

**Priority:** Safety

**Lead Agency:** Health Department

**Program Offer Type:** New Program

**Program Contact:** SPITZER James D

**Related Programs:**

**Program Characteristics:**

### Executive Summary

The Asian Communities Health Promotion Project will support the Health Department's efforts to enhance health in Multnomah County's multiple Asian communities by continuing to build relationships and assess strengths and needs, while beginning to address those needs through capacity-building, education, and stronger linkages with community agencies.

### Program Description

For the last 8 months, the Health Department has conducted an information-gathering and relationship-building project in Multnomah County's Asian communities in order to prepare for the possible advent of avian flu. The project has revealed major health issues, community resources, and needs for information and culturally-specific health promotion services. Using a community-based participatory research (CBPR) approach, Phase II of the project will respond to the communities' expressed needs by: 1) Continuing to develop rapid, two-way communication related to avian flu identification and response. 2) Convening a community advisory and action group: This group will include a variety of leaders and potential leaders from throughout the Asian communities. They will work together to prioritize issues identified in Phase I and develop initial plans to address these issues; 3) Conducting mutual education and information sharing: Advisory Board members will continue to educate Health Department staff about health issues and how to work appropriately in the variety of Asian communities. Likewise, Health Department staff will share information on specific issues identified during Phase I of the project, such as safe meat consumption and lactose intolerance, as well as epidemiological data and effective health promotion strategies; and 4) Seeking on-going funding for this project.

### Program Justification

Between 2000 and 2004 Multnomah County's Asian and Pacific Islander (API) community grew from 5.7% to 7.4% of total population. The community is extremely diverse and composed of more than 10 major ethnic groups. The absence of recognized health disparities and other issues associated with the "model minority" myth have resulted in insufficient attention being paid to the health promotion needs of the various Asian communities in Multnomah County. Community members express awareness of this neglect and an expectation that it be addressed. This project will build on the foundation already laid in Phase I of the project by continuing to strengthen relationships and assess community resources and health needs, while beginning to address those needs in ways that build community capacity and respect community norms and desires. It will coordinate with and support the Health Department's broader on-going effort to promote health throughout the County using research-based strategies

### Performance Measures

Measure Type	Primary Measure	Previous Year Actual (FY04-05)	Current Year Purchased (FY05-06)	Current Year Estimate (FY05-06)	Next Year Offer (FY06-07)
Output	Number of participants in advisory boards	0	0	0	10
Outcome	Satisfaction of advisory board participants	0%	0%	0%	50%
Output	Number of health education sessions	0	0	0	35

### Performance Measure - Description

- o Number of participants on advisory boards: self-explanatory.
- o Number of health education sessions: This includes all health education sessions, whether conducted for the community advisory boards or for other groups in the community. It also includes sessions addressing particular health issues as well as sessions intended to build community-capacity to identify and address health issues.
- o Satisfaction of participants in advisory boards: This will be measured using a survey that will ask participants to rate the functioning of the advisory boards on a number of items, such as "responsiveness to community concerns." At least 50% of respondents will express a high level of satisfaction.

Legal/Contractual Obligation

Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2006	2006	2007	2007
Personnel	\$0	\$0	\$127,789	\$0
Contracts	\$0	\$0	\$15,067	\$0
Materials & Supplies	\$0	\$0	\$10,300	\$0
Internal Services	\$0	\$0	\$1,420	\$0
Capital Outlay	\$0	\$0	\$0	\$0
Subtotal: Direct Exps:	\$0	\$0	\$154,576	\$0
Administration	\$0	\$0	\$0	\$0
Program Support	\$0	\$0	\$0	\$0
Subtotal: Other Exps:	\$0	\$0	\$0	\$0
Total GF/non-GF:	\$0	\$0	\$154,576	\$0
Program Total:	\$0		\$154,576	
Program FTE	0.00	0.00	1.00	0.00
Program Revenues				
Intergovernmental	\$0	\$0	\$0	\$0
Program Revenue for Admin	\$0	\$0	\$0	\$0
Total Revenue:	\$0	\$0	\$0	\$0

Explanation of Revenues

Significant Program Changes

Last year this program was: