

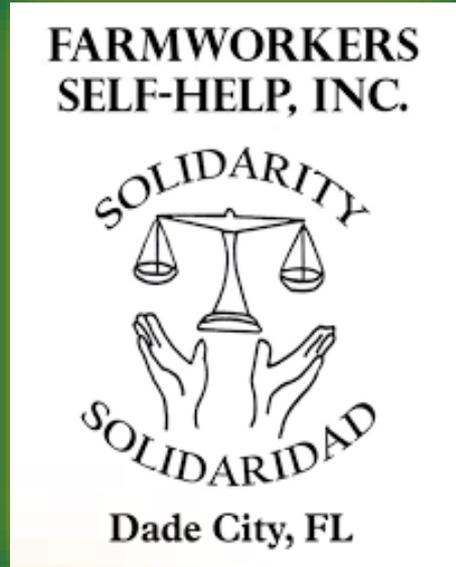
Implementing Services in Low Resource Communities: A Case Study

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Thank you

- ❖ Margarita Romo
- ❖ Community Coalition
- ❖ Oliver Massey, Ph.D.
- ❖ Lacey Tucker, M.A.



Background

- ❖ Rural communities
 - Unique challenges
 - Health disparities
- ❖ Resources
 - Limited availability & access
- ❖ Previous ITRE Project/Scholars
 - One community; Youth; Needs assessment
 - Disconnect

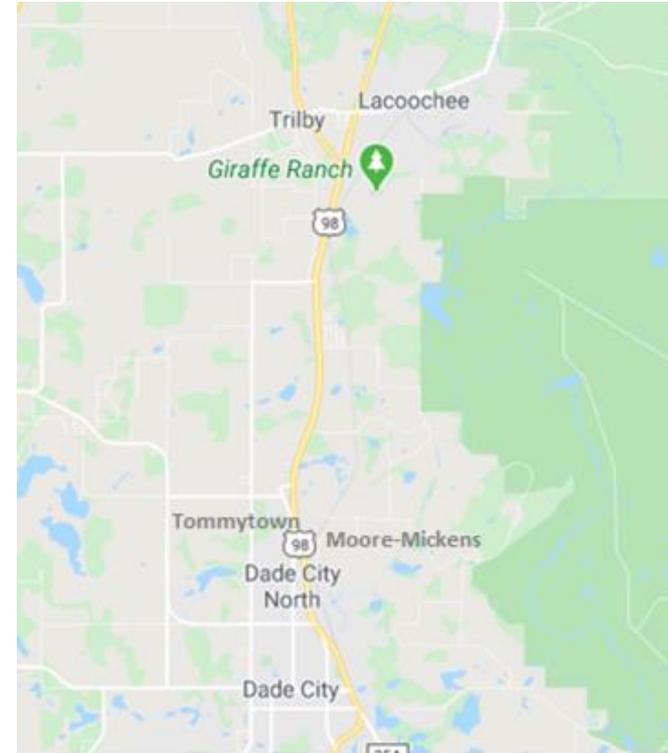


Project Goals & Objectives

- ❖ Two additional communities for a total of three communities; Basic needs assessment of all ages
- ❖ Assess & bring awareness to community members of the availability and location of health, economic, social and nutritional resources for children, adolescents and adults in their community
- ❖ Bring awareness to policy makers and funders, resources needed to improve the quality of life and behavioral health outcomes of children and families living in rural East Pasco County, Florida

Focus Group Populations

- ❖ Communities - 6 Focus Groups ($n=42$)
 - Tommytown
 - Trilby/Lacoochee/Trilacoochee
 - Moore-Mickens
- ❖ Service Providers - 1 Focus Group ($n=6$)
 - Community Coalition
 - Community opinion leaders
 - Service provider employees



Community Focus Groups (*n*=42)

Focus Group	# Participants	Household income under \$15,000	HS Diploma or some college	Racial demographic
1 Moore-Mickens	6	0%	100%	83% AA, 17% Hisp
2 Tommytown	6	60%	50%	66% White, 17% Hisp, 17% Biracial
3 Lacoochee/Trilby/Trilacoochee	11	64%	73%	64% White, 18% AA, 9% Hisp, 9% Biracial
4 Moore-Mickens	6	60%	60%	67% AA, 33% White
5 Tommytown	7	71%	71%	100% Hisp
6 Lacoochee/Trilby/Trilacoochee	6	83%	83%	100% AA
Totals for all groups	42	58%	60%	40% AA, 31% Hisp, 24% White, 5% Biracial

Helping/Referral organizations



FARMWORKER'S SELF-HELP



ECKERD CONNECTS | Comm. Alter.



CATHOLIC CHARITIES



RESTORED HOPE



Catholic Charities



SUNRISE OF PASCO CO DOMESTIC VIOLENCE

Education/Vocation/Employment



MOORE-MICKENS EDU/VOC CTR



JAMES IRVIN EDU CENTER



CAREER SOURCE PASCO/HERN.



P-H STATE COLLEGE

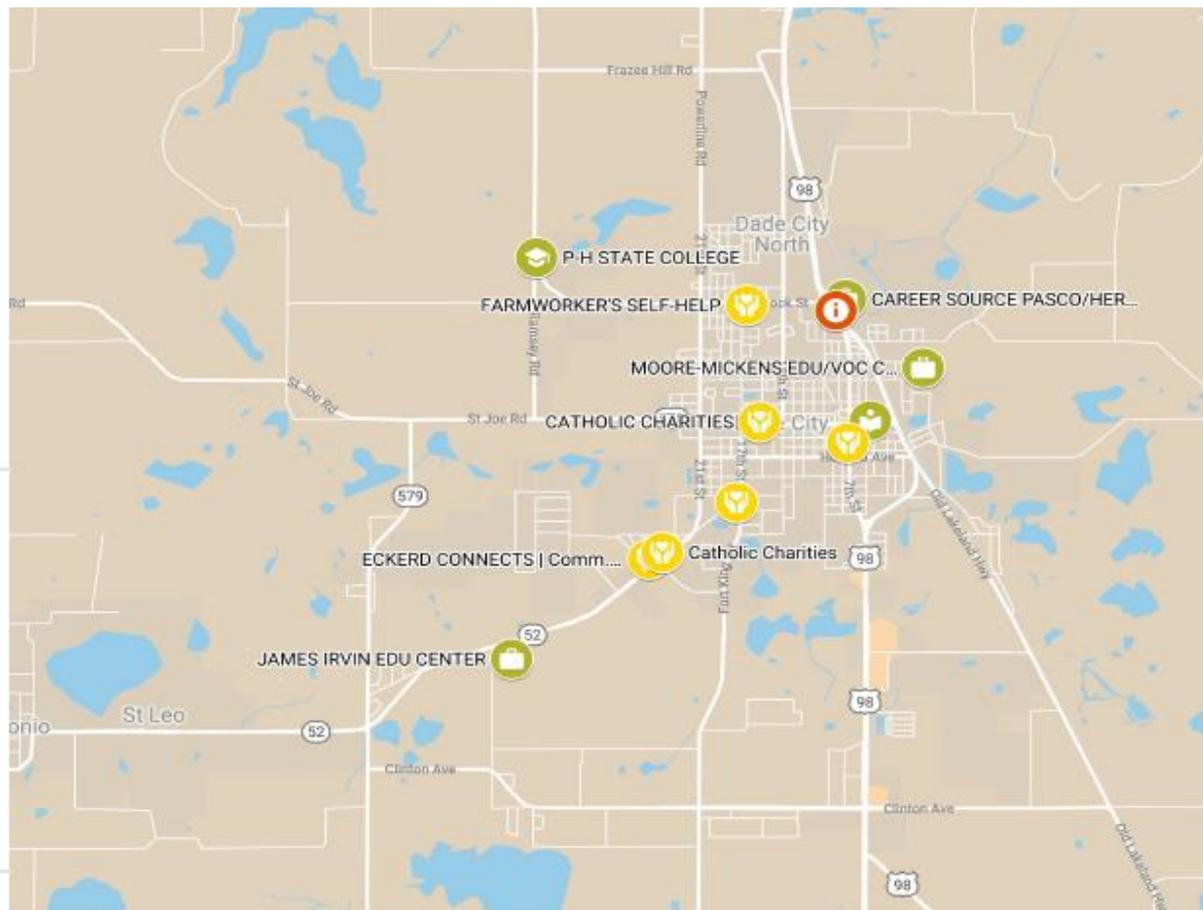


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Legal



BAY AREA LEGAL SVCS



Qualitative Findings

Youth Services/Child Care/Parenting/Prenatal



CORNERSTONE CNTR FOR WOMEN



FOUNDATIONS OF LIFE



EARLY LEARNING COALITION



BOYS & GIRLS CLUB

Recreation/Social/Physical Fitness



YMCA EXPRESS



JSB MEMORIAL PARK



RV/CANOE/KAYAK RENTAL



STANLEY PARK



TRAILHEAD



PRICE PARK



MICKENS FIELD

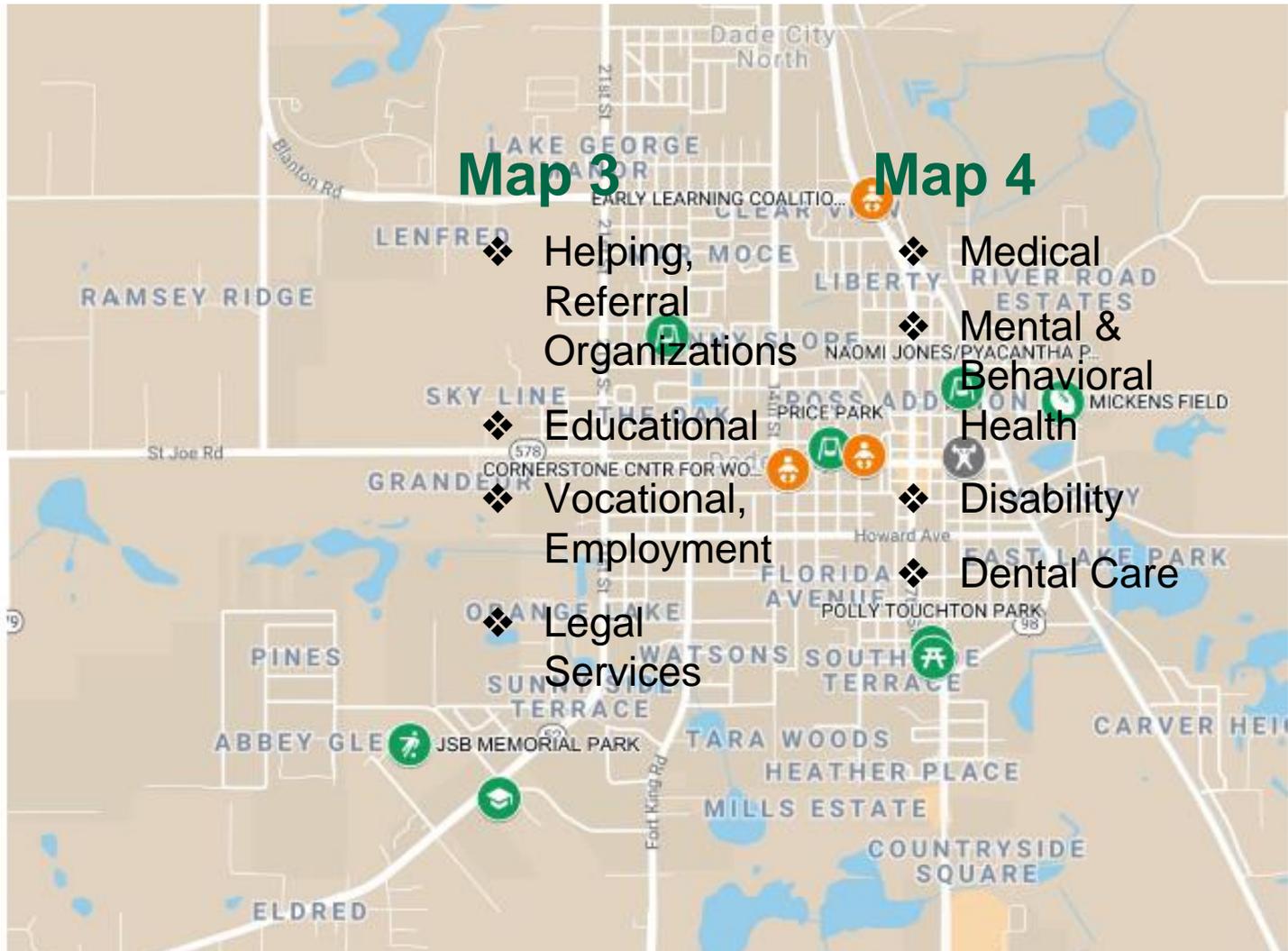


WATSON PARK



NAOMI JONES/PYACANTHA PARK

PARK



Themes

❖ Low Social Capital

- Poor access to resources
- Multiple, significant barriers

❖ Strong Neighborhood Connections

- Communication
- Very poor connection to the greater Dade City area

❖ Substantial Need for Resources

- Jobs
- Information
- Advocacy/Promotoras
 - Systems navigation
- Transportation

Housing

“For housing, it’s hard to look for a house now, because you’ve gotta go through Premier and you have to have a Social. Because, we got denied from a house just because my husband, he’s the income, but he doesn’t have a social, so we didn’t get to go into the house.”

Focus Group 2: Tommytown

Affording Medication

“So, how’s that a good thing, how’s that a good thing when people’s on the, a disability and stuff, barely scrapin’ by, and you got, *you got to decide if you’re gonna get toilet paper this week* [or pay for medication]...”

Unanimous agreement from other participants

Focus group 4: Moore Mickens

Barriers

- ❖ Transportation
 - No personal vehicle/Reliance on friends/family
 - Limited public transportation
- ❖ Cost - insurance/service
- ❖ Insurance - inaccuracies/wait list
- ❖ Employment
 - Availability
 - Application struggles
- ❖ Internet - lack of personal access

Area Specific Barriers

- ❖ Language issues, Job discrimination, Immigration Status, Literacy

Service Provider/Opinion Leader Focus Group ($n=6$)

- ❖ Glorious Church of God/Food Pantry/Community Center
- ❖ Living Waters United Church/Feed the City
- ❖ Cornerstone Center for Women
- ❖ Lacoochee Elementary & School Advisory Council
- ❖ Boys and Girls Club
- ❖ Make a Difference Foundation
- ❖ NAACP
- ❖ Lacoochee/Trilby/Trilacoochee Steering Committee
- ❖ Vice Chair of the School Advisory Council
- ❖ Celebrate Recovery
- ❖ Economic Development Committee

Service Provider/Opinion Leader Means of Outreach

Platform		Does it really reach the community?
Word of mouth	✓	Word of mouth
Social Media/Emails	✗	Internet access
Brochures/Pamphlets	✗	Literacy challenges
Robocalls	✗	Cell phone disconnects

Examples of the Disconnect

“These letters are sent home; they’re Facebooked, they are robocalled, I even tried to do a contest at the beginning of the year where I sent home a letter to every family. Some of them got multiple letters [siblings]. The class with the most PCT or participation was going to have a visit from a reptile man that came to our fall festival that everybody loved. I got no response from that. **Not a single parent signed up after those letters went home.**”

Implications for Implementation, Research and Policy

- ❖ Beyond a resource map...
- ❖ Different delivery/dissemination vehicle
 - Resource map + bus routes
 - Promotoras/Advocacy
- ❖ Value of partnerships
- ❖ Band-aids address “low hanging fruit”

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Thank You

Questions?