CHAPTER 2:

Build Community Partnerships

Introduction

If the goal of culturally and linguistically appropriate services is to address health disparities in your community, it follows that the community should be involved every step of the way. Partnering with community organizations is essential to successful cultural competence programs. As you plan for cultural competency, maintain an ongoing dialogue with partners and grassroots organizations. Whether you are seeking to identify the causes of health issues in the community, develop programs to improve health or understand cultural differences, the community should be your springboard.

This chapter presents one approach to encourage agencies to engage and work with the community. As this occurs, community members can take ownership of their health and develop programs that are truly tailored to their needs. As you approach community partnerships, your agency is best qualified to chart the course. Use data and ideas from your community to develop an action plan that fits your needs.

"Organizing local resources to contribute to healthcare access and health status improvement is a critical and often neglected component of the health care system. Local initiatives provide bridges to public and private coverage, create steps to care for those who are not covered, and serve as a vehicle for investment."

– The Commonwealth Fund [1]

"Only when a community recognizes and owns a problem does it take responsibility for creating solutions that fit the context of the culture."

– Cross et al. [2]

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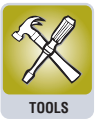

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CLAS Standards Covered

Standard 12: Develop partnerships and collaborate with community partners to ensure client participation at all levels.

Standard 14: Make information about CLAS initiatives and successes available to the public.

Step 1: Partner with Community Organizations

In interviews with the Massachusetts Department of Public Health, Massachusetts providers described successful community and interagency collaborations. Many noted the powerful impact of community partnerships in their programs.[3] Every area of the CLAS standards—from data collection to language access—can be strengthened with community collaboration.

Based on discussions with Massachusetts public health agencies and on promising practices [4,5], the following outlines key strategies in developing community partnerships.

Connect with Community Organizations

Build relationships with key organizations in your community. Reach out to grassroots organizations that share your goals, such as: community-based organizations, refugee assistance programs, community health agencies, youth and family organizations, volunteer organizations, faith-based organizations, local schools, and universities.

One excellent way to connect with other organizations is through the Massachusetts Community Health Network Areas (CHNAs). CHNAs are local coalitions of public, non-profit and private sectors working together to build healthier communities in Massachusetts through community-based prevention planning and health promotion. Joining a CHNA can offer the opportunity to work and partner with others, network and share ideas on how to build healthier communities and participate in designing and implementing health improvement projects. CHNAs are found throughout Massachusetts and participation is open to all. For more information, visit http://www.mass.gov/dph/ohc.

Maintain Ongoing Communication

The key to strong partnerships is to maintain an ongoing dialogue with community partners. Get to know local leaders and open the lines of communication. You can then work together to understand important health issues and seek to develop solutions from the ground up. You can stay connected as you:

- Participate in town hall meetings and forums.
- Have staff regularly spend time in the community.
- Invite community members to share their knowledge.
- Work with cultural brokers (see Glossary).

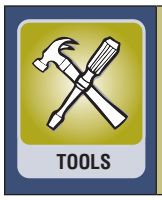
"When designing culturally- and age-appropriate programs, you absolutely must include the community in the process. Involve them in planning and also as board advisors."

- A Boston public health professional

Community health initiatives can[6]:

- Connect uninsured people to health care services.
- Unite community leaders, providers and stakeholders.
- Build good-faith relationships to reduce uncompensated care.
- Support the local safety net.

Source: The Commonwealth Fund (2007)



See:
Tool 2.2: Strategies for Community Partnering

Seek Joint Funding

Many agencies echoed the importance of seeking joint funding with community partners, such as co-writing grants with partners or contracting community programs to deliver services. Allocating funds to community-based organizations can show true commitment and add momentum to grassroots solutions.

Build Coalitions

Your agency is only one agent of change. Your impact can be multiplied when you join others in identifying and creating solutions. To increase your reach, build coalitions with community partners. For example:

- Work on joint steering committees and coalitions.
- Sponsor or participate in health fairs, cultural festivals and celebrations.
- Share information through local radio stations, cable stations and newspapers.
- Offer education and training opportunities.

Leverage and Share Resources

Identify community assets and factor them into your programs. One Holyoke agency, for example, worked with a local farm and the city's YMCA to offer a summer camp for youth. By creatively using existing resources in the community, the agency was able to develop a low-cost program to meet their youth wellness goals.
In turn, sharing your resources and expertise with the community can help strengthen partnerships. For example, you can offer your space as a resource for community meetings.

Collaborate

Successful partnerships benefit all. Collaborating can help you reach more people, identify potential job candidates, share and learn information, and improve the services you offer. You can work with partners to advertise job openings, identify interpreting resources, and organize health-promotion activities.

Collaborating can help you reach more people, identify potential job candidates, share and learn information, and improve the services you offer.

Step 2: Involve Community Stakeholders

As a public health agency, you are not likely to have all the answers to the health problems that exist in your community. However, when you engage and involve key community partners in your advisory boards and planning committees, you may identify the most efficient, tailored solutions. By engaging community stakeholders, you can transfer ownership of health issues back to the community.

These key partners are often referred to as cultural brokers because they connect and mediate two different cultures: yours and that of your client.

Cultural brokers (see Glossary) are people from your community who can serve as a bridge between your agency and people of different cultural backgrounds.

Cultural brokers should be familiar with the health system and with the community in which they live. They can become a valuable source of cultural information, serve as mediators in conflicts and serve as agents for change.[7]

Community health workers (see Glossary) are natural cultural brokers. Community health workers generally work at the grassroots level offering informal counseling and social support, health education, advocacy, referral and follow-up services. Ideally, they are bicultural or bilingual and have first hand knowledge of their clients' health and culture.

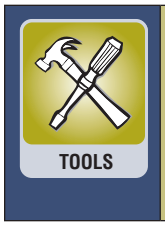
Research culture community health workers improve health outcomes among racially, ethnically and linguistically diverse populations.[8] By serving as the bridge between clients and health services, they improve access to primary health care, reduce costs, improve quality and reduce health disparities.[9]

Cultural brokers can be a tremendous help to your organization. As clients feel more involved in what you do, they will develop a sense of ownership and belonging. You can involve cultural brokers by having them:

- Serve on advisory boards/ committees.
- Offer feedback to improve services and determine topics for training.
- Oversee the grievance process.
- Identify potential employees.
- Present cultural information at staff meetings or trainings.

"Community partnering is not just about getting people into care. For us, it means knowing if people can buy their medications, if they have access to decent fruits and vegetables, if they feel safe enough to go on a walk in their neighborhoods."

– A Holyoke public health professional



For more on cultural brokers, visit http://www.culturalbroker.info

For more on community health workers, visit http://www.mphaweb.org/MACHWResources.htm

Step 3: Engage Client Participation At All Levels

Engaging client participation at all levels involves transferring ownership of health issues directly to clients. You can work with the community to research health issues, raise awareness, engage and empower clients to take action on improving their health.

Involve the Community in Health Research

Agencies can understand local health issues and make health research more accessible to the communities through community-based participatory research (CBPR). In community-based participatory research, community-based organizations help researchers recruit subjects and play a direct role in designing and conducting research studies.[10] Community members then share the research findings directly with the community. *For more on CBPR, visit* **http://www.ahrq.gov/research/cbprrole.htm.**

Participation in Cultural Competence Planning

Involving clients and families in advisory boards is essential to planning programs that truly match community needs. Clients can offer a unique point of view and keep your agency connected to the needs of the people you serve.

Improve Awareness and Access to Services

Having certain services available does not mean that clients will use them. Making sure that clients are aware of services offered is important. Making sure that services offered match the real needs of the community is essential. This is where community connections can play a key role. To identify any gaps, talk to local community providers. Find out where people are going for services. Is there a demand? Is that demand being met? What can your program do to ensure that potential clients can access your services?

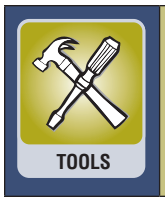
Patients on Board

"Our board of directors includes a Patient Care Committee. Fifty-one percent of the board is made up of patients, parents or families of patients. They are not shy about bringing up issues of access to the board. The community is very much at the table."

– A Worcester public health professional

"Don't go into a community to fix something unless you've asked what they need. You can't fix people--you have to work with people."

– Carol Horowitz, MD, Mt. Sinai Medical Center



See:
Tool 1.3: Improving Access to Service

Participation in the Health Care Process

While offering information in the language of your clients may not ensure their participation, it is an important first step. You can encourage active client participation in the health process by offering information in a language and literacy level that clients can understand. As your clients' comfort level with health information increases, so will their ability to become active drivers of their health.

Client Satisfaction Assessments

Client-centered care is based on understanding client needs. Through client feedback (from surveys, focus groups, and one-to-one interactions) you can learn how well your services match client needs. You can then use client feedback to improve services and programs. Also, consider keeping track of client complaints, interpreter services records and demographic data.

FIELD LESSONS

Improving Access

Use local media to promote health messages and services. (e.g., local radio, public television, community newspapers, bulletins).

Offer extended hours.

Use marketing and outreach to engage the public.

Offer transportation vouchers.

Provide services in accessible areas.

Step 4: Share Cultural Competence Knowledge

As you work with cultural brokers and community organizations you will learn of population trends, cultural nuances, preferences, and needs. No doubt, this knowledge can benefit your organization. Exchanging cultural competence knowledge benefits the whole community.

Sharing Knowledge and Experience

In successful partnerships, sharing knowledge tends to happen naturally. You may learn of a good way to share nutrition advice with lower-literacy populations. Or perhaps you find out that a new refugee population will be arriving soon and will require interpreting in a different language. You can share that information with partners and ask them for ideas, share resources and experiences. The goal of partnering is to create a network where you can exchange ideas and information.

Sharing Progress with the Community

If your organization has worked hard to develop tailored programs for the community, make it known. Think of ways to promote health messages and increase awareness of your services.

Some ways to promote your agency may include:

- Printed materials about your cultural competence mission and services
- Participation in radio and local cable shows
- A column in the local newspaper
- E-mails with updates, meeting information
- Agency Web site, updated regularly
- Blogs
- Newsletters
- Presentations at community meetings
- Spreading the word through coalitions
- Flyers translated into various languages
- Open house

Social Marketing Plans

Developing a social marketing plan can help you organize your promotion efforts. A social marketing plan is a detailed strategy of how to share messages with the public in meaningful ways. A social marketing plan helps to define what your message is, whom you would like to reach, how you will present your message, what media you will use to share it, and when and how often you will share it.

Informing the Public of Available Information

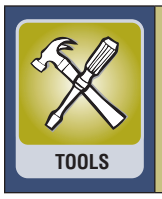
Sharing knowledge and data can help others improve and tailor their services. As you share information, ensure client confidentiality. Some ways to share information may include the following:

- Post notices of available data in media outlets.
- Offer links to updated demographic data in your Web site.
- Share information in meetings and coalitions.
- Create client brochures and bulletin boards.

See Chapter 3: Collect Diversity Data

"Radio is key. We participate in radio shows to promote healthy living and to spread the word about where people can access services."

– A Lawrence public health professional



See:
Tool 2.3: Social Marketing Tools

Conclusion

Working with the community is essential. As you partner with others, you can stay connected and build joint capacities. You will be better prepared to understand and treat racially, ethnically and linguistically diverse clients as you:

1) **Partner** with community organizations;
2) **Involve** community stakeholders;
3) **Engage** client participation; and
4) **Share** cultural competence knowledge.

CASE STUDIES

Case Study 2: Metta Health Center of Lowell Community Center: A Model for Culturally Competent Care

The Agency: Lowell Community Health Center

Services: Primary medical care, behavioral health services, HIV/AIDS services, nutrition, social services, community education, and youth development programs

Client Diversity: White (35%), Latino (29%), Asian (27%), Black (African immigrants) (8%); 51% of clients are best served in a language other than English

"We set out to build a health center that would become an integral part of the Southeast Asian community in Lowell—a place where they would feel comfortable, that offered services they could understand, and that were relevant to their needs."

– Dorcas Grigg-Saito, CEO, Lowell Community Health Center

Background

The Lowell Community Health Center (LCHC) offers services to many people who otherwise might not seek or receive consistent health care. LCHC is deeply involved in ethnically and economically diverse Lowell—home to the second-largest Cambodian community in the United States. The majority (93%) of LCHC patients are below the federal poverty level; 13% of their patients are uninsured.

Challenge

In 1999, the Lowell Community Health Center received federal funding to develop a new site focused on improving access to health care to the Southeast Asian community (primarily Cambodian, Lao and Vietnamese) in Lowell.

Approach

The LCHC team built the Metta model for culturally competent health care from the ground up. LCHC's Metta Health Center was highlighted by the Cross Cultural Health Care Program (www.xculture.org) in a report commissioned by the federal Office of Minority Health.

Metta, which means "loving kindness" in the Buddhist Pali language, is the culmination of an effort that involved Lowell's Southeast Asian community every step of the way.

Partner with community organizations

Partnerships have been essential to the success of Metta. LCHC is committed to partnering with grassroots organizations in every area of service delivery by:

- *Building subcontracting opportunities for partners into grants.* Currently, 10 community-based organizations have subcontracts with LCHC.
- *Participating in community programs* and leasing space from the Cambodian Mutual Assistance Association.
- *Creating significant partnerships* with the Massachusetts Alliance for Portuguese Speakers (MAPS), the African Assistance Center and the Latin American Health Institute.

Involve community stakeholders

LCHC began by asking key members of the Southeast Asian community, "If you could design the ideal health center, what would it look like?" The community has remained involved in every facet of planning and service delivery through:

- *Communication with cultural brokers* (see Glossary) for cultural insights and feedback
- *Focus groups* in the community

Case Study 2: Metta: A Model for Culturally Competent Care (cont.)

- *Hiring employees who reflect the community.* Most Metta staff are either Cambodian or Lao or have vast cross-cultural experience.

Engage client participation
As a community health center, LCHC maintains a *consumer-majority board of directors* that is representative of the diverse communities served. This ensures that clients remain engaged and critical community issues are at the forefront in planning and evaluation.

A *welcoming environment* helps clients feel at home. The Metta Health Center is modeled after health centers in Cambodia. Cambodian artwork hangs on the walls and clients are welcomed by diverse staff that speaks their language. Metta also offers culturally relevant services, through a *West-meets-East approach to health care*. Western health care and mental health services are integrated with Eastern practices like acupuncture, massage therapy, Buddhist monk consultation and traditional healers.

Choosing native locations has also helped LCHC engage clients. The Metta Health Center is located in the same building as the Cambodian Mutual Association, a place that many clients were already visiting for English as a Second Language (ESL) classes, day care, social services and elder programs.

LCHC also sponsors a number of *community advisory groups* including the African Advisory Council, the Southeast Asian Task Force, Portuguese and Spanish-speaking Promotores, and the Cambodian Elders Health Council, among others.

Share cultural competence knowledge
LCHC promotes health through a number of outreach programs including: health education, literacy training, support groups, exercise programs, cable TV and radio, and programs for seniors and youth. Effective outreach has helped improve health awareness in the community. It has also strengthened communication between clients and staff.

"We put a lot of thought into the Metta Health Center. We really involved the community from the very beginning in planning the center and the types of services we would offer there. As a result, Metta feels like part of the community."

– Dorcas Grigg-Saito, CEO, Lowell Community Health Center

Chapter 2 Checklist: Community Collaboration

This checklist includes suggested ways for your agency to become more culturally competent. All agencies may not be able to accomplish these right away. Some may be goals for the future. These measures describe specific ways to document CLAS efforts when responding to Requests for Responses (RFRs) and contracts.

Step 1. Partner with Community Organizations

- ❍ List of community and interagency partners
- ❍ Participation in Community Health Network Areas (CHNAs)
- ❍ Participation in community coalitions and steering committees
- ❍ Participation in community forums, town hall meetings, etc.
- ❍ Grants co-written with community partners
- ❍ Contracts for services awarded to community-based organizations

Step 2. Involve Community Stakeholders

- ❍ Documentation of client or community focus groups/community discussions
- ❍ Sponsorships/documented participation in health fairs, cultural events or celebrations
- ❍ Inclusion of culturally relevant information from community sources in trainings/staff meetings
- ❍ Cultural brokers involved in planning committees/coalitions

Step 3. Engage Client Participation at All Levels

- ❍ Research design/findings of community-based participatory research
- ❍ Clients and members of the community involved in board of directors
- ❍ Community stakeholders involved in overseeing grievance processes
- ❍ Cultural presentations by community stakeholders in staff meetings/trainings
- ❍ Events organized in collaboration with community groups
- ❍ Program improvement measures (linked to client satisfaction data)

Step 4. Share Cultural Competence Knowledge

- ❍ Social marketing plan with proven outreach strategies
- ❍ Participation in local radio or cable programs or columns/articles in local newspapers
- ❍ Copies of media messages/Public Service Announcements
- ❍ Printed materials (brochures, flyers) about your organization's CLAS initiatives
- ❍ Notices of availability of CLAS information

Chapter 2 References

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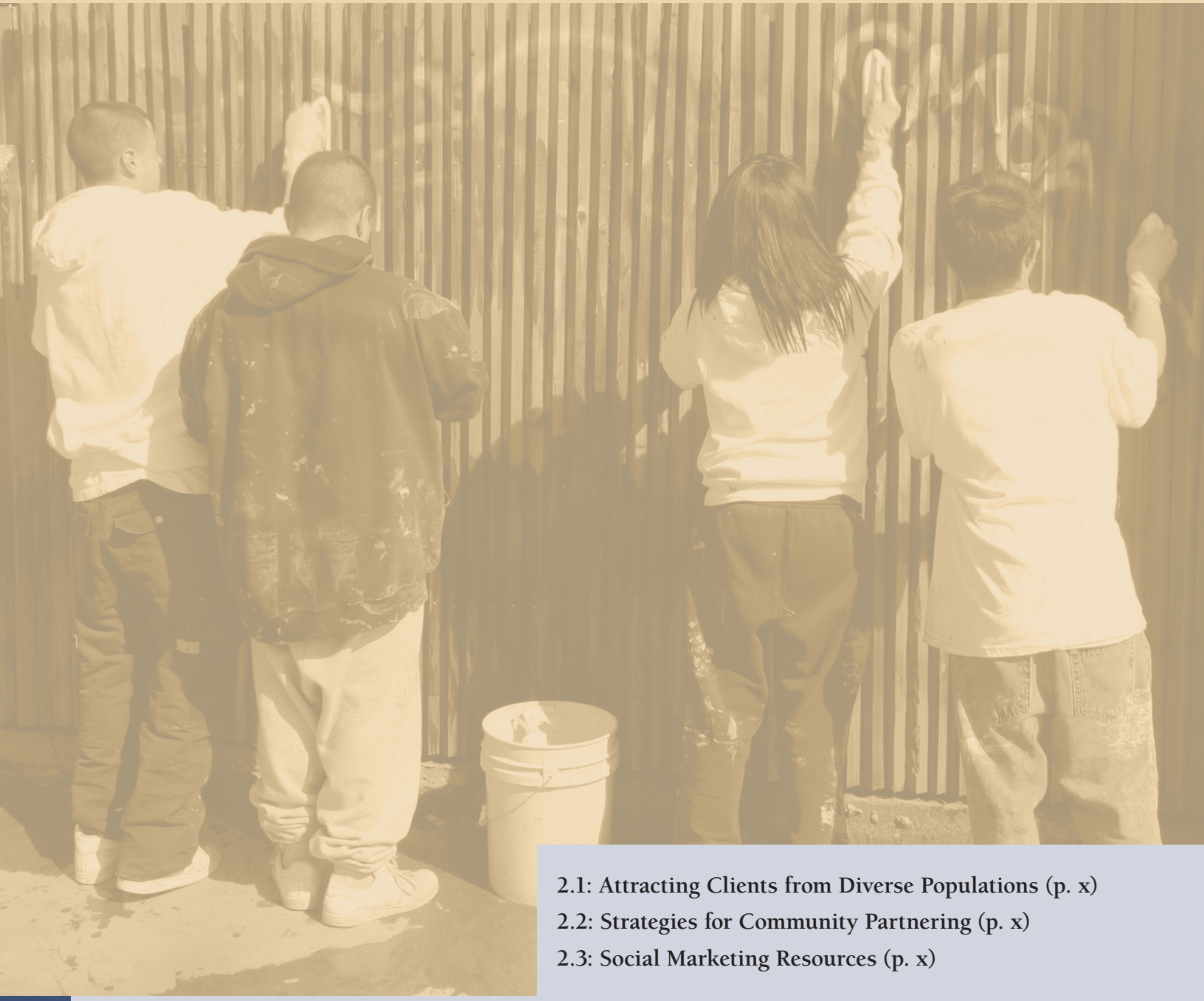
CHAPTER 2: Build Community Partnerships

Tools



2.1: Attracting Clients from Diverse Populations (p. x)

2.2: Strategies for Community Partnering (p. x)

2.3: Social Marketing Resources (p. x)

Tool 2.1: Attracting and Retaining Clients from Each Population Group

Use this exercise to think of ways to better attract and retain clients from each of the population groups in your service area. As you work with diverse community partners, approach each organization and ask:

1. How do new members of your community usually choose health services?

_____

_____

2. What are the five most important criteria in choosing a health service? What can we do to make this group of people choose to use our services?

_____

_____

3. What are the five major reasons that members of your community feel dissatisfied or leave a health agency?

_____

_____

4. Has anyone from your community left our organization for any of the reasons listed above? If so, for what specific reason?

_____

_____

5. How can our agency and your community organization partner to:

a. Improve health access for your community?

_____

_____

b. Improve the overall health of community members?

_____

_____

c. Use education and training to reduce common health problems and illnesses?

_____

_____

d. Build confidence and trust in our organization within your community?

_____

_____

6. Do you have other suggestions for partnering?

_____

_____

From: *Salimbene, Susan. 2001. CLAS A-Z: A Practical Guide for Implementing the National Standards for Culturally and Linguistically Appropriate Services (CLAS) in Health Care. U.S. Department of Health & Human Services. Office of Minority Health.*

Available at http://www.omhrc.gov/assets/pdf/checked/CLAS_a2z.pdf

Tool 2.2: Resources for Community Partnering

Resources for Community Collaboration

Community Health Network Areas (CHNAs)
Massachusetts Office of Healthy Communities
http://www.mass.gov/dph/ohc
CHNAs are local coalitions of public, non-profit and private sectors working together to build healthier communities in Massachusetts through community-based prevention planning and health promotion.

Bridging the Cultural Divide in Health Care Settings: The Essential Role of Cultural Broker Programs. National Center for Cultural Competence, Georgetown University
http://www.culturalbroker.info
This information guide offers an overview of cultural brokers, including definitions, benefits and ideas.

The Collaboration Primer: Proven Strategies, Considerations and Tools to Get You Started
The Health Research and Educational Trust
http:// www.hospitalconnect.com/hret/programs/content/colpri.pdf
This primer compiles hands-on advice and resources to foster collaboration, including principles of collaboration, checklists, examples of model collaboratives and a tool to assess the status of collaborative efforts.

Community-Campus Partnerships for Health
http://www.ccph.info
A national nonprofit organization that supports Community-Based Participatory Research (CBPR) partnerships, CCPH maintains a Web site of CBPR resources, including definitions, principles, tools, reports and presentations, journal articles, syllabuses and course materials, Web links, electronic discussion groups, and more.

The Community Toolbox
http://ctb.ku.edu
The Community Tool Box is the world's largest resource for free information on essential skills for building health communities. It includes promising practices, a workstation, toolkits, troubleshooting guides, a newsletter, links to online resources and advisor forums.

Critical MASS for eliminating health disparities
http:// www.enddisparities.org
Critical MASS is a statewide coalition focused on the elimination of health disparities in Massachusetts. The coalition works to build a statewide multicultural network, develop a clearinghouse for current research and initiatives related to health disparities, and create a statewide strategic planning process.

Tool 2.2: Resources for Community Partnering (cont.)

Taking Community ACTION on health disparities
Critical Mass Toolkit
http://www.enddisparities.org/criticalmasstoolkit.html

Designed to help communities and grassroots coalitions take charge in the fight against disparities. The toolkit offers an overview of the causes and impacts of disparities in health, an overview of how to look for data and health patterns and using group action as a strategy to address health disparities in communities. Cost for the toolkit is $15 for organizations, schools and libraries; free for individual community members.

Massachusetts Association of Community Development Corporations
http://www.macdc.org/docs/aboutus.html

This association has as its mission to support and advance the affordable housing, economic development and community building strategies of members, and to build the power of low- and moderate-income people to achieve greater economic, social and racial justice.

Massachusetts Association of Community Health Workers
http://www.mphaweb.org/MACHW.htm

A statewide network of community health workers (CHWs) from all disciplines. Founded in 2000 to enable CHWs to lead the movement to organize, define and strengthen the profession of community health work.

Massachusetts Community Health Information Profile (MassCHIP)
http:// www.masschip.state.ma.us

The Massachusetts Community Health Information Profile offers free online access to community-level data, including health and social indicators.

Office of Healthy Communities, Regional Centers for Healthy Communities
Massachusetts Department of Public Health
http://www.mass.gov/dph/ohc/reghealthcenters.htm

The Regional Centers for Healthy Communities provide technical assistance to Massachusetts public health organizations aiming to build community partnerships, foster interagency collaborations and better serve communities. Programs offered by RCHCs include community leadership development, data and support, and resource libraries. Contact information for the seven state Regional Centers for Healthy Communities can be found through this Web site.

Office of Health Equity
Massachusetts Department of Public Health (MDPH)
http://www.mass.gov/dph/healthequity

The Massachusetts Department of Public Health's Office of Health Equity coordinates activities within MDPH to promote the optimal health and well-being of immigrant, refugee and racial and ethnic minority communities statewide. The site offers helpful links and resources.

Massachusetts Ethnic Media

Professionals involved with ethnic media work closely with diverse communities and are often involved in organizing community workshops, career fairs and festivals. Partnering with key media can be a powerful way to become more involved in the communities you serve.

Ethnic Media Project
UMass Boston Center on Media and Society
http://www.mediaandsociety.org/directory
The Center on Media and Society at UMass Boston offers an excellent, comprehensive directory of ethnically and linguistically diverse media in Massachusetts. The site is constantly updated and offers links and contact information for ethnic cable, radio, television, online media, magazines, newspapers and newspapers throughout the state.

Community Education and Immigrant Service Organizations

Organizations dedicated to educating and assisting minorities, immigrants and refugees are natural partners for community change.

Community Health Education Center (CHEC)
http://www.bphc.org/programs/program.asp?b=7&d=&p=201
CHEC strives to enhance the capacity of outreach educators to provide outreach and health education to the diverse communities of Boston. Offers trainings and a network of outreach educators.

International Institute of Boston (IIB)
http://www.iiboston.org
IIB and its affiliates in Manchester, NH and Lowell, MA, provide a continuum of services that foster the successful transition of immigrants and refugees. The Institute promotes self-sufficiency to give clients the tools to help themselves become active participants in the social, political and economic richness of American life.

Massachusetts Immigrant Refugee Advocacy Coalition (MIRA)
http:// www.miracoalition.org
MIRA works to advocate for the rights and opportunities of immigrants and refugees through education, training, leadership development, organizing, policy analysis and advocacy. The MIRA web site offers links to legal service providers, reports, and an action center.

Massachusetts Mutual Assistance Associations
http:// www.masslegalservices.org/docs/MutualAidAssociations.pdf
Mutual Assistance Associations (MAAs) assist refugees and immigrants in the process of adjusting to a new country. Through education, social and other support services, MAAs are closely linked with communities of diverse cultures. The URL above links to a directory (in PDF format) of Mutual Assistance Associations throughout Massachusetts.

Mayor's Office of New Bostonians
http://www.cityofboston.gov/newbostonians
The Office of New Bostonians was established in 1998 to meet the needs of the growing and changing immigrant and newcomer communities in Boston. Its mission is to strengthen the ability of immigrants and diverse communities to fully participate in the economic, civic, social and cultural life of the city of Boston, and to promote the commemoration and public understanding of the contributions of immigrants.

National Voluntary Agencies (VOLAGs)
Web sites for the national agencies that, through their local affiliates, resettle refugees in the U.S.

- Church World Service (CWS) http://www.ncccusa.org
- Episcopal Migration Ministries (EMM) http://www.ecusa.anglican.org/emm
- Ethiopian Community Development Council (ECDC) http://www.ecdcinternational.org
- Hebrew Immigrant Aid Society (JFS) http://www.hias.org
- U.S. Committee for Refugees and Immigrants http://www.refugees.org
- International Rescue Committee (IRC) http://www.intrescom.org
- Lutheran Immigration & Refugee Service (LSS) http://www.lirs.org
- U.S. Catholic Conference of Bishops (USCCB) http://www.nccbuscc.org
- World Relief (WR) http://www.wr.org

Partnership for Healthcare Excellence
http:// www.partnershipforhealthcare.org
Dedicated to helping Massachusetts consumers improve the quality of their health care. The partnership believes having patients who are educated, active and engaged is one of the best ways to improve the safety, quality and effectiveness of health care for everyone. The partnership seeks to educate the public about variations in health care quality, provide consumers with information and tools to improve their health care, and encourage consumers to become advocates for change in the health care system.

Massachusetts Cultural, Ethnic and GLBT Associations

Asian American Civic Association, Inc.
http:// www.aaca-boston.org
This association provides limited-English speaking and economically disadvantaged people with education, occupational training and social services enabling them to realize lasting economic self-sufficiency. AACA offers: workforce development; education (ESOL, Mandarin and acculturation classes for business people); assistance with immigration, housing, health insurance and primary care, translation and interpretation, college support; and youth leadership development.

Tool 2.2: Resources for Community Partnering (cont.)

Boston Alliance of Gay, Lesbian, Bisexual & Transgender Youth (BAGLY)
http://www.bagly.org

A youth-led, adult-sponsored organization that creates, sustains and advocates programs and policies for the Boston, Massachusetts youth GLBT community.

India Association of Greater Boston
http:// www.iagb.org
The premier Indian-American organization in New England representing the Indian-American community in the Greater Boston area, Massachusetts, New Hampshire and Rhode Island. A sociocultural organization, it offers links to events and other Indian associations.

Japan Society of Boston
http:// www.us-japan.org/boston
A non-profit membership organization dedicated to strengthening communication, understanding, and enlightened relations between the people of Japan and Massachusetts. Offers Japanese classes, education and a job bank.

Latin American Health Institute
http://www.lhi.org
A community-based public health organization serving over 25,000 Latin American families and individuals annually through direct care programs. Focused on addressing health concerns, strengthening families and developing community resources, LHI works with public and private organizations across a wide range of issues in five areas: research, policy, education, service and technical assistance.

The Massachusetts Commission on Gay, Lesbian, Bisexual and Transgender Youth
http://www.mass.gov/cgly
This independent agency investigates the use of resources to improve the ability of state agencies to provide services that protect and support the health and safety of gay, lesbian, bisexual and transgender (GLBT) youth in the schools and communities of Massachusetts.

National Asian Women's Health Organization
http://www.nawho.org
This national nonprofit health organization has as its mission to achieve health equity for Asian women and families.

Network of Arab American Professionals
http:// www.naaponline.org/boston
NAAP-Boston serves the Arab and Arab-American community by promoting professional networking and social interaction among Arab-American and Arab professionals.

Network of South Asian Professionals of Boston
http:// www.netsapboston.org
A professional, not-for-profit organization dedicated to serving the professional, political, cultural and civic needs of the Indian and South Asian community in the Greater Boston area.

Saheli Boston – Friendship for South Asian Women
http://www.saheliboston.org
Founded in 1996 as an affiliate of the India Association of Greater Boston (IAGB), provides support, guidance and resources in the areas of career and economic empowerment, physical and mental health, legal and immigration issues, support for families, and social and cultural volunteer opportunities.

Turkish Cultural Center of Boston
http://www.turkishcenterboston.org
A nonprofit organization devoted to the promotion of Turkish culture and language.

Vietnamese American Civic Association
http://www.vacaboston.org
A multi-service Mutual Assistance Association dedicated to promoting family self-sufficiency and well-being and to facilitating community empowerment among the Vietnamese population of Greater Boston. Offers ESOL classes, citizenship classes, health awareness and outreach activities, social services counseling, youth programming, elderly services and employment services.

Young Black Women's Society Incorporated
http://www.ybws.org/joomla
An organization that is committed to empowering and advocating for black women between the ages of 21 and 35 through social activities, professional development, and community involvement.

Cultural Events

American Indian Pow Wow
http:// www.eastover.com
Annual American Indian Pow Wow and Spirit on the Mountain Music Festival featuring American Indian singers, dancers, drummers and storytellers representing various tribes and styles.

August Moon Festival (Boston)
http:// www.ci.boston.ma.us
Chinese celebration of happiness, good health and abundant harvest.

Boston Carnival
http:// www.bostoncarnivalvillage.com
A Trinidad-style carnival celebrated by Boston's Caribbean community.

Boston Puerto Rican Festival
Held annually in the summer months.

Bread and Roses Festival (Lawrence)
http:// www.breadandroses.net
A festival celebrating Lawrence's diversity and its labor history, named for the "Bread and Roses" textile strike of 1912.

Cambridge Carnival (Cambridge)
http:// www.cambridgecarnival.org
Caribbean and Mardi Gras-style festival. Live music, ethnic food, costume parade and crafts.

Caribbean Carnival (Roxbury)
http:// www.cityofboston.gov/arts
Street parades, costumes, music, food, arts and crafts.

Culturefest (Lowell)
http:// www.second-world.com
A multicultural festival featuring music, food, art and entertainment.

Dominican Festival (Boston)
http:// www.cityofboston.org
Parade and festival celebrating Dominican heritage.

Feast of the Blessed Sacrament (New Bedford)
http:// www.PortugueseFeast.com
Largest Portuguese feast in America; entertainment, giant midway and parade.

India Day (Boston)
http:// www.iagb.org
Organized by the India Association of Greater Boston, this annual event celebrates India's independence. Features music, dance, arts and food.

Latin American Festival (Worcester)
http:// www.centrolasamericas.org
Celebration of diversity highlighting local Hispanic culture in central Massachusetts. Includes Latin foods, dancing, crafts, entertainment.

Mashpee Wampanoag Pow Wow (Mashpee)
http://www.mashpeewampanoagtribe.com
Held each summer by the Mashpee Wampanoag Tribe.

Neighborhood Initiative Multicultural Festival (Boston)
http:// www.dsni.org
Annual celebration of the people, cultures and talents of the Dudley neighborhood.

Peabody International Festival (Peabody)
http:// www.peabody-ma.gov
An opportunity to experience ethnic foods, music, dance and art.

Pittsfield Ethnic Fair (Pittsfield)
http://www.pittsfield-ma.org
Held in the late summer in downtown Pittsfield, this free outdoor international street festival features music and dance, food and craft vendors.

Southeast Asian Water Festival (Lowell)
http:// www.lowellwaterfestival.org
Longboat races, music and dance from Cambodia and Laos, ethnic food, and arts and crafts.

Health Fairs

Health fairs offer an excellent venue for public health agencies to get to know others and become known in the community. Check with local hospitals, ethnic media and cultural organizations to identify upcoming health fairs and events.

Tool 2.3: Social Marketing Resources

National Center for Health Marketing
HHS Centers for Disease Control and Prevention
http:// www.cdc.gov/healthmarketing
The CDC Office of Communication, along with communication directors and staff throughout CDC, provides expert consultation and research using the social marketing approach. This Web site offers a number of resources on social marketing, including an introduction to marketing, best practices, eHealth marketing tips and partnerships. The Resources & Tools section is particularly helpful, offering links to campaign creation tools, media resources, templates, health literacy resources, evaluation tools and links to professional organizations.

Making Health Communications Work (the Pink Book)
http:// www.cancer.gov/pinkbook
The Pink Book offers a step-by-step guide to health communications, available free of charge, on the Web.

Social Marketing Plan Template
Technical Assistance Partnership
http://tapartnership.org/cc/ImplementationGuide/social_marketing_plan_template.doc
A free downloadable template to develop a social marketing plan.

Turning Point
http:// www.turningpointprogram.org
Turning Point is an initiative of the Robert Wood Johnson Foundation offering a number of social marketing materials including social marketing guidebooks, videos, CDs and training guides. Though the program has closed, many of the products are archived online and still available for download.