Partnering with Multicultural Organizations to Ensure Access for Hard-to-Reach Populations

MARYLAND LIVING WELL CENTER OF EXCELLENCE (LWCE)
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MARYLAND’S POPULATION DIVERSITY

► Maryland is one of the top four states with the smallest population of whites. Maryland's population of blacks is the 4th highest in the nation and the number of Hispanic, Asian and multi-race older adults continues to increase.

► Early in 2019 as the Covid-19 pandemic spread, the Maryland Department of Aging contracted with Maryland Living Well Center of Excellence (LWCE) to identify low-income older adults statewide and provide 5G tablets to increase connectivity with providers and reduce social isolation. The aging network struggled with providing existing services and few had adequate staff to assist with tablet distribution.
LWCE CONTRACTED WITH NON-PROFIT MULTI-CULTURAL COMMUNITY-BASED ORGANIZATIONS AND CHURCHES

- LWCE currently contracts directly with ten multi-cultural organizations to assist in reaching Maryland’s diverse populations including Asian-Indian, Black, Chinese, Haitian, Korean, and Latinx individuals.

- In partnership with local health departments, AAAs and Hospitals, LWCE trains additional multi-cultural organizations for evidence-based program delivery.

- These organizations and entities are highly trusted within their communities and they provide needed services and programs.

- In addition, state and local reach individuals with physical and mental disabilities to deliver needed programs and services.
IMPACT/OUTCOMES

- LWCE developed a standardized training to introduce older adults on using the tablets to connect with family, friends, the internet, their providers, an array of evidence-based behavior change programs provided through zoom and other virtual platforms. The tablet program resulted in increasing older adults' ability to connect with others and learn new self-care strategies.

- In addition, the tablet project enabled LWCE to dramatically expand access to resources to individuals with limited or no English, as well as to people with disabilities who could easily access online virtual programming.
INNOVATIONS

▶ The tablet project enabled LWCE to contract with Asian Indian, Chinese, Korean, Hispanic, and Haitian service organizations, as well as Black wellness organizations and churches. Additional contracts were implemented with disabilities organizations.

▶ This initiative assisted LWCE in its ability to connect older adults in need with services and programs has been critical in our ability to dramatically expand reaching hard-to-reach individuals.

▶ More importantly, LWCE has increased its contracts with primary care providers and care transitions organizations to provide programs and services to high risk, underserved populations in rural and low-income areas utilizing Medicare HEART Funds (Health Equity Advancement Resource and Transformation Payment).
SUCCESS STORIES

- Chinese Cultural and Community Center (CCACC) Partnership to deliver evidence-based programs and provide multiple vaccination clinics.
- ASIAN INDIAN and Korean Community-based organizations are partnering to delivery an array of evidence-based programs and vaccine clinics.
- BLACK wellness organizations and churches continue to provide evidence-based programs.
- Meals on Wheels of Central Maryland is utilizing its volunteer drivers to deliver meals, survey its population for vaccine needs, and coordinate vaccination clinics for their clients.
PLEASE SHARE YOUR EXPERIENCES AND STRATEGIES TO ENGAGING HARD-TO-REACH POPULATIONS. SHARE WHAT HAS WORKED AND NOT WORKED IN YOUR COMMUNITIES.

WHAT STRATEGIES ARE YOU USING TO RECRUIT AND RETAIN PROGRAM PARTICIPANTS AND ENSURE SUSTAINABILITY FOR YOUR PROGRAMS AND SERVICES?