



## Grant Subaward Programmatic Narrative

Grant Subaward #: \_\_\_\_\_

Subrecipient: ABC Non-Profit

Problem Statement: ABC Non-Profit (ABC) will target 12 zip codes, 11 of which were some of the hardest hit areas by COVID-19, within the County. This service area spans approximately 17 neighborhoods and has a population of 523,175 residents, according to 2015-2019 Total Population American Community Survey 5-year estimates from the U.S. Census Bureau. ABC will serve the entire service area of more than 500,000 people and intends to directly engage at least 3,890 individuals.

According to 2018 data from the California Health Interview Survey (CHIS) AskCHIS Neighborhood Edition tool, the 12-zip code service area has a high number of people living in poverty, many older adults, and a significant BIPOC population. In the service area, 10.5% of adults and 12.9% of children are living in poverty (less than 100% of the federal poverty level). The age breakdown of residents is as follows: 24.0% (131,841 people) ages 0-17, 65.3% (328,000 people) ages 18-64, and 11.7% (53,626 people) ages 65+. Additionally, the service area is highly diverse, as 59.6% of adults are non-White, 42.8% are Hispanic/Latino, and 63.0% speak a language other than English.

The target cities as a whole also have high percentages of individuals with access and functional needs including people with disabilities, limited English proficiency, and transportation barriers. According to U.S. Census Bureau



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Quickfacts, which uses 2015- 2019 population estimates, 5.2% of people under 65 in San Jose and 6.2% of people under 65 in Gilroy are living with a disability.

According to 2019 data from Data USA, 59.1% of San Jose residents are non-English speakers, with Spanish, Vietnamese, and Chinese (respectively) being the most common non-English languages. Furthermore, 21.1% of San Jose residents and 20.9% of Gilroy residents commuted to work by means other than driving alone (e.g., carpooling, walking, public transit, etc.), showing evidence of transportation challenges.

Although ABC expects to reach individuals in all vulnerable groups listed in the Listos RFP, ABC has specific plans to outreach to the following groups: immigrants and refugees, people with disabilities, seniors/older adults, people experiencing homelessness, and households with limited English proficiency. Outreach plans for each vulnerable population to be engaged will be shared with Cal OES in progress reports. To make program efforts successful, ABC needs Community Emergency Response Team (CERT) training for staff and educational materials in different languages (e.g., emergency preparedness checklists, handouts, workbooks, toolkits, etc.), particularly in English, Spanish, and Vietnamese. If the program materials received by a Cal OES vendor are not



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sufficient or appropriate for the target population, ABC will receive approval to produce its own materials.

Plan: ABC will implement a three-step program design and service delivery system driven by three elements: outreach, training, and community engagement. The overall goal is to increase the disaster preparedness, response, recovery, and mitigation capabilities of socially vulnerable populations in San Jose and Gilroy in Santa Clara County. This goal will be accomplished by reaching the following objectives by December 31, 2023: 1) outreach to a minimum of 3,000 community members in San Jose and 500 community members in Gilroy to provide quick education and referrals to additional training and participation opportunities; 2) conduct 24 house meetings in designated neighborhoods to reach a minimum of 240 individuals to provide training and gather community input on emergency preparedness needs; and 3) hold one town hall in San Jose to reach a minimum of 100 individuals and one town hall in Gilroy to reach a minimum of 50 individuals to discuss emergency preparedness gaps and solutions. ABC has the experience and capacity to work independently under this grant program and will not subgrant with other local CBOs. Outreach will be conducted to bring quick disaster training and resources directly to targeted communities. Prior to



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beginning outreach efforts, ABC will host a kick-off meeting with key county leaders, health centers, CBOs, and community leaders to raise awareness of the project and inform stakeholders of the proposed plan. The meeting will be used to establish communication methods, set common goals, and discuss opportunities for collaboration. Afterwards, ABC will implement a peer-to-peer approach to engage and educate the community by using culturally and linguistically competent community health workers (CHWs).

CHWs will outreach to at least 3,000 San Jose residents and 500 Gilroy residents. CHWs will come from the communities served and primarily provide education in the most common languages spoken in these communities- English, Spanish, and Vietnamese. Outreach will target captive audiences (e.g., students in classes, people waiting in lines or waiting rooms), stationary audiences (e.g., crowds at churches, parks, community agencies), and unrushed moving crowds (e.g., people at festivals, health fairs, community events). ABC will work with health centers, CBOs, and other partners to reach people at these locations. Additionally, CHWs will use a canvassing approach to reach people directly in their homes. They will knock on doors and provide quick information for about three to five minutes in each home. These outreach efforts will be used to provide quick education and resources on emergency



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preparedness and response topics, such as "how to build an emergency kit" or "where to go after a disaster." CHWs will also distribute Listos California materials and provide information on where to go for additional training or community engagement opportunities.

Training, the second element in ABC's multi-pronged approach, will be used to provide longer education on emergency preparedness, response, recovery, and mitigation. ABC staff including a Program Coordinator, the Community Engagement Director, and five CHWs will obtain CERT training to gain research validated guidance on what to do before, during, and after an emergency. Program staff will also conduct 24 house meetings in designated neighborhoods within the service area to reach a minimum of 240 people. These house meetings will provide community members with not only training, but also an opportunity to share and discuss local emergency response issues, identify gaps and propose solutions to strengthen county emergency plans, identify organizations to involve in emergency planning, and set up a telephone or communication tree line to quickly spread important messages during a critical event. To reach some of the most resource-poor neighborhoods in Santa Clara County, ABC will collaborate with five neighborhood associations in Mayfair, Tropicana-Lanai, Cassell, Plata



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Arroyo, and Capitol Park. ABC will utilize and distribute the materials and resources provided by the Listos California Grant Program for all training activities.

Community engagement is the last element in ABC's plan, which will provide community members an opportunity to meet with key county leaders, including the County Emergency Manager. After all house meetings have been conducted, neighborhood leads will meet with county leaders to inform them of the issues that were discussed during the meetings and to invite them to a townhall to hear more about needs, gaps, and solutions from additional community members. ABC expects that a minimum of 100 people will attend the townhall in San Jose, and 50 people will attend the townhall in Gilroy. After the townhalls have taken place, the neighborhood leads will meet with county leaders again to discuss next steps to integrate the community's ideas into local emergency plans.

Program activities will enhance community-based disaster preparedness and response by facilitating the design of an appropriate, community-owned emergency preparedness and risk reduction strategy. By ensuring local residents, CBOs, and county leaders understand the important roles they play



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before, during, and after disasters, socially vulnerable individuals and families in areas at risk of natural hazards will be protected when disaster inevitably strikes. Throughout the project period and especially during the conversations that will be organized between community members and local leaders, CHWs will gather stories of impact to highlight the positive outcomes that result from program activities. Community input on gaps and solutions, stories of impact, and the final approach and results will be communicated to the Cal OES Listos team.

Capabilities: ABC, and its staff, is well positioned to deliver culturally and linguistically competent outreach, education, and training. ABC trains CHWs and manages multiple programs that engage low-income, diverse groups to ensure equitable access to various resources like breast cancer screening and COVID-19 services. ABC has also been a key consulting partner in most, if not all, of Santa Clara County's CHW programs. Additionally, seven of nine of ABC's Board of Directors and 100% of its staff are BIPOC, and the staff who will lead this program are multi-lingual and multi-disciplinary. The ABC's CEO with lived experience as an immigrant to the Bay Area, has spent 45 years working in healthcare advocating for marginalized communities. She also has more than ten years of public health preparedness experience as an executive manager in



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the local Public Health Department, where she worked on a variety of public health emergencies (e.g., 911, H1N1, vaccine shortage}. The ABC's Community Engagement Director, has more than 20 years of leadership experience in nonprofits primarily serving and engaging racial and ethnic minority groups. ABC has vast experience administering grant programs from federal, state, county, and private funders and is confident in its ability to remain in compliance with all applicable regulations, terms, and conditions with minimal oversight from Cal OES. Program staff is dedicated to the entire grant lifecycle to ensure warded funds are drawn down appropriately, progress towards objectives is tracked and monitored, corrective action is taken if necessary, and performance reporting is comprehensive and timely. ABC has successfully managed many grants from pre-to post-award, leading to an impressive portfolio of repeat funders and successful programs that have been sustained beyond grant award.

Expertise as a convener and cross-sector collaboration are strengths of ABC. ABC has facilitated collaborative efforts with other clinic consortia, universities, CBOs, local government, health systems, and more. ABC recently partnered with the nonprofit community and Santa Clara County Board of Supervisors,





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Administration, and health plans to respond to COVID-19 in a culturally inclusive, language accessible, and ADA-compliant manner. ABC was one of several community groups mobilized to assist with the COVID-19 Community Health and Business Engagement Team (CHBET), which increased testing in the County's neediest zip code regions through outreach and community organizing. In the first five months, 180,369 individuals were reached using in-person, telephone, video, and text messaging communications with COVID-19 information.

Language spoken by CHWs included English, Spanish, Vietnamese, and Chinese. This ensured that people with disabilities, limited English proficiency, transportation barriers, and other access and functional needs were still engaged.

ABC has considerable experience managing innovative, community-wide initiatives that successfully engage hard-to-reach and special populations. For example, ABC launched the initial planning of a grassroots organizing effort for diabetes management by convening an advisory group of CBOs in Santa Clara County to identify a strategy to engage vulnerable groups to reduce diabetes rates. Furthermore, ABC has convened local CBOs, health centers, and patients to co-design and plan for solutions around social determinants of health referrals for diabetic patients. In all community-wide efforts, ABC is committed to



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elevating the voices of community members to engage them as decision-makers, as the organization is keenly aware that no one understands the needs of the community better than the people living in it.

ABC has extensive experience compiling and analyzing data, conducting research, and preparing reports - activities that are integral to ABC's core work in the areas of policy/advocacy and quality improvement (QI). ABC monitors, researches, and analyzes health policy issues, health programs, and legislation to advocate for health centers and underserved populations. For example, ABC conducted quantitative and qualitative research and collaborated with community stakeholders to develop a report for the Santa Clara County Office of Women's Policy with policy and system recommendations to address gender inequities in health. ABC also manages data-sharing and QI initiatives across its member clinics, including population health management programs that address opioid use disorder, heart attack, and stroke. As part of this work, ABC provides analytical support and tools to monitor QI processes and develop reports.

ABC already has significant disaster preparedness, response, recovery, and mitigation experience. Thanks to a recent grant from the Santa Clara County Department of Public Health, ABC has been working to develop



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community driven solutions to aid communities that have been disproportionately affected by COVID-19. ABC is collaborating with Working Partnerships USA (WPUSA) to conduct community listening sessions in different languages, focus groups with emergency responders and frontline workers, interviews with elected officials and County emergency operations staff, and surveys to assess the needs of community members and develop solutions to address those needs through both preparedness efforts and emergency response. Ultimately, this work will result in a report with recommendations for building community resiliency and strengthening the emergency preparedness and response infrastructure within Santa Clara County. ABC is more than happy to receive additional training to strengthen its approaches and expand current services to better prepare communities to respond to emergencies beyond COVID-19.

Preference Points: According to a Federal Emergency Management Agency (FEMA) press release (release number DR-4558-CA NR 017) from September 2020, Santa Clara County was approved for federal assistance under the major wildfire disaster declaration approved August of that year. Individuals and households could apply for financial and direct services such as grants to pay for rent, home repair or replacement, and other disaster-related



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needs including medical care and childcare. Public federal assistance was also provided to rebuild community infrastructure. FEMA also declared the COVID-19 pandemic a disaster in the state in March of 2020, making Santa Clara County eligible for public assistance.

To improve planning, preparedness, and recovery to similar possible future disasters, ABC has increased its efforts to become involved in local disaster planning and response. Positioning health centers to have a formal role in public health emergency planning was one of ABC's key priorities for advocacy in 2021, and that year ABC requested from the Santa Clara County Board of Supervisors that they consider including health centers in public health preparedness planning and exercises and provide a seat in the County's Emergency Operations Center (EOC). ABC also serves as a liaison to the County's EOC, and the organization has recently been applying to numerous emergency preparedness and response grants.