



Health Care Mitigation Grants Program Final Report

Grant Recipient:	Cambodian Association of America
Contract Number:	HD-7779
Award Amount:	\$120,000
Date Submitted:	6/28/12

Total POLB Expenditures:	\$120,000
Total Number Beneficiaries Served:	
Please describe how you determined the number of beneficiaries served.	
<p>CAA's two main activities were providing: 1. Outreach Information and 2. Education Sessions to the Cambodian and Latino communities. We used sign in sheets for all activities to keep track of the number of individuals who received information via one or both of these efforts.</p>	

Provide a narrative description of the project.	
<p>CAA's Air Pollution Mitigation and Education program is a three-component program, designed to prevent children and the elderly from developing air pollution related ailments and help those already experiencing problems learn to manage their symptoms. CAA:</p> <ol style="list-style-type: none"> 1. Provides educational community meetings aimed at the elderly and families with children, presenting information on how to minimize exposure to air pollutants and manage any symptoms they are experiencing; 2. Performs door-to-door outreach to find those most in need of this information, and to provide additional information and resources to participants of the community meetings; and, 3. Presents a media campaign, using ethnic radio, newspaper ads and fact sheets to create greater community awareness. <p>While CAA provides information and education to all interested residents, CAA focuses its efforts on the Latino and Cambodian populations. These populations are especially vulnerable due to their inability to access mainstream resources; and CAA is well experienced in providing culturally and linguistically appropriate services to these populations. CAA's program brings awareness to the sensitive populations described above of the effects of air pollution as they relate to their health, and how they can manage their environment and behavior to minimize these problems. Awareness brings about change. CAA also provides access to resources, which further facilitates changes in the participants' lives. This outreach and educational approach is intended to meet the goal of the Port of Long Beach's healthcare program to lessen the impact of cumulative air pollution in zones 1a, 2a and 3a.</p> <p>CAA has been doing outreach in the community, and specifically in the affected communities of zones 1a-3a, for over 30 years. CAA staff members are hired for their linguistic and cultural competency and are familiar with the neighborhoods as they have done door-to-door outreach for many different projects over the years. CAA also has many community partners with which we have exchanged resources over the years. CAA has working relationships with these organizations, which allow the use of their sites, as needed, to hold meetings. Such locations include: churches, community centers, temples, libraries, schools, and partnering agency offices. The use of these sites allows CAA to hold meetings at locations that are more familiar and convenient to the attendees, enabling and facilitating their attendance.</p>	

Though much disseminated information is applicable to the general public, community meetings are tailored to families with children and the elderly. At the beginning of each meeting, attendees sign in, providing their names, addresses, phone numbers, genders, age, ethnicity and source of hearing about the program. Providing this information is optional, but helps ensure that CAA is meeting its target audience. Attendees also complete a brief questionnaire to gauge their knowledge of the effects of air pollution on health, risks, management of symptoms, and accessibility to resources.

The Community Health Educators present scientifically-based research on signs, symptoms, triggers, and ways to minimize exposure and manage symptoms. They also provide information on where to access resources, including health insurance application assistance. Presentations are focused on the practical application of knowledge, and include pictures, charts and other visual aids. The educators present in the language most appropriate for the audience (English, Spanish or Cambodian); and fact sheets are provided to the participants in the three languages. The educators hold a question and answer session at the end, and make themselves available to the community members for further questions specific to their situations.

During door-to-door outreach, the educators distribute flyers, administer questionnaires, provide brief information, answer any specific questions the individuals may have and invite them to attend a larger community meeting. (Questionnaires are identified by the individual's address, so as not to duplicate when they attend a community meeting.) The educators follow-up with community meeting participants 4-6 weeks after the session they attend. They administer a follow-up (post) questionnaire in person or over the phone to determine the individual's change in knowledge and behavior due to their attendance, e.g., if the parents of a child with asthma change the hours they allow their child to play outdoors, or if they contacted any of the resources provided.

CAA also utilizes ethnic media to create public awareness and provide additional information to the broader Long Beach community. Radio ads are broadcast on KALI 106.3 FM on Sunday evenings during the only hour of Cambodian radio broadcasted in Long Beach. It is estimated that nearly 15,000 Cambodians, mostly older adults, tune in each week. Informational newspaper ads are placed in an ethnic newspaper and detail information such as factors causing indoor and outdoor air pollution, ways to minimize it, ways to manage one's environment, and access to resources. Similar fact sheets handouts are distributed in the community.

Provide a narrative discussion of the actual project results (outputs and outcomes) based on the metrics defined in your workplan. Please describe the methodology used for any quantitative results. Outcomes and outputs may include, but are not limited to:

- Number of filters installed;
- Number of people served;
- Number of educational sessions held;
- Decrease in missed school/work days;
- Decrease in hospitalizations;
- Improvements in quality of life;
- Other

Use additional sheets if necessary.

1. CAA staff conducted outreach to 2,616 individuals at 56 community events/locations throughout the course of the program year.
2. CAA staff provided 153 educational community meetings to 1,014 people over the course of the program year. Including both outreach and community meetings, 3,630 people have been impacted at a total of 209 events/classes. This exceeds our goals of reaching 2,700 people at 200 meetings/events.
3. CAA staff collected pre-questionnaires from 231 individuals who have attended community meetings. Post-questionnaires were completed by 151 individuals. Overall, these individuals reported a positive change in behavior due to the information they received in meetings, and through ethnic media. The goal of surveying 100 individuals was far exceeded.
4. CAA coordinated with Cambodian ethnic media to produce 12 radio ads throughout the contract. This exceeds the goal of 10 radio ads. According to the producer, KALI FM 106.3, an estimated 13,000 people tune in each week. CAA developed and placed 22 newspaper ads throughout the contract, which far exceeds the goal of 10 newspaper ads. The newspaper, Angkor Borei, estimates that 5,000 people read their newspaper, which is published 3 times per month. Additionally, 5,636 flyers were passed out at various community locations and events, providing people with educational information, and contact information for further education.
5. Sign in sheets, handouts, attendance records, educational materials and invoices have been properly maintained. Copies of these have been attached to each quarterly report. All documents are organized and filed at CAA's Main Office, and are available on request.