



# AFRICAN AMERICAN WELLNESS HUB FEASIBILITY STUDY: PROGRESS UPDATE ON EQUITY AND COMMUNITY INVOLVEMENT

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# **A trusted space for community solutions.**

Amplifying strategies that cultivate social change through research, facilitation, and education.



# Reimagining Wellness for African American Communities

- A holistic approach to health that considers the interconnectedness of mind, body, spirit, and community.
- Healing from systemic harm through mental, emotional, and spiritual practices grounded in culturally affirming traditions.
- Addressing the historical harm caused by racism and injustice, with an emphasis on community-centered healing.

# Landscape Analysis – Key Issues

- **Based on ORESJ 2022 Data:**
  - **Health Disparities:** 34% of Black residents report harm from healthcare systems (vs. 18% white).
  - **Mental Health:** 35% of Black residents report harm from mental health services.
  - **Education & Housing:** Black residents face higher rates of harm in K-12 education (34%) and housing (32%).
    - *LGBTQ+ Black residents: Higher rates of harm in education (52%) and healthcare (48%).*
    - *Black immigrants: 52% experience harm in healthcare, 57% in employment.*
    - *Justice-Involved Black residents: 23% report harm from youth justice systems.*

# Equity in Survey Design

- **Progress Update (September 9 - October 14):**
  - Collaborated with the Steering Committee to develop and refine the survey.
  - The survey was launched on October 16, 2024, with a goal of gathering responses from 1,000–1,500 participants.
- **Survey Goal:**
  - Collect data to determine the community's needs and inform the structure and offerings of the Wellness Hub.
- **Incentives:**
  - The first 1,000 participants will receive a gift card to encourage participation.
- **Next Steps:**
  - Continue outreach and broaden community participation to shape the hub's development.



Help Shape the  
**FUTURE**  
of African American Wellness  
in Contra Costa!

JOIN US IN SHAPING A NEW AFRICAN AMERICAN HOLISTIC WELLNESS AND RESOURCE HUB DESIGNED TO MEET THE SPECIFIC NEEDS OF OUR COMMUNITY. YOUR VOICE MATTERS!

TAKE THIS **15-20 MINUTE** CONFIDENTIAL SURVEY TO SHARE YOUR THOUGHTS ON THE SERVICES AND SUPPORT THAT WILL BEST SERVE THE AFRICAN AMERICAN COMMUNITY IN CONTRA COSTA COUNTY.

- YOUR INPUT WILL DIRECTLY INFLUENCE CRITICAL DECISIONS ABOUT SERVICES AND THE LOCATION OF THE HUB.
- WE'RE EXPLORING OPTIONS FOR MULTIPLE LOCATIONS ACROSS THE COUNTY TO MAKE THE HUB ACCESSIBLE TO ALL.
- THE FIRST 1,000 RESPONDENTS WITH VALID EMAIL ADDRESSES WILL RECEIVE A **\$15 DIGITAL VISA GIFT CARD** AS A THANK-YOU FOR YOUR TIME.



TAKE THE SURVEY TODAY!

VISIT [HTTPS://TINYURL.COM/AFAMHUB24SURVEY](https://tinyurl.com/afamhub24survey) TO PARTICIPATE TODAY!

# Listening Sessions – Status Update

- **Purpose:**
  - We are conducting listening sessions to understand *how* to provide services and design the space for our target populations.
- **September Committee Meeting:**
  - Key Performance Indicators (KPIs) were determined for the Wellness Hub, focusing on:
    - **Families/Parents of K-12 Youth:** Reducing disparities in the K-12 system and providing family education resources.
    - **African American Elders:** One-on-one resource advocacy tailored to seniors.
    - **Justice-Impacted Individuals:** Culturally appropriate services to reduce justice-related health disparities, especially for African American males.
    - **African American Women (Child-Bearing Years):** Culturally competent prenatal, postnatal, and postpartum care.
    - **Unhoused Community Members:** Increasing access to affordable housing and addressing homelessness.
    - **African American Males:** Achieving demographic ratio parity in services.
    - **Mental Health & Substance Use Support:** Improving behavioral health outcomes.
- **Current Plan (Nov 7–20, 2024):**
  - Partnering with 16 community-based organizations to coordinate listening sessions for these target groups.
- **Next Steps:**
  - In January-February, we will re-engage the community by supervisorial districts to present preliminary recommendations for the Hub and build community consensus.



# Community Engagement Strategy

- **Collaborations:**

- We have successfully partnered with the following organizations:

- NAACP Richmond
    - Reimagine Antioch
    - First 5 Contra Costa
    - STAND!
    - Rubicon
    - BWOPA (Black Women Organized for Political Action)
    - Contra Costa Crisis Center
    - East Contra Costa Community Alliance (ECCCA)
    - YWFC (Young Women's Freedom Center)
    - HealthRIGHT 360
    - Contra Costa Senior Legal Services
    - Bridge Builders
    - Lift Up Contra Costa
    - Contra Costa Family Justice Center
    - Fierce Advocates
    - Black Parent Resource Center
    - Choice in Aging
    - Genesis Church

- **Outreach Methods:**

- Surveys are being distributed in-person and digitally at community events to gather broad participation from diverse groups.



# Challenges and Opportunities

## Challenges:

- Reaching specific communities such as houseless populations and elderly populations.

## Opportunities:

- Collaborate with community-based organizations to support future Hub planning.
- Incorporate community-driven data analysis into wellness hub plans.

# Next Steps and Timelines

- Close survey by November 20, 2024.
- Conduct listening sessions from November 7-20, 2024.
- **November 2024 (Equity Committee Meeting):**
  - Conduct a Site Selection Analysis for the Wellness Hub.
- Compile data for preliminary recommendations by December 2024.
- **January-February 2025:**
  - Host community cafes by supervisorial district to build consensus around the Hub proposal.
- **March 2025:**
  - Submit the final report and recommendations to the Board of Supervisors.