

2016 Special Project Fund: Culturally Inclusive Case Management Services for African American Senior Adults Final Report

Grant amount: \$10,950

Purpose:

The purpose of this project was to provide more effective case management services for African American senior adults in Dane County. The focus of the project was two-fold: 1) to have the case manager supervisor, Kari Davis, from the South Madison Coalition provide training and feedback for the case management teams at two senior focal points and 2) to have the African American Cultural Diversity Program Coordinator, Pam Bracey from NESCO, conduct outreach to help connect African American seniors with the case management teams at these two focal points.

Implementation:

The two focal points chosen were the Colonial Club in Sun Prairie and the West Madison Coalition. The intent was to choose a rural and an urban area with a large population of African American seniors but currently providing case management services to a small number of African American clients.

A plan was created and guidelines established for effective outreach using a relationship building model. The outreach guidelines were distributed and discussed with the case management teams. The case management teams coordinated with Pam to identify dates and times for outreach to occur at the two focal points.

In the Fall, a county wide diversity training was coordinated and presented at the monthly AAA case management training. *Enhancing Cultural Competency in Case Management*, with a special emphasis on the African American community, was provided by Dr. Mel Freitag, Director of Diversity Initiatives, Associate Clinical Professor at the University of Wisconsin-Madison School of Nursing.

Over a six month period Pam conducted outreach in the Sun Prairie and West Madison service areas and coordinated three programs at both the West and Sun Prairie senior focal point dining sites that coincided with the senior dining site meals. Kari and Pam were present each time to observe interactions between the case managers and the African American seniors. The case managers met with Kari and Pam after each program to facilitate a discussion and provide feedback and support to the case managers.

Outcomes:

As a result of these efforts eleven African American seniors, who were not connected to the West Madison Coalition, participated in these programs and two have reached out to a case manager for assistance.

Thirteen African American seniors, who were not connected to the Colonial Club in Sun Prairie, participated in the programs and two have reached out to a case manager for assistance. The

Colonial Club and West Madison Coalition newsletters have been updated to include information about the African American Cultural Diversity Program and the African American Senior Adult newsletter has been updated to include information about the Case Management Program.

Challenges/Barriers:

The following challenges/barriers arose from the case management perspective of the project.

1. Six months was not enough time to implement a relationship building model. Meaningful relationships and trust need to be created over time.
2. Due to the time constraints of Pam's position (.63 FTE to cover all of Dane County), collaboration between the Case Management and African American Cultural Diversity programs has been an ongoing challenge.
3. Limited familiarity and representation of the African American culture and community within case management program appear to be contributing factors and barriers.

The following challenges/barriers arose from the African American senior perspective of the project.

1. African American seniors don't often know what to ask for or who to ask when having difficulties in their lives.
2. African American seniors generally need the help right away and are unlikely to ask for assistance again if it does not happen the first time.
3. There is a general mistrust of the system in our community among African American seniors and their families when seeking help.
4. Some African American families believe they should bear the responsibility to handle their elders' problems themselves.

Commitments for 2017:

The South Madison Coalition and NESCO are committed to build on the existing relationships developed between case management teams at the West Madison Coalition and the Sun Prairie Colonial Club and the African American Cultural Diversity program coordinator in 2016.

In 2017 NESCO will continue efforts to conduct outreach and coordinate programming at West Madison and the Colonial Club involving African American seniors. South Madison Coalition and NESCO will make a concerted effort to increase collaboration between the Case Management and African American Cultural Diversity programs. Ongoing support will be available to the West Madison Coalition and Sun Prairie Colonial Club case management teams to help them provide more effective case management services for African American seniors.

An additional county wide training with Dr. Mel Freitag is scheduled for April 2017. The training will focus on the African American community and tools to improve service delivery in the Case Management intake process.

Submitted by: A. Bordeleau