



REACHING OUR UNDERSERVED POPULATIONS

Government Information Is for All the People

#DLCVirtual18 April 18-20/2018



Abstract

The presentation is an overview of the Underserved Populations. It identifies specific groups, such as speakers of other languages and tribal groups, which are characterized as underserved. It provides resources that are available to assist these vulnerable communities as well as a brief synopsis of GPO's outreach activities to tribal populace. In addition, it describes a unique and easy to remember, nationally - recognized telephone number "211," which is available to assist persons and connect them with community services and resources while it reveals how this unique resource could be useful to libraries and communities at large as presented by Memphis Public Libraries.





Agenda

- Overview of the "Underserved"
 - ➤ Definitions
 - ➤ Who are Our Underserved Populations
 - Resources for the Underserved
- Introduction of Presenters
 - ➤ Resource Sharing
- Questions & Answers
- Summary: Where do We Go From Here?





Overview of the Underserved (1 of 4) Definitions of the Underserved

- The Department of Health and Human Services (HHS) characterizes underserved, vulnerable, and special needs populations as communities that include members of minority populations or individuals who have experienced health disparities.
- The Health Resources and Services Administration (HRSA) describes the Medically Underserved Areas/Populations as those areas/populations that have too few primary care providers, high infant mortality, high poverty or a high elderly population.
 - Health Professional Shortage Areas (HPSAs) are designated by HRSA as having shortages of primary medical care, dental or mental health providers and may be geographic (a county or service area), population (e.g. low income or Medicaid eligible) or facilities (e.g. federally qualified health center or other state or federal prisons).







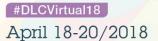
Overview of the Underserved (2 of 4) Who are Our Underserved Populations

The American Library Association

http://www.ala.org/advocacy/diversity/outreachtounderservedpopulations

US Government

https://marketplace.cms.gov/technical-assistance-resources/training-materials/vulnerable-and-underserved-populations.pdf



Overview of the Underserved (3 of 4) Who are the Underserved?

American Library Association
Outreach to Underserved Populations", American
Library Association, September 6,2008.

- · Adult New and Non-Readers
- Gay, Lesbian, Bisexual and Transgender People
- Incarcerated People and Ex-Offenders
- Older Adults
- People of Color
- People with Disabilities
- People Experiencing Poverty and Homelessness
- Rural, Native, and Tribal Libraries of All Kinds
- Bookmobile Communities

US Government Serving Vulnerable and Underserved Populations

- Latino populations
- African American populations
- AI/AN populations
- Refugees
- Individuals with Limited English Proficiency (LEP)
- Young adults and postsecondary graduating students who do not have coverage options through a parent's plan, a student plan, or an employer plan
- New mothers and women with children
- Individuals with disabilities







Overview of the Underserved (4 of 4) Resources for the Underserved

- American Library Association
 - ➤ Office for Diversity, Literacy, and Outreach

http://www.ala.org/aboutala/offices/diversity

Medical Resources

https://bhw.hrsa.gov/grants/resourcecenter

Treatment of Individuals Experiencing Homelessness

https://www.usich.gov/news/samhsa-funding-opportunity-expands-access-to-treatment-for-people-experiencing-homelessness





Introduction of Presenters



Kimberly Jordan-Fluker



Todd Scudiere



Jane Canfield



2-1-1

As presented by LINC/2-1-1 of the Memphis Public Libraries



The World of n-1-1-'s

- In a world of n-1-1's and massive amounts of information, how do you know who to call?
 - Did you know the FCC has designated a number to help you "navigate the maze?"
 - It's easy to get it confused: is it 3-1-1 or 5-1-1 or 8-1-1 or maybe 9-1-1?
 - No; but if those are available in your area there's a good chance this number can tell you how to use the others or at least who to call.

So, what number is it? It's

The number designed to cut through the maze of human services and which services

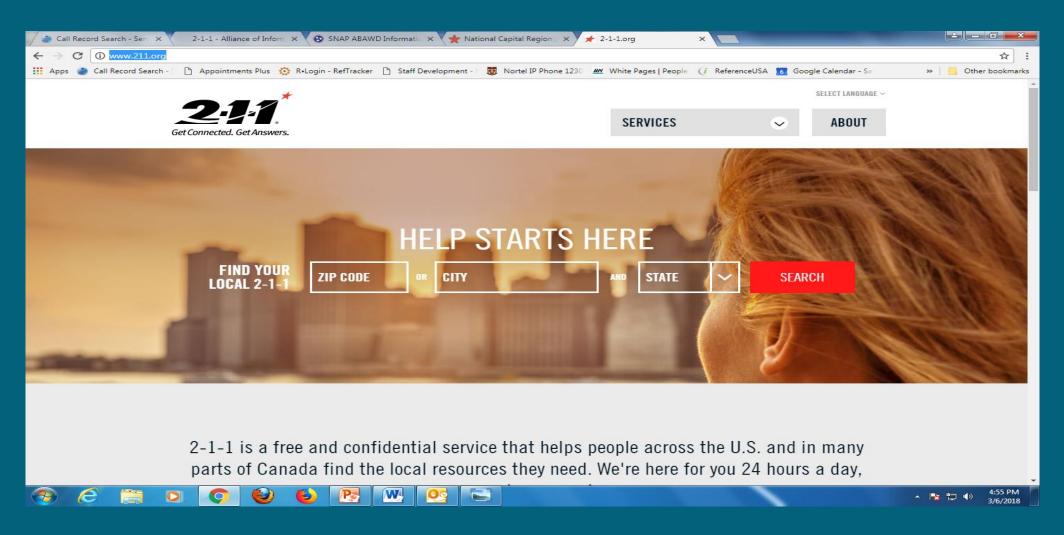
- 92.6% of the United States Population across all 50 states and <u>D.C.</u> and <u>Puerto Rico</u>.
 - Including 39 states which are covered at 100% of their population.
- A number which is recognized by the Alliance of Information and Referral Systems
 and specifically designed to CONNECt people in need to the service or information
 that they need....

That number is 2-1-1

– You can get access to your local 2-1-1 by dialing those three simple digits or to verify other ways to connect to your local 2-1-1 through the United Way Worldwide website:

Go to: http://www.211.org

Simply choose and enter your service area



http://www.211.org

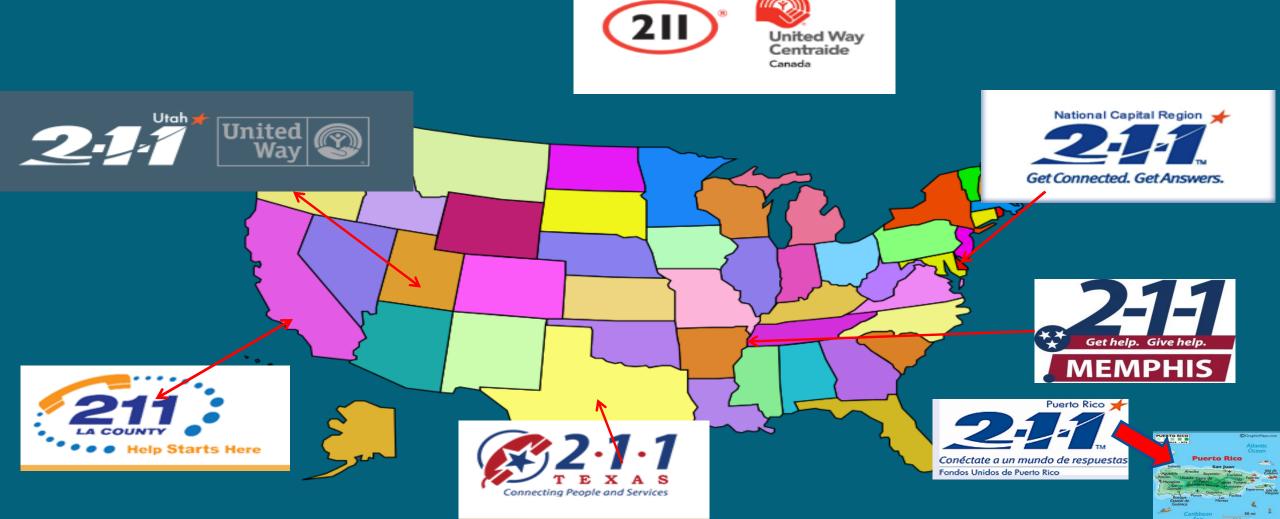
Accessible

— Each 2-1-1 strives to meet the unique needs of the people and populations in their area; every 2-1-1 maintains a unique database, or collection of community resources, which grows directly in response to the most pressing needs of callers for each 2-1-1 service area.

As part of the growing field of I&R (Information & Referral), 2-1-1s provide access for information on needed resources all across the population. Access for all means meeting the needs of people where they are: Connecting people with community services and volunteer opportunities —

TO GET AND GIVE HELP

Some Examples of 2-1-1s including Puerto Rico and Canada





A Statewide resource center providing access to information and resources for anyone in UTAH with multiple ways to connect.



http://211utah.org/



Welcome to 211 LA County



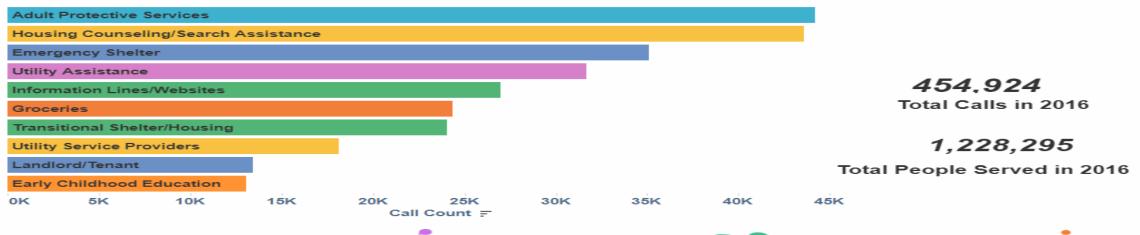
211 LA is the central source for providing information and referrals for all health and human services in LA County. Our 2-1-1 phone line is open 24 hours, 7 days a week, with trained Community Resource Advisors prepared to offer help with any situation, any time. Our community services go far beyond phone referrals – explore our website to learn more.

If you are calling from outside Los Angeles County or cannot directly dial 2-1-1, call (800) 339-6993

https://www.211la.org/

Community Needs Data

Top 10 Community Needs 2016





11,273
Veterans Served



96,391

102,895
Total Families Served



WHO IS 2-1-1 TEXAS?

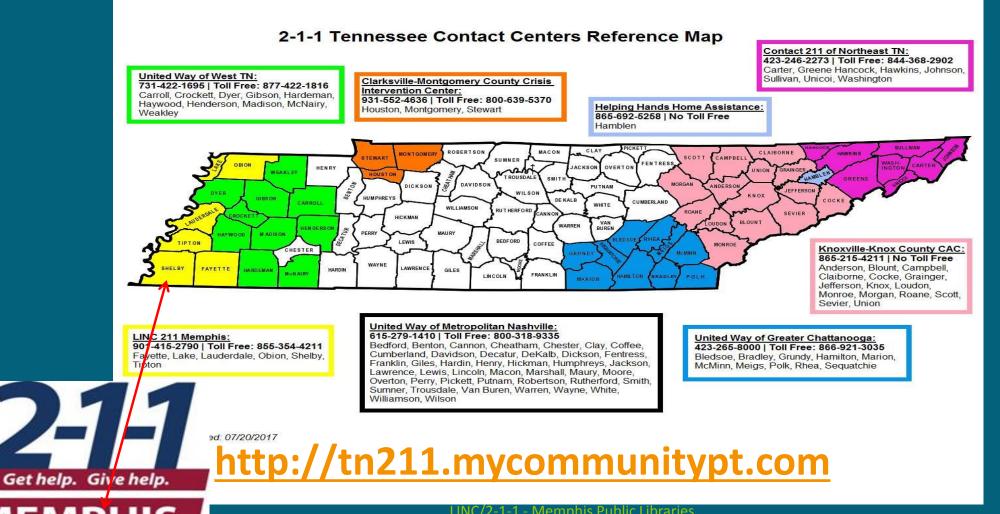
2-1-1 Texas, a program of the Texas Health and Human Services Commission, is committed to helping Texas citizens connect with the services they need. Whether by phone or internet, our go is to present accurate, well-organized and easy-to-find information from state and local health and human services programs. We accomplish this through the work of our 25 Area Information Centers (AICs) across the state. 2-1-1 Texas is a free, anonymous social service hotline available 24 hours a day, 7 days a week, 365 days a year.

No matter where you live in Texas, you can dial 2-1-1, or (877) 541-7905, and find information about resources in your local community. Whether you need help finding food or housing, child care, crisis counseling or substance abuse treatment, one number is all you need to know.



http://www.211texas.org/

Tennessee 2-1-1 **Contact Centers**







¿Problemas? Tienes quien te escuche.





En el 2-1-1 te conectamos a un mundo de respuestas sobre problemas familiares, de salud y otras situaciones que te afectan.



http://www.fondosunidos.org/Espanol/Servicios/211.asp



211.ca

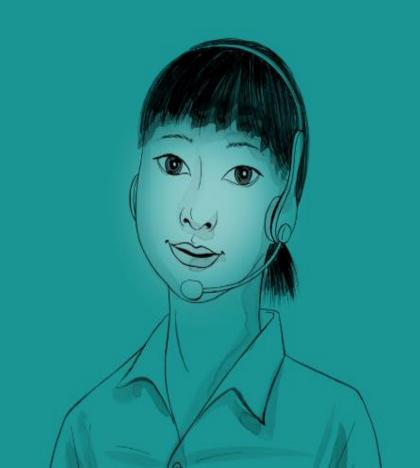


Need Help?

Free Confidential Live Answer 24/7

Call 2-1-1

↓ Toll Free 1-877-330-3213







Home * About * Contact Us

Need Assistance? Call 2-1-1

Find Services

Regional Call Centers

Emergency Resources

Send Us Your Feedback

About Metro DC 2-1-1



Find Services in your area by calling 2-1-1. If it is not available, visit our <u>regional</u> <u>call center</u> page.



Use the Metro DC 2-1-1 website and <u>find the services</u> you need.

About Metro DC 2-1-1

ACKNOWLEGEMENTS

The National Capital Region 2-1-1 Combined Database project was funded by a grant from the Department of Homeland Security's Urban Area Security Initiative (UASI). The project was initially convened and directed by The <u>Nonprofit Roundtable of Greater Washington</u> and is now under the leadership of the <u>United Way of the National Capital Area</u>.

The combined database is comprised of data contributed by the following organizations:

- ★ District of Columbia Department of Human Services 2-1-1 Answers, Please!
- ★ 2-1-1 Maryland, in partnership with <u>United Way of Central Maryland</u>, <u>Community Crisis Services</u>, Mental Health Association of Frederick County, and Life Crisis Center.
- ★ 2-1-1 VIRGINIA, a public-private partnership between the Virginia Department of Social Services, the <u>Virginia Alliance of Information and Referral Systems</u>, the Council of Community Services, The Planning Council, United Way of Central Virginia and United Way of Greater Richmond and Petersburg.

http://www.211metrodc.org/



AIRS STANDARDS



 $\frac{\text{All } 2-1-1\text{S}}{\text{In the US & Canada are AIRS agency members and are required to operate by AIRS professional standards. These include (but are not limited to):$

- Annually Updating all records in the database
- Providing trained, caring professional staff to help callers (staff are Certified through AIRS as call specialists or resource specialists)
- Using the AIRS taxonomy codes to categorize agency services in order provide CONSISTENCY in call staff service searches as well as searches of the public database of resources which is required as part of the AIRS Standards

Google vs. 2-1-1?

- ACCURACY as 2-1-1s, we are required by AIRS Standards to update resources in our database annually and document this process
- HUMAN TOUCH 2-1-1 operators are live persons who actually listen to our caller's issues, offering empathy and ways to help in a professional but caring manner
- AVAILABILE & RESPONSIVE our live operators are available 7 days a week

2-1-1 better than Google especially when serving

underserved populations

Q: What is the etymology of the word "Google"?

The company '**Google'** was named for a misspelling of googol, or one followed by a hundred zeros, alluding to the site's purpose of providing easy access to vast amounts of information.

What if you don't know what to ask for?

• Will Google Listen to your call for help?

Will Google verify the information?

• Will it be accurate to your situation? Will it try to understand you as a person?

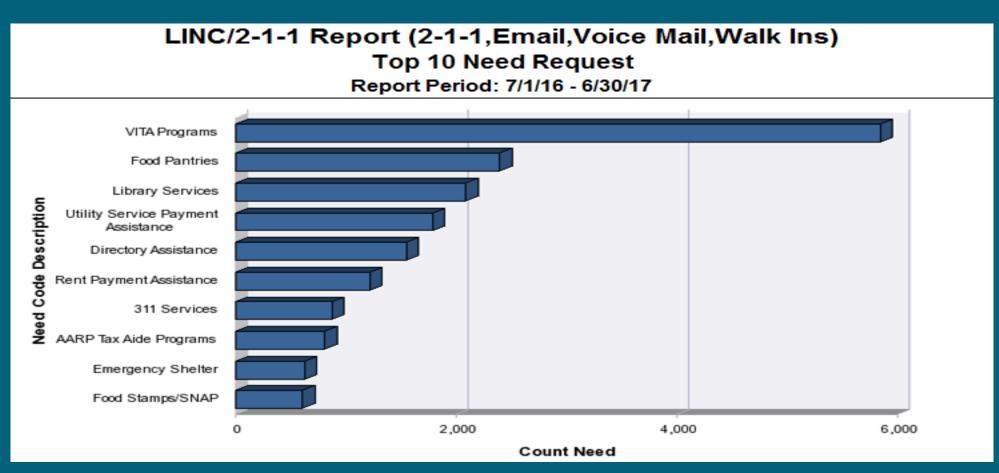
One Example of How we get and give help across different levels of resources.

A very fit, elderly gentleman arrived at LINC/2-1-1 seeking help (in addition to our call center, we also see walk in customers). A WWII veteran, he had had his identity stolen and was told he would have to go in person to the National Archives Record office in St Louis to verify his identity and straighten out this issue (thieves had accessed his military records as well). He did not drive, but rode a bike as his main mode of transportation. We provided him with information on steps to take to clear his credit and local veteran resources; information on how to book a trip at the local Amtrak station and take his bike on the train to St Louis; and directions for biking from the train station to the National Archives office on arrival. We gave him local, state and federal resources in our database and in the library to help him resolve his problem. This man rode his bike from West Memphis, Arkansas all the way Memphis 2-1-1 (9 miles!) because he was told that we would try to help and we were glad we could!



Top 10 Need Requests from





ANY QUESTIONS ABOUT 2-1-1?

CONTACT: KIM JORDAN-FLUKER

SENIOR AGENCY MANAGER, LINC/2-1-1
BENJAMIN L. HOOKS CENTRAL LIBRARY
LINC/2-1-1 DEPARTMENT, 2ND FLOOR

3030 POPLAR AVENUE MEMPHIS, TN 38111

kimberly.jordan-fluker@memphistn.gov



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April 18-20/2018



Reaching Speakers of Other Languages



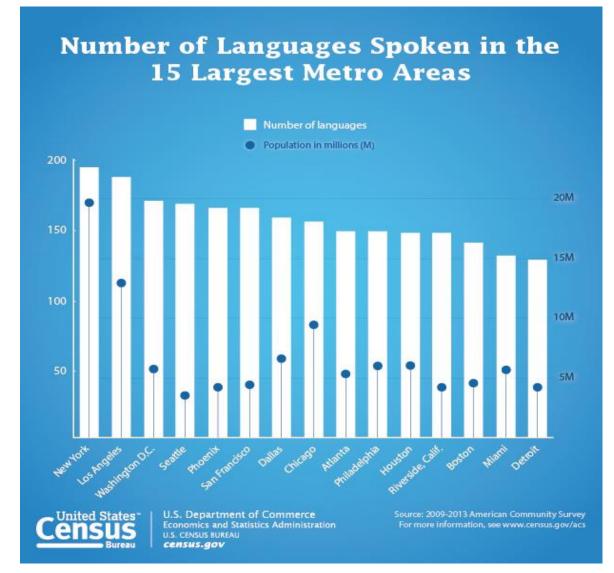


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U.S. Census Bureau details hundreds of languages that U.S. residents speak at home. American Community Survey data on languages spoken at home were previously available for only 39 languages. Current available tables, based on American Community Survey data collected from 2009 to 2013, expand the languages and language groups tabulated to 350.

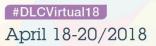
https://www.census.gov/newsroom/press-releases/2015/cb15-185.html





- English is not the native language of most immigrants in the United States.
- For the foreign born, fluency in English is associated with greater earnings and occupational mobility.
- The size of the foreign-born population has increased over the last three decades, from 14.1 million in 1980 to 40.0 million in 2010. In 2012, the foreign born numbered 40.8 million, including 40.6 million aged 5 years and over.

Gambino, Christine P., Yesenia D. Acosta, and Elizabeth M. Grieco. English-Speaking Ability of the Foreign-Born Population in the United States: 2012. American Community Survey Reports, ACS-26. U.S. Census Bureau, Washington, DC. 2014.





A Few Resources for Speakers of Other Languages

https://gobierno.usa.gov/

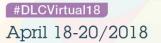


This is the official Internet portal to the US government in Spanish. The site can be searched using Spanish terms and will provide information in Spanish and in English.



https://www.uscis.gov/citizenship

This is the official citizenship page of the US government which provides information on obtaining citizenship, resources for teachers and practice for the exam.











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Todd Scudiere Technical Services Librarian





Office of Minority Health

Consumer Financial Protection Bureau





Tribal College Librarians Institute







Tribal College Librarians Institute



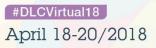
Montana State University Bozeman, MT



Tribal College Librarians Institute (TCLI)



- An Annual five-day professional development conference held at MSU Bozeman for tribal college librarians.
- Includes 34 AIHEC member colleges plus several Canadian (First Nations) colleges.
- The nexus of tribal college librarian support, networking and mentoring





Who do TC librarians serve?

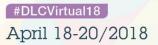
- EVERYONE
 - = the academic library for the tribal college
 - = the public library (most often the only library in the tribal community, typically on a reservation)
 - According to the U.S. Department of Commerce, American Indians are more likely than any other race or ethnicity in the United States to access the Internet from community centers, schools, and libraries.







Iļisaģvik College	Tuzzy Consortium Library	Barrow AK
Leech Lake Tribal College	Bezhigoogahbow Library	Cass Lake MN
Salish Kootenai College	D'Arcy McNickle Library	Pablo MT
Fort Peck Community College	James E. Shanley Tribal Library	Poplar MT
Aaniiih Nakoda College	Aaniiih Nakoda College Library	Harlem MT
Institute of American Indian Arts & Alaska Culture and Arts Development	Library	Santa Fe NM
Sitting Bull College	Sitting Bull College Library	Fort Yates ND
Oglala Lakota College	Woksape Tipi Library	Kyle SD
Northwest India College	Lummi Library	Bellingham WA







For more information please visit:

http://guides.lib.montana.edu/tcli







Intra-Agency Outreach

- Webinar series
- Shared historic publications
- FDLP Connection newsletter features
- FDLP Connection series (CFPB financial literacy series)
- OPAC inclusion in Metalib (OMH catalog)
- Cataloging cooperation lost docs
- Conference cooperation







Office of Minority Health Resource Center (OMHRC)

The Office of Minority Health was created in 1986. It was one of the most significant outcomes of release of the 1985 Report of the Secretary's Task Force on Black and Minority Health (The Heckler Report).

The OMHRC was established in 1987 by the new Office of Minority Health as one of its initial efforts to respond to recommendations of the Heckler Report.

It is the Nation's largest repository of information dedicated to the issue of health disparities.





Office of Minority Health Resource Center – Knowledge Center

The Nation's largest repository of information dedicated to health issues of African Americans, American Indians/Alaska Natives, Asian Americans, Hispanics, Native Hawaiians, and other Pacific Islanders

- Established in 1987 as a division of the OMH Resource Center
- Open to the public
- Reference services for Federal staff, libraries, and the public
- Library collection of over 60,000 records:
 - Books, Government documents, audiovisuals
 - Indexed journal articles
 - National & community organization records
 - Consumer brochures in 40 different languages



Depository Library Council Spring 2018 Virtual Meeting

#DLCVirtual18

Cultural Competency

April 18-20/2018



Minority Health – Data & Statistics



What We Do

₽IAAA En Español Newsroom | Contact Us Search:

Funding and Programs

OMH Home > Policy and Data > Minority Population Profiles > Hispanic/Latino > Asthma Asthma and Hispanic Americans Asthma

Resource Center

In 2015, 2.2 million Hispanics reported that they currently have asthma.

Policy and Data

- · Puerto Rican Americans have almost twice the asthma rate as compared to the overall Hispanic population.
- · Hispanics are twice as likely to visit the emergency department for asthma, as compared to non-Hispanic whites.
- · Puerto Rican children are twice as likely to have asthma, as compared to non-Hispanic whites.
- · Hispanic children are twice as likely to die from asthma, as compared to non-Hispanic whites.
- · While all of the causes of asthma remain unclear, children exposed to secondhand tobacco smoke exposure are at increased risk for acute lower respiratory tract infections, such as bronchitis. Children living below or near the poverty level are more likely to have high levels of blood cotinine, a breakdown product of nicotine, than children living in higher income families.

Diagnosed

Current asthma prevalence percentage, adults ages 18 and over, 2015

	Population	Non-Hispanic White	Population / Non-Hispanic White Ratio
All Hispanic	5.9	7.9	0.7
Puerto Rican	13.6	7.9	1.7
Mexican	5.3	7.9	0.7

Source: CDC 2017. National Health Interview Survey Data 2015. Table 4-1 http://www.cdc.gov/asthma/nhis/2015/table4-1.htm



Cancer

Chronic Liver Disease

Diabetes

Heart Disease

Hepatitis

HIV/AIDS

Immunizations

Infant Health & Mortality

Mental Health

Obesity

Organ and Tissue Donation

Stroke







Office of Minority Health Resource Center Knowledge Center



Contact Information:

Website: https://minorityhealth.hhs.gov/KnowledgeCenter

Online Catalog: https://minorityhealth.hhs.gov/OPAC

Digital Collection: https://archive.org/details/minorityhealth

Email: KnowledgeCenter@minorityhealth.hhs.gov

Phone: (800) 444-6472 / (301) 251-1797

Faye Williams, Knowledge Center Manager

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April 18-20/2018



Community Financial Education Project

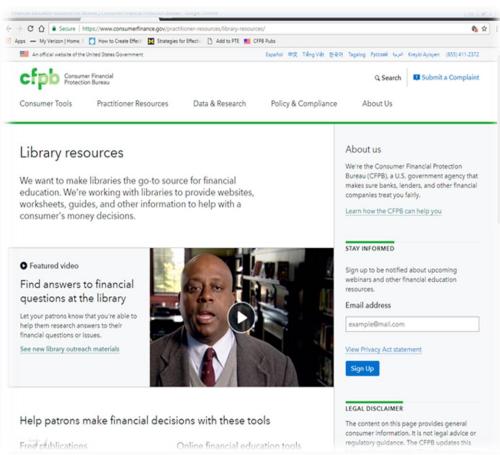
Participate

Publications

Programs

Partnerships

Patrons





Publications: Order Free Pubs

pueblo.gpo.gov/CFPBLibs/CFPBLibsPubs.php

- Up to 1,000 free copies of each publication
- English and Spanish publications
- 3-4 weeks for delivery
- Easy to order
- High quality printing

How to avoid foreclosure

The most important thing you can do when you're having trouble paying your mortgage is take control. In most cases, the worst thing you can do is nothing. Taking control means taking four steps:

1. Make or take a call for help

Take control by accepting calls from your mortgage servicer. Even better, call your mortgage servicer as soon as you know you can't make your monthly payment. The phone number is on your monthly bill. Tell your servicer why you can't make your monthly payment and ask the servicer for help avoiding foreclosure.

2. Ask for free expert help

Your servicer may be able to help if you get in trouble with your loan payments. If you can't get what you need from your servicer, ask for expert help from housing counseling agencies near you. The counselors can develop a tailored plan of action and help you work with your mortgage company. Visit consumerfinance gov/mortgagehelp or call the CFPB at (855) 411-CFPB(272) to find a HUD-approved housing counselor.

3. Slam the scam

Scam artists try to take advantage of homeowners who get into trouble by charging lots of moneyeven thousands of dollars-for false promises of



help. You don't have to pay anyone to help you avoid foreclosure. The help you need is available at no cost to you from your servicer, or through a HUD-approved housing counseling agency.

4. Apply for help

If you send in a complete application to your mortgage servicer early enough, your mortgage servicer has to tell you the options you have to keep your home, or if it makes more sense, to leave your home.

Housing counselors have a lot of experience helping people work on avoiding foreclosure. They can assist you with the complicated steps to understand your options and apply for help.

Your mortgage servicer can't make a first notice or filing for foreclosure until you are more than 120 days behind on your payments. In addition, when

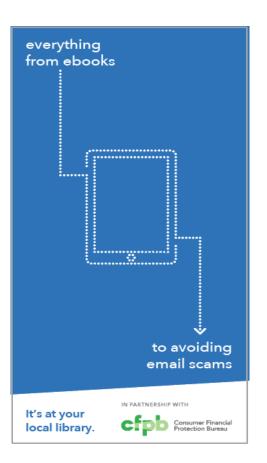


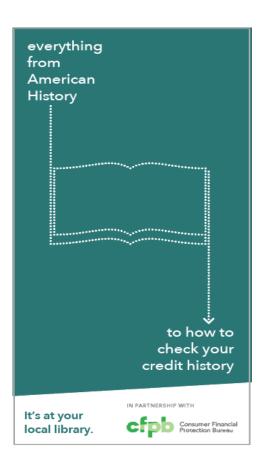
Learn more at consumerfinance.gov

1 of 2









Patrons: Create Awareness in Your Community

Public Service radio announcements



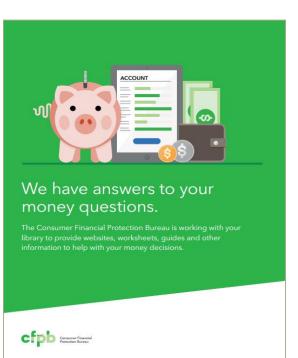
Spring 2018
Virtual Meeting

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Patrons: Create Awareness in Your Library

consumerfinance.gov/practitioner-resources/library-resources/

Posters



Screensavers

Table tents



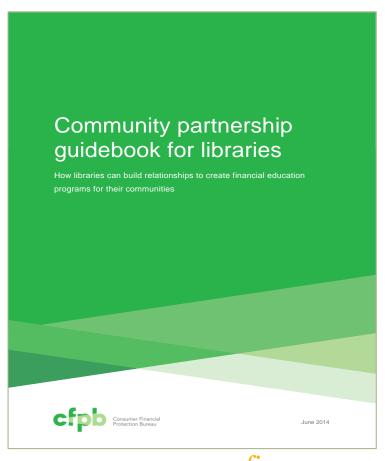
We have answers to your money questions. The Concurrer Financial Protection Bureau is working with your library to cookide recourses to help inform your money decisions.

Bookmarks









Partnership: Build Trusted Relationships

- Provides an overview of CFPB
- Lists potential national, state, and local partners
- Helps libraries build and strengthen community partnerships
- Includes staff resources





What's Next



Todd Scudiere
Technical Services Librarian, GPO
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Summary





Sources for Images

Slide 2:

https://www.google.com/search?q=images+of+underserved+populations&tbm=isch&tbs=rimg:CZd57QPu8ZYiljiPbw2S5TXNNVTsl4ZOb7f9B40w-XgewezE_13GR-

Slide 10:

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https://www.google.com/search?q=tribal+communities+images&tbm=isch&tbs=rimg:CZL-ronuDGckljiMth_1FlduG5DFa5qVkeYi0lx5vJob8q2ElAz5uJac7EpnZA3dhTE4uQy5eUC4YbaYR_1nc_1e2OgkSoSCYy2H8WV24bkEawdcCY-

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