

*Archstone Foundation and
The Aging & Public Health Section of
The American Public Health Association*

present the

2021 Award for Excellence in Program Innovation



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American Public
Health Association
Working for a Healthier World

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2021 AWARD WINNER

Alameda County Care Alliance

Advanced Illness Care Program



ORGANIZATION

The Alameda County Care Alliance Advanced Illness Care Program (ACCA-AICP) is a faith-based, person-centered, lay care navigation intervention serving predominantly African American adults with advanced illness and their caregivers, bridging the gap between health delivery systems, community organizations and faith-based communities. The program serves individuals with serious illnesses and their caregivers in Alameda County, Contra Costa County and most recently, San Francisco. The ACCA AICP services are available to all community members, regardless of race, ethnicity, or religious affiliation.

PROGRAM

Most African Americans are actively involved in organized religion (87%), so the faith community offers an excellent venue to bridge the healthcare inequities or disparities gaps by offering support and assistance that aligns care and decision-making with members' spiritual needs and values. To accomplish this goal, faith-based communities can draw upon their shared beliefs and cultural values, trust, tremendous social networks, tangible and intangible resources (including many willing and devoted volunteers), and long history of caring for others.

The ACCA AICP is a novel, faith-based, and culturally embedded program providing lay care navigation intervention to support persons needing care (PNCs) and their families/caregivers in the community setting. Participants receive support for their needs in the five program cornerstone areas of need:

- ① spiritual; ② health (physical and emotional); ③ social; ④ advance care planning; and ⑤ caregiving.

In addition to receiving resources and referrals from their Care Navigators, program participants are provided with tools and training to promote empowerment and resiliency. This helps participants improve their skill for accessing appropriate care both within the health care system and from social/non-medical services outside the health system.

Services to address the five program cornerstone areas of need are delivered in three stages through a series of 5-12 visits, half in-person and half via phone (pre-pandemic), over approximately a six-month period. In times of COVID-19, all visits are virtual/phone.

ACCA works to bridge the gap between individual need and health care delivery, by addressing the social determinants of health disproportionately burdening those in communities of color experiencing advanced illness. ACCA's vision is that all Americans with advanced illness, especially the sickest and most vulnerable, should receive person- and family-centered care that acknowledges their spiritual and cultural integrity, addresses their multiple needs, and supports their empowerment, whatever their race, religion, origin or creed. The ACCA AICP builds on community-based resources and health system partnerships to provide a new paradigm of "whole person" care. The program aims to meet the multiple needs of individuals with advanced illness and their caregivers by addressing the Triple Aim of improved population health, improved quality of care and decreased healthcare costs while primarily operating within the community and participant homes.

OUTCOMES

The ACCA's reach and impact extends beyond enrolled program participants, affecting church culture and community. ACCA reaches individuals in different ways.

Some participants have only one contact with Care Navigators while others form ongoing relationships with Care Navigators. Over 80% of participants approached to participate consent not only to such participation but also to sharing their data for evaluation. This is particularly impressive in a community that has been historically reluctant to participate in research. Since the launch of the AICP when Care Navigators began working with participants in 2015, over 1,400 PNCs and caregivers have consented to participate in the program and were served, while 15,000 individuals have been “touched” by the program.

Care Navigators personalize the ACCA AICP delivery to meet the individual needs of each participant. Any or all five cornerstones and resources and tools can be utilized, depending on the needs of the participant.

This work continues to show that the ACCA is a trusted resource that can be successfully leveraged to partner with health systems, community-based organizations, and other key health stakeholders to help bridge health system-community gaps in care for individuals with serious illness and their caregivers.

PARTNERSHIPS

The ACCA program was designed by, and is implemented through, a community-based consortium of African American churches historically strongly committed to racial and economic equity. Leadership is vested in a collaborative group that includes the Executive Director, a Pastoral Advisory Board, the program manager and program administrator, and UC Davis faculty. This interprofessional, culturally diverse group, led and cofounded by an African American woman, has created a culture of transparency, mutual respect, and trust directly confronting structural racism burdening those with advanced illness.

ACCA receives funding, capacity building, and strategic planning assistance from key program funders and partners. Funders such as Kaiser Permanente Northern California Community Benefits, Stupski Foundation, and the Alex & Rita Hillman Foundation have not only financially supported the program over many years, but

contribute to strategic planning, bolstering relationships with health plans, health organizations and philanthropic leadership. Additional project specific support from the John and Wuana Harman Foundation, Callison Foundation, California Health Care Foundation, and The San Francisco Foundation have furthered elements of ACCA organizational activities and goals. Furthermore, the Betty Irene Moore School of Nursing has been a long-term partner, providing both expertise in intervention design, evaluation, and support for strategic planning. Similarly, collaboration with the Public Health Institute has enhanced program operations and refined the AICP intervention.

DISSEMINATION

The AICP program and its outcomes have been shared widely, including local, regional, and national conferences and to key stakeholders via partnership presentations. ACCA leadership has presented their program findings at the following conferences: The Coalition to Transform Advanced Care summit, American Academy of Hospice and Palliative Medicine Annual Assembly, APHA’s Annual Conference, Endwell Conference, the Bay Area Black Nurses conference, the Kaiser Permanente Palliative and Supportive Services Regional meeting, the Coalition of Compassionate Care of California Annual Summit, the CSU Institute on Palliative Care Virtual Summit, and the International Caregiver conference in Adelaide, Australia.

ACCA is working to develop a long-term sustainability strategy to obtain direct services contracts with health organizations/payers once a demonstration pilot is established and successful outcomes are obtained. ACCA’s future dissemination strategy includes continued presentations locally, regionally, and nationally to key stakeholders at conferences aimed at physicians, public health experts, philanthropic funders, and faith based organizations; focused development of articles and peer review journal articles on the ACCA program formation, program operations and outcomes, and the congregation assessment survey results on advance care planning; and reporting outcomes from established pilots between ACCA and health organizations.

To learn more, please contact:



Cynthia Carter Perrilliat, MPA
Executive Director
Alameda County
Care Alliance Collaborative
ccarterperrilliat@accac.phy.org
(510)427-4624
www.care-alliance.org
www.phy.org

2021 HONORABLE MENTION

Alzheimer's Los Angeles

Recuerdos Perdidos/Lost Memories

ORGANIZATION

Alzheimer's Los Angeles was founded by concerned community members with a mission to improve the lives of families in the greater Los Angeles area affected by Alzheimer's and dementia by increasing awareness, delivering effective programs and services, providing compassionate support, and advocating for quality care and a cure. Alzheimer's Los Angeles created the *telenovela*, *Recuerdos Perdidos/Lost Memories*, to reach lower income and less acculturated Latino family caregivers with a culturally and linguistically acceptable "edu-tainment" tool. Delivery of the *telenovela* and associated educational workshops in English and Spanish are tailored towards lower income communities.

PROGRAM

The *Recuerdos Perdidos/Lost Memories telenovela* is an innovative tool for reaching and educating Southern California's diverse Latino communities of caregivers. "Telenovela" is the Spanish word for soap opera. Unlike American soap operas, *telenovelas* continue to be an integral part of popular culture in many Central and South American countries.

In 2016, with support from the Arthur N. Rupe Foundation, Alzheimer's Los Angeles produced a four-part *telenovela*, "*Recuerdos Perdidos/Lost Memories*". Since then, the organization has experimented with delivering the program in various formats including: (1) online, through its website, on YouTube and other social media outlets; (2) one-on-one in counseling sessions; and (3) through screenings with facilitated discussion at community sites. The goal of the project was to pilot and evaluate the use of a *telenovela* as an innovative educational tool to reach an underserved population of Latino family caregivers and to improve their knowledge about Alzheimer's. In the four episodes (32 minutes altogether), the *telenovela* highlights the struggles of a Latino family in East Los Angeles as they experience their grandmother's decline into dementia. The *telenovela* provides important information, introducing the audience to Alzheimer's disease; highlighting warning signs of the disease; and describing the process of getting a diagnosis and what to expect with disease progression.

It also seeks to improve understanding of the difficult behavioral symptoms of dementia and ways to better manage them. The *telenovela* was produced in Spanish and English to cater to both Spanish-speaking older adults and caregivers, and to their younger, English-speaking family members. Both versions are subtitled so family members can view it together.

OUTCOMES

An external evaluation on the impact of the *Recuerdos Perdidos/ Lost Memories telenovela* was conducted by Dr. Lourdes R. Guerrero of UCLA School of Public Health. The evaluation compared the impact of *Recuerdos Perdidos/Lost Memories telenovela* educational video series as a training tool for in-person group educational programs, as an online educational tool, and as part of an individualized counseling program. The evaluation demonstrated that the *telenovela* effectively reached and educated underserved Latino family caregivers in Southern California. Further, the data indicated that although the tool was most impactful when delivered in a group workshop format, it also resonated with people online and those participating in individualized counseling sessions with bilingual, bicultural social workers.

Per the evaluation, participants found watching the *telenovela* helpful in various ways. Nearly 90% of the participants stated that watching the *telenovela* helped them increase their understanding of Alzheimer's disease and to recognize the signs of Alzheimer's (86%). Many stated that watching the *telenovela* helped them understand the process of getting a diagnosis (84%), and that it helped them see how the disease affects the whole family (91%). Moreover, 97% stated they would recommend watching this *telenovela* to others. In terms of combating the stigma of Alzheimer's disease, the participants were asked to state their level of embarrassment over disease-related behaviors and how easily they might criticize behaviors, before and after watching the *telenovela*. On both items, there were statistically significant declines in the level of embarrassment and tendency to criticize after having watched the episodes.



Analytics show that 12,862 people were reached through social media, including YouTube and Facebook, and the Alzheimer's Los Angeles website; 1,681 people viewed the *telenovela* through attendance at one of 37 locations where it was screened as part of a facilitated community workshop or support group meeting; and 10 caregivers participated in the one-on-one counseling.

PARTNERSHIPS

The successful implementation of the *telenovela* relied on Alzheimer's Los Angeles' existing collaborations with partners from the aging service and Alzheimer's disease networks in Los Angeles, Riverside, and San Bernardino Counties. The majority of the screenings for the *telenovela* were hosted at community-based organizations, who also promoted the event to their clients, constituents, and partners. With funding from the federal Administration for Community Living, a facilitator guide was developed to enhance scalability, and English and Spanish subtitles were added for simultaneous viewing by family members. Locally, in partnership with many organizations, the *telenovela* is implemented in its facilitated, community-based workshop format.

Arthur N. Rupe Foundation funded the *telenovela's* development, dissemination, and much of its evaluation. Other funders of the *telenovela's* dissemination include Vernon CommUNITY Fund and the National Family Caregiver Support Program as administered by Los Angeles County, Riverside County, and City of Los Angeles. Host partners commit resources toward marketing the program to ensure attendance.

DISSEMINATION

In 2017, Alzheimer's Los Angeles developed and

implemented a regional dissemination plan for the *Recuerdos Perdidos/Lost Memories telenovela* series. The dissemination plan called for various methods to be used and evaluated, including in-person group workshops, social worker facilitated viewing, and online training efforts. Broad dissemination of this innovative educational tool has been successful, exceeding expectations. Along with partners in Los Angeles, Riverside, and San Bernardino counties, partners in Orange and San Diego counties have utilized the *telenovela* as an educational tool for their caregivers and have posted links on their websites. In addition, presentations on the *telenovela* have been made at the 2018 and 2019 American Society on Aging Conferences. The response was enthusiastic, and Alzheimer's Los Angeles received requests for copies from across the country.

To learn more, please contact:



Margarita Bermudez
Associate Director Healthcare Services
& Community Education
Alzheimer's Los Angeles
www.AlzheimersLA.org/
mbermudez@alzla.org
(323) 930-6272



Heather Cooper Ortner
President & CEO
Alzheimer's Los Angeles
hortner@alzla.org
(323) 930-6224

DEDICATION

The Award for Excellence in Program Innovation was established by an endowment from Archstone Foundation, to the Aging & Public Health Section of the American Public Health Association, to recognize best practice models in caring for older adults. National programs that innovatively link academic theory with applied practice in the field of public health and aging are considered annually for this award. In the 20th century, public health led efforts to reduce the harms of communicable diseases produced fantastic gains in life expectancy. In the 21st century, as the aging of the population brings new challenges to the fore, such as cognitive impairment, multiple chronic illness, and functional impairment, we believe that public health again has an essential role to play. It is our hope that these model programs will be replicated and will continue to be evaluated in an effort to enhance services for older people throughout the United States.

To Irena Pesis-Katz, PhD, Chair of the Archstone Foundation Award Selection Committee, and the other members of the Selection Advisory Committee, we extend our deep appreciation for their efforts in reviewing the nominations and selecting the outstanding program to receive this year's award.

To the winner of the 2021 Archstone Foundation Award for Excellence in Program Innovation, all the nominees, and to all who participated in the award process as applicants or reviewers, we offer our best wishes for continued success in their commitment to develop service models in the field of aging and public health.



Christopher A. Langston, PhD
President & Chief Executive Officer
Archstone Foundation



Annie Lu Nguyen, PhD, MPH, CPH
Chair, Aging & Public Health Section
American Public Health Association

AWARD SELECTION COMMITTEE

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Senior Director, PHM Informatics and Payment Innovation
University of Rochester Medical Center

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Associate Professor
Community and Behavioral Health
University of Iowa, College of Public Health

Jeananne Elkins, PhD, DPT, MPH

Associate Professor
Department of Physical Therapy
Brenau University

Derek Cegelka, PhD, MPH, CHES

Assistant Professor
Stephen F. Austin State University
Department of Kinesiology and Health Science Center

Karon L. Phillips, PhD, MPH, CHES, CAPS

Adjunct Assistant Professor
University of Maryland Baltimore County

P A S T A W A R D W I N N E R S

2020	Gary and Mary West Senior Dental Center, San Diego, California
2019	Lifespan of Greater Rochester, Inc., Community Care Connections, Rochester, New York
2018	Jewish Home Family's Parkinson's Center, Jewish Home Family, Rockleigh, New Jersey
2017	Prevention & Wellness Trust Fund (PWTF), Massachusetts Department of Public Health
2016	Support And Services at Home (SASH), Cathedral Square Corporation
2015	Student-Run Free Clinic Project Eldercare Program, University of California, San Diego
2014	Mobile Medicare Health Clinics, University of the Pacific
2013	Age-Friendly New York City, A Partnership between the Office of the Mayor, New York City Council, and New York Academy of Medicine
2012	Livable Community Initiative, City of Kingsport
2012	Healthy Steps in Silicon Valley, The Health Trust
2011	PEARLS, University of Washington, Health Promotion Research Center
2010	Area Geriatric Education Scholars Program for Upper Peninsula Youth (AGES), Upper Peninsula Health Education Corporation
2009	PREPARE: Disaster and Emergency Preparedness for Long-Term Care, Mather LifeWays Institute on Aging
2008	Guided Care: Improving Chronic Care for High Risk Seniors, Johns Hopkins University Bloomberg School of Public Health
2007	The Dancing Heart Program, Kairos Dance Theatre
2006	Brain Get Your Mind Moving, New England Cognitive Center
2005	Legacy Corps for Health and Independent Living, University of Maryland, Center on Aging
2004	Dignified Transportation for Seniors, Independent Transportation Network
2003	Alzheimer's Health Education Initiative, Alzheimer's Association
2002	Kinship Support Network, Edgewood Center for Children and Families
2001	Groceries to Go, Elder Services Network
2000	Experience Corps, Johns Hopkins Medical Institutions, Center on Aging and Health
2000	Assistive Equipment Demonstration Project, University of Massachusetts, Gerontology Institute
1999	Senior Wellness Project, Northshore Senior Center
1998	A Matter of Balance, Boston University, Royal Center for Enhancement of Late-Life Function

ARCHSTONE FOUNDATION

Archstone Foundation is a non-profit, nonpartisan, private foundation dedicated to improving the health and well-being of older Californians and their caregivers. The Foundation has awarded more than \$119 million in grants since it was established in 1987.

With a special focus on California, and concern for older Americans, Archstone Foundation welcomes the opportunity to collaborate with public and private funders, as well as nonprofit and civic leaders, to improve the well-being of older adults.



AMERICAN PUBLIC HEALTH ASSOCIATION

APHA champions the health of all people and all communities, strengthens the public health profession, and speaks out for public health issues and policies backed by science. The mission of the Aging and Public Health Section of APHA is to promote the health and well-being of individuals as they age by improving their health, function, quality of life, and financial security.

