

# **2021 Kusuda Grant Final Report: NewBridge Madison**

## **Diversity, Equity and Inclusion (DEI) project**

For many years Dane County has contracted with NewBridge Madison to provide case management services for Latinx older adults in all of Dane County. The past couple years the number of Latinx older adults receiving case management services has decreased. In 2020, we received additional funding to collaborate with The Hmong Institute (THI) to provide case management services for Southeast Asian older adults. The first year of the THI program the numbers were lower than expected and included no one from outside of Madison. We know there are more Black, Latinx and Southeast Asian older adults needing case management services who are not familiar with our agencies.

The purpose of the Diversity, Equity and Inclusion (DEI) project, funded by a Kusuda Grant, was to increase awareness of NewBridge Madison and The Hmong Institute case management services in the Black, Latinx and Southeast Asian communities and our Bridge Buddies program in the Black and Latinx communities. The expected outcome was an increase in referrals to our case management and Bridge Buddies program.

We were awarded \$10,117 of the \$15,807 requested and had to scale back on what was proposed. We revised the focus of the project to include the following:

### Objectives:

- Increase the visibility of NewBridge and The Hmong Institute as providers of case management services. (In the Black, Latinx and SE Asian communities).
- Increase the number of older adults who benefit from NewBridge and The Hmong Institute case management services.

### Action steps:

- Build additional partnerships, and strengthen current ones, with leaders and other service providers in Black, Latinx and SE Asian communities.
- Promote the case management program in the Black, Latinx and SE Asian communities

### Proposed Outcomes:

- Assist 12-18 new Black, Latinx or SE Asian case management client referrals.
- Develop/Strengthen 3-6 relationships with leaders/organizations in the Black or Latinx community.
- Make 3-4 Bridge Buddy matches (Black or Latinx older adults)

We were able to achieve most of what we proposed to accomplish in this project. Here is a summary of our accomplishments.

The funding received was instrumental in us developing targeted marketing materials and building important relationships. We were able to create a case management/Bridge Buddies PowerPoint presentation, develop program flyers and update our case management brochures. We exceed our goal of developing or strengthening relationships with at least three organizations or community leaders to promote our case management services. Our staff met with 19 organizations/neighborhood leaders who serve the Black and Latinx communities to discuss case management and Bridge Buddies. We gave a presentation on LaMovida radio and distributed flyers to over 40 businesses that serve Black or Latinx older adults in Madison, Middleton and Fitchburg. The Hmong Institute were able to attend monthly food distribution programs outside of Madison to promote case management. NewBridge was able to develop or strengthen relationships with the YWCA, Urban League of Greater Madison, African American Health Network, UW Health Meriter and the Alzheimer's Association (Spanish speaking). The Hmong Institute staff talked to over 200 families for this project. The Hmong institute received 7 new referrals and NewBridge 15 new referrals as a result of this outreach effort.

The DEI project also addressed social isolation among older adults aged 60+ in the Black, Latinx and Southeast Asian communities in Madison. The intent was to expand our focus and reach out Black, Latinx and Southeast Asian older adults in Madison who are isolated and longing for conversation. We were not able to reach our goal of nine older adults being matched with Bridge Buddies as one of the new referrals was interested.

We are very grateful to have received a Kusuda Grant in 2021 and will continue to feed off this momentum. We plan to keep meeting with groups to promote case management in the Black, Latinx and Hmong communities and form and strengthen relationships. We are seeking other sources of funding to support these important outreach efforts.