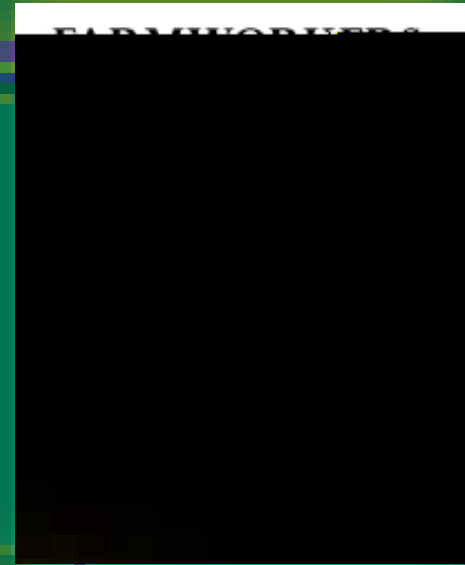


# Implementing Services in Low Resource Communities: A Case Study

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

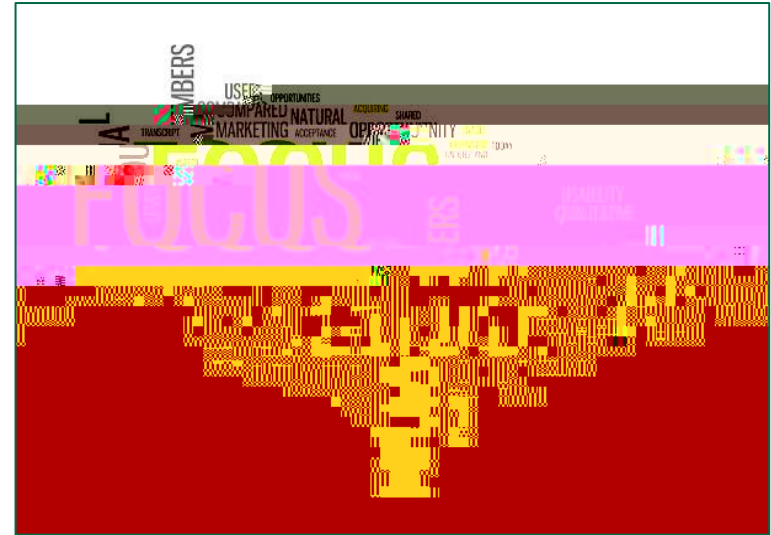
Classic Analysis Strategy

Themes/Subthemes

## Quantitative

Demographics

Basic needs assessment



# Focus Group Populations

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

Tommytown

Trilby/Lacoochee/Trilacoochee

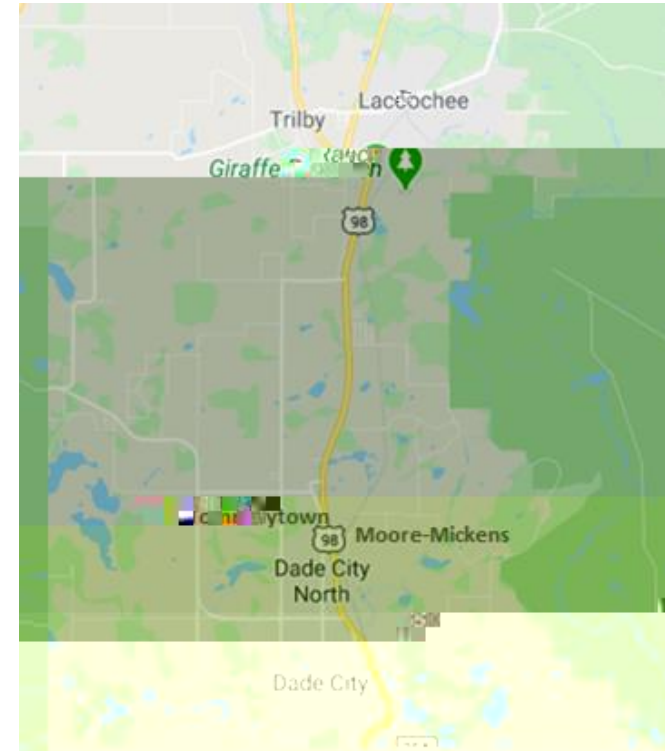
Moore-Mickens

## 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?**