Effective Programs for Reaching and Engaging Underserved and Hard to Reach Populations
May 17, 2018 | 12pm ET
Moderator: Kristen Emory, PhD, Community Advisory Council member

Presenters:
Theo Edmonds, JD/MHA/MFA, IDEAS xLab, Chief Imaginator
Indie Landrum, Youth Services Navigator, The San Diego LGBT Community Center
Deborah Nyquist, Wellness Director for Kenaitze Indian Tribe (KIT) Dena’ina Wellness Center in Kenai
CenterLink

- Nonprofit founded in 1994
- Helps develop strong, sustainable LGBT community centers with a national network of 190+ organizations
- Builds a thriving network of centers for healthy, vibrant communities
- Recognized by the White House as a “Champion of Change”
LGBT HealthLink

- One of eight CDC-funded cancer and tobacco disparity networks
- Advance LGBT wellness by addressing LGBT tobacco and cancer health disparities
- Link people with information and promote adoption of best practices
- We promote tobacco prevention & cessation, decreased second-hand smoke exposure, cancer prevention and screening and improved quality of life for those with cancer

Become a member at www.MyLGBTHealthLink.org
LGBT HealthLink Provides:

- Technical Assistance
- Trainings/Webinars/Presentations
- Needs Assessment Tool
- Sample non-discrimination policies
- Other resources such as educational materials
- Tobacco Census

- Cancer Assessment of Community Level of Readiness
- Cross-sectoral connections between health systems, providers, community centers, and departments of health
- Linkages for information and best and promising practices
Theo Edmonds
JD/MHA/MFA
@theoedmonds | @ideasxlab
www.culture.health
VISION:
A more just, creative, and healthy America.

MISSION:
To pioneer cultural innovation in population health through arts and science.
Why Culture Matters
“The systemic neglect of culture in health and healthcare is the single biggest barrier to the advancement of the highest standard of health worldwide.”
OUTCOMES
Health Outcomes/Disparities
Tools, Medicines, Music,
Art, Books,
Dance, Poetry,
Transportations, Technologies

BEHAVIORS
Norms, Laws
Folkways, Rituals

VALUES
Knowledge
Beliefs

COMMUNICATION
Language
Symbols

ENABLERS

BLOCKERS

Ideas

Adapted from Dave Gray and Strategyzer AG.
Margaret Bourke-White, "There's No Way Like the American Way"

Norman Rockwell, "The Problem We All Live With", 1963.
Art helps us identify with one another and expands our notion of we – from the local to the global

Ole返ur Eliasson
Artist

I am woman, hear me roar, in numbers too big to ignore, and I know too much to go back and pretend.

(Helen Reddy)
Shepard Fairey based off photo by Mannie Garcia

“Probably the most important piece of political theater of the last decade.” —The New York Times

The Vagina Monologues
Eve Ensler

Featuring six never-before-published V-Day monologues

WITH A NEW FOREWORD BY JACQUELINE WOODSON
Claiming New VALUE
Building a culture of social innovation and entrepreneurship in population health.

1. **Culturally Driven Design**
   - Asset-based
   - Civic Engagement & Social Cohesion
   - Hope

2. **Transdisciplinary Approach**
   - Co-Created with Communities
   - Connect Areas Not Usually Connected

3. **Sustainable Model**
   - Quadruple Bottom Line
   - Systems Change/Development Focus
   - Replicable and Scalable
Mapping Colonization
Leverage Points

“Art is always a reflection, a testament and a record of our human condition.”

Source: Van Jones, design by Citizen Engagement Lab
CHANGE STRATEGIES
Four Basic Approaches to Social Change

Adapted from “Four Strategies for Large Systems Change” by Steve Waddell. Stanford Social Innovation Review. Spring 2018
DESIGN

Commitment
Buy-in / Collaboration
Community Controlled
Cultural Process

Empathy
Cultural Change Readiness
Assessment

Define/Ideate
Integrative Cultural Planning
+ Community Literacy

SDOH / Interdisciplinary

Prototype
Implementation
Using Cultural Strategies

Test
Quadruple Bottom Line Evaluation:
1) Social
2) Economic
3) Mind/Body
4) Environmental

Outcomes
Community Impact
Behavior Change
Disease Rates

Commitment
Public Health Funding Allocation

Prototype
Public Health Start Up Funding

Define/Ideate

Empathy

Adapted from Lister, et al 2017.
MEASURE+CONNECT

Building the “Queer Sociome” Architecture

HOPE Scale
Population Level

Cultural ROI
Quadruple Bottom Line (QBL)
Multi-dimensional Impact
Similar to Social Return On Investment
Population
Health
INNOVATION
What creates a HEALTHY LGBTQ+ Community?

Based on the research of The Robert Wood Johnson Foundation

- **Socioeconomic Factors 40%**
  - Education
  - Job Status
  - Family/Social Support
  - Income
  - Community Safety

- **Physical Environment 10%**

- **Health Behaviors 30%**
  - Tobacco Use
  - Diet & Exercise
  - Alcohol Use
  - Sexual Activity

- **Health Care 20%**
  - Access to Care
  - Quality of Care

Louisville Community Coalition
Culture hubs are "safe" environments in which people feel free to express their identities.

Due to their "open nature" and community relevance, culture hubs can yield significant insights.

Culture plays a role in how much people trust and are willing to adopt population health programs.
Culture EATS STRATEGY FOR BREAKFAST

- PETER DRUCKER -

Theo Edmonds JD/MHA/MFA

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www.culture.health
ENGAGEMENT

Indie Landrum,
Youth Services Navigator
The San Diego LGBT Community Center
The mission of The San Diego LGBT Community Center is to enhance and sustain the health and well-being of the lesbian, gay, bisexual, transgender and HIV communities by providing activities, programs and services that create community; empower community members; provide essential resources; advocate for civil and human rights; and embrace, promote and support our cultural diversity.

The San Diego Lesbian, Gay, Bisexual, and Transgender Community Center, Inc., (d.b.a., The Center) is the nation's second oldest and one of the largest LGBT community centers. Last year The Center provided more than 73,000 direct service visits to San Diego community members, and through its events, activities and advocacy, touched the lives of thousands more.
TRANSPARENCY

- Listen and take notes about their concerns.
- Be open to solutions they offer.
- But don’t expect them to find solutions.

WHAT IF I TOLD YOU

BEING A GOOD LISTENER MEANS NOT ONLY LISTENING BUT WANTING TO LISTEN IN THE FIRST PLACE

imgflip.com
VALIDATION AND UNDERSTANDING

• Meet them where they are
• Validate their feelings
OPTIONS OF ENGAGEMENT

• Offer opportunities for the person to participate in the program or organization at different capacities
• Don’t expect them to dive in fully, allow time to acclimate and build trust
THANK YOU!

Contact:
Indie Landrum
ilandrum@thecentersd.org
KENAITZE INDIAN TRIBE
MISSION
TO ASSURE KAHTNUHT'A NA DENA’INA THRIVE FOREVER
DENA’INA WELLNESS CENTER
Vision
By 2025, the Kahtnuht’ana Dena’ina have enhanced and strengthened the prosperity, health and culture of their people and tribe by:
• Working toward a united effort with Native organizations and other governments that affect our people
• Developing and implementing a tribal education system
• Living our traditional values and practices
• Empowering our sovereignty
• Continuing to demonstrate resiliency
• Striving for excellence in all our programs
• Elevating the wellness of our people
• Using our talents and resources to ensure we are able to take care of ourselves and share with others
Vision
By 2025, the Kahtnuht’ana Dena’ina have enhanced and strengthened the prosperity, health and culture of their people and tribe by:
• Working toward a united effort with Native organizations and other governments that affect our people
• Developing and implementing a tribal education system
• **Living our traditional values and practices**
  • Empowering our sovereignty
  • Continuing to demonstrate resiliency
  • Striving for excellence in all our programs
• **Elevating the wellness of our people**
  • Using our talents and resources to ensure we are able to take care of ourselves and share with others
TRADITIONAL VALUES

Family
Stewardship
Beliefs
Education
DENE’ PHILOSOPHY OF CARE

Un’ina-centered Wellness

To help un’ina build resiliency and move toward health

Integrative care at the foundation of services
UN’INA

Dena’ina word for “people who come” or “invited guests”
LEARNING CIRCLE
Open Dialogue
Deep Reflection
Sharing what we know
LG BT GRO UP
Peer-led
Group priorities
Enhanced connection
Chiqinik (Thank you)

Deborah Nyquist
dnyquist@kenaitze.org
These tools and additional resources are available from the MyLGBTHealthLink.org member site. Join today – it’s free!
JOIN THE MOVEMENT TO ACHIEVE LGBT HEALTH EQUITY!

www.mylgbthealthlink.org

HealthLink members have access to:

• Weekly LGBT Health News Roundup
• Scholarships to help support and promote leadership in LGBT health
• Members-only online networking groups
• Exclusive webinars and resources available for download
• Co-branding opportunities
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Tuesday, May 15, 2018
12pm ET: SOGI Data: Promotion and Data Inclusion at State and Local Government Agencies
2pm ET: Special Considerations - Cancer Concerns for and of Sexual Gender Minority
4pm ET: Social Service Navigation: Leveraging Your Referral Network into a Well-funded Case Management and Navigation Program

Wednesday, May 16, 2018
12pm ET: Cervical Cancer Screening for Sexual and Gender Minority
2pm ET: Funding Your Programs through Practice-based Research Partnerships
4pm ET: Best and Promising Practices for LGBTQ Inclusion and Cultural Competence at State and Local Health Departments

Thursday, May 17, 2018
12pm ET: Effective Programs for Reaching and Engaging Underserved and Hard to Reach Populations
2pm ET: Birth of the LGBT Tobacco Control Movement: A Movement to Save Health and Lives
4pm ET: Beyond the Quitline