we boldly leading toward our racial justice aim by building a broad coalition of support?
- Are we operating from a similar/shared understanding of anti-racism work? Do we have a shared anti-racist understanding of where the problem is located and a shared anti-racist theory of change to generate a solution? Have we agreed upon a shared goal?



CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE

November 8, 2023

AGENDA ITEM 1

Review and approve the minutes of the October 18, 2023 Strategic Planning Committee meeting.
(Action Item)

MINUTES OF MEETING – OCTOBER 18, 2023
CENTRAL HEALTH
STRATEGIC PLANNING COMMITTEE

On Tuesday, October 18, 2023, a meeting of the Central Health Strategic Planning Committee convened in open session at 1:04 p.m. in person at the Central Health Administrative Offices and remotely by toll-free videoconference. Clerk for the meeting was Briana Yanes.

Committee members present in person: Chair Brinson, Manager Jones, and Manager Valadez (arrived at 1:09 p.m.)

Committee members present via audio and video: Manager Kitchen (departed at 2 p.m.)

Board members present via audio and video or in person: Manager Martin, Manager Motwani, and Manager Bell

PUBLIC COMMUNICATION

Clerk’s Notes: Public Communication began at 1:05 p.m. Chair Brinson announced that no speakers signed up for Public Communication.

COMMITTEE AGENDA

- 1. Review and approve the minutes of the September 6, 2023 Strategic Planning Committee meeting.**

Clerk’s Notes: Discussion on this item began at 1:05 p.m.

Manager Martin moved that the Committee approve the minutes of the September 6, 2023 Strategic Planning Committee meeting.

Manager Bell seconded the motion.

Chairperson Brinson	For
Manager Jones	For
Manager Kitchen	For
Manager Bell	For

- 2. Receive and discuss updates on Eastern Travis County Service Expansion.**

Clerk’s Notes: Discussion on this item began at 1:06 p.m. Ms. Stephanie McDonald presented a Central Health Eastern Travis County Expansion update. The presentation provided an update on the Hornsby Bend Health & Wellness Center, including the Grand Opening Event on October 21, 2023. She then gave an update on the progress of the Del Valle Health & Wellness Center. Lastly, she gave an update on the planning and design of the Colony Park Health & Wellness Center.

At 1:45 p.m. Chairperson Brinson announced that the Committee was convening in closed session to discuss agenda item 2 under Texas Government Code §551.071 Consultation with Attorney and Texas Government Code §551.072 Deliberation Regarding Real Property.

At 2:33 p.m. the Committee returned to open session.

- 3. Discuss Central Health owned or occupied real property and potential property for acquisition, lease, or development in Travis County, including pending issues and next steps in the redevelopment of the Central Health Downtown Campus, administrative offices of Central Health Enterprise partners, and new developments in Eastern Travis County.**

Clerk's Notes: Discussion on this item began at 1:16 p.m. Ms. Stephanie McDonald presented an update on the design of the Hancock Enterprise Headquarters and Multipurpose Care Site. The presentation included a look at the site plan, exterior renderings, and interior plans and renderings.

At 1:45 p.m. Chairperson Brinson announced that the Committee was convening in closed session to discuss agenda item 3 under Texas Government Code §551.071 Consultation with Attorney and Texas Government Code §551.072 Deliberation Regarding Real Property.

At 2:33 p.m. the Committee returned to open session.

- 4. Confirm the next Strategic Planning Committee meeting date, time, and location.**

Manager Valadez moved that the Committee adjourn.

Manager Martin seconded the motion.

Chairperson Brinson	For
Manager Jones	For
Manager Kitchen	Absent
Manager Valadez	For

The meeting was adjourned at 2:34 p.m.

ATTESTED TO BY:

Cynthia Brinson, Chairperson
Central Health Strategic Planning Committee

Cynthia Valadez, Secretary
Central Health Board of Managers



CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE

November 8, 2023

AGENDA ITEM 2

Receive and discuss an update on the Central Health Community Healthcare Initiative Fund (CHIF). (*Informational Item*)



AGENDA ITEM SUBMISSION FORM

This form is to provide a general overview of the agenda item in advance of posting for the Board meeting. Proposed motion language is a recommendation only and not final until the meeting and may be changed by the Board Manager making the motion. All information in this form is subject to the Public Information Act.

Agenda Item Meeting Date 11/08/2023

Who will present the agenda item? (Name, Title) Megan Cermak, Director of Public Health Strategy, Policy, and Disaster Response

General Item Description Receive an update on the Central Health Community Healthcare Initiatives Fund (CHIF).

Is this an informational or action item? informational

Fiscal Impact

Recommended Motion (if needed – action item) none

Key takeaways about agenda item, and/or feedback sought from the Board of Managers:

- 1) Receive reminder of the purpose of the Community Healthcare Initiative Fund pilot program.
2) Receive an update on the CHIF contractors progress to date.
3) Receive an update on the evaluation framework for the CHIF pilot
4)
5)

What backup will be provided, or will this be a verbal update? (Backup is due one week before the meeting.) A slide deck will be provided.

Estimated time needed for presentation & questions? 30 minutes to present, 15 minutes for questions

Is closed session recommended? (Consult with attorneys.) no

Form Prepared By/Date Submitted: Megan Cermak on 10/25/2023

CHIF PILOT YEAR 1 FINAL REPORT

Fall 2023



CENTRAL HEALTH

OVERVIEW



CENTRAL HEALTH

- **The Community Healthcare Initiative Fund (CHIF)** pilot program was created to support nonprofits working to address social factors of health outside the clinic for Travis County residents with low income in ways that align with Central Health's Healthcare Equity Plan.
- **FY2022-23 Focus Areas: Wellness and Prevention**
 - Diet, Nutrition, and Exercise
 - Health Literacy and Communication
 - Disease Prevention and Screening
 - Community Health Capacity Building

RFP ISSUANCE AND PROJECT SELECTION



CENTRAL HEALTH

- RFP Issued: Spring 2022
- Project Selection Finalized: Fall 2022
- 3 Community-Based Organizations (CBOs) engaged:
 1. Austin Voices for Education and Youth (AVEY)
 2. Common Threads
 3. Health Alliance for Austin Musicians (HAAM)

AVEY



CENTRAL HEALTH



CENTRAL HEALTH

Austin Voices for Education and Youth creates community collaboration to strengthen families, support kids and improve schools.

We believe our public schools can serve as powerful hubs for bringing neighborhoods, families and students together to increase equity and achieve positive change.



GOALS



CENTRAL HEALTH

Our Goals:

- Engaged communities.
- Empowered schools.
- Stable families.
- Successful students.

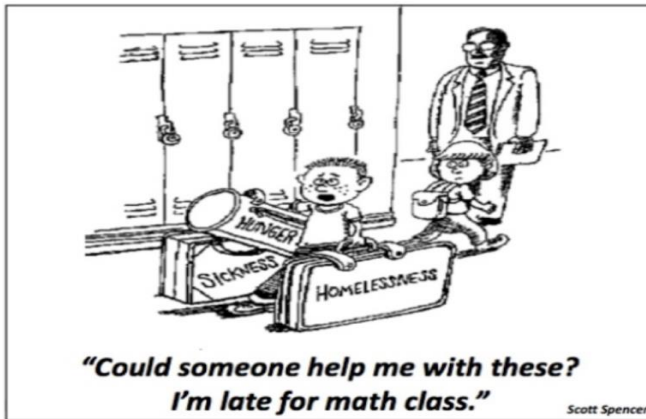


***“Every student in school, every day, ready to learn . . .
graduating and prepared for college, career and life.”***

***“It takes a community
to educate a child.”***

***“Together we can do more!”
“Juntos podemos hacer más!”***

OUR CHALLENGE



CENTRAL HEALTH

Poverty, crisis and sickness can cause “barriers to learning” for students:

- Lack of basic needs: food and clothing, transportation
- Lack of insurance and access to healthcare
- Lack of education and technology
- Loss of work, loss of income and financial stress
- Difficulty paying rent/utility bills and potential eviction
- Emotional stress, trauma, mental health crisis, grief, domestic violence
- Legal and immigration problems

OUR MODEL



CENTRAL HEALTH



Community schools are an “all hands on deck” school improvement model that joins a neighborhood school with a coordinated set of partners to make sure that ALL children have what they need to succeed.

OUR STRATEGY



CENTRAL HEALTH

AVEY's 6 Family Resource Centers are hubs of support for families of students in 20 of AISD's Title I schools, in 4 vertical teams (Navarro, Northeast, Eastside & Travis):

Working in collaboration with AISD's Parent Support Specialists and Multi-Tiered Child Study System to provide tiered services:

- Tier 1 - Information for all families
- Tier 2 - Responsive social services
- Tier 3 - Family case management

Coordinating and leveraging programs, services and resources of community partners to support students, families and community members



OUR LOCATIONS



CENTRAL HEALTH



- Burnet FRC: Burnet MS & Cook ES
- Dobie FRC: Dobie MS, Northeast ECHS, International HS & Barrington ES, Graham ES, Hart ES & Walnut Creek ES
- Houston FRC: Houston ES
- Martin FRC: Martin MS, Allison ES & Govalle ES
- Navarro FRC: Navarro ECHS/GPA & Wooldridge ES
- Webb FRC: Webb MS, Brown ES, Pickle ES, Winn ES, Northeast ECHS & International HS

OUR SOCIAL SERVICES



CENTRAL HEALTH



- **Responsive & Partner Services:**
 - MAP & State Benefits Enrollment Clinics
 - AVEY CTFB Food Distributions
 - Vaccine Clinics
 - Program enrollment (Blue Santa, turkeys)
- **Social Work Case Management:**
 - Rent/utility assistance
 - Parenting support
 - Support for children's education
 - Job searching assistance
 - Referrals and coordination with other health & social service providers
- **AVEY Call Center/Promotora Outreach**

OUR COMMUNITY SERVICES



CENTRAL HEALTH



- Community Block Leaders
- Promotoras de Salud
- Adult education classes
- Family and community engagement events
- Festivals & resource fairs
- Community school planning



OUR METHODS



CENTRAL HEALTH

- **We use Family Needs Surveys to:**
 - Obtain personal and contact information for family members
 - Assess health needs
 - Assess family needs
 - Assess adult education needs
 - Obtain consent to exchange information with AISD

- **We use Healthy Families Surveys to identify families who need:**
 - SNAP
 - MAP
 - Medicaid/CHIP
 - Insurance for pregnant women
 - Medical Home

- **AVEY Promotoras and Family Resource Centers do outreach to provide information about resources**

Date: _____

Community School Initiative Family Registration Form
Burnet Middle School (SY 2023-24)

The Community School Initiative connects students and families with educational, enrichment, health, and social services provided by Austin ISD, Austin Voices Family Resource Centers and community partners. By completing this form, myself and my family members identified below are registered for this initiative as long as my children are enrolled at an Austin ISD school.

Parent/Guardian Name: _____ Date of Birth: _____ Relationship to student: _____
 Parent/Guardian Name: _____ Date of Birth: _____ Relationship to student: _____

Race: American Indian/Alaska Native Asian Black/African American Native Hawaiian/Pacific Islander White 2+ Races

Ethnicity: Hispanic/Latino Non Hispanic/Latino Language: English Spanish Arabic Other: _____

Address: _____ Apt. #: _____ Zip: _____ How long at this address? _____ Years or _____ Months

Cell Phone: _____ Home Phone: _____ Email: _____

Total number of people in your household: _____ Number of children younger than 19 years old: _____

Children's First and Last Names	Date of Birth	School	Grade	AISD Student ID #

Family Needs Survey

The survey provides information to help us understand and serve your needs. Responses will be used to provide referrals to services and plan future services. Data is kept in locked files and on secure servers. To better refer to services we share survey data with our community partners. Partners include Austin Independent School District (AISD), Austin Voices for Education and Youth (AVEY) and agents of the Family Resource Centers (FRC), Communities in Schools (CIS), and United Way of Greater Austin. All partners are contractually bound to strict data privacy policies. No information is shared with outside parties or service providers without your consent. By completing this survey, you are granting permission for use. Providing answers to the survey is optional.

1. Do you have internet at home? No Yes; type(s): _____ Phone data plan Hotspot Cable/Internet provider WiFi
2. Are you new to this school this year? No Yes - where did your child attend school last year? _____
3. What kind of medical insurance do all the children in your household have? (Please check all that apply)
 Medicaid CHIP MAP Sliding fee scale (Clinic Card) Private insurance Affordable Care Act None

Healthy Families Survey

Promotora: _____ Date: _____ Time: _____

Step #1 The information you provide on this survey is voluntary and will be used to identify services that may be available to your family.

Name: _____ Age: _____ DOB: _____ Phone: _____ Email: _____
 Address: _____ Apt # _____ Zip Code _____ AISD School: _____

Race: African American Hispanic/Latino White Asian Bi-racial Other: _____

How long have you lived in the Austin area? 0-6 mos 6-12 mos 1-2 yrs 3-4 yrs > 5 yrs

Do you have SNAP (food stamps)? No Yes Are you interested in applying for SNAP (food stamps)? No Yes

Is anyone in your household pregnant? No Yes - Does she have health insurance? No Yes

Where do you go if an ADULT in your family is sick?
 Private doctor Clinic Emergency Room I don't go anywhere Other _____

Where do you go if a CHILD in your family is sick?
 Private doctor Clinic Emergency Room I don't go anywhere Other _____

How many times last year did your family go to the emergency room? 0 1 2 3 >4

Please list all the people in your household and the type of insurance each person has:

Name & Age of ADULTS in the household (> 19 years)	No insurance	MAP	Sliding Fee Scale	Medicaid	CHIP Perinatal	ACA/Private Insurance

Name & Age of CHILDREN in the household (< 19 years)	No insurance	MAP	Sliding Fee Scale	Medicaid	CHIP	ACA/Private Insurance

Service Tracking

Step #2 Identify needs No needs identified Needs SNAP Needs a clinic Children uninsured Adults uninsured Pregnant women uninsured

Step #3 Obtain consent to refer to: AVEY FRCs Central Health Central TX Food Bank Prosper Center CommUnity Care Lone Star Circle of Care People's Community Clinic

Step #4 Take action Provide flyer: *Healthy Families, Healthy Communities*. Refer to a clinic: CommUnity Care Refer to CTFB for SNAP/Medicaid by *findhelp.org* Lone Star Clinic Refer to Prosper Health Coverage by *findhelp.org* MAP Appointment in _____ FRC People's Clinic Date of MAP appt: _____ Time: _____

Assist. Housing Transportation Counseling/Mental Health Services college After school programs in prison? No Yes

all that apply in English in Spanish) cooking finances pool assistance and email teachers) A computer at home? No Yes

7.17.2023 Please see other side

OUR SOCIAL SERVICES



CENTRAL HEALTH



- **Responsive & Partner Services:**
 - MAP & State Benefits Enrollment Clinics
 - AVEY CTFB Food Distributions
 - Vaccine Clinics
 - Program enrollment (Blue Santa, turkeys)
- **Social Work Case Management:**
 - Rent/utility assistance
 - Parenting support
 - Support for children's education
 - Job searching assistance
 - Referrals and coordination with other health & social service providers
- **AVEY Call Center/Promotora Outreach**

We coordinate a Community Resource Guide

Quick Link Guide to Community Resources in Austin
Guía de enlace rápido a recursos comunitarios en Austin

		Food / Comida			Legal / Legal
		Clothing / Ropa			Immigration / Inmigración
		Housing / Vivienda			Transportation / Transportación
		Healthcare & COVID-19 / Cuidado de la salud y COVID-19			Financial Resources / Recursos financieros
		Mental Health & Counseling / Salud Mental y Consejería			Adult Education Catalog / Catálogo de educación para adultos Adult Education Guide/Guía
		Dental / Dental			Employment / Empleo
		Pregnancy / Embarazo			Early Childhood / Niños pequeños
		Immunizations / Vacunas			After School and Youth Programs / Programas juveniles después de la escuela
		Austin ISD website AISD Parent Portal			Family Support & Social Services / Servicios sociales y apoyo para familias
		FindHelp/YSM (Youth Services Mapping)/Mapeo de servicios juveniles			ConnectATX (Online) 2-1-1 Phone Navigation Center / 2-1-1 Centro de navegación por teléfono

Austin Voices for Education and Youth
 Compiled by Austin Voices for Education and Youth
 For information and submissions: info@austinvoices.org

We coordinate an Adult Education Guide and Catalog

Quick Link Guide for Adult Education in Austin
Guía de enlace rápido para educación de adultos en Austin

		Adult Education Catalog / Catálogo de la Academia de Adultos			Quick Link Guide to Community Resources / Guía de recursos comunitarios
		ESL Classes / Clases de inglés para adultos			COVID-19 Information / Información COVID-19
		GED & Adult Basic Education Classes/Clases de GED y educación básica de adultos			Adult Academy Catalog - Spring 2023 / Catálogo de Academia para adultos: Primavera 2023
		Computer Classes / Clases de computación			Adult Academy Catalog - Spring 2023 / Catálogo de Academia para adultos: Primavera 2023
		College & Employment Skills Training / Colegio y Entrenamiento para habilidades laborales			Adult Academy Catalog - Spring 2023 / Catálogo de Academia para adultos: Primavera 2023
		Money Management Workshops / Talleres de manejo de dinero			Adult Academy Catalog - Spring 2023 / Catálogo de Academia para adultos: Primavera 2023
		Healthy Cooking & Gardening Classes / Clases de cocinar saludable y jardinería			Adult Academy Catalog - Spring 2023 / Catálogo de Academia para adultos: Primavera 2023
		Exercise Classes / Clases de ejercicio			Adult Academy Catalog - Spring 2023 / Catálogo de Academia para adultos: Primavera 2023
		Austin ISD			Adult Academy Catalog - Spring 2023 / Catálogo de Academia para adultos: Primavera 2023
		AISD Parent Portal / AISD portal para padres			Adult Academy Catalog - Spring 2023 / Catálogo de Academia para adultos: Primavera 2023

Adult Academy Catalog - Spring 2023
Catálogo de Academia para adultos: Primavera 2023
 compiled by /compilado por Austin Voices for Education and Youth
 For more information on these classes / Para más información sobre las clases: [Guide to Adult Education / Guía de educación de adultos](#)

Adult Basic Education / Cursos de Educación Básica para Adultos	Organization / Organización	Description / Descripción	Flyer / Folleto	Registration Link / Enlace de Registro
Community Block Leader Program / Programa de Líder de bloque comunitario		Become a community leader! ¡Sé una líder de la comunidad! Zoom for meetings, Thursdays, 1pm-2pm/ Zoom para reuniones, jueves, 1pm-2pm: https://us02web.zoom.us/j/88174438167	https://drive.google.com/file/d/1wo0bAm1t0X0cKdteGyP9aBus8CSGzdk/view?usp=share_link	https://forms.gle/R74Uk1Pch3taRkXA New Leader Orientation, 1st Monday, 2pm-3pm
ESL Classes / Clases de Inglés		Students may pre-register to attend in person or virtual ESL classes. Los estudiantes pueden preinscribirse para asistir a las clases de ESL en persona o virtualmente. (512) 414-0548 carla.roberson@austinisd.org	https://drive.google.com/file/d/11G0M1stRM8mWQeObywT4w03iGCA9Kviaw7usp=share_link	https://forms.gle/xBe8pABUfeRzy57N7 Registration for Spring 2023 is closed. Pre-register for Fall 2023
ESL Classes / Clases de Inglés		FREE courses to help adults learn English Cursos GRATUITOS para ayudar a los adultos aprender inglés (512) 223-5123 adulted@austincc.edu	https://drive.google.com/file/d/17P-CPaz_G6wezvdf1PtW0o1uo3fVWNi/view?usp=sharing	https://www.austincc.edu/academic-and-career-programs/adult-education/english-as-a-second-language-esl
English practice / Children's stories and Reading Club / Practica de Inglés Cuentos para niños y Club de Lectura		Talk Time helps you practice speaking English to improve your English speaking skills. Stories for children and Reading Club. Talk Time le ayuda a practicar la conversación en inglés y así mejorar su habilidad de hablar en este idioma. Cuentos para niños y Club de Lectura. comunidadesatn@sre.gob.mx 737-231-1671 o 512-382-2833		https://library.austintexas.gov/events/calendar
Plazas Comunitarias (adult basic education classes in Spanish / Clases de educación		FREE adult basic education course in Spanish to learn to read, write and do basic math.	https://drive.google.com/file/d/17w11IEPYvsFOCIN0eUQRiDcOSIMXixR5/view?usp=share_link	https://forms.gle/3v8evY7X9F2oytM7

Austin Voices for Education and Youth
 Compiled by Austin Voices for Education and Youth
 For information and submission: info@austinvoices.org

OUR METHODS



CENTRAL HEALTH

- **Healthy Families. Healthy Communities. Campaign:**
 - COVER with insurance
 - CONNECT to a medical home
 - PREPARE with checkups/physicals
 - PROTECT with vaccines
- **Healthcare Catalog connects to resources**

AVEY Healthcare Catalog - Fall 2023
Catálogo de salud de AVEY - Otoño 2023
 compiled by /compilado por Austin Voices for Education and Youth

[Healthy Families, Healthy Communities campaign flyer/ Folleto de la campaña de Familias Sanas, Comunidades Saludables.](https://drive.google.com/file/d/1FodkoCvbWo_884_TkkDBteIze6E1stW/view?usp=share_link)
[AVEY Health Insurance Clinic Flyer SEPTEMBER / Folleto de la Clínica de Seguros Médicos de AVEY para SEPTIEMBRE:](https://drive.google.com/file/d/1olhHECvVRwY9vOn4ETcpDNLjR4xVfVq/view?usp=drive_link)
[AVEY Vaccine Clinic Calendar / Calendario de Clínicas de vacunas:](https://docs.google.com/document/d/19t-Uj6etAIDUL6dd4FHJKAlnISBxd8sF_K3KrLqCW8Y/edit?usp=sharing)
[Austin Voices Call Center / Centro de llamadas Austin Voices: 512-493-4288](https://docs.google.com/document/d/19t-Uj6etAIDUL6dd4FHJKAlnISBxd8sF_K3KrLqCW8Y/edit?usp=sharing)

AVEY Burnet Family Resource Center: 512-414-4341 **AVEY Martin Family Resource Center: 512-414-4348**
AVEY Dobie Family Resource Center: 512-414-3443 **AVEY Navarro Family Resource Center: 512-414-4344**
AVEY Houston Family Resource Center: 512-414-4355 **AVEY Webb Family Resource Center: 512-414-4345**

1- COVER - Obtain health insurance coverage for your family
CUBRIR - Obtenga cobertura de seguro médico para su familia

Type of Healthcare Coverage	Organization / Organización	Description / Descripción	Website / sitio de web	Registration Link / Enlace de registro
Austin Voices FRC Health Insurance Clinics Clínicas de Seguro Médico de Centros de recursos de Austin Voices	 	Need help applying for or renewing MAP, Medicaid or SNAP benefits? Austin Voices and the Dell Children's Health Plan can help! Appointments are available at the Dobie and Webb Family Resource Centers this summer. ¿Necesita ayuda para solicitar o renovar los beneficios de MAP, Medicaid o SNAP? ¡Austin Voices y Dell Children's Health Plan pueden ayudar! Las citas están disponibles en los Centros de Recursos para la Familia Dobie y Webb este verano. Tuesdays/martes, 9am-1pm - Dobie FRC Wednesdays/miércoles, 9am-1pm - Webb FRC Thursdays/jueves, 9am-1pm - Houston FRC	Flyer: https://drive.google.com/file/d/1olhHECvVRwY9vOn4ETcpDNLjR4xVfVq/view?usp=drive_link	Request a Health Insurance Clinic Appointment / https://forms.gle/AsxiFnhatiELyS5t9 Pedir una cita en clínica de seguro médico https://forms.gle/AsxiFnhatiELyS5t9

SY 2023-24

**HEALTHY FAMILIES
HEALTHY COMMUNITIES**

CLICK [HERE](#) OR SCAN THE QR CODE WITH YOUR PHONE CAMERA TO FIND RESOURCES

SCAN ME

- 1 COVER** Obtain health insurance coverage for your family
- 2 CONNECT** Establish a primary care provider/medical home for your family
- 3 PREPARE** Get health well check-ups, sports & band physicals
- 4 PROTECT** Ensure immunizations are up to date (especially PreK, Kinder & 7th graders), obtain Flu & COVID vaccines for those over 6 months of age

OUR PROJECT



CENTRAL HEALTH

In alignment with the goals of Central Health's Community Health Initiative Fund, AVEY FRC staff, Call Center and Promotoras will:

- Conduct a comprehensive annual assessment of the needs of families at 20 community schools in the I-35 Corridor.
- Assess families for unmet needs related to health, food, housing and adult education
- Provide information, referrals and direct services related to health needs, including assisting families in applying for MAP and state benefits

OUR OUTPUTS



CENTRAL HEALTH

Outputs from 11/1/2022 to 11/1/2023 (11 months)	Actual	Target	Status
Total clients enrolled	25,565	15,000	Exceeded
Total families enrolled	11,289	5,500	Exceeded
Total families who completed a Family Needs Survey	2,858	3,000	95%
Total client contact Encounters	19,192	10,000	Exceeded
Total clients served	7,681	4,500	Exceeded
Clients served by Outreach	2,304	2,500	92%
Clients served by AVEY Call Center/COVID Hotline	2,612	4,000	65%
Clients served by Responsive Services	5,738	4,500	Exceeded
Clients served by Case Management	420	400	Exceeded
Clients served by a Partner	987	300	Exceeded
Clients served with multi-session Adult Education classes	311	400	78%
Clients attended Family/Community Engagement events	3,457	3,000	Exceeded

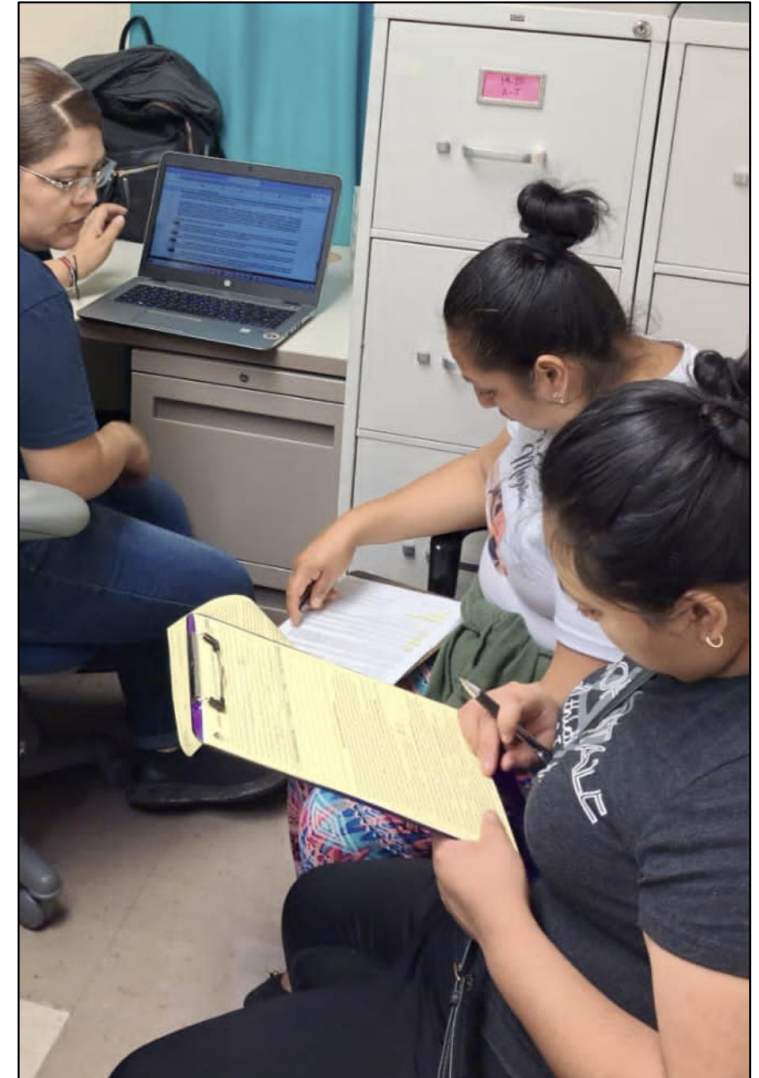
OUR OUTCOMES



CENTRAL HEALTH

Goal #1: AVEY will do a comprehensive annual assessment of the needs of families through 20 community schools in the I-35 Corridor.

- **Family Survey Goal = 3000 surveys**
(11/1/22 to 11/1/23)
 - **2858** - Family Needs Surveys completed (in the AVEY database)
 - **1131** - Healthy Families Surveys completed
 - **3989** Total families surveyed in 11 months (750+ surveys have not been entered into the AVEY database)



OUR OUTCOMES



CENTRAL HEALTH

Goal #2: AVEY will address unmet health needs in families served.

“Unmet needs are met”

Goal = 85% of 3000 families served

(11/1/22 to 11/1/23)

- **Unmet health needs met**
 - 4119 / 4233 = **97.3%**
- **AVEY FRC Health Insurance Clinics held weekly from March to October from 9am to 1pm in collaboration with Dell Children’s Health Plan**
 - **394** AVEY MAP applications submitted
 - **798** AVEY MAP appointments
 - **49%** AVEY MAP Clinic show rate
 - **117** DCHP state benefits appointments
 - **57** DCHP state benefits apps submitted
 - **49%** DCHP state benefits show rate
- **Health insurance screening, health resources and referrals, Flu, COVID, Adult and Children’s vaccines**



OUR OUTCOMES



CENTRAL HEALTH

Goal #3: AVEY will address unmet food needs as social determinants of health in families served.

“Unmet needs are met”

Goal = 90% of 4000 families served (11/1/22 to 11/1/23)

- **Unmet food needs met**
 - $6207 / 6218 = 99.8\%$
- **AVEY Central Texas Food Bank weekly drive-thru and Family Resource Center walk-in food distributions**



OUR OUTCOMES



CENTRAL HEALTH

Goal #4: AVEY will address

unmet housing needs as social determinants of health in families served.

“Unmet needs are met”

Goal = 90% of 900 families served
(11/1/22 to 11/1/23)

- Unmet housing needs met
 - 644 / 677 = 95.1%
- Austin Energy Plus 1 assistance, rent assistance, homelessness prevention, information and referrals for housing resources



OUR OUTCOMES



CENTRAL HEALTH

Goal #5: AVEY will connect adults to adult education opportunities to improve their life skills and employability.

Adult education multi-session class enrollment Goal = 400 participants

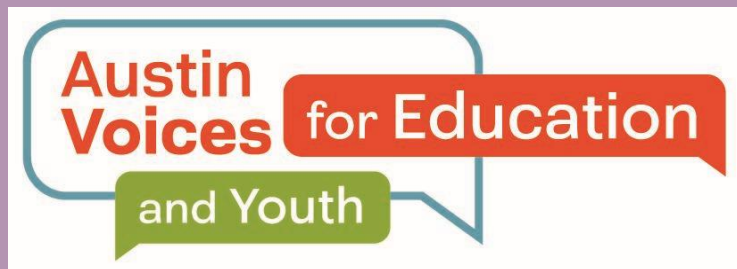
(11/1/22 to 11/1/23)

- 311 unique participants
- ESL, GED, Plaza Comunitarias, Computer Skills, Promotora Training, Austin Moves Walking Groups, Central Health Champions, Strong Start Parenting Classes



**THANK YOU FOR THE OPPORTUNITY TO PARTNER
WITH CENTRAL HEALTH TO IMPROVE THE HEALTH
AND WELLBEING OF THE COMMUNITY!**

WWW.AUSTINVOICES.ORG



COMMON THREADS



CENTRAL HEALTH



Common Threads provides children and families cooking and nutrition education to encourage healthy habits that contribute to wellness.

We equip under-resourced communities with information to make affordable, nutritious and appealing food choices wherever they live, work, learn, and play.

We know that food is rooted in culture and tradition so we promote diversity in our lessons and recipes, encouraging our participants to celebrate the world around them.

GOALS



CENTRAL HEALTH

- Address health and nutrition disparities that exist across communities in Travis County
- Focus on nutrition education and skill-building, with an emphasis on knowledge change as the short-term outcome and behavior change as the medium-term to long-term outcome.
- Equip a generation of children and families with knowledge needed for a healthier life & empower them as agents of change for healthier schools and communities.

SUMMARY OF PROGRAMS



CENTRAL HEALTH

Small Bites	Family Cooking Class	Caregiver Workshops & Ask a Chef	Grocery Store Tours
<p>Students: PK-8th Graders</p> <ul style="list-style-type: none"> • Students learn about nutrition and healthy snack making during eight hands-on lessons. • Aligned to national education standards, connecting math, language arts, and science concepts to interactive experiences. • In-school and after school 	<p>Adults & Students (Families): Caregivers and their children who are in 3rd-8th grade</p> <ul style="list-style-type: none"> • Parents and kids learn how to cook healthy and affordable meals during two hands-on lessons. • Focuses on family participation, healthy substitutions, convenience, and cost-saving recipes. • Teach families how to cook together and incorporate healthy habits at home, while maintaining their existing traditions. 	<p>Adults: Caregivers of PK-8th grade students / Seniors 55+</p> <ul style="list-style-type: none"> • Parents and caregivers learn about healthy eating during one-hour workshop lessons. • Encourages healthy eating habits at home and in their own community. • Topics include: basic nutrition, portion sizes, grocery shopping on a budget, and cooking with kids. 	<p>Adults: Caregivers of PK-8th grade students / Seniors 55+</p> <ul style="list-style-type: none"> • Caregivers are led on a tour of their neighborhood grocery store. • Focuses on fresh foods and how to make healthy, affordable choices. • Participants learn about food marketing and labeling.

SMALL BITES LESSON TOPICS



CENTRAL HEALTH



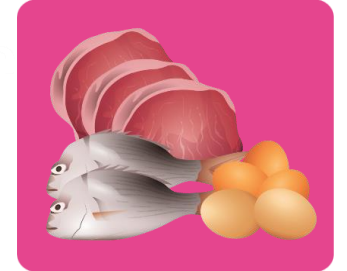
**LESSON 1:
CHEF'S PLATE**



**LESSON 2:
NUTRITION LABELS/
WHOA, SLOW, GO**



**LESSON 3:
FRUITS &
VEGETABLES**



**LESSON 4:
PROTEIN**



**LESSON 5:
WHOLE GRAINS**



**LESSON 6:
HEALTHY HYDRATION**



**LESSON 7:
FACTS ON
FATS**



**LESSON 8:
MAKE IT COUNT**

COMMUNITY CONNECTION & THE EASTERN CRESCENT



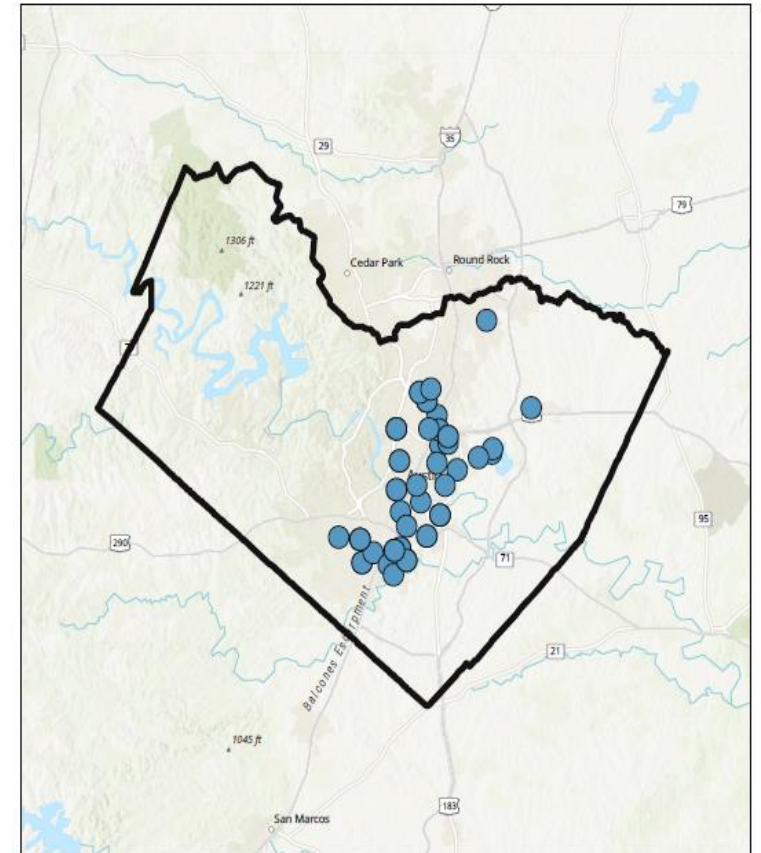
CENTRAL HEALTH

Through our partnerships, we engage students and families within Travis County's Eastern Crescent.

Neighborhoods include:

- | | |
|----------------|--------------|
| Rundberg | East Austin |
| Montopolis | South Austin |
| St. Johns | MLK |
| Coronado Hills | Dove Springs |
| Colony Park | Montopolis |
| Franklin Park | |

Common Threads Programming in Travis County



PARTNERS

Austin Parks & Recreation Department
AISD, Afterschool Centers on Education (ACE)
AISD, Families as Partners (FAP)
Austin Voices for Education & Youth (AVEY)
Communities in Schools of Central Texas (CIS)
Boys & Girls Club of the Austin Area (BCG)
Eden Park Academy
4-H Capital
East Austin College Prep Academy
Austin Achieve Public Schools
Cedars International Academy

PROGRAM ZIP CODES

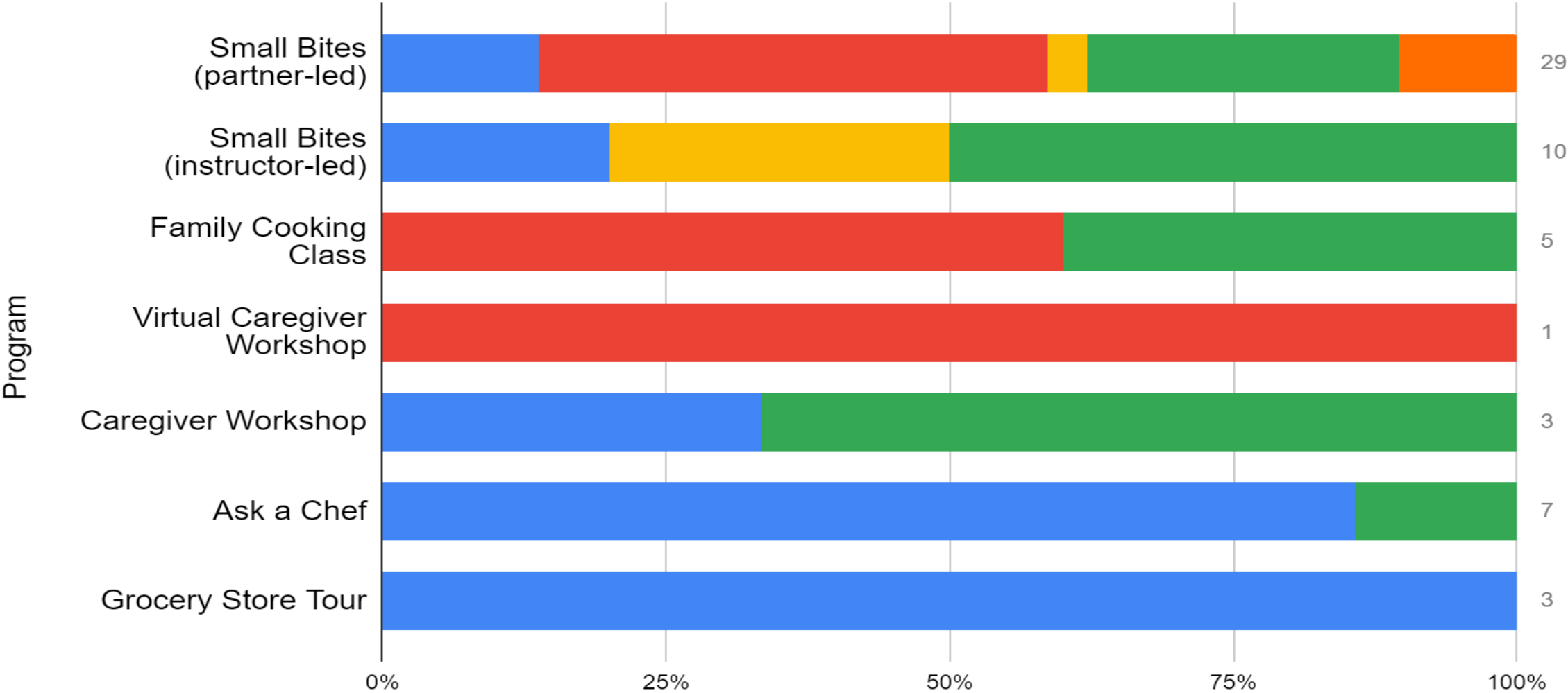
78653	78721	78749
78660	78723	78752
78701	78724	78753
78702	78741	78757
78704	78744	78758
78705	78745	



CENTRAL HEALTH

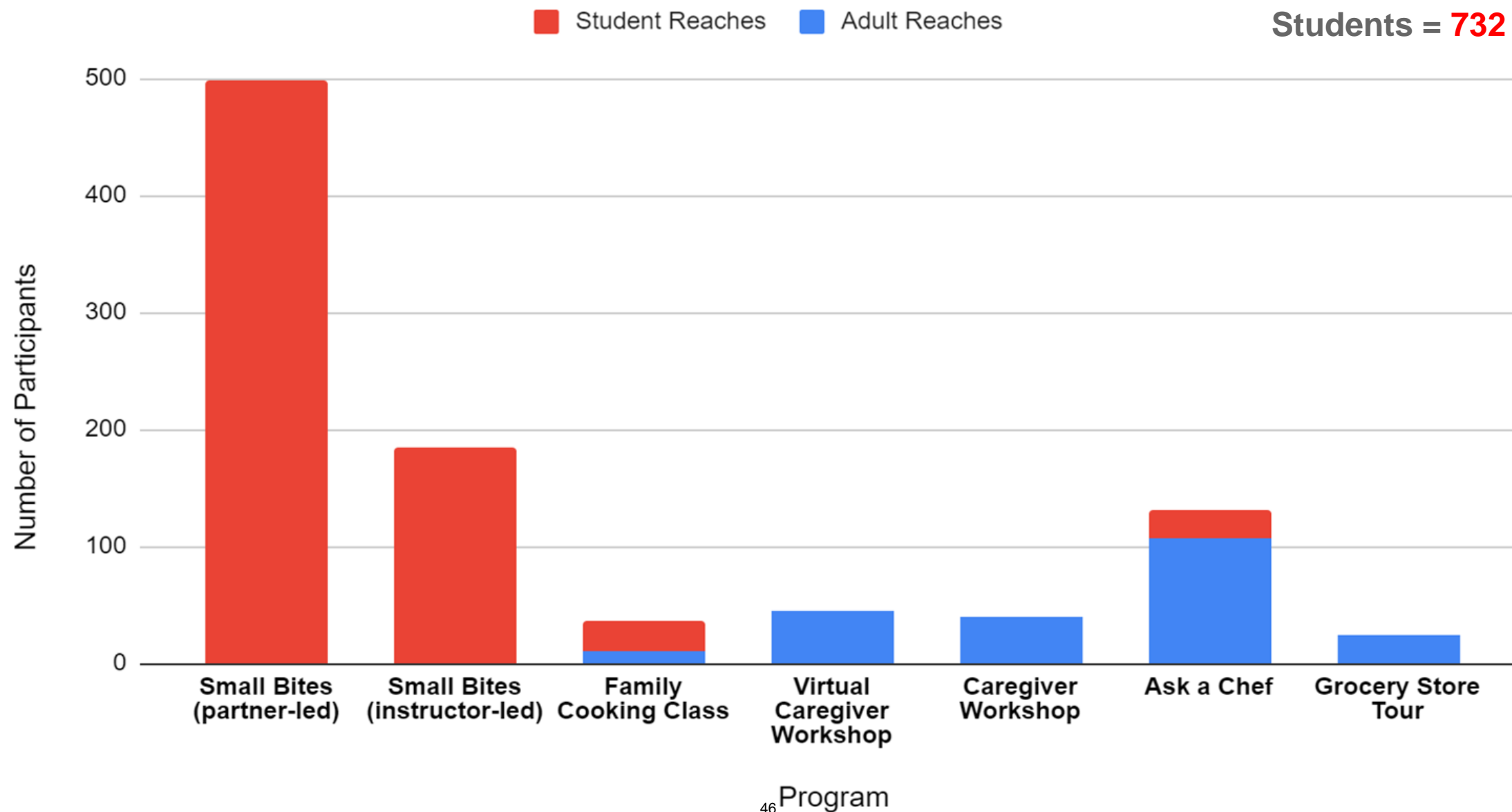
Partnership Type by Program

■ Government
 ■ Community-Based Organization
 ■ School District
 ■ School
 ■ Organization



Adult Reaches and Student Reaches

Total Reach = 958
Adults = 226
Students = 732



Total Participant Racial Demographics

Multiple

3.3%

Other

0.5%

Asian Non-Hispanic

3.7%

American Indian/Alaska Native

0.2%

Black/African American

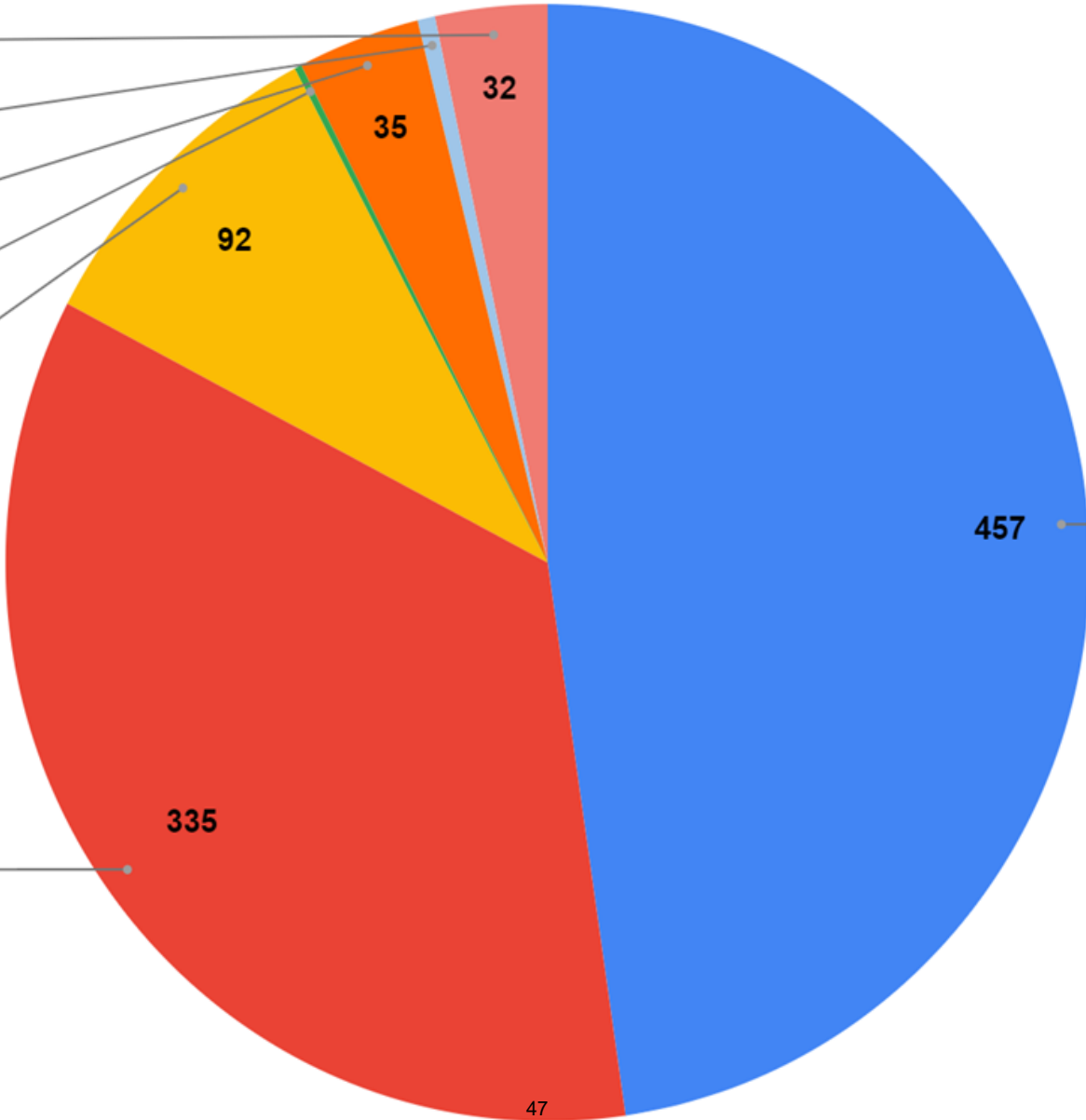
9.6%

White

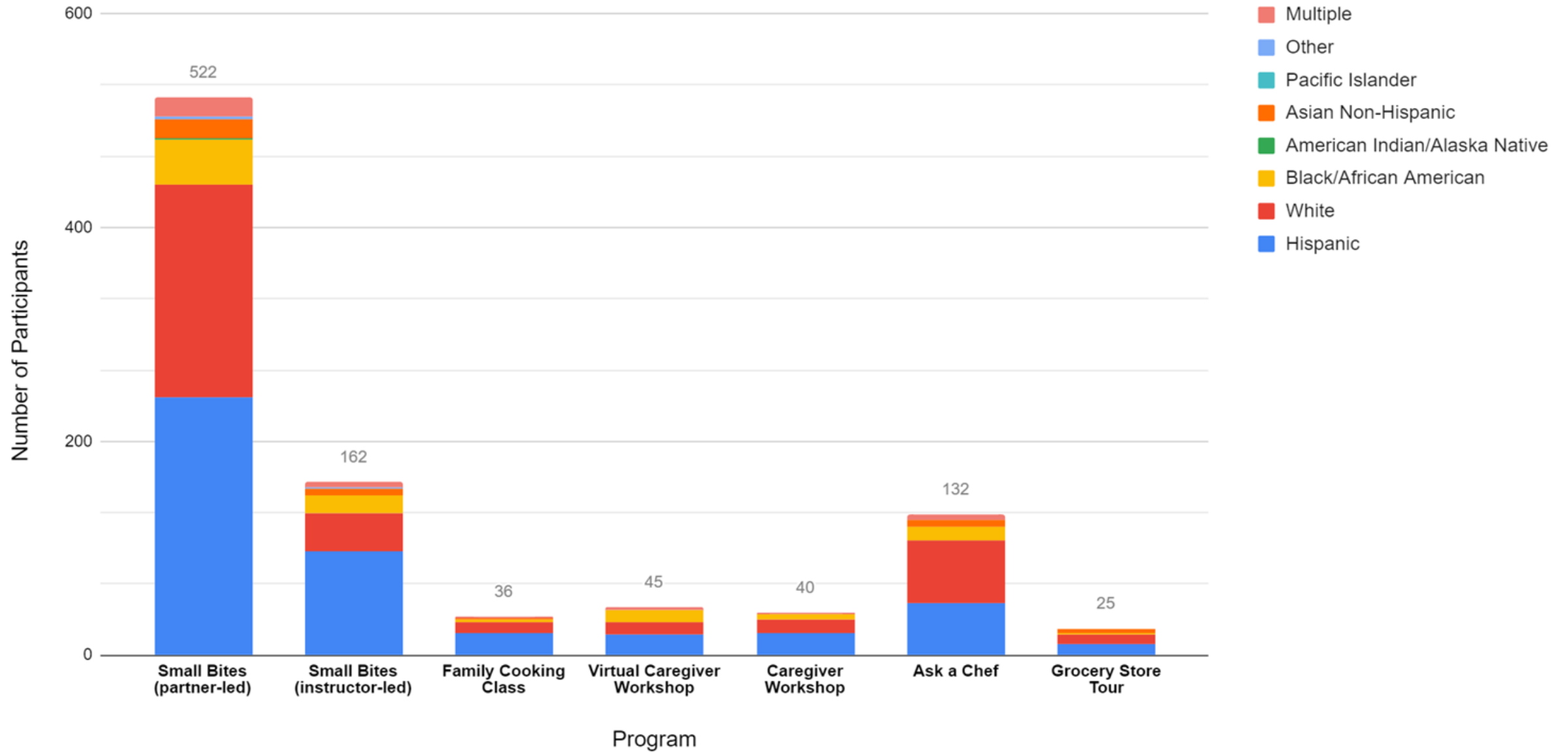
35.0%

Hispanic

47.7%

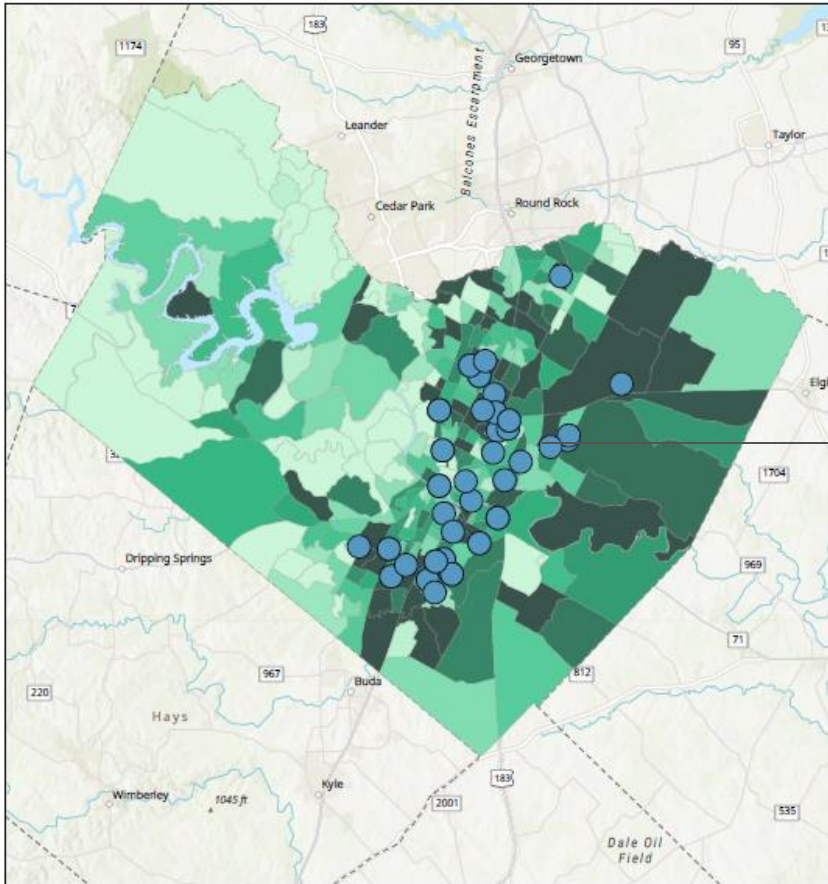


Participant Racial Demographics by Program



Program Site Income within Poverty Threshold

Travis County Household Income

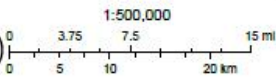


Comparing program site zip codes against Travis County areas where household income is between \$35,000 - \$49,999.

Serviced communities include students who qualify for free or reduced-priced school lunch program and persons with gross incomes that are equal to or less than 185% of the federal poverty threshold

10/27/2023

● Central Health SY23 Austin TX - Central Health SY23 Austin TX
 Number of Households with Income between \$35,000-\$49,999



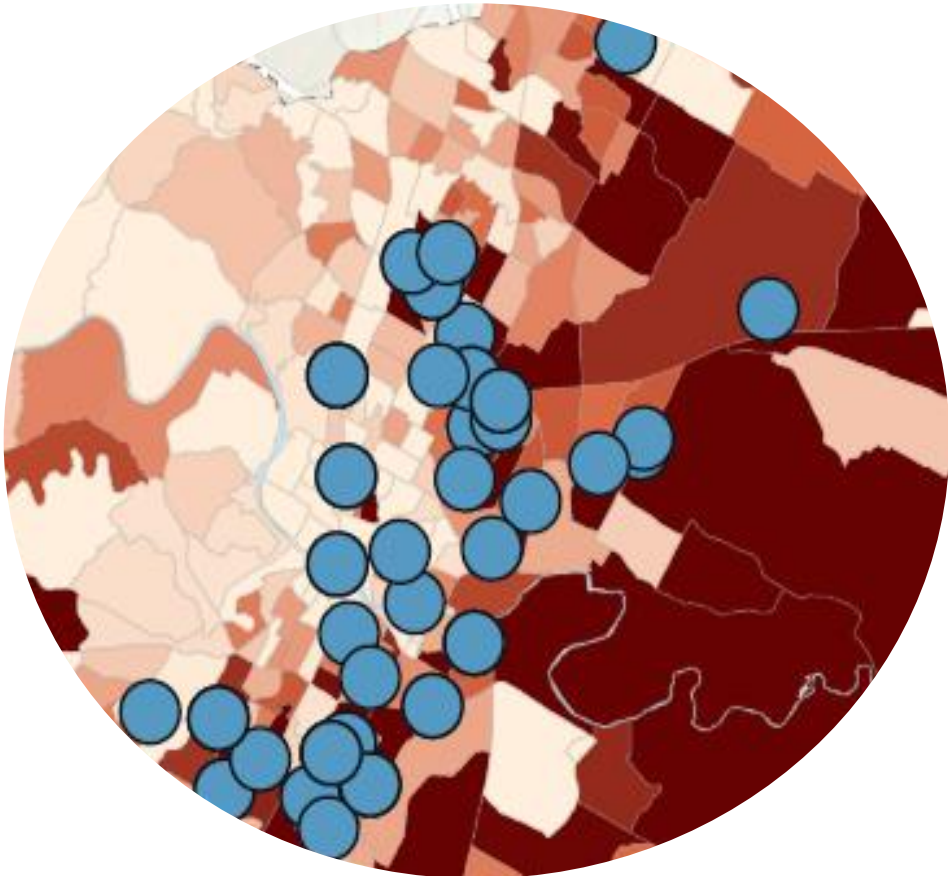
Esri, CGIAR, USGS, Austin Community College, City of Austin, Texas Parks & Wildlife, CONANI, Esri, HERE, Garmin, Swire, Graph, FAO, METI/NAGA, USGS, EPA, NPS



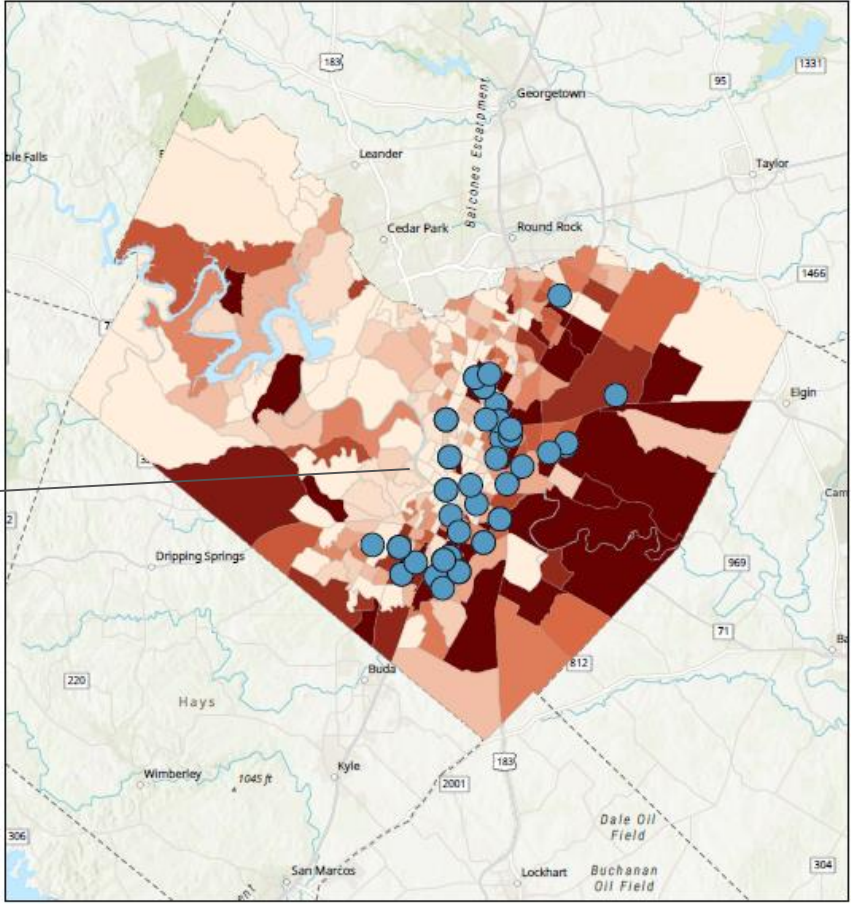
CENTRAL HEALTH

Program Sites Serving Youth without Healthcare

Comparing program site zip codes against Travis County areas where youth populations (under age 19) do not have healthcare



Number of People Under 19 Without Healthcare



10/27/2023

● Central Health SY23 Austin TX - Central Health SY23 Austin TX

Under 19 Population Without Healthcare

817

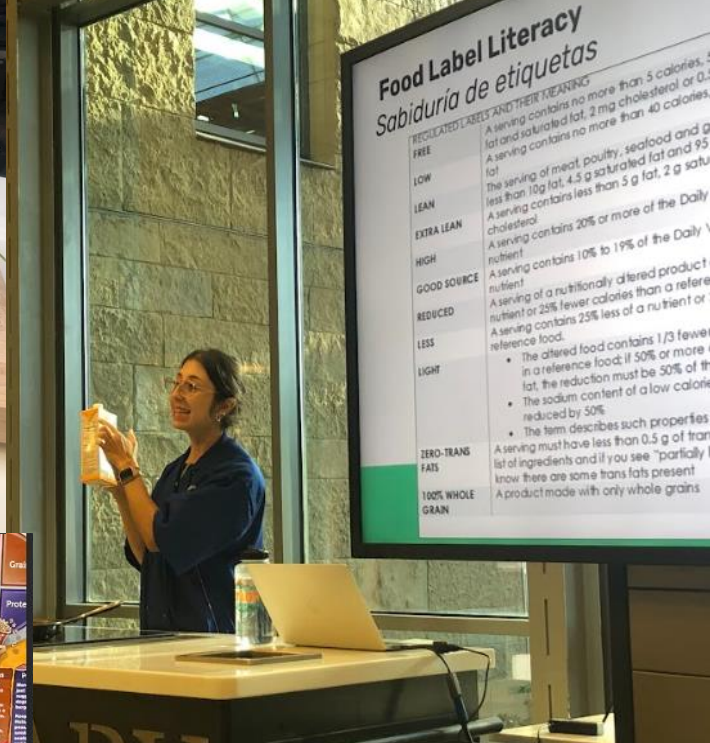
0

1:550,791

0 4 8 16 mi

0 5 10 20 km

East, CGAIR, USGS, Austin Community College, City of Austin, Texas Parks & Wildlife, CONANP, East, HERR, Garmin, GeoCort, FAD, METVINGA, USGS, EPA, NPS





HAAM



CENTRAL HEALTH

AMPED FOR
BETTER
HEALTH



CENTRAL HEALTH



**Central Health's Community
Healthcare Initiative Fund**



**Pilot 2022-2023
Health Alliance for Austin
Musicians (HAAM)**

MISSION



CENTRAL HEALTH

HAAM provides access to affordable healthcare for greater Austin's low-income, working musicians, with a focus on prevention and wellness.

AMPED FOR BETTER HEALTH



CENTRAL HEALTH

The Austin Musician Prevention, Education, and Direction (AMPED) for Better Health program expands chronic disease education, prevention, and navigation services to working musicians in Travis County.

PROGRAM AT-A-GLANCE



CENTRAL HEALTH

Goal:

Improve access to healthcare services with specific focus on musicians of color, women-identifying musicians, and musicians who identify outside of the gender binary

Pillars & Activities:

1. Identification/Screening

- Data Analysis

2. Health Literacy

- Focus Groups
- Health Literacy Campaigns

3. Navigation

- In-Depth Navigation

PILLAR 1:

IDENTIFICATION /SCREENING



CENTRAL HEALTH

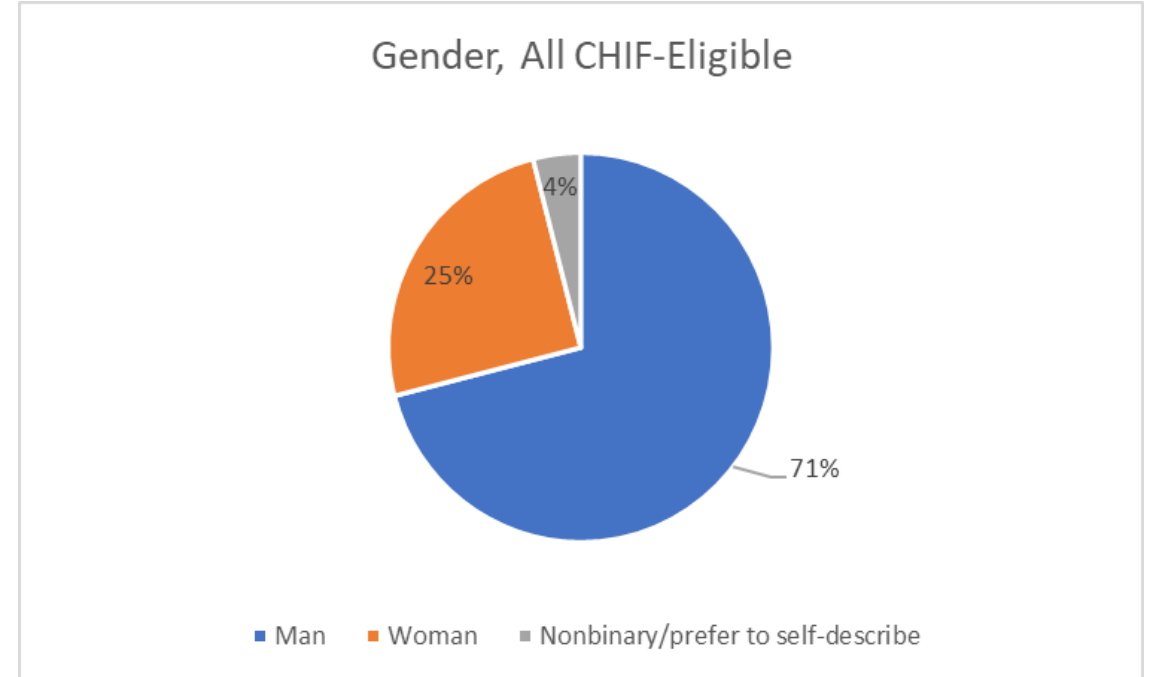
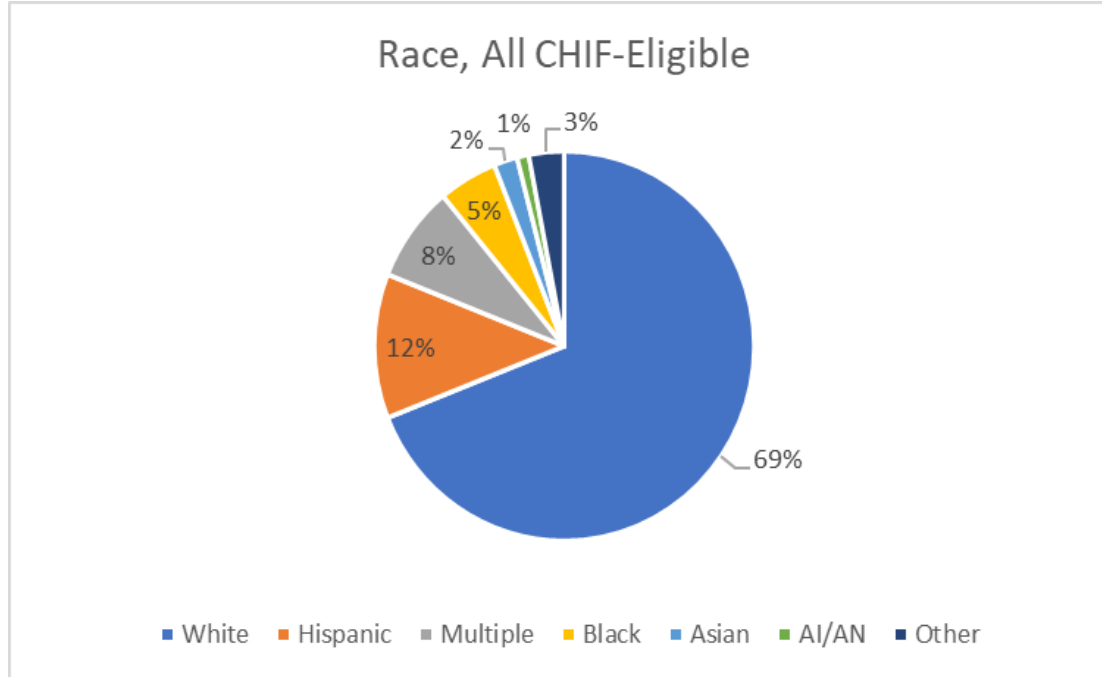
Activity - Data Analysis

Analyzing Annual Health Survey to identify recommended preventive services for target populations

- **Total CHIF-eligible population = 1,332 individuals**
 - 28% identified as women or non-binary
 - 29% identified their race as other than white
 - 5% identified with multiple races
 - 70.8% live along the I-35 Corridor*
 - 3.8% make 0%-99% FPL
 - 96.2% make 100%-199% FPL

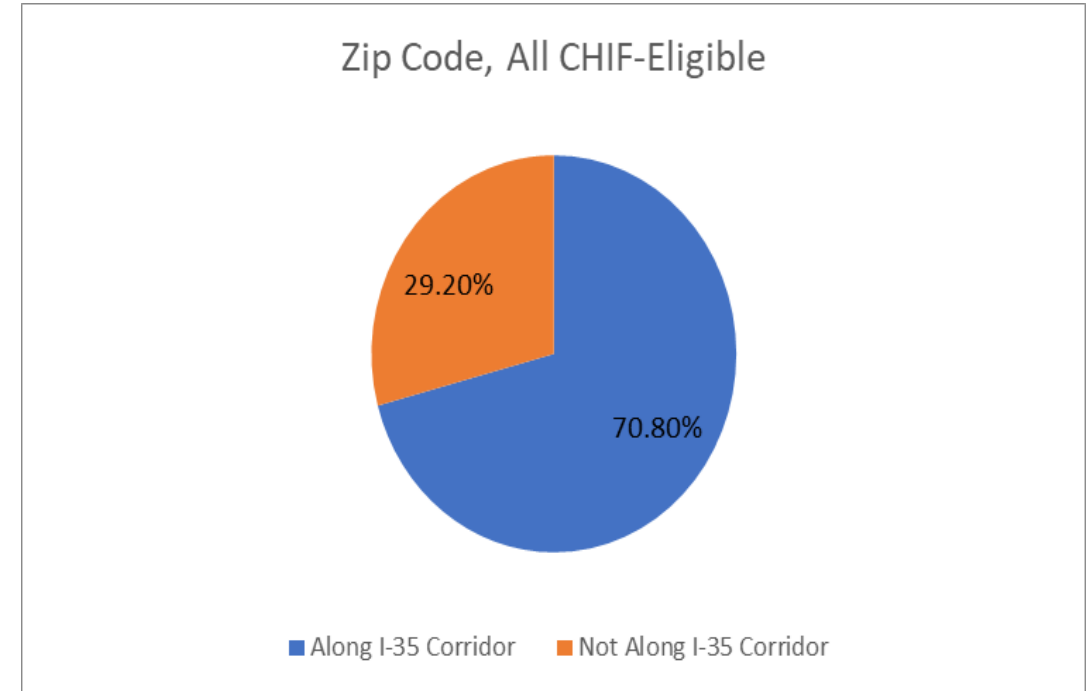
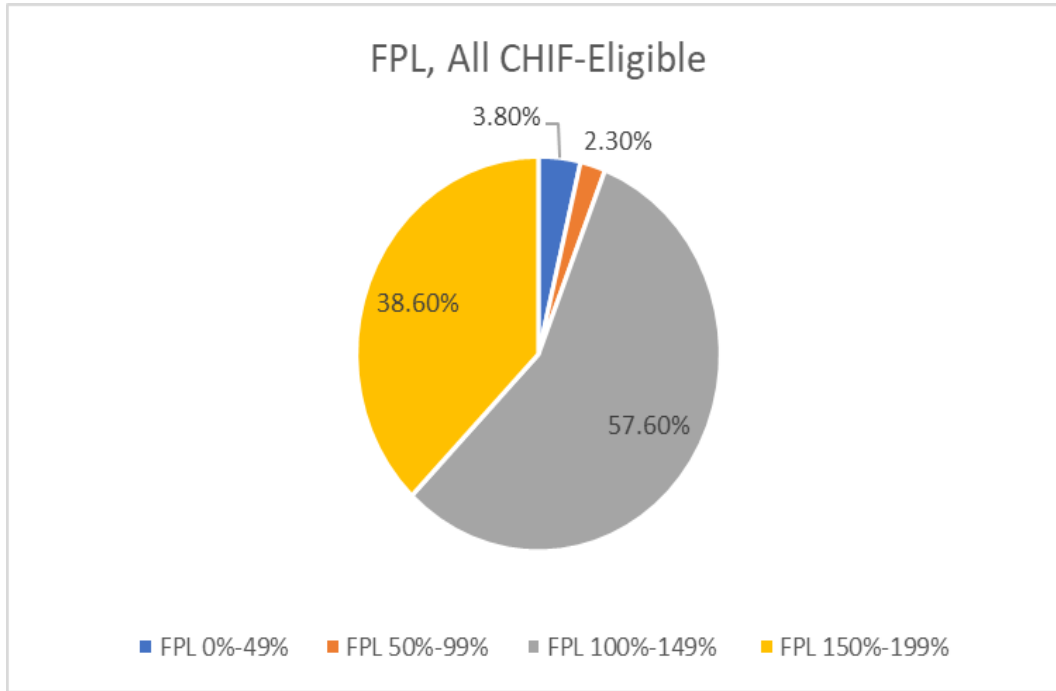
PILLAR 1: IDENTIFICATION/SCREENING

Activity - Data Analysis - Demographics



PILLAR 1: IDENTIFICATION/SCREENING

Activity - Data Analysis - Demographics



*78652, 78660, 78664, 78701, 78702, 78704, 78705, 78722, 78723, 78728, 78741, 78744, 78745, 78747, 78748, 78751, 78752, 78753

PILLAR 2: HEALTH LITERACY

Activity – Focus Groups

Conducting musician focus groups to discuss effectiveness of health promotion materials

- Utilized data analysis to identify focus group participants
- Conducted 6 focus groups (3 in-person, 3 virtual) with a total of 42 attendees
 - **Gender of participants**
 - 54.8% Women
 - 42.9% Men
 - 2.4% Nonbinary
 - **Race of participants**
 - 45.2% White
 - 23.8% Hispanic
 - 19% Multiple
 - 9.5% Black
 - 2.4% Asian
 - **Feedback was categorized into 3 key areas that were identified:**
 - Content feedback (text of content, visual design)
 - External factors (musician lifestyle, gaps in knowledge, diagnosis-specific and procedure-specific feedback)
 - Experiences with healthcare



PILLAR 2: HEALTH LITERACY CAMPAIGNS

Activity – Focus Groups

Utilizing focus group feedback to develop a health literacy campaign

Setlists for Health (mailers & website content, sample slides to follow)

- Mailers sent to all CHIF-eligible musicians (1,332)
- Focus: preventive health service recommendation and guidance
- Tailored to age and sex (5 versions), printed in English & Spanish



SETLIST FOR HEALTH

- 1 ESTABLISH A PRIMARY CARE PHYSICIAN AND CHOOSE A PHARMACY
- 2 GET YOUR ANNUAL PHYSICAL
- 3 ASK ABOUT PREVENTATIVE SCREENINGS AND IMMUNIZATIONS
- 4 SCHEDULE SCREENINGS & IMMUNIZATIONS
- 5 ASK HAAM FOR HELP IF YOU NEED IT!
EMAIL US AT [SUPPORT@MMAAM.ORG](mailto:support@mmaam.org)
OR CALL (512) 541-4226



Get your
personalized
setlist:



Health Alliance for Austin Musicians
3036 S 1st St
Austin, TX 78704

PRESORTED
FIRST-CLASS MAIL
US POSTAGE PAID
AUSTIN, TX
PERMIT NO.



"Go see a doctor! Do this
for yourself. You deserve it.
You won't be alone."

- Raven Laurendine
HAAM Musician since 2022

RECOMMENDATIONS TAILORED TO YOU!

WOMEN 49 AND UNDER

Many musicians don't get preventative health services that could save their lives. Take charge of your health so you can keep doing what you love!

Ask your doctor if it's time for the following screenings:

- HPV testing
- Mammograms
- Colonoscopy

Your family history, age, race/ethnicity, personal habits, or other diagnoses may put you at higher risk for serious health conditions.

REMEMBER: If you have a Marketplace plan, you can get an annual check-up once a year at no cost to you.

GET YOUR PERSONALIZED SETLIST:
[MYHAAM.ORG/SETLIST](https://myhaam.org/setlist)

Azurah Vibes, Singer-Songwriter
HAAM Musician since 2020

PILLAR 2: HEALTH LITERACY

Activity - Health Literacy Campaigns (cont.)

Utilizing focus group feedback to develop a health literacy campaign

Peer-to-Peer social media campaign

- Video and digital graphics
- Focus: importance of getting annual physical and health screenings
- “We musicians need to make sure we stay fit and healthy, so we can continue to play the music that makes Austin such a special place.”
- “I was very scared to find out what a doctor would say to me, I was worried about the outcomes, but you just gotta go. Having a doctor on your side is always going to be the best case scenario.”
- “Go see a doctor! Do this for yourself. You deserve it.”



PILLAR 3: NAVIGATION

Activity – In-Depth Navigation

In-depth, one-on-one navigation services for 140+ musicians from target populations

- One-on-one guidance and education with CHIF-eligible musicians based on their individual needs with regards to social determinants of health
- Conducted for 154 members as of 10/26/23, exceeding goal of 140 members

Areas addressed include:

- medical transportation assistance
- food/grocery assistance
- prescription assistance
- financial assistance referrals
- legal/tax aid referrals
- housing assistance referrals
- musician-specific or musical genre-specific financial aid referrals
- guidance with utilizing dental/vision benefits
- finding behavioral health providers
- navigating complex medical and medical billing situations
- locating primary and specialty care
- accessing/utilizing Marketplace insurance
- guidance for those without insurance



PILLAR 3: NAVIGATION

Populations Served

- 3.9% American Indian/Alaskan Native
 - 4.5% Asian
 - 11% Black
 - 26% Hispanic
 - 40.3% White
 - 10.4% Multiple
 - 3.9% Other
- 7.8% - FPL 0%-99%
 - 62.3% - FPL 100%-149%
 - 29.9% - FPL 150%-199%
-
- 68.2% in I-35 Corridor Zip Codes*
 - Most common zip code is 78704

***78652, 78660, 78664, 78701, 78702, 78704, 78705, 78722, 78723, 78728, 78741, 78744, 78745, 78747, 78748, 78751, 78752, 78753**



HAAM MUSICIAN IMPACT QUOTES:

“HAAM and Sendero have literally saved my life. I had an endoscopy and colonoscopy that found an ulcer and two temporarily benign polyps. If I waited, those polyps could have developed to be cancerous.”

“I was diagnosed with thyroid cancer in January and it would have been basically impossible without (insurance) assistance. The ability to get access to doctors, surgeons, and specialists has made what would have been the worst year ever so much less stressful.”

“I am so thankful for (health) insurance as I had a breast cancer scare.”

“My doctor is very understanding and so loving and kind. (She) had given me so much hope and I feel that I would not be in this state of mind without her. She is so understanding and helped me so much (when) I found out I was diabetic.”



COMMUNITY HEALTH INVESTMENT FUND (CHIF) YEAR 1 SUMMARY

Matt Richardson, Sr. Data Strategy Analyst

November 8, 2023



CENTRAL HEALTH



END OF YEAR AT A GLANCE



CENTRAL HEALTH



December 2022 – September 2023



11,453 total CH-eligible individuals served



19,906 encounters for SDOH needs



Food: 9,312 encounters

Housing: 1,036 encounters



Education: 3,827 encounters

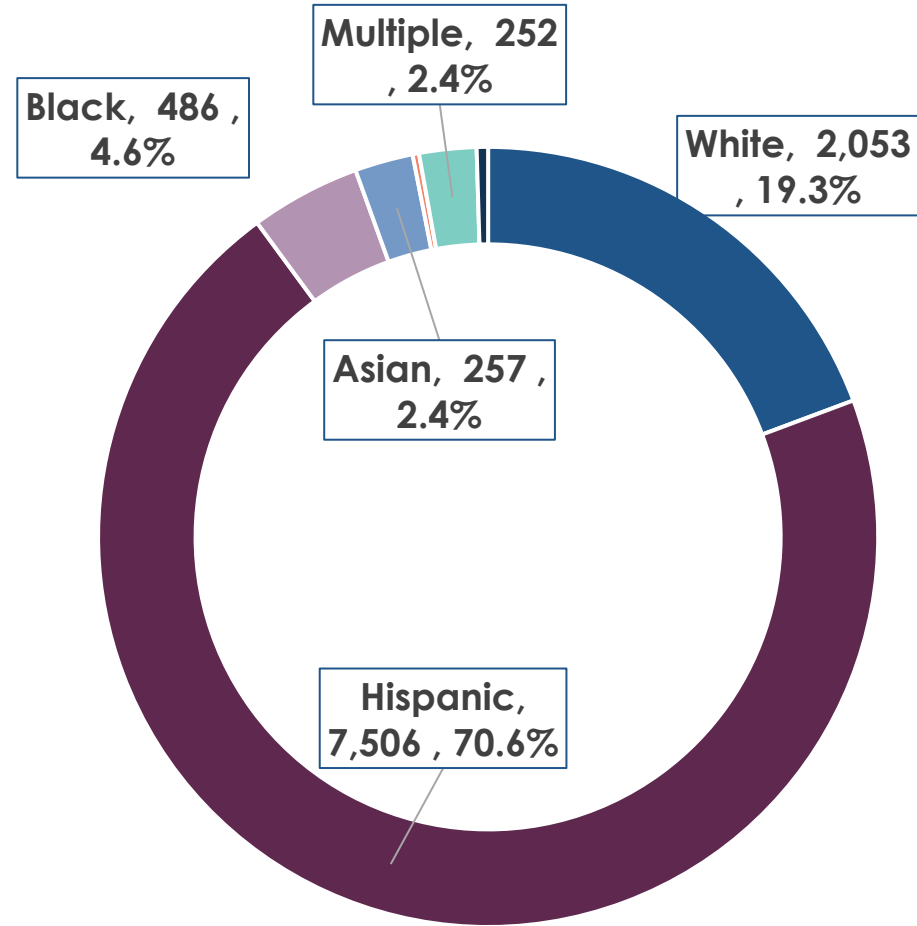
Health and Wellness: 5,731 encounters



Locations: Multiple Travis County, mainly in low-income focus areas

RACE AND ETHNICITY OF PERSONS SERVED (N=10,632)

Race and Ethnicity	American Indian/Alaskan Native	28	0.3%
	Asian	257	2.4%
	Black	486	4.6%
	Hispanic	7,506	70.6%
	Multiple	252	2.4%
	Other	50	0.5%
	White	2,053	19.3%

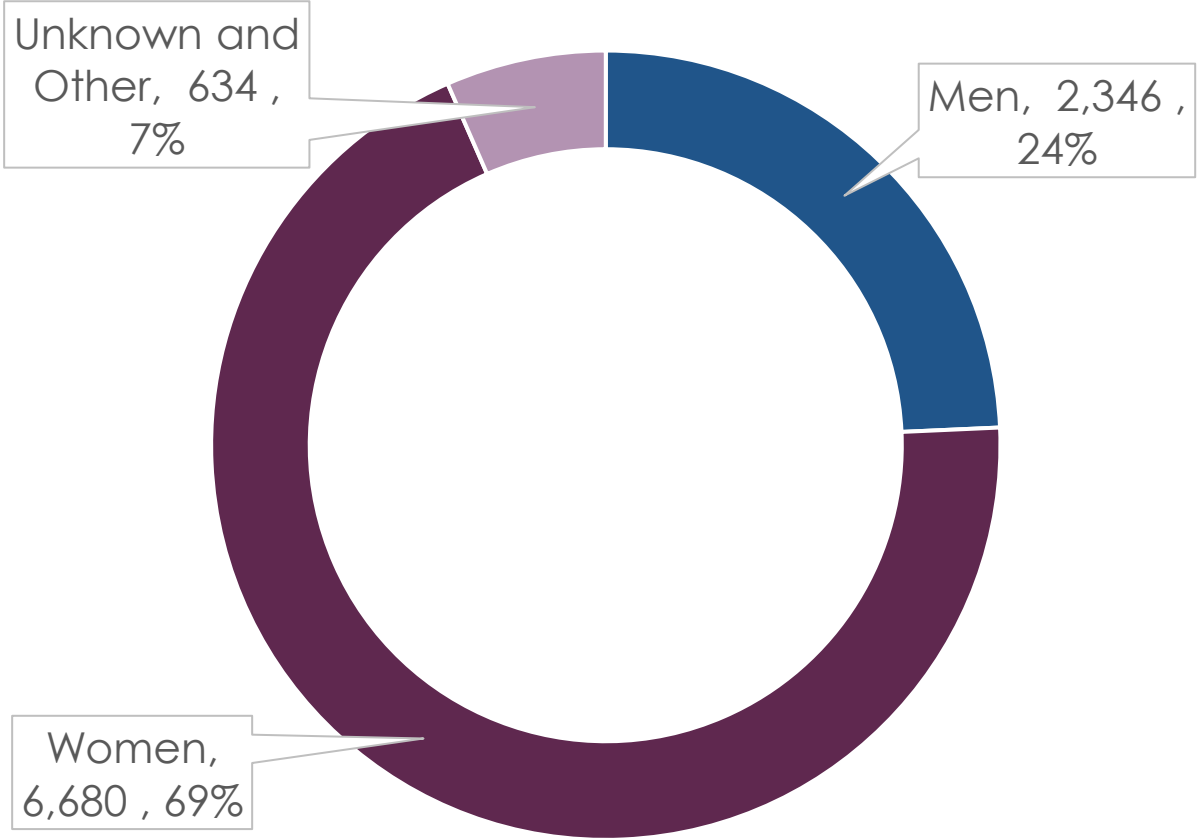


Total CHIF Individuals Served by Race and Ethnicity

GENDER OF PERSONS SERVED (N=9,660)

Gender	Count	Percentage
Men	2,346	24%
Women	6,680	69%
Unknown and Other	634	7%

Total CHIF Individuals Served by Gender



THANK YOU!

For further information please contact:

Megan Cermak, Director of Public Health Strategy, Policy, and Disaster Response Megan.cermak@centralhealth.net

Matt Richardson, Sr. Data Strategy Analyst, Matt.Richardson@centralhealth.net

Arianna Gomez Lopez, Public Health and Policy Specialist, Arianna.gomezlopez@centralhealth.net



CENTRAL HEALTH



CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE

November 8, 2023

AGENDA ITEM 3

Receive and discuss an update on the Unified Branding Initiative for the Central Health Enterprise.
(Informational Item)



AGENDA ITEM SUBMISSION FORM

This form is to provide a general overview of the agenda item in advance of posting for the Board meeting. Proposed motion language is a recommendation only and not final until the meeting and may be changed by the Board Manager making the motion. All information in this form is subject to the Public Information Act.

Agenda Item Meeting Date Nov. 8, 2023 – Strategic Planning Committee Meeting

Who will present the agenda item? (Name, Title) Ted Burton, Chief Communications Officer; Dixie Kachiros, Belmont Icehouse; Erica Page, Belmont Icehouse; Randall Hula, Think Group

General Item Description Update on Unified Branding Initiative for the Central Health Enterprise

Is this an informational or action item? Informational

Fiscal Impact N/A

Recommended Motion (if needed – action item) N/A

Key takeaways about agenda item, and/or feedback sought from the Board of Managers:

- 1) Update on Unified Branding Initiative research
2) Update on Unified Branding Initiative recommendation

What backup will be provided, or will this be a verbal update? (Backup is due one week before the meeting.) There will be a PowerPoint presentation.

Estimated time needed for presentation & questions? 20

Is closed session recommended? (Consult with attorneys.) No

Form Prepared By/Date Submitted: 10.30.23



**CENTRAL HEALTH
ENTERPRISE BRANDING**

STRATEGIC PLANNING COMMITTEE MEETING
11.08.23

CENTRAL HEALTH ENTERPRISE (SYSTEM) BRANDING: HISTORY

Germane Solutions Performance Review (2018):

“There is confusion among constituents regarding the actual relationship between Central Health and its various Enterprise and Affiliated Partners. Central Health needs to ensure that the community understands its role as the “hub” of a broad network of care. A marketing strategy like the “Intel Inside” campaign may be needed, so that the community recognizes the value it provides through its network.”

Unified Branding Process (started in 2019; paused due to COVID-19 response).



Unified Branding Goal

Help Travis County residents understand how the Enterprise affiliates (i.e., Central Health, CommUnityCare, Sendero) are connected, working together to create high-functioning system of healthcare and coverage.

Objectives

- Connect the Central Health Enterprise (System) brands and products through a unified branding system.
- Help residents understand the collective value and strength the System brings to the community.
- Serve as a platform for clear communication about how the Central Health System plans, delivers, and funds healthcare for people with low income.

CURRENT ENTERPRISE BRANDING



CENTRAL HEALTH



MAP
MEDICAL ACCESS PROGRAM



SENDERO
HEALTH PLANS



CommUnityCare[™]
HEALTH CENTERS

2019

- Peer Research
- Patient and Non-patient Stakeholder Interviews (N = 24)
- Perception and Awareness Survey (N = 400)
- Patient and Non-patient Focus Groups (N = 5)

2021

- Perception and Awareness Survey (N = 455)

2023

- Peer Research
- Quantitative Online Survey
 - Central Health, Sendero & CommUnityCare Employees (N = 487)
- Qualitative In-depth Interviews
 - Central Health, Sendero & CommUnityCare Stakeholders (N = 18)
 - Patient Stakeholders (N = 6)
- Six (6) in-person focus groups
 - patients, non-patients, staff
- Four (4) Intercept Interviews (Non-English-Speaking Patients)
 - Vietnamese (2)
 - Burmese (1)
 - Arabic (1)



LOGOS TESTED

LOGOS TESTED



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QUALITATIVE RESEARCH

FOCUS GROUPS

OBJECTIVES

- Identify a unifying design element that represents the interconnected nature of the organizations.
- Ensure clarity in design to avoid confusion and enhance communication.
- Avoid elements in logos that might be misleading or not resonate with the intended audience.

METHODOLOGY

- **Six (6) in person focus groups**
 - Two (2) 60-minute staff focus groups were conducted with Managers and Non-Managers from Central Health, Sendero, and CommUnityCare staff. These small group discussions (seven to nine participants in each) were hosted at Central Health offices.
 - Four (4) 90-minute consumer focus groups were conducted with patients and non-patients. These group discussions (eight participants in each group) were held offsite at Think Group, an independent marketing research firm based in Austin, Texas.
- Moderator: Seasoned Travis County-based bilingual focus group moderator, Myra Spector (Think Group).
- Focus groups conducted September 25-26, 2023.

Non-Managers (7)

Enterprise (3 CH, 1 CUC, 3 Sendero) non-managerial staff: a combination of front-line and administrative staff.

Managers (9)

Enterprise (3 CH, 3 CUC, 3 Sendero) Directors, supervisors, and managers: a combination of front-line and administrative staff.

English-Speaking Patients (8)

Central Health, Community Care, or MAP patient; age 18-64; English-speaking; mixed faith; some with children in household, income tiers based on household size and incomes below 200% FPL.

Spanish-Speaking Patients (8)

Central Health, Community Care, or MAP patient; age 18-64; Spanish-speaking; mixed faith; some with children in household, income tiers based on household size and incomes below 200% FPL.

English-Speaking Non-Patients (8)

Aware of Central Health and/or Community Care and/or MAP; age 18-64; English-speaking; mixed faith; some with children in household; household income between \$30,000 and \$100,000.

Bilingual-Speaking Non-Patients (8)

Aware of Central Health and/or Community Care and/or MAP; age 18-64; Bilingual; mixed faith; some with children in household; household income between \$30,000 and \$100,000.

FOCUS GROUPS: PARTICIPANT BREAKDOWN



	TOTAL	PATIENT	NON-PATIENT
Male	13	6	7
Female	19	10	9
Age 18-34	8	4	4
Age 35-44	8	4	4
Age 45-54	10	6	4
Age 55-64	6	2	4
White	5	3	2
Black	6	2	4
Hispanic	21	11	10
Patient of/Aware of:			
Central Health	7	3	4
MAP	17	6	11
Community Care	25	11	14
Sendero User	3	3	0
Children in HH U18	14	9	5
Christian	17	8	9
Other	11	6	5
Agnostic/Atheist	4	2	2

QUALITATIVE RESEARCH

INTERCEPT INTERVIEWS

OBJECTIVES

- Identify a unifying design element that represents the interconnected nature of the organizations.
- Ensure clarity in design to avoid confusion and enhance communication.
- Avoid elements in logos that might be misleading or not resonate with the intended audience.

METHODOLOGY

- **Four (4) in person interviews**
 - Two (2) in Vietnamese
 - One (1) in Burmese
 - One (1) in Arabic
- Interviews conducted October 15th & 16th 2023

A dark, monochromatic background image showing a Belmont Icehouse marker lying on a grid surface. The marker has the brand name 'BELMONT ICEHOUSE' printed on it. The grid lines are faint and create a subtle pattern across the entire page.

QUALITATIVE RESEARCH: KEY TAKEAWAYS

While this study was not explicitly designed to finalize color choices, it became evident through feedback that color plays a significant role.

Color Matters

A predominant insight from these groups was the preference for a single unifying color to enhance brand recognition and consistency under a unified logo design. While the foundational design stays the same, having one consistent color establishes a strong brand identity and offers a cohesive visual experience.

Healthcare Associations

Certain colors naturally evoke feelings and associations related to healthcare. Traditionally, colors such as blues and greens are often linked with feelings of trust, calm, healing, and professionalism in the healthcare setting. While feedback did not specify a single 'best' color for healthcare, it's evident that color choice can influence perceptions about the organization's nature and services.

Versatility and Adaptability

The feedback hinted at the importance of choosing colors that look good both in digital formats and print, that can adapt across various platforms without losing their essence, and that maintain clarity in different sizes are essential considerations.

In the realm of branding, particularly in sectors as sensitive and significant as healthcare, it's imperative that logos immediately and clearly convey the industry they represent. The feedback from the focus groups highlights the importance of this recognizability, and the potential repercussions if this criterion isn't met.

CLEAR IDENTIFICATION AS HEALTHCARE

Instant Recognition

In emergency situations or when quick decisions are required, an unmistakable healthcare symbol can make a difference. The cross or plus sign was seen as synonymous with healthcare as was the inclusion of the "H."

Trust

Consumers felt a logo that represents healthcare invokes a sense of trust.

Avoiding Misdirection

With an array of brands and symbols flooding our daily lives, a logo that doesn't clearly represent healthcare can easily be mistaken for another industry.

THE PITFALLS OF AMBIGUITY

Confusion and Mistrust

Logos like the sun and sunburst, which lacked a clear connection to healthcare, created confusion.

Lost Opportunities

An unclear logo can result in lost opportunities. Potential patients might bypass a facility simply because its branding didn't immediately resonate with healthcare.

Dilution of Brand Value

Consumers felt that if a healthcare institution's logo doesn't clearly represent the sector, it could dilute the brand's value.

The focus group discussions with both staff and patients revealed intriguing insights into the perception of a unified logo in bringing together the brands.

CONSUMERS

Clarified Identity

Consumers expressed that the idea of a unified logo makes sense. It provided clarity on the organization's extensive offerings. Consistent font was also deemed to be important to establish a connection.

Trust and Comfort

Several participants felt that seeing a consistent logo across services could foster a sense of trust and reliability. There's comfort in familiarity, and a unified logo could amplify this feeling.

Streamlined Navigation

Some participants highlighted the ease of navigation that could come from a single logo. When seeking healthcare services, this could simplify their search and decision-making process.

STAFF

Cohesiveness and Pride

Staff members felt that a unified logo would provide a sense of cohesion and unity among different departments and services. It could also instill a greater sense of pride and belonging.

Clear Communication

From an operational perspective, staff found that a unified logo could streamline communication and branding efforts. It reduces potential confusion and ensures everyone is on the same page.

Stronger Brand Presence

With a single logo representing the organization's entire spectrum of services, staff believed it would create a more formidable brand presence in the market.

OVERALL RECOMMENDATIONS

Consistent Branding for Trust and Cohesion

Prioritize creating a consistent logo or art mark across different contexts to foster trust and create a cohesive brand connection.

Unified Color Scheme & Font for Connection

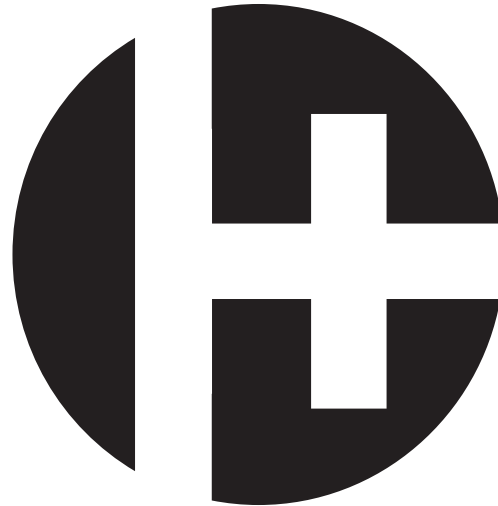
Emphasize the importance of using a consistent color and font across all enterprise brands. This approach not only establishes a tangible connection but also enhances brand recognition and sentiment.

Direct Relevance to Healthcare

It's crucial that chosen logos and art marks are immediately recognizable as being related to healthcare. This ensures that they resonate with the target audience, minimizing confusion and reinforcing the organization's mission and identity in the healthcare sector. Consider leveraging the "H" and/or healthcare cross.



STRONGEST IN RESEARCH







**CENTRAL HEALTH
COMMUNITYCARE
SENDERO**



MAP

BY CENTRAL HEALTH



NEXT STEPS

Additional Meetings: CUC, Sendero

Meet with Senior Leadership Team at CommUnityCare, meet again with Sendero executives

Finalize Unified Branding System

- Refine the logo system, color exploration, pursue trademarks etc.
- Refine multi-year implementation plan

APPENDIX

CURRENT



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LOGO R

This logo conveyed uniformity. Some feedback compared it to the original Central Health and Community Care logos. The blending of the H and the plus sign were often seen positively by most participants. There were no issues with the “+” even when aided by the moderator, almost all participants linked it to healthcare as opposed to a Christian cross.

- *Whether you see the H or a cross lots of nods to healthcare – CH Manager*
- *Makes me think they are all part of the same group or system – English-Speaking Non-Patient*
- *This one is different, compared to other healthcare brands – this says healthcare – Bilingual Non-Patient*

LOGO M

This logo seemed to lack a clear connection to healthcare. Some elements, like the sunburst, did not resonate well with healthcare connotations. It was also seen as being simple, plain, and repetitive. Comparisons were drawn to various non-healthcare entities, such as flowers and the sun.

- *Not a fit, sun icon has nothing to do with healthcare – English-Speaking Non-patient*
- *Because it is borrowing from CUC logo, what does that have to do with the others? – CH Manager*
- *Happy to see the flower, but this is not healthcare related – English-Speaking Patient*

LOGO G

This logo introduced a unique and specialized design. However, it exhibited challenges in terms of cohesiveness and unification across the brand. Some feedback pointed out that the design, while intriguing, detracted from healthcare, leading to potential confusion. The myriad of colors used, and the multiple logos raised concerns about the possibility of diluting brand recognition.

- *There is no connectivity with the use of different icons – English Patient*
- *There is no connection to show this is a system – English Non-patient*
- *These are superhero logos and super confusing – CH Manager*
- *They each have their own unifying characteristics, and are visually appealing, just not a fit for healthcare, look more like the metro sign – CH Non-Manager*

LOGO S

While the design was seen as unified and had elements that evoked comfort and care, it didn't resonate as being associated with healthcare. Many did not like that it was offset, and felt it looked juvenile.

- *It looks childlike and almost like clipart – English-Speaking Patient*
- *What is going on here? This is not medical, or healthcare related – Spanish-Speaking Patient*
- *Looks like a sun and doesn't fit with healthcare category – CH Non-Manager*
- *It seems like they are connected, but this is weird...not liking the symbol – CH Manager*



LOGO L

This logo displayed a synergy and connection between brands. It carried a professional feel. The emphasis on words like "Health" and "Care" was positive. However, the logo's symbolism was often unclear, with some finding it disorienting and others comparing it to non-healthcare entities like hurricanes. The horizontal layout was very popular as compared to vertical treatments.

- *Symbols are all the same, so we know they are connected, especially with the logos at the end* – Spanish-Speaking Patient
- *This is a much more professional symbol* – Bilingual Non-Patient
- *Not an improvement over current logos, confusing...it looks like a hurricane, which is not good* – English-Speaking Patient
- *Not as overwhelming, simple and gets the point they are connected across* – CH Non-Manager



CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE

November 8, 2023

AGENDA ITEM 4

Receive and discuss possible medical care and related support services in collaboration with the Sobering Center located in Austin, Texas. (*Informational Item*)



AGENDA ITEM SUBMISSION FORM

This form is to provide a general overview of the agenda item in advance of posting for the Board meeting. Proposed motion language is a recommendation only and not final until the meeting and may be changed by the Board Manager making the motion. All information in this form is subject to the Public Information Act.

Agenda Item Meeting Date November 8, 2023

Who will present the agenda item? (Name, Title) Jonathan Morgan, Chief Operations Officer
Monica Crowley, Chief Strategy and Planning Officer & Sr. Counsel

General Item Description Receive and discuss possible medical care and related support services in collaboration with the Sobering Center located in Austin, Texas.

Is this an informational or action item? Informational

Fiscal Impact _____

Recommended Motion (if needed – action item) N/A

Key takeaways about agenda item, and/or feedback sought from the Board of Managers:

- Update will include possible opportunities to create more medical care and support services for the safety-net population at the Center site, including timeline estimates given other Health
- 1) Equity Implementation Plan priorities.
- 2) _____

What backup will be provided, or will this be a verbal update? (Backup is due one week before the meeting.) Backup will be provided at the meeting

Estimated time needed for presentation & questions? 20 minutes

Is closed session recommended? (Consult with attorneys.) Possible

Form Prepared By/Date Submitted: Briana Yanes and Mike Geeslin/ November 1, 2023



CENTRAL HEALTH

CENTRAL HEALTH BOARD OF MANAGERS
STRATEGIC PLANNING COMMITTEE

November 8, 2023

AGENDA ITEM 5

Confirm the next Strategic Planning Committee meeting date, time, and location. (*Informational Item*)