



RAISING DIVERSE LEADERS

UNDERSERVED POPULATION: IDENTIFYING NEED AND ANSWERING THE CALL

This publication is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award, 2 UJ1MC307480400, totaling \$1,800,000. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS or the US Government.

ROSABEL AGBAYANI, MPH

- HQ Consultant for Underrepresented Populations
- Board President- California Hands & Voices
- Lives in San Diego, California
- 3 Multicultural Children
- Grew up in a Military Family
- Child of Immigrant Parents



LEARNING OBJECTIVES

- Who are our Underserved Population?
- Why it is important to outreach to Underserved Populations?
- Serving our Underserved Populations

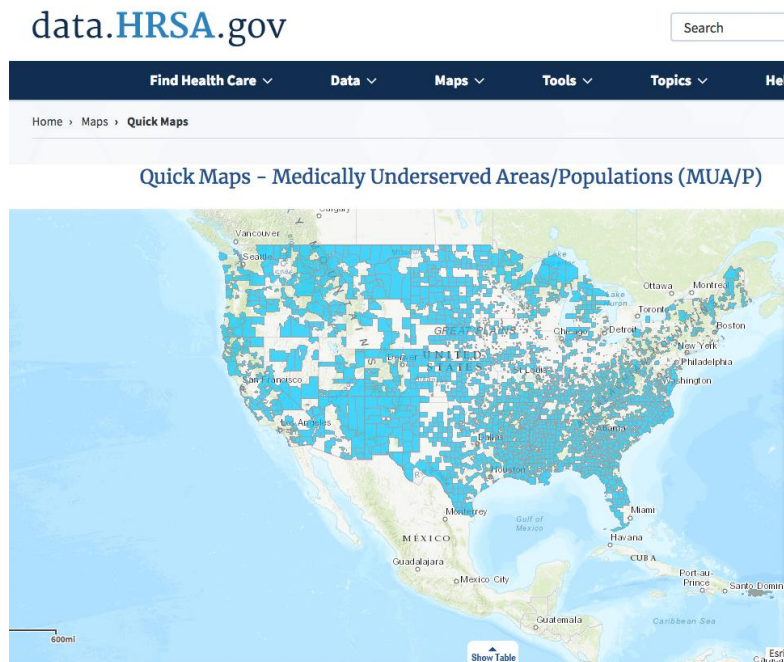
Learning Objectives



DEFINITION UNDERSERVED POPULATIONS

The Department of Health and Human Services (HHS) characterizes underserved, vulnerable, and special needs populations as communities that include members of minority populations or individuals who have experienced health disparities

- Latino populations
- African American populations
- AI/AN populations
- Refugees
- Individuals with limited English proficiency (LEP)
- Individuals with disabilities
- Religious minorities



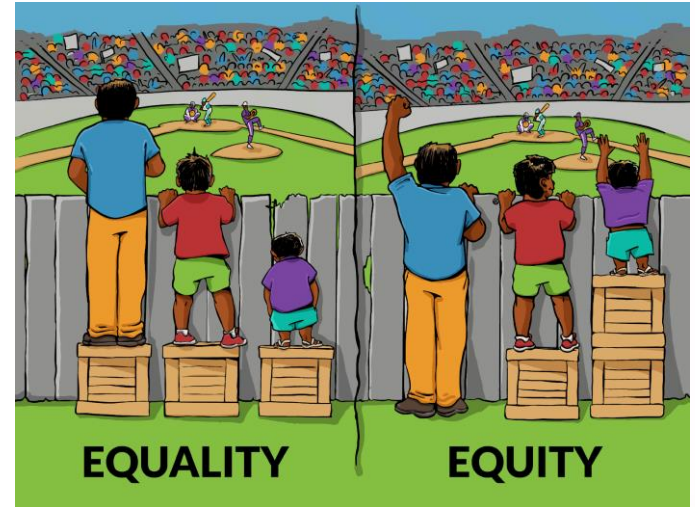
THE IMPORTANCE OF OUTREACH TO UNDERSERVED POPULATIONS

The need to be cognizant of the diversity of our communities and recognize the potential barriers that exist.

The Goal is the Achieve Equity

Barriers include:

- Receiving fewer services (health, education, etc.)
 - Can they find us if they need us?
- Limited access to necessary care
 - Location (Rural/Urban)
 - Economic
 - Cultural
 - Linguistic
- Lack of familiarity with systems
- Shortage of people from diverse backgrounds as service providers



WHERE YOU LIVE MATTERS

You may have trouble contacting some vulnerable and/or underserved populations because of where they live.

• Access to Transportation

- Rural residents may have increased travel time to access services
- Urban residents may lack affordable or feasible transportation

• Access to Computers and Internet/Broadband

- Internet access may not be available in some very rural areas of the country
- Affordability and accessibility that limit access to public internet access.



Question Time

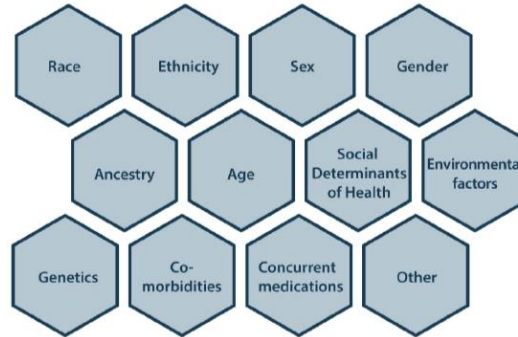


- **What is your definition of diversity?**

DEFINING DIVERSITY

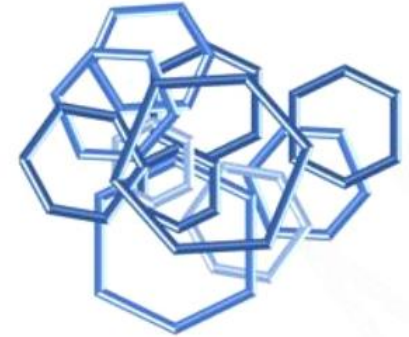
- Race
- Ethnicity
- Language Spoken at home
- Religion
- Disability
- Special Health Care Needs
- Socioeconomic status
- Sexual Orientation
- Gender Orientation

A broad definition of diversity



Intersectionality of Diverse Properties

Dimensions of diversity are not independent variables



EACH INDIVIDUAL'S IDENTITY IS UNIQUE DEPENDING ON THEIR CIRCUMSTANCE

CULTURAL AND LINGUISTIC COMPETENCY

Identify, understand, respond, and respect differences in the cultural beliefs, behaviors, and needs of our community

- Acknowledge that characteristics and behaviors of cultural groups can't be presented as a checklist.
- It's important not to group people together—this may prevent you from recognizing and serving the needs and preferences of individual consumer

Realize the need to create a culture that is inclusive

- Parents feel valued and connected to an organizations' culture
- They can feel comfortable asking questions and voicing their opinions
- Create Opportunities for mutual teaching and learning
- Building Resilience

The strength of an organization relies on the unity of it's diverse population



IMMIGRANT FAMILIES

Immigrant Families face a unique set of challenges

- Cultural
- Language
- Perception that they may be denied or withheld public services on the basis of language or background

Understand how it affects Family Engagement

- Immigration Status may be a sensitive topic
- Negative impact-
 - Acknowledge potential trauma and the stigma based on their unique circumstances
 - These experiences may have a lasting effect and severe impact on how they live their lives
- Priority may not be what we assume it to be
 - Survival vs. Thriving



Question Time



- How do you "raise diverse leaders" in your organization?
- What ways have you found successful?
- What are the challenges?

HOW TO SUPPORT FAMILIES FROM DIVERSE POPULATIONS

- Value diversity and diverse members in the community
 - Create a culture of Inclusion and Resilience
 - Understand that definition of family can differ based on family dynamics and composition
 - Connect with families a family through
 - Culture
 - Tradition
 - Shared experiences
 - Mutual support
- Building Relationships
 - Capacity of your leadership- Do we have a leadership that reflects our diversity?
 - Understanding that this is a developmental process that evolves over an extended period of time.
 - Seek out Cultural brokers

Language Matters

We are not minorities, we have been minoritized.

We are not underrepresented, we have been historically excluded.

Language matters.



BUILDING TRUST

Collaborative relationships build on trust
The process takes time and involves:

- Mutual respect
- Honest and clear communication
- Understanding
- Empathy

Honor family Dynamics/Family Structure

Evaluate the Culture of the Organization



Question Time



What is your definition of a leader?

Have you had opportunities to reach out to a person from an underserved population and ask them to be involved?

What was the response?

RAISING DIVERSE LEADERS = BUILDING COMMUNITY LEADERS

- **Recruit and Mentor Leaders from diverse backgrounds**
 - Seek opportunities to connect
 - Seek other stakeholders
- **Walk Beside-Don't lead from Above, lead by example**
 - Give opportunity to share their story
 - Invite and include them in an event
- **Build a sense of Accountability**
 - Create a sense of engagement in the decision making process
- **Practice Stewardship**
 - Work together
 - Protect, preserve, and take care of the community
- **Mobilize the team**
 - Task Oriented
 - Skill set
- **Show appreciation for other's efforts**



WHY IS DATA IMPORTANT

Data can help you answer questions about the experiences and health outcomes of people in your community.

There are many questions that data can answer.

- Why?
- Who?
- What?
- When?
- How?
- Where?

This can lead to conversations within your leadership and with various stakeholders.

STAY TUNED!!!!

**Hands & Voices HQ Questionnaire in January
Help us understand so we can better help you!**



RESOURCES

- **Family Voices Immigrant Rights:** <https://familyvoices.org/wp-content/uploads/2020/02/Education-Rights-Immigrant-LEP-Children-Families.pdf>
- **Robert Wood Johnson Foundation: Health Equity:** <https://www.rwjf.org/en/library/features/achieving-health-equity.html>
- **Center for Childhood Resilience** <https://childhoodresilience.org/resources-1>
- **Kids Count Database (state and local data on trends that affect children and family wellness):** <https://www.aecf.org/resources/2020-kids-count-data-book/>
- **Serving Vulnerable Populations:** <https://marketplace.cms.gov/technical-assistance-resources/training-materials/vulnerable-and-underserved-populations.pdf>

Connecting with CAD

Bringing the Community Together

When: Thursday, December 3

Time: 6:00 pm (PST)



Family of Chauhan

*Brown, Deaf, and Transgender:
A Family's Journey through
Race, Culture, and Transgender Identity*



Start the Conversation



Diversity, Equity, and Inclusion

In the words of Maya Angelou, "Do the best that you can until you know better. Then when you know better, do better." We can "know better". We can "learn better". We can "do better". We at H&V are looking within ourselves and within the organization to do better in supporting Black Lives Matter. Karen Putz (H&V HQ D/HH Infusion) frequently reminds us to look at the **why** of what we do. Esther is part of our why.

Esther is waiting for us. Let's do this!

Esther is a 9 year old girl who loves gymnastics and raising chickens! Her favorite book is El Deafo and her favorite thing to say is "life is so complicated!" She loves ice cream, bike riding and spending time with her 4 siblings and can't wait to be an Aunt to two baby girls this month!

A Message from Hands & Voices

How do we even begin to frame the sentences that reflect the horror and injustice in the world today as we watched the knee of the murderer on George Floyd's neck as he lay dying?

How do we use the right words so that we all as a society stop talking about just the words that are right or wrong and get to changing our collective souls to end racism, discrimination and oppression?

For us at Hands & Voices, you may think our silence to date has meant something, like an unwillingness to speak or act. No, our discourse within our leadership has been raw, messy, defensive, open, complicated, and still somehow in solidarity. We are committed to words *and* actions. Black lives matter. This is only the beginning of our hands and voices in this matter.... We are Hands & Voices.

Original Message sent from H&V Staff and Board June 10th, 2020



Contact Information:

Rosabel Agbayani

Consultant for Underrepresented Populations

Rosabel@handsandvoices.org

Diversity@handsandvoices.org