

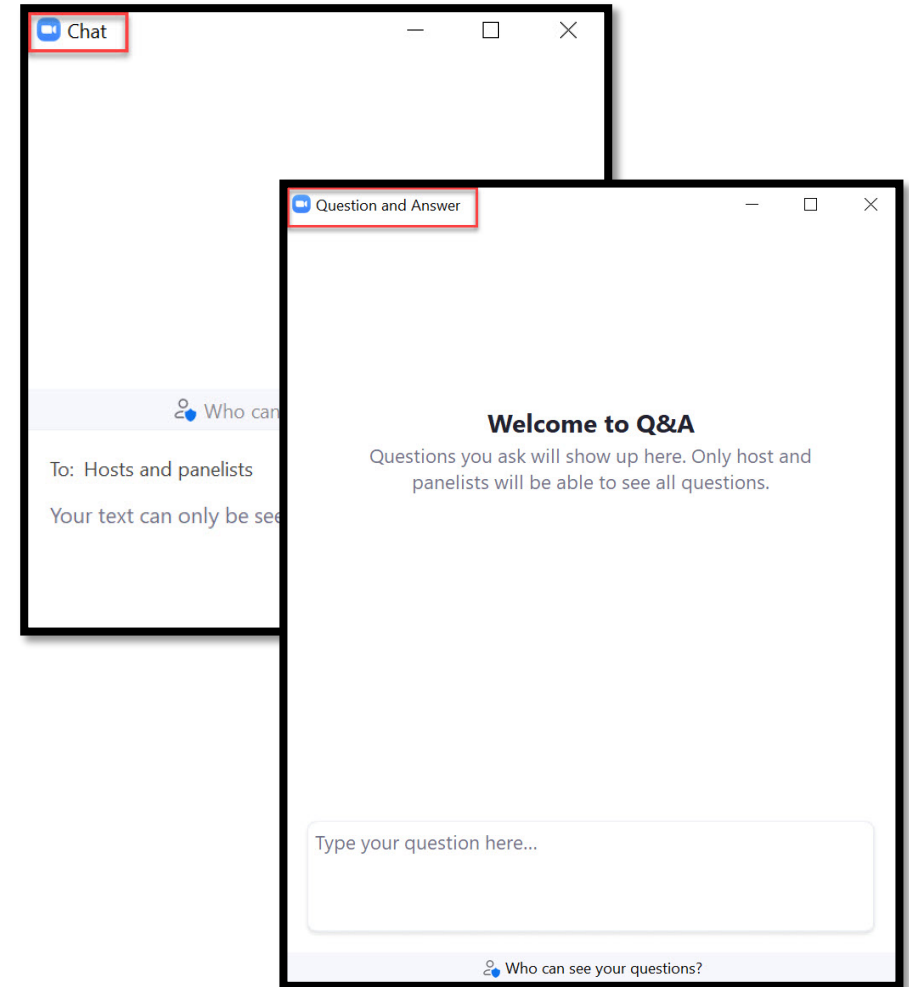
# Strategies for Engaging Hard-to-Reach Residents

2021 ConnectHomeUSA Virtual Summit  
October 4, 2021



# Technical Issues? Questions?

- Attendees have been muted on entry
- For technical questions, please submit via the Chat box
- For content related questions, please submit via the Q&A box
  - We encourage you to submit questions throughout the webinar
  - Due to timing, we may not be able to respond to all questions
- This webinar is being recorded and will be posted on the HUD Exchange



# Strategies for Engaging Hard-to-Reach Residents

2021 ConnectHomeUSA Virtual Summit  
October 4, 2021



# Agenda

- Welcome & Introductions
- Strategies for Engaging Hard-to-Reach Residents
- Presenters:
  - **Ryan Elza**, Volunteers of America National Services
  - **Franchel Mendoza**, Fairstead Management
  - **Ana Trejo**, Housing Authority of the City of Brownsville
  - **Julius Norman**, Norfolk Redevelopment & Housing Authority
  - **Tashonna Hallums**, Norfolk Redevelopment & Housing Authority
- Q&A

# Strategies for Engaging Hard-to-Reach Residents

*Ryan Elza, VP of Innovation & Technology, VOANS*



# 2021 ConnectHomeUSA Virtual Summit

**Hi, I'm Ryan Elza!**

*Vice President, Innovation & Technology*  
Volunteers of National Services  
(VOANS)

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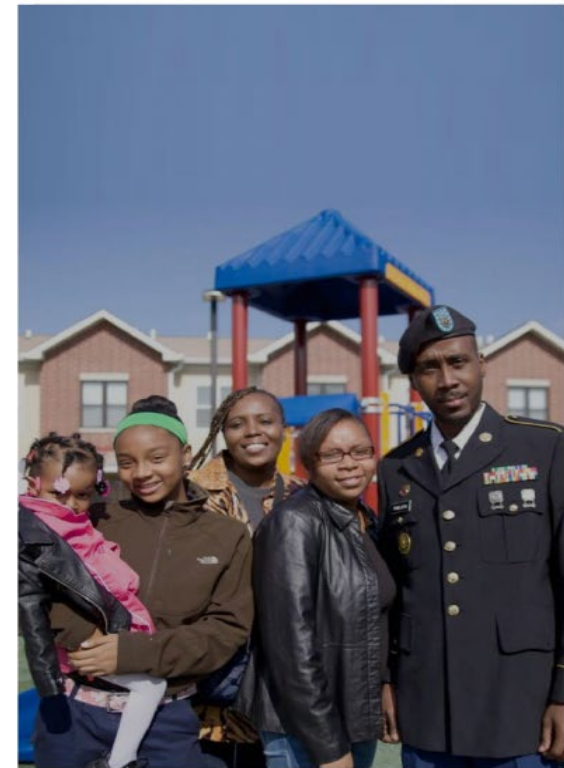


# Helping America's Most Vulnerable

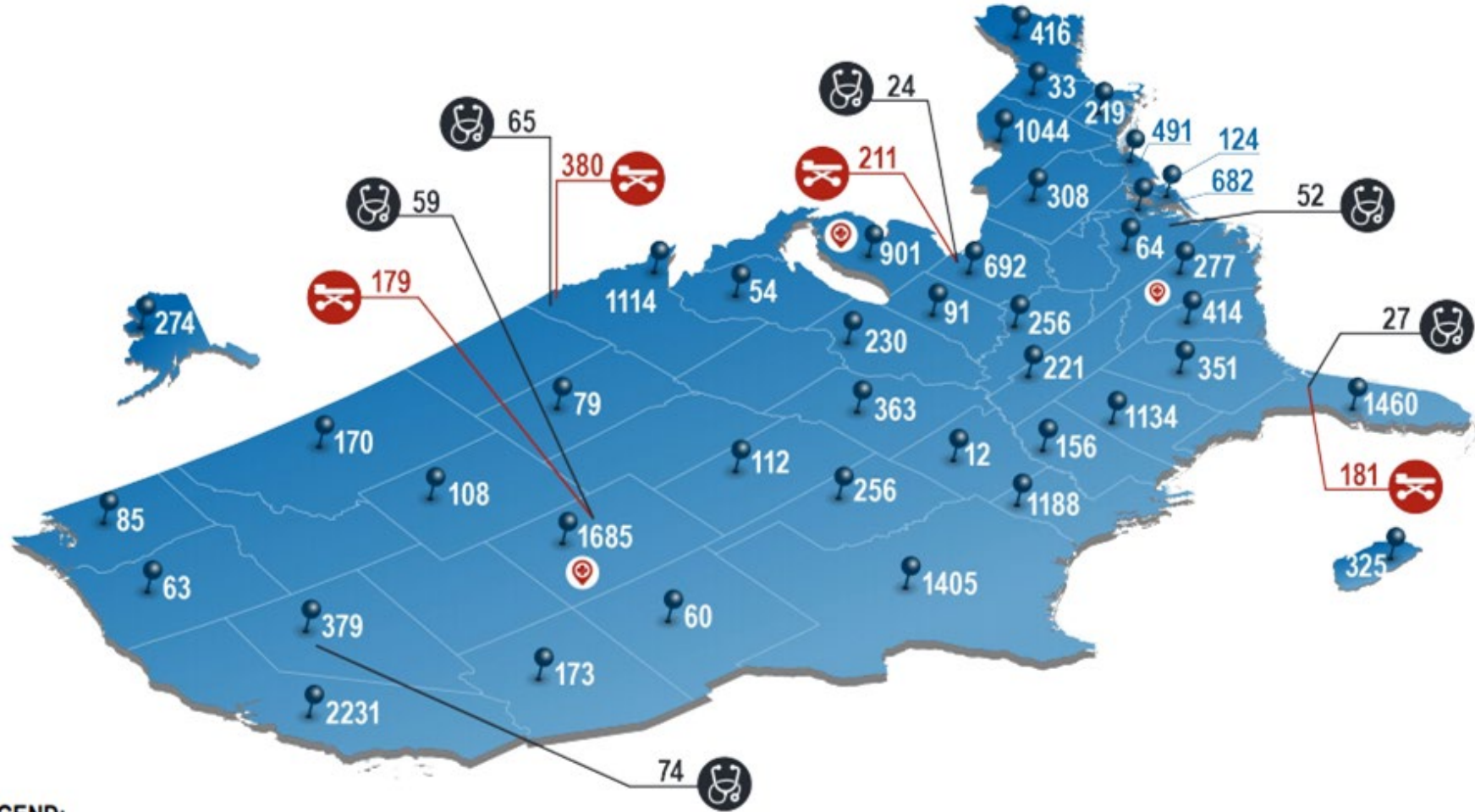


Celebrating its **125<sup>th</sup> Anniversary**, with over **15,000 EMPLOYEES**, Volunteers of America empowers more than **1.5 MILLION PEOPLE** in over **400 COMMUNITIES** in **46 STATES** as well as the District of Columbia and Puerto Rico.





CHILDREN & YOUTH	VETERANS	EMERGENCY SERVICES	DISABILITY SERVICES
MANAGED CARE	HOUSING	INTEGRATED CARE	HOMELESS SERVICES
COMMUNITY DEVELOPMENT		BEHAVIORAL HEALTH	SUBSTANCE ABUSE
CORRECTIONS			
SENIOR SERVICES & SENIOR LIVING		EMPLOYMENT & TRAINING	



# HEALTH & HOUSING PORTFOLIO



**LEGEND:**

-  19,417 Housing Units
-  PACE Program
-  951 Skilled Nursing Facility Beds
-  1,105 Units of Assisted, Independent, Memory, Home & Community Based Services



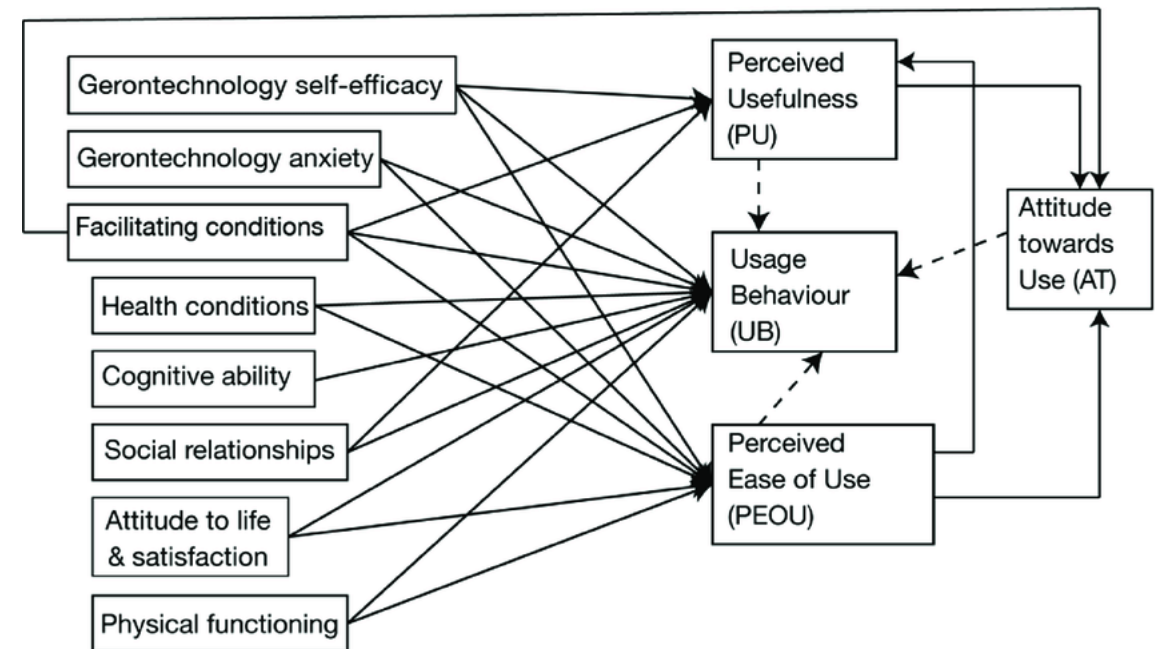
# Technology: Catalyst for Connection & Purpose



# Person-centered to Digital Inclusion



Senior technology acceptance model (STAM).



Controlled variables: age, gender, education level, and economic status

[https://www.researchgate.net/figure/Senior-technology-acceptance-model-STAM-Chen-and-Chan-propose-that-physical\\_fig4\\_322233074](https://www.researchgate.net/figure/Senior-technology-acceptance-model-STAM-Chen-and-Chan-propose-that-physical_fig4_322233074) [accessed 24 Sep, 2021]

# Approaches

## Assessment & Awareness

### Actions

- Person centered holistic assessment of their health, abilities, isolation, and technology needs and interests
- Identify barriers impacting individuals well-being and technology access such as home safety, internet access, and affordability
- Raising awareness about the importance and opportunity for social connection & wellness

## Engagement & Training

### Actions

- Tech Demos
- Recruit and train resident ambassadors
- Peer programming and resident driven events
- Gamification, e.g. Tech Passports, Competitions, Badges
- Recognition, e.g. certificates, features in newsletters
- Synchronous and asynchronous online classes and education
- State Assistive Technology (AT) Program

## Programming & Education

### Actions

- Adapting program models to virtual engagements
- Empowering residents to access services and resources digitally
- Online opportunities for connection and continued learning (virtual seniors centers, libraries, museums, etc.)
- On-going training and content

# Leveraging Voice, Touch, & VR



Smart Speakers  
& Displays



Data-enabled  
Tablets



Virtual Reality

## Connecting to Faith



## Connecting to Neighbors



## Connecting Globally

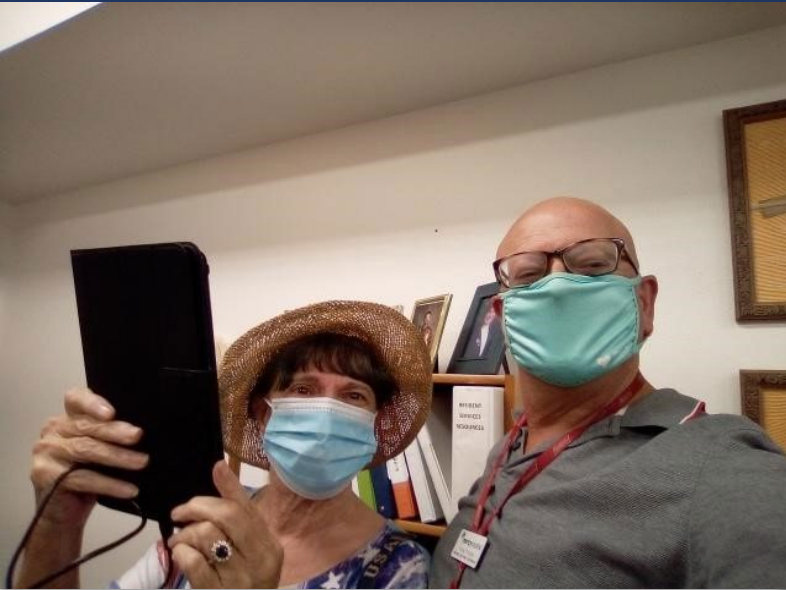


Ella wanted to participate in the bible studies and church services; however, due to gatherings being suspended at her church, Ella has been missing the spiritual connection, until now. After a quick lesson on how to use the tablet and access the internet, Ella was able to participate in her church's bible study and service.

Approximately 4-5 residents living at River Station have enjoyed crafting, exercise and balance class by participating, as a group, remotely. The RSC provides the craft materials and then guides them through crafting – this week was about painting on a canvas tote. First, she guided each resident in how to set-up an email account; and next taught them how to accept the ZOOM/TEAMS invitation to participate.

Dorothy at Marian Park, assisted Avinash with checking out the new tablets. Avinash was born in India and enjoys speaking with his children and other family members who still live in India using the video calling feature.

## Connecting to Services



One resident had major abdominal surgery earlier in the year. She used her tablet to video chat with family back east and finalize her travel plans to visit them. She used the tablet to complete all the paperwork for her new driver's license/real ID so that she didn't have to wait so long at the DMV.

## Connecting to Brain Health



Residents have used the tablets to read books, access library programs, email friends and family and play a few games to challenge themselves.

## Connecting to Wellness



Yoga classes were something residents at Grayslake looked forward to each Monday morning. A resident who enjoyed attending now has the option to attend online and practice yoga in her apartment following the same Monday morning schedule she had become accustomed to.

“I wish I had your supervisor's email to tell her how wonderful these devices are and about the great job you are doing for us; you deserve credit”. Candice shared that the use of the tablet and speaking with the RSC has helped reduce her anxiety and depression. She said she feels more energetic and less isolated.

Candace, Resident

# Strategies for Engaging Hard-to-Reach Residents

*Wraparound Services Support*  
Fairstead Management



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**Franchel Mendoza**

*Social Services Coordinator/Licensed Master Social Worker*

Fairstead Management

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# Engagement Strategies

## **Strength-Based Approach**

- “Meet them where they are”
- Opens communication and thought process to identify value
  - Listening and Observing
  - Be “transformed in the process” rather than focusing on changing others

## **Needs-Driven Approach**

- Fused with their needs to build on resident rapport and improve well-being
- Changes emerge as a result over time
- Improve service coordination and support strategies that “fit”
- Residents who can associate with others on a particular need is self-promoting



# Putting A Theory of Change Into Practice

## **Team/Community Care**

- Provide a welcoming atmosphere
- Exude consistent warmth communication
- Identify group affinity support

## **Individual Care**

- Offer a snack or showing hospitality
- Focus on a strength or something the client does well
- Explore the client's experience in the past, present, and future

# Digital Inclusion: Hard-to-Reach Services vs. Hard-to-Reach Residents

## Use of Technology

- Centralize connectivity and technology opportunities (ex. Community rooms, events, informational gatherings, resident advocates)
- Used of internal computers for resident use
- Use of laptops and company provided hotspots to reach residents at any space and location available for their comfort and engagement

## Ways of Engagements

- Offer solutions to short-term and long-term barriers through technology
- Provide ongoing usage and promote connections with family, friends, staff
- Explore what interests, benefits, and concerns individuals in affinity groups have
- Connect them with support (engage with their home attendants, care-giver, children, and staff)
- Back to basics (device management)

# Strategies for Engaging Hard-to-Reach Residents

*Housing Authority of the City of Brownsville*



# 2021 ConnectHomeUSA Virtual Summit

**Ana Trejo**

*Interim Director of Supportive Services*

Housing Authority of the City of Brownsville

[atrejo@hacb.us](mailto:atrejo@hacb.us) 956.214.1527



# HACB's Resident Outreach Strategies

- Communication is **KEY**
  - Tools
    - FLYERS, POSTERS, LETTERS
    - Mass Mail Outs and display in common areas
    - Social Media- FACEBOOK HACB1
    - Phone Calls, Text Messages, E-mails (Excellent tools during Pandemic)
    - Home Visits (Specifically for our vulnerable population our Senior Citizens and Youth)
    - Surveys to find out what programming residents are interested in
  - Virtual Programming
    - Zoom for monthly resident meetings and theme specific events
    - Facebook Live
    - YouTube Channel

# HACB's Resident Outreach Strategies

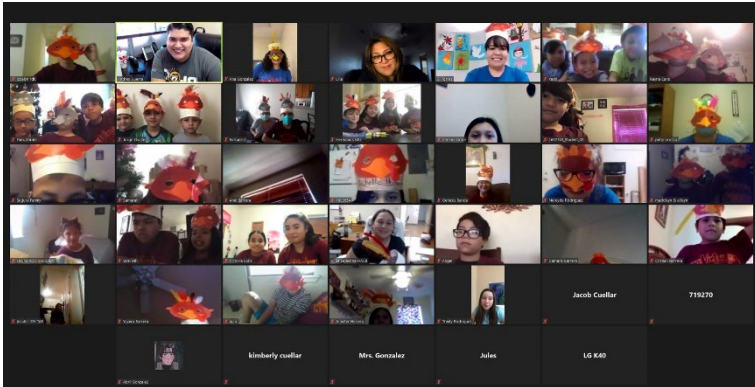
- Making use of our resources
  - Leadership and Engagement Liaison Groups (Residents)
  - Resident Ambassador
  - Resident Association Board Officers
  - Team/Staff
    - Opportunity Center Tutors (the REAL HEROES during the Pandemic)
      - One-on-one training on how to use the ZOOM Platform
      - Provide written step- by -step Instructions
      - All our material is both English and Spanish



# Providing Assistance through Connectivity

- Provide connectivity assistance
  - Residents were made aware of the different connectivity opportunities by sending out flyers (mass mailouts) and presentations at the monthly resident meetings and posting it in social media.
  - Issue out devices (sponsored by one of HACB's Non-profits)
  - Assist residents get connected to the internet through low-cost high-speed internet providers, by providing devices, hotspots
    - Once they knew about these opportunities, they would call our office and we were able to assist them by essentially being the middleman between them and the ISPs
  - Connect residents to the Emergency Broadband Benefit by educating them on the program
  - Once residents were connected, they were able to virtually participate in the different programming offered by HACB and its community partners.

# HACB's Virtual Programming



- Programming offered during pandemic
  - Food Bag Distribution
  - Afterschool Meals
  - Virtual Coding Camps
  - Virtual Summer Reading Camp
  - Monthly Resident Meetings
  - Art from the Heart (ROCA) Virtual Painting Class
  - Road to College-Virtual Meets
  - Virtual Tutoring
  - Drive-thru events

# Do's and Don'ts When Engaging Residents

## DO

- HACB's Modus Operandi
  - Families First
  - Embrace and Evolve with Change
- Always follow through
- Fostering your relationship with the Residents is constant no matter how you are engaging them.

## DO NOT

- Never tell a Resident you will do something without being 100% sure you will do it. (Cardinal Sin of Resident Outreach)



# Youth Mental Health Model

*Norfolk Redevelopment & Housing Authority's Client Services Youth Programs*



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**Julius Norman, Youth Programs Manager**

**Tashonna Hallums, Youth Programs Coordinator**

Contact: Tashonna Hallums at (757) 314-1635 or [thallums@nrha.us](mailto:thallums@nrha.us)



# Objectives

- Develop intervention strategies to help resolve gaps in the delivery and implementation of youth programs
- Identify significant social and environmental health influences impacting healthy living
- Promote healthy lifestyle changes and educate residents on the benefits of positive mental health
- Assist residents with gaining access to resources and services

**“Building healthy neighborhoods to help create safer communities”**

# Community Health & Wellness

**FAMILY VACCINATION DAYS**  
COVID-19 vaccination event for ages 12+  
(Minors must be accompanied by an adult and have an identification such as school ID)

You'll be able to catch the mobile clinic at the following locations on the following dates:

- Calvert Square Division Center Basketball Courts**  
Tuesday, May 18, 4 - 7 pm
- Oakleaf Forest Basketball Courts**  
Wednesday, May 26, 4 - 7 pm
- Young Terrace Foodbank Hub**  
Thursday, May 27, 4 - 7 pm

The Hampton University Mobile Vaccination Clinic will be rolling through to provide free Pfizer vaccines, COVID-19 testing and more.

Plus, fresh produce will be distributed by the Foodbank of Southeastern Virginia, and there will be games, resources and raffle prizes. The first 100 people to receive a vaccination each day will receive a \$10 gift card!

- Registration is encouraged. To register scan QR code next to the event you wish to attend. Vaccinations for those unregistered are limited to a first come first served basis.
- Please bring ID to the event.
- Mask-wearing and social distancing will be enforced.
- Second doses will be administered June 15-17.
- For more info, call 757-314-1533.

Don't miss the bus!



- Earth Day
- Women's Leadership Development Workshop
- Vaccination Events
- Soccer Camps
- Boxing Camps
- Mental Health Support Groups
- Youth Recreational Connect
- Community Garden
- Youth Feeding Programs



# Supportive Services

- College Exploration
- Scholarship Awards
- Youth Leadership Groups & Advisory Council
- Youth Literature & Poster Contests
- Summer Employment
- Community Service Opportunities
- Youth Work Experience, Vocation Training & GED





# Restorative Activities

- Coping and Relaxing (Yoga on the Beach)
- Empowerment Walk, Self Esteem (Dismal Swamp Canal Trail)
- Anger Stress Management (Destruction Room)
- Letting Go, Coping with grief and loss. (Lantern release on the beach)
- Who Are You, Where do you fit in? (Finding ones identity- Planetarium)



# Tips for creating mental health support groups

- Host small groups
- Establish and sustain strong partnership in the community
- Involve parents/guardians
- Interdepartmental Collaboration
- Listen to the needs of the Youth
- Encourage Participation
- Provide Resources and Incentives

# Partners

- City of Norfolk Parks, Recreational & Open Space
- Norfolk Public Schools
- Eastern Virginia Medical School, Hampton University, Norfolk State University and Tidewater Community College
- Girl Scouts
- Food Bank
- Intensive Community Outreach Services Mental Health Agency
- Crestar Health Mental Health Agency
- Churches
- TMC/RAC and Civic Leagues
- Grand Furniture
- YMCA

# Q&A

# Thank you!