

Date: October 10, 2022

To: Thomas B. Modica, City Manager



From: Kelly Colopy, Director of Health and Human Services



For: Mayor and Members of the City Council

Subject: Health Equity Community Projects

In early 2022, the Department of Health and Human Services (Health Department) developed a Health Equity Investment Framework (Framework) for the Long Beach Recovery Act (LB Recovery Act) funds related to health equity as well as future community investment opportunities (Attachment A). This Framework strengthens and aligns with Goal 4 of the [Racial Equity and Reconciliation Initiative](#) which uplifts strategies to "improve health and wellness in the City by eliminating social and economic disparities in the communities most impacted by racism." The Framework was applied to the design of the Health Equity Community Projects Request for Proposals (RFP), launched on May 2, 2022. This memo serves as a report on the application of the Framework through Health Equity Community Projects.

Health Equity Investment Framework

In late 2021, the Health Department hired a third party to lead and manage a series of discussions intended to assist City of Long Beach (City) staff in determining how the Health Department would structure funds to increase health and racial equity in Long Beach, determine models that consider context, including Long Beach's history, when considering the allocation of funding, and create messaging about the release and allocation of these funds to community groups.

The following principles were established in the Framework for the dissemination of community funds:

- Community driven
- Data informed
- Equity focused
- Durable: can be used for a variety of community conditions
- Intentional
- Research informed
- Aligned with existing plans informing the Health Department, including the DHHS Strategic Plan, Community Health Assessment and Racial Equity and Reconciliation Report

Healthy Equity Community Projects: Contracting with an Equity Lens

In the design of the Health Equity Community Projects RFP, City staff focused on adhering to the principles of the Framework:

1. The key strategies of the RFP focus on addressing those conditions that increased the likelihood of COVID-19 hospitalization as well as the impacts of COVID-19 in communities. These strategies were identified based on quantitative data on COVID-19 cases, hospitalizations, vaccinations, and the [California Healthy Places Index](#) (HPI). Qualitative data stemming from conversations with community members, community-based organizations, as well as the Black Health Equity Collaborative and Mi Vida Cuenta Latino Health Initiative were also included to center voices of those most impacted by COVID-19 in the prioritization of strategies.
2. Cross-departmental collaboration was undertaken to streamline and simplify RFP language and processes to improve the ability of organizations to apply for funding. There were 114 prospective bidders and 63 proposers to the RFP, a 55 percent conversion percentage which is significantly above average for City procurements.
3. Eligibility and evaluation criteria were designed to ensure the City is investing in organizations that already have the capacity to write and manage grants and offer needed services, while also investing in technical assistance to build capacity of smaller and newer organizations that may be new to working with the City. This will build a stronger network of providers across the Long Beach to support racial and health equity.
4. Use of the HPI to prioritize geographic regions of focus for projects and engaging awarded vendors in collaborative meeting spaces fosters collective work in neighborhoods to address conditions that impact multiple communities.

Services to be Funded

The Health Department received an overwhelming response to the RFP, with a total of 94 projects submitted by 63 organizations. The total requested amount was just over \$19,900,000 with an average budget of \$212,000 per proposed project. With combined funding from multiple sources included in the LB Recovery Act, the Health Department has selected 21 projects (Attachment B) totaling \$3,027,921. The selected projects include investment in the factors that contributed to COVID-19 hospitalizations as well as the impacts of COVID-19, focusing on neighborhoods and communities hardest hit by the COVID-19 pandemic. Services to be funded include:

- COVID-19 Education and Vaccination Outreach
 - Number of projects: 7
 - Total funding amount: \$1,119,189
 - Examples of services: Provide services that seek to increase vaccination accessibility for young children and their families and COVID-19 education and outreach that is culturally affirming via various citywide workshops and campaigns.

- Chronic Disease Prevention and/or Management
 - Number of projects: 2
 - Total funding amount: \$298,158
 - Examples of services: To lessen the effects of COVID-19 and lower the associated risk, programs offered include promoting respiratory health and fitness, as well as physical education programs for those aged 50 and older.
- Mental Health Supports or Trauma-Informed Responses
 - Number of projects: 5
 - Total funding amount: \$645,000
 - Examples of services: Community health equity bereavement support, virtual and in-person mental health education workshops for youth, trauma-informed counseling to mitigate anxiety, grief, depression, and isolation in Long Beach older adults, mental health-centered family day events, and community resource fairs. All of these will help meet the demand for mental health services.
- Parent and Child Health
 - Number of projects: 1
 - Total funding amount: \$150,000
 - Examples of services: Doula training focused on increasing the number of culturally competent practitioners and their visibility in Long Beach.
- Physical Activity and Engagement
 - Number of projects: 2
 - Total funding amount: \$115,574
 - Examples of services: Activities centered on nature-based exploration and learning for students in elementary school, as well as outdoor exercise and boxing instruction geared at LGBTQIA2S+ individuals, are intended to assist in mitigating the adverse effects of COVID-19.
- Safe Neighborhoods and Violence Prevention
 - Number of projects: 3
 - Total funding amount: \$550,000
 - Examples of services: Training in leadership and advocacy will be provided to youth as well as opportunities for them to get involved in the communities in which they live. Additionally, youth will have the opportunity for academic assistance, mentorship, training on mental health and wellness, and a place to establish comradery.
- Meeting Basic Needs
 - Number of projects: 1
 - Total funding amount: \$150,000

- Examples of services: Multi-specialty dental treatments to reduce service backlog and satisfy the comprehensive oral treatment needs of community members bearing a disproportionate share of the burden of COVID-19.

In alignment with the Framework goals to build the capacity of smaller and newer organizations working with the City, the Health Department has identified an additional eight (8) organizations to engage in tailored organizational development and technical assistance opportunities with the support of The Nonprofit Partnership. Organizations awarded these contracts will participate in group trainings and individual consultancy services and later be considered for implementation of the proposed project.

Next Steps

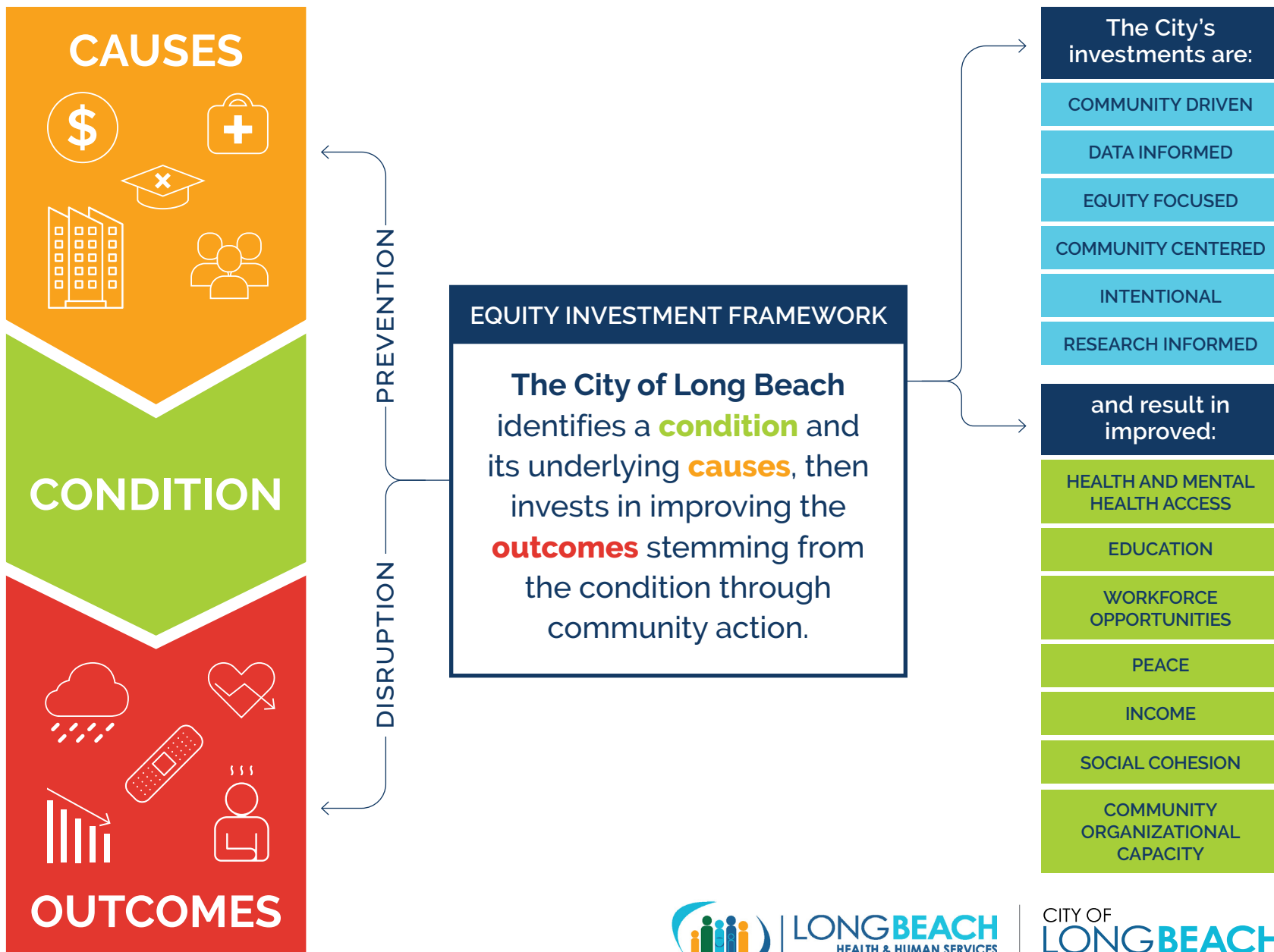
Next steps include:

- Health Equity Projects will begin implementation in the fall/winter 2022.
- Organizations with contracts to engage in technical assistance will begin intake assessments in fall 2022.
- Residents can call [LB Resource Line](#) for information on available resources at (562) 570-4246.
- Information will be shared through City and Health Department social media platforms. Follow #LBRecovers to receive updates or visit: <https://longbeach.gov/recovery/opportunities>

If you have any questions, please contact me at (562) 570-4016.

ATTACHMENTS: A – HEALTH EQUITY FRAMEWORK
 B - LIST OF AWARDEES

CC: CHARLES PARKIN, CITY ATTORNEY
 DOUGLAS P. HAUBERT, CITY PROSECUTOR
 LAURA L. DOUD, CITY AUDITOR
 LINDA F. TATUM, ASSISTANT CITY MANAGER
 KATY NOMURA, DEPUTY CITY MANAGER
 TERESA CHANDLER, DEPUTY CITY MANAGER
 APRIL WALKER, ADMINISTRATIVE DEPUTY CITY MANAGER
 KEVIN LEE, CHIEF PUBLIC AFFAIRS OFFICER
 MONIQUE DE LA GARZA, CITY CLERK
 DEPARTMENT HEADS







Awardee List

Health Equity Community Projects

April Parker Foundation, of Long Beach, CA

\$48,158

Scope Category: Chronic Disease Prevention and/or Management



Project Awarded
MOVE 50+

The MOVE 50+ project from the April Parker Foundation focuses on those over 50 years old to boost their health and wellness and reduce the impact and risk of COVID-19. This will be achieved by implementing a “train the trainer” fitness program that will take the curriculum and methodology taught via the program and further customize it to meet the needs within their specific community. Instructors will teach fitness classes and basic health and wellness principles to the over 50 multi-cultured population.

Birthworkers of Color Collective, of Long Beach, CA

\$150,000

Scope Category: Parent and Child Health



Project Awarded
Training to increase cultural relevant doulas and visibility

Birthworkers of Color Collective will provide outreach and education opportunities and training to increase availability of birthworkers of color that can provide culturally-knowledgeable pregnancy and labor support to birthing people in Long Beach. The United States maintains one of the worst maternal mortality rates globally, with Black birthing people being the most vulnerable within American hospital industries. The need for thorough, culturally-relevant reproductive health education is urgent. Research shows that doulas can have positive impacts on birthing outcomes and decrease unnecessary interventions.

**California Aquatic Therapy & Wellness Center, Inc.
Dba Pools of Hope, of Long Beach, CA**

\$250,000

Scope Category: Chronic Disease Prevention and/or Management



Project Awarded
Respiratory Health
Improvement Project

The California Aquatic Therapy & Wellness Center (Pools of Hope) will implement the Respiratory Health Improvement Project to promote early screenings, prevention and mitigation of respiratory illness among at-risk and vulnerable residents in North Long Beach.

**California Conference for Equality and Justice,
of Long Beach, CA**

\$150,000

Scope Category: Safe Neighborhoods and Violence Prevention



Project Awarded
Building Bridges for Youth
Leadership Programs

Since 2020, school closures and social distancing due to COVID-19 have led to youth facing increased isolation from their friends and supportive adults. During the pandemic, Black and Asian students have navigated the impact of violence targeting people in their communities, affecting their mental health and safety.

The California Conference for Equality and Justice's Building Bridges for Youth Leadership Programs will support youth and help mitigate the impact of COVID-19 on their lives, create safe neighborhoods, and prevent violence in Long Beach by working with youth in vulnerable communities to build connections across differences and build communities that feel empowered to address inequities.

**Centro Community Hispanic Association Inc,
of Long Beach, CA**

\$200,000

Scope Category: Safe Neighborhoods and Violence Prevention



Project Awarded
Long Beach Culture of
Respect MVP

Centro CHA's multicultural alliance will address symptoms of violence related to trauma and reconnect high-risk target youth population back to our communities' history, values and traditions to support a holistic healing approach and character development through evidenced based strategies rooted in trauma-informed care practices. Services will include mentoring and peer support groups, intensive case management, Youth Cultural Ambassador Leadership Training Program, and linkages to mental health services.

Children's Dental Foundation dba Children's Dental Health Clinic, of Long Beach, CA

\$150,000

Scope Category: Meeting Basic Needs



Project Awarded

Multi-Specialty Dental Treatment Program

The Children's Dental Health Clinic (CDHC) is a non-profit comprehensive dental home and are the safety-net oral health provider for underserved and medically compromised children and young adults (0-21) in the greater Long Beach area. CDHC will increase supply procurement and frontline workforce investment in order to decrease service backlogs and meet comprehensive treatment needs of community members shouldering the disproportionate burden of COVID-19.

Community Medical Wellness Centers USA, of Long Beach, CA

\$225,000

Scope Category: COVID-19 Education and Vaccination Outreach



Project Awarded

Covid 19 Education and Vaccination Outreach

Community Medical Wellness Centers - USA will conduct a COVID-19 Education and Vaccination Outreach Project. The project will include the services of Health Education staff, Case Managers, Medical Assistants, Community Health Outreach staff and other staff as needed. The project will include group education workshops, outreach through collaboration, and mobile vaccination clinics in priority communities.

Community Partners, of Los Angeles, CA, as a fiscal agent for Long Beach Immigrant Rights Coalition, of Long Beach, CA

\$135,000

Scope Category: COVID-19 Education and Vaccination Outreach



Project Awarded

Mejorando Nuestra Salud

Long Beach Immigrant Rights Coalition will lean on the trust it has built with the community over the past 16 years and will provide the following 3 activities as part of our "Mejorando Nuestra Salud" (Bettering Our Health) project; 1. Covid-19 Education and Vaccination Outreach, 2. Trauma Informed Mental Health Workshops, and 3. Zumba or other Physical Activity Workshops.

Devotion Fitness Inc., of Long Beach, CA

\$75,000

Scope Category: Physical Activity Engagement



Project Awarded

Sunset Boxing & Fitness

Sunset Boxing and Fitness program of Devotion Fitness Inc. aims to help reduce negative impacts of COVID-19 within the LGBTQ+ and underestimated community of Long Beach, California through physical activity engagement. By providing outdoor fitness and boxing lessons, our program helps reduce rates of stress, aggression, isolation, depressions, anxiety, while lowering overall crime rates.

Earthlodge Center for Transformation, of Long Beach, CA

\$200,000

Scope Category: Mental Health Supports or Trauma-Informed Responses



Project Awarded

The West Long Beach
Community Wellness
Collaborative

The goal of Earthlodge Center for Transformation's West Long Beach Community Wellness Collaborative is to eliminate social and economic disparities in communities impacted by racism; build community resilience; reduce COVID-19 disparities; engage communities impacted by COVID; improve the social determinants of health and mitigate historical inequities; and connect communities with services and resources that will support their recovery and resilience. The program will utilize community healing activities, events, and wellness circles while also focus on connecting participants to mental health services.

Both the west and north side communities of Long Beach who are most at-risk for isolation and health disparities will be targeted for these classes.

Filipino Migrant Center, of Long Beach, CA

\$225,000

Scope Category: COVID-19 Education and Vaccination Outreach



Project Awarded

Bayanihan Health
Leaders

Bayanihan Health Leaders will help to develop the leadership of local residents in Long Beach with a passion for health and a desire to serve their communities. Filipino Migrant Center will work with high school and college students, working youth, health workers, professionals, and elders to get more deeply involved in addressing health inequities. Participants will receive training as part of a leadership program to develop their organizing and leadership skills and build community power. Together they will conduct outreach and education with their neighbors and work collectively to make positive changes in their communities.

**The G.R.E.E.N Foundation dba The G.R.E.E.N Foundation,
of Santa Ana, CA**

| \$200,000

Scope Category: COVID-19 Education and Vaccination Outreach



Project Awarded

The GREEN Foundation (TGF) COVID-19 Education and Vaccination Outreach

The G.R.E.E.N Foundation (TGF) will reach 5,000+ African Americans, members of the Latinx community and other marginalized South Long Beach populations that are disproportionately impacted by COVID-19. TGF will impart its culturally-competent programming to combat the spread of the COVID-19 by leveraging partnerships, conducting outreach and education at familiar, local sites, and providing health care navigation services. TGF will also encourage and assist individuals and families with enrolling in health insurance plans and/or public benefit programs, and schedule and attend routine screenings, as needed, to dispel hesitancy and resistance to accessing services in the local health care system.

Ground Education, of Long Beach, CA

| \$40,574

Scope Category: Physical Activity Engagement



Project Awarded

Nature-Based Exploration and Learning for Dooley and Addams Elementary Students

Ground Education brings edible gardens, engaging nature play spaces and fun, and active outdoor lessons to elementary students in Long Beach. Enjoying nature is a human right and a social determinant of health, and our program makes sure students in North Long Beach have equitable access to high quality nature spaces as part of their elementary experience. Youth in our program are also empowered to understand the connection between the health of their bodies, their minds, their community and ultimately the planet we all share. This proposed project is focused on two elementary schools in North Long Beach that have 1,700 students combined - Addams and Dooley Elementary.

The Heart of Ida, of Long Beach, CA

| \$100,000

Scope Category: Mental Health Supports or Trauma-Informed Responses



Project Awarded

Stay Connected – Mental Health Support

The Heart of Ida's Stay Connected initiative stabilizes and builds long-term resilience of older adults disproportionately impacted by COVID-19, reduces COVID-19 health disparities, and engages and connects community members to fundamental services and resources while reducing loneliness and isolation. The Heart of Ida provides older adults with access to the AgeWell Magazine and Resource Guide, digital inclusion resources, an essential needs pantry, pet walking services, live friendly callers, a monthly newsletter, TV programming, and a resource line.

Interval House, of Long Beach, CA

\$135,000

Scope Category: COVID-19 Education and Vaccination Outreach



Project Awarded

Interval House COVID-19
Education & Vaccination
Outreach

Funding will support Interval House's (IH) efforts to conduct COVID-19 outreach and education targeting underserved Latino, Black, and Cambodian communities and undocumented immigrants in Long Beach regions highly impacted by COVID-19 (Central, West, North). Culturally affirming strategies will include: 1) organizing weekly multilingual workshops in collaboration with trusted community partners on topics such as vaccine hesitancy and misinformation and COVID-19 prevention; 2) supporting individuals in scheduling appointments to complete COVID-19 vaccine series and offer accompaniment services when needed; and 3) provide systems navigation for COVID-19 related supports for homeless/at-risk residents as needed through our full continuum of programs.

Jewish Family & Children's Service of Long Beach/West Orange County, of Long Beach, CA

\$40,000

Scope Category: Mental Health Supports or Trauma-Informed Responses



Project Awarded

Mental Health Supports or
Trauma Informed
Responses: Mitigating
Anxiety, Grief, Depression,
and Isolation in Long
Beach Older Adults

Jewish Family and Children's Service (JFCS) will provide case management, outreach, information and referrals to adults 55 and older residing in Long Beach to improve mental health. Basic needs for older adults have intensified with the insecurity and isolation due to COVID-19. JFCS has a long history of providing the services identified in this project to marginalized older adults, including Holocaust survivors. JFCS is committed to assisting older adults to improve their emotional, physical, and financial well-being regardless of religion, ethnicity, socioeconomic status, gender identity, or immigration status.

Khmer Girls in Action, of Long Beach, CA

\$200,000

Scope Category: Safe Neighborhoods and Violence Prevention



Project Awarded

Strengthening Youth
Leadership through
Community Engagement &
Youth Organizing

Khmer Girls in Action (KGA) believes in the leadership of Southeast Asian youth to create social change. Programming invests in and empowers Southeast Asian youth to become leaders and system navigators for themselves, their families, and their communities. The youth leadership development programs uses a holistic model to provide youth with leadership and advocacy training, opportunities for involvement, mentorship, mental health and wellness training, academic support, and a space to build sisterhood and brotherhood.

New Hope Grief Support Community, Long Beach, CA

\$105,000

Scope Category: Mental Health Supports or Trauma-Informed Responses



Project Awarded

Community Health
Equity Bereavement
Support Project

New Hope Grief Support Community will provide bereavement support groups for students who lack access to mental health services and who have experienced the death of a relative/friend due to, but not limited to, death by suicide and COVID-19; year-round grief support via specialized family programming like the annual Family Camp and other family events that integrate peer support, the arts, wellness activities, memorialization of the deceased and family fun; and community outreach, education and resources in support of bereaved residents living in census tracts most impacted by COVID-19.

Project Optimism, Inc., of Long Beach, CA

\$200,000

Scope Category: Mental Health Supports or Trauma-Informed Responses



Project Awarded

Healing 4 Scholars

Project Optimism's Healing 4 Scholars project directly reduces the impact of COVID-19 for the most at-risk, or we specifically characterize as "at-promise," populations within the North, East and West regions of Long Beach. This proposed project will establish increased access to quality and culturally relevant mental health and wellness resources, as well as increase the positive engagement. Specifically, this project will include approximately sixteen virtual workshops, two health-centered Family Day events, and two Resource Fairs. Even further, the Project Optimism Mentoring Sessions (POMS) will be incorporated to facilitate two youth service-learning projects per year amongst the two cohorts of youth (approximately 120 students).

Public Health Foundation Enterprises, Inc. dba Heluna Health, of City of Industry, CA, as a fiscal agent for Long Beach Early Childhood Education Committee, of Long Beach, CA

\$89,189

Scope Category: COVID-19 Education and Vaccination Outreach



Project Awarded

Covid-19 Information and
Outreach: Boosting
Equitable Vaccine Access for
Young Children and Families

The Long Beach Early Childhood Education Committee (LBECE) will focus specifically on COVID-19 outreach and education to families with young children 0-8 years old by coordinating outreach events at Long Beach early learning programs and community events, as well as in coordination with elementary schools in targeted areas. The LBECE will collaborate with the other Health Equity Project grantees to disseminate COVID-19 vaccine and health education materials tailored families with infants and young children.



Project Awarded

Health Equity:
Cambodians and
Communities

Sustainable Health Empowerment (SHE) will reduce COVID-19 health disparities by 1) engaging target populations, especially Cambodians, in health education focused on prevalent chronic conditions within those communities; 2) encouraging participants to improve individual, family, and overall community health through culturally relevant lifestyle changes that consider social determinants of health; and 3) connect those communities disproportionately impacted by COVID-19 to resources to support recovery and build resilience for the future, including, especially, social and cultural engagement. SHE will provide a community-wide health fair and telehealth education series broadcast on Khmer TV.



Awardees for Technical Assistance (Tier C)

***Up to \$2,000 each in tailored organizational development support**

- African American Cultural Center
- AOC7 Neighborhood Association
- Global Refugee Awareness Healing Center
- Indigenous Circle of Wellness
- MORE Mothers
- New Generations NG
- Puente Latino Association
- The RightWay Foundation