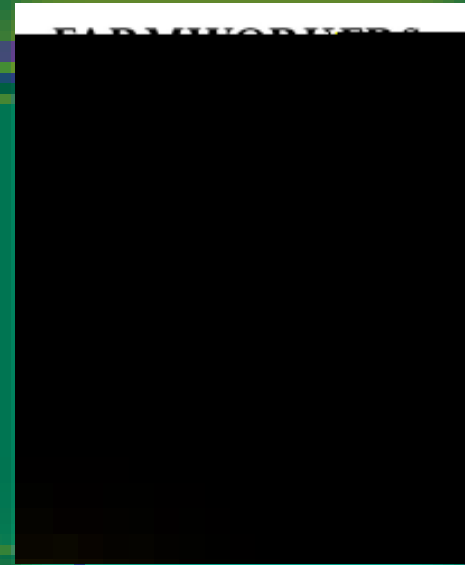


Implementing Services in Low Resource Communities: A Case Study

B. Michelle Beekman, BA
Angela Garza, MSW

Thank you

Margarita Romo
Community Coalition
Oliver Massey, Ph.D.
Lacey Tucker, M.A.



Project Goals & Objectives

Two additional communities for a total of three communities; Basic needs assessment of all ages

Assess & bring awareness to community members of the availability and location of health, economic, social and nutritional resources for children, adolescents and adults in their community

Bring awareness to policy makers and funders, resources needed to improve the quality of life and behavioral health outcomes of children and families living in rural East Pasco County, Florida

Methodology - Mixed Methods

Qualitative - Semi-Structured Focus Groups

Community

Service Providers

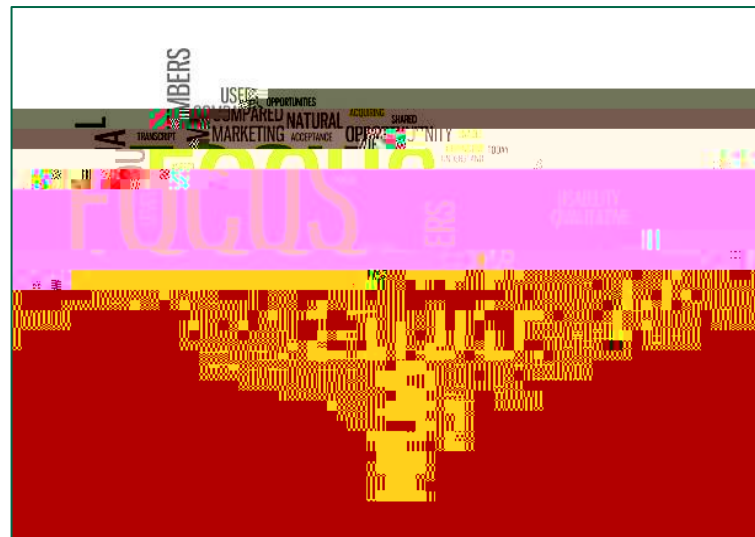
Classic Analysis Strategy

Themes/Subthemes

Quantitative

Demographics

Basic needs assessment



Focus Group Populations

Communities - 6 Focus Groups ($n=42$)

Tommytown

Trilby/Lacoochee/Trilacoochee

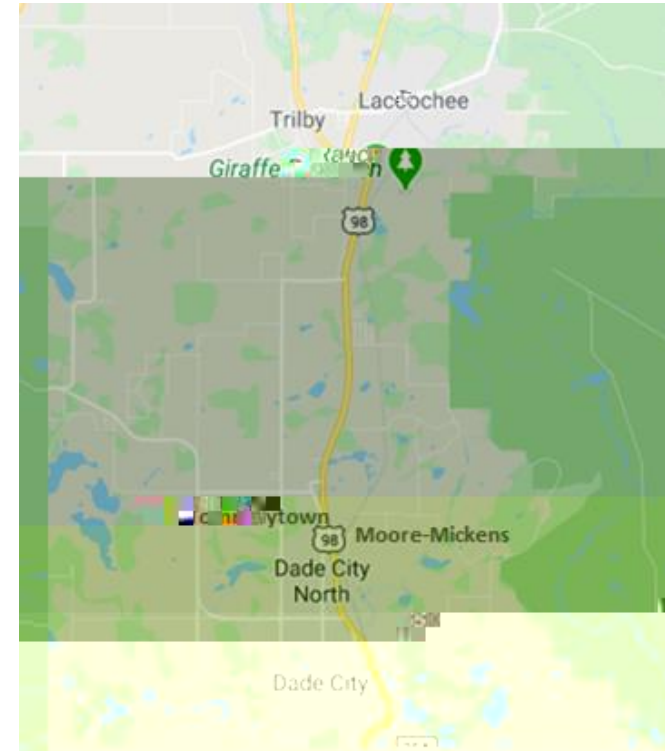
Moore-Mickens

Service Providers - 1 Focus Group ($n=6$)

Community Coalition

Community opinion leaders

Service provider employees



Community Focus Groups (*n*=42)

Focus Group	# Participants	Household income under \$15,000	HS Diploma or some college	Racial demographic
1 Moore-Mickens	6	0%	100%	83% AA, 17% Hisp
2 Tommytown	6	60%	50%	66% White, 17% Hisp, 17% Biracial
3 Lacoochee/Trilby/Trilacoochee	11	64%	73%	64% White, 18% AA, 9% Hisp, 9% Biracial
4 Moore-Mickens	6	60%	60%	67% AA, 33% White
5 Tommytown	7	71%	71%	100% Hisp
6 Lacoochee/Trilby/Trilacoochee	6	83%	83%	100% AA
Totals for all groups	42	58%	60%	40% AA, 31% Hisp, 24% White, 5% Biracial

Maps & Questions

Q1 Are you familiar with any of these resources?

Reflects knowledge

Qualitative Findings



Themes

Low Social Capital

Poor access to resources

Multiple, significant barriers

Strong Neighborhood Connections

Communication

Very poor connection to the greater Dade City area

Substantial Need for Resources

Jobs

Information

Advocacy/Promotoras

Systems navigation

Transportation

Housing

gotta go through Premier and you have to have a Social.
Because, we got denied from a house just because my husband,

Focus Group 2: Tommytown

Barriers

Transportation

No personal
vehicle/Reliance on
friends/family

Limited public
transportation

Cost - insurance/service

Insurance - inaccuracies/wait list

Employment

Availability

Application struggles

Internet - lack of personal access

Area Specific Barriers

Language issues, Job discrimination, Immigration Status, Literacy

Service Provider/Opinion Leader Focus Group (*n*=6)

Glorious Church of God/Food
Pantry/Community Center

Living Waters United
Church/Feed the City

Cornerstone Center for Women

Lacoochee Elementary & School
Advisory Council

Boys and Girls Club

Make a Difference Foundation

NAACP

Lacoochee/Trilby/Trilacoochee
Steering Committee

Vice Chair of the School Advisory
Council

Celebrate Recovery

Economic Development
Committee

Service Provider/Opinion Leader Means of Outreach

Platform 

Does it really reach the
community?

Word of mouth

Word of mouth

Social Media/Emails **X**

Internet access

Brochures/Pamphlets **X**

Literacy challenges

Robocalls **X**

Cell phone disconnects

Examples of the Disconnect

Facebooked, they are robocalled, I even tried to do a contest at the beginning of the year where I sent home a letter to every family. Some of them got multiple letters [siblings]. The class with the most PCT or participation was going to have a visit from a reptile man that came to our fall festival that everybody loved. I got no response from that. ***nobody in this area saw the advertisement that was meant for them***”
Not a single parent signed up after those letters went home.”

Implications for Implementation, Research and Policy

Value of partnerships

Different
delivery/dissemination
vehicle

Resource map + bus routes

Promotoras/Advocacy

Thank You

Questions?