



ASU Office of
**Community Health
 Engagement and Resiliency**
 Arizona State University



2021 **SOCIAL
 IMPACT
 REPORT**



OUR MISSION

Co-create interventions with communities that focus on inherent strengths and that promote resiliency, especially with underserved communities of color, and to create or strengthen pathways of opportunity for all people to achieve their full potential.

ABOUT THE OFFICE OF COMMUNITY HEALTH, ENGAGEMENT, AND RESILIENCY

OUR VISION

We are deeply embedded in communities to promote health, well-being, and resiliency hand-in-hand with our community partners. Our work aims to build community capacity and solve complex social problems through partnership in order that we are all stronger, communities are empowered, and together we achieve positive social change.

OCHER'S WORK IN 2021

Tucson C.A.R.E.S.

Social Calls & Wellness Checks

Tucson House Surveys

Vaccine Distribution

CBCR

Esquer Park Clean Up

Resource Café

Social Media

Community Health Workforce

Media and Recognition

TUCSON C.A.R.E.S.

The City of Tucson awarded OCHER \$120,000+ to implement

the 1-year pilot program, Tucson Community Access, Referral, Education, and Service (C.A.R.E.S.). Tucson C.A.R.E.S. is a health and wellness approach that utilizes interdisciplinary teams of community advocates, health professions, and social work students, staff, and faculty to address health inequities among residents in Tucson's largest public housing community – the Tucson House. These community members include seniors, recently unhoused and disabled citizens.

Since starting in October, the team has provided 313 residents linkages to healthcare, mental/behavioral health and psychosocial services, basic needs, and pro-social activities.

Linked 313 residents to

Healthcare		Behavioral Health		Welfare Benefits		Pro-Social Activities	
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This includes help applying for food assistance, securing disability-friendly transit, obtaining free or subsidized phones, making important documents accessible for the vision impaired, scheduling doctor's appointments, securing household items including beds and furniture, and more.

Health & Wellbeing Assessments

- 97 residents signed up
- 172 pre-assessments completed

Teams from ASU School of Social Work, University of Arizona Department of Family and Community Medicine, and Tucson House Management created the infrastructure to provide Health & Wellness assessments, screenings, referrals, and follow-up services that will be rolled out in early 2022. The CARES team worked diligently to engage residents, as 97 residents signed up for the upcoming Health & Well-being assessments, in conjunction with 172 documented pre-assessment interactions.

OTHER C.A.R.E.S. INITIATIVES

100s of hot Thanksgiving meals distributed to residents 

Provided by C.A.R.E.S. team, Tucson House Resident Council and Brother John's BBQ

80+ pieces of furniture collected & delivered to residents 

Donations provided by the YMCA of Southern AZ & RiverWalk Luxury Apartments

Warm Clothes & Blanket Drive

- 200+ people served
- 15 community partners
- 250+ blankets
- 1,200+ clothing articles

Social Calls



678 calls
made



34
residents



26
volunteers

Wellness Checks



2,088
hours



133
shifts



70 +
residents



13
volunteers

SOCIAL CALLS AND WELLNESS CHECKS

To combat social isolation exacerbated by the pandemic among homebound older adults in Southern AZ, Social Calls and REACH AZ were created in 2020. As COVID-19 and subsequent community needs related to social isolation persisted into 2021, the programs continued to operate. Social Calls aim to create opportunities for robust social interactions and connections through new relationships. 26 OCHER volunteers rallied together to provide 678 Social Calls to 34 residents.

UCHER volunteers came from various backgrounds, including teachers, city employees, ASU social work students, UA students, and Thrive residents. Residents are not the only ones benefiting from the calls – it goes both ways!

Here are some quotes from OCHER's valued volunteers:

- *"I was just thankful to have some people to talk to as well."*
- *"I feel better than I did before the call and it's because [the resident] is so delightful to speak to."*
- *"It was really nice just kind of talking shop and sharing stories."*
- *"[The resident] is improving me as a social worker and helps remind me why I went into social work. She makes me happy to be a social worker."*

To further support community members outside of the Tucson House, OCHER continued the REACH AZ warmline in partnership with the UA Center of Aging, UA Public Health, UA Mexican American Studies, and Pima Council on Aging. UCHER recruited 13 volunteers, who worked 133 shifts, totaling 2,088 hours. During their time on the warmline, they provided social and emotional support to an additional 70 community members.

TUCSON HOUSE SURVEYS

OCHER, the City of Tucson, and Pima Community College marked another year working together to access and create opportunities in neighborhoods with distressed

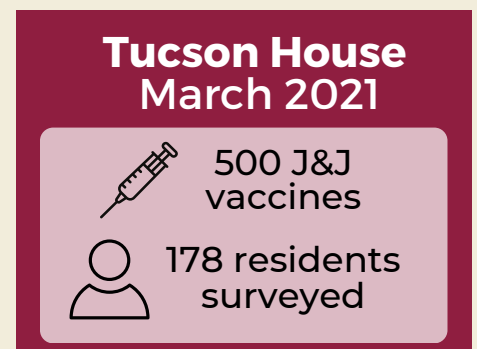
public or HUD-assisted housing through a comprehensive, locally-driven approach to neighborhood transformation. Since December 2019, OCHER has conducted surveys at the Tucson House to learn about the needs of residents in order to inform the neighborhood improvement transformation plan. As part of OCHER's Community-Based Participatory Research approach, these interview-style surveys give the opportunity to hear directly from residents to enact meaningful change, guided by the community.

Much of OCHER's work this year was designing and adjusting community engagement approaches to keep the community safe. This was done by continuously adapting existing protocols and systems to respect the latest-released best practices around the ever-evolving pandemic. Despite these challenges, 20+ OCHER staff and volunteers conducted 51 more surveys at the Tucson House in 2021. Major milestones in the project included developing phone survey capacities, conducting the first phone surveys, and having the first in-person surveys since the beginning of the pandemic.



VACCINE DISTRIBUTION

As COVID-19 vaccinations became available to the public in early 2021, Tucson House residents advocated for better access to the vaccines. Thanks to ongoing relationships with community partners, OCHER was able to rapidly respond and meet this need. In March, every Tucson House resident was given the opportunity to receive one of the 500 Johnson & Johnson vaccines brought to the facility through a mobile clinic run by the Pima County Health Department (PCHD), in coordination with OCHER. Teams of OCHER staff and volunteers, PCHD medical personnel, and translators from the International Rescue Committee went door to door throughout the day to offer residents the vaccine. OCHER also surveyed 178 residents to investigate COVID-19 vaccine accessibility for underserved communities, which was summarized in a report to inform local community health initiatives.





COMMUNITY-BASED CRIME REDUCTION

Community Resilience Model (CRM)®

CRM trains community members; regardless of age, education, and background; in a skills-based approach to achieving emotional and mental wellness. In 2021, 85 Tucsonans participated in 7 CRM workshops provided by OCHER. In addition, the OCHER team added 2 more certified CRM Teachers to the training team to increase the model's reach in the community.

CRM Trainings

 85 participants
 7 workshops

Youth Empowerment Solutions (YES)

YES is an evidence-based Positive Youth Development strategy. During the summer of 2021, OCHER's CBCR team conducted a pilot cohort of YES among 4th and 5th graders at E.C. NASH Elementary. At NASH, a Mexican American adaptation was utilized to best fit the kids that participated. OCHER is excited to expand this program to other schools and engage more youth in 2022.

NASH Elementary Summer 2021




 1st pilot cohort

You Can, Too! (YCT)

YCT is a community engagement program focused on school-aged youth. The aim is to create non-enforcement contact opportunities with police to build community trust. Alongside continued curriculum development, 2021 also brought a focus group of students demographically similar to potential participants of You Can, Too! to explore the feasibility of the program. OCHER is eager to utilize this knowledge in 2022 for potential curriculum adaptations and to reach larger swaths of community members served by TPD.

Drug Market Intervention (DMI)

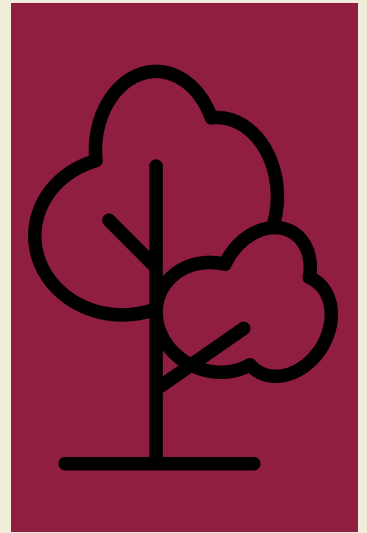
DMI Call In August 2021

  14 community stakeholders
 6 participants

DMI is a nationwide research-backed approach to shutting down open air drug markets. Tucson Police Department identified non-violent, street-level dealers to invite to the call-in. The call-in gathered the invitees' families, TPD officers, social service providers, faith-based organizations, and community members to provide support and share personal stories of crime's daily impact on 05 residents and the legal consequences of drug dealing.

ESQUER PARK CLEAN UP

On Earth Day, Tucson Parks and Recreation, OCHER, and a team of Public Allies led 20 volunteers in a revitalization and clean-up event at Francisco Elias Esquer Park. The teams picked up two truck beds full of trash, painted picnic tables and park structures, and spread mulch on the playground. The team also conducted outreach, including the provision of food, water, and social engagement to folks without homes in the neighborhood. Outside the park, teams delivered resource lists to all 400 units at the Tucson House.



THRIVE RESOURCE CAFÉ

Resource Café



11,470 views
47 videos

2021's Top 3 Viewed Cafés



Greater Tucson Leadership
418 views



Tucson Police Department
You Can, Too! Initiative
339 views



League of Women Voters of Greater Tucson & Kevin Dahl-Ward 3 Council Candidate
282 views

Back in April 2020, when the pandemic first took hold in Tucson, OCHER responded to COVID-19's restriction on in-person access to resources by bringing the resources virtually through Resource Cafés. On Zoom and Facebook Live, OCHER hosts local organizations, nonprofits, and other groups that share their updates, resources, services, and projects meant to serve and benefit all community members.

The Resource Café's success in 2020 and the ongoing pandemic-related challenges with accessing resources led to the Cafés continuing into 2021. This year, OCHER hosted another 47 organizations on the weekly lunchtime chats and reached an additional 11,470 people!

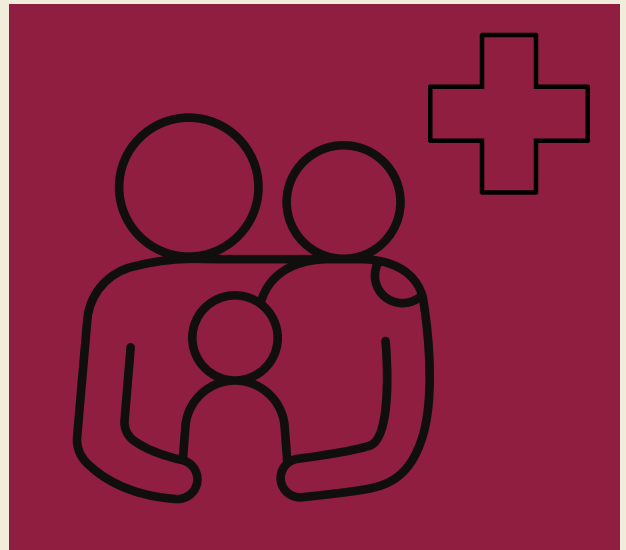
SOCIAL MEDIA

Along with posting Resource Café videos on the OCHER website and Facebook page, OCHER's 160+ posts on Facebook, Instagram, and Twitter have engaged 3,566 community members. The community has responded: in 2021, OCHER received twice as many likes on content compared to 2020! The team is excited to continue expanding OCHER's online presence and using these platforms to empower the community with information and resources.



COMMUNITY HEALTH WORKFORCE GRANTS

OCHER's work expanded this year to provide education and national evaluation to organizations utilizing Community Health Workers (CHWs). CHWs connect health and social service providers with underserved communities that suffer disproportionately from chronic diseases, illness, and toxic stress.



NATIONAL EVALUATION

OCHER entered an \$8 million, 4-year cooperative agreement with the Centers for Disease Control and Prevention (CDC) to conduct a national evaluation of the CHWs for COVID Response and Resilient Communities (CCR) initiative. The initiative addresses COVID-19 related health disparities by promoting and enhancing the capacity of CHWs in 68 communities hit hardest by the pandemic.

During the final months of 2021, the OCHER team collaborated with partners at the CDC to co-produce National Evaluation Performance Measures, provided Technical Assistance on evaluation and monitoring needs to sites, co-created and co-lead an orientation for the 68 grantees, initiated work on case studies, and built out other internal programmatic structures.

NATIONAL TRAINING CENTER

In October, OCHER began operating a \$3 million, 5-year grant from the U.S. Substance Abuse and Mental Health Services Administration (SAMHSA). The grant funds a national CHW training center providing culturally responsive interventions to improve the wellbeing of children and families experiencing traumatic stress.

In 2021, the team focused on constructing critical program infrastructure. This included developing relationships with CHW organizations, creating a survey investigating gaps in CHW trauma-focused training, and planning specialized virtual trainings with the Trauma Resource Institute. The team is excited to grow in partnership with CHW organizations and the communities this work aims to serve in the years to come.

IN THE MEDIA

In March, Ward 3's Newsletter highlighted OCHER and Pima County Health Department's pop-up COVID-19 vaccination event at Tucson House. During a City of Tucson Budget Town Hall on Community Safety, TPD's Chief Chris Magnus showcased the department's partnership with OCHER on the Thrive in 05 project and its impact on reducing

crime in the 85705 area. In May, Ward 3's newsletter promoted a community workshop on Crime Prevention Through Environmental Design (CPTED), presented by Thrive in 05, TPD, and Ward 3. ASU News Publication featured OCHER's \$11 million federal award to fund community health education and research, as well as OCHER's recognition with the ASU President's Medal for Social Embeddedness. In November, the Arizona Daily Star covered OCHER's Community-Based Crime Reduction (CBCR) project's Drug Market Intervention program. OCHER and its partners are grateful for these opportunities to increase awareness of this work.

RECOGNITION

Thrive in 05's pandemic-relief initiatives earned the team the annual ASU President's Medal for Social Embeddedness. For the 2nd year in a row, OCHER was selected as one of the 3 finalists out of 255 nominations for Tucson Metro Chamber's Copper Cactus Award in the Social Impact category. Tucson Electric Power recognized Thrive in 05's sustainable work in the community by awarding the initiative the annual Go Green Partner Award. Sunnyside's Unified School District Foundation recognized OCHER's Community Outreach Manager, Valerie Sanchez, as one of 100 leaders in the past 100 years that are making a positive impact on the school district and surrounding community.

Awards

- ☆ ASU President's Medal for Social Embeddedness
Thrive in 05
- ☆ Sunnyside 100
Valerie Sanchez
- ☆ TEP Go Green Partner Award
Thrive in 05
- ☆ Copper Cactus Finalist
ASU OCHER

OUR TEAM IN 2021

Dr. Mary-Ellen Brown

Assistant Professor of Social Work
Director

Dr. Katie Stalker

Assistant Professor of Social Work
Associate Director

Nadia Roubicek

Program Manager, Tucson CBCR

Valerie Sanchez

Community Outreach Manager

Mattea Pezza

Clinical Training and Research Specialist

Jenny Granados

Education Outreach Specialist

Bob Purvis

AmeriCorps Public Ally
Community Outreach and Program
Specialist

Alessandra Cebreros

AmeriCorps Public Ally
Program and Evaluation Specialist

Vivian Morrison

AmeriCorps Public Ally
Community Outreach and Volunteer
Coordinator

Lupita Durazo

AmeriCorps Arizona Serve
Program and Evaluation Specialist

Daniela Rivera

AmeriCorps Public Ally
Community Engagement and Recruitment
Specialist

Grae Pollard

AmeriCorps VISTA
Program Development & Research Specialist

THANK YOU!

2021 has been an impactful year, but none of this impact would have been possible without our valued community members and partners. OCHER would like to thank all community members for their time, passion, and presence in promoting a more resilient community.



Want to contact the team or find out more about the work OCHER is doing?
Please reach out to asuocher@gmail.com.

SOCIAL IMPACT REPORT 2021

OFFICE OF COMMUNITY HEALTH, ENGAGEMENT, AND RESILIENCY

Awards

- ☆ ASU President's Medal for Social Embeddedness Thrive in 05
- ☆ Sunnyside 100 Valerie Sanchez
- ☆ TEP Go Green Partner Award Thrive in 05
- ☆ Copper Cactus Finalist ASU OCHER

Social Calls



678 calls made

34 residents

26 volunteers

Wellness Checks



2,088 hours

133 shifts

70+ residents

13 volunteers

Tucson House Surveys

1,785 hours
20+ volunteers
51 residents

MISSION

The mission of OCHER is to co-create interventions with communities that focus on inherent strengths and that promote resiliency, especially with underserved communities of color, and to create or strengthen pathways of opportunity for all people to achieve their full potential.

Tucson CARES

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Healthcare		Behavioral Health		Welfare Benefits		Pro-Social Activities	
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- 97 residents signed up
- 172 pre-assessments completed

Warm Clothes & Blanket Drive

- 200+ people served
- 15 community partners
- 250+ blankets
- 1200+ clothing articles

80+ pieces of furniture collected & delivered

CBCR

CRM Trainings

85 participants
7 workshops

Youth Empowerment Solutions (YES)
NASH Elementary Summer 2021
1st pilot cohort

Drug Market Intervention (DMI)

August 2021

14 community stakeholders
6 participants

Thrive in 05

Resource Café

11,470 views
47 videos

Vaccine Distribution

Tucson House March 2021
500 J&J vaccines
178 residents surveyed

TUCSON CARES

In late summer, the City of Tucson awarded OCHER \$120,000+ to implement a 1-year pilot program, called Tucson CARES (Community Access, Referral, Education, and Service). Tucson CARES is a health and wellness approach that utilizes interdisciplinary teams of community advocates, health professions, and social work students, staff, and faculty to address health inequities among residents in Tucson's largest public housing community. These community members include seniors, recently unhoused and disabled citizens.

Linked 313 residents to

Healthcare



Behavioral Health



Welfare Benefits



Pro-Social Activities



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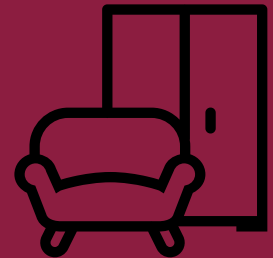
Community Partners:

YMCA of Southern AZ; ASU School of Social Work, Tucson; City of Tucson HCD; Tucson House Residence Council; Exo Coffee Roasters; CREAM Print and Design; Wooden

Tooth Records; Public Allies AZ; AZ Serve; MAST; How Sweet it Was Vintage; Tucson Audubon Society; Circus Academy of Tucson; Pivot Produce

Provided by the YMCA & RiverWalk Luxury Apartments

80+ pieces of furniture collected & delivered



UCHER's commitment to community-led, interdisciplinary collaboration was heavily evident, as our key partners were embedded in every step of the Tucson CARES project.

Key Partners

- Tucson House Resident Council
- Tucson Housing and Community Development
- University of Arizona Department of Family & Community Medicine
- First Responders

SOCIAL IMPACT REPORT 2021

OFFICE OF COMMUNITY HEALTH, ENGAGEMENT, AND RESILIENCY

Read on to see the impact OCHER has had in 2021!

Social Calls & Wellness Checks

Tucson House Surveys

Vaccine Distribution

Esquer Park Clean Up

Resource Café

Social Media

Media and Recognition

Tucson C.A.R.E.S.

CBCR

Community Health Grants

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