Live Well Communities

Focus Group: Packet

Listening Sessions

COUNTY OF SAN DIEGO
HHSA
HEALTH AND HUMAN SERVICES AGENCY

LIVE WELL
SAN DIEGO

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Overview

Listening Sessions:

For *Live Well Communities Project*

Listening Sessions (What): Understand the views and voices of the community regarding Live Well Communities and general communication channels to enhance cross-sector collaboration effort to address long-standing inequities, disparities and disproportionality in Southeast, San Diego and surrounding communities.

Purpose (Why): Measure of progress towards the vision of San Diego County revealed that certain communities are struggling to achieve healthier, safer, and thriving lives. These communities face significant health issues, are more affected by crime and are less engaged in civic activities. Listening Session creates a platform for all voices to be heard and an opportunity for community members to tell their stories.

Participants (Who): Residents of Southeast San Diego and neighboring communities of Lemon Grove, National City, and Spring Valley.

Location (Where): TBD

Time (When): TBD

Support Team Overview and Tasks

Listening Sessions: Each listening session will be conducted with at least **one moderator** and **two note taker**. Both should be prepared to perform either role, in case it becomes necessary to switch roles during focus group. Moderators should not be the same for each session. Additional roles and tasks will be assigned if needed.

Moderator: The moderator is responsible for moving the discussion of each listening session along and for keeping it on topic. A good moderator should be skilled at creating a discussion in which he or she participates very little. In this regard, the moderator should stress the value of participants contribution to the project and emphasize the moderators own role as a listener rather than a teacher. Moderators also need to be adept at directing the discussion at a pace that allows all questions in the guide to be addressed thoroughly.

- Show sensitivity towards community
- Adapts a tone and demeanor appropriate for dialogue and group
- Links ideas together
- Encourages participation from everyone

Note-Taker: The note-takers responsible for documenting both the dialogue and the non-verbal communication that occurs during the listening session. Essential in providing a record that can used for immediate review of the listening session data, improvement of the moderator guide, and improvements for facilitators.

- Skills include mastery of an efficient system for taking copious notes and the ability to quickly identify and take down individual quotes that capture the spirit of a given point.
- Careful observers of verbal and nonverbal behaviors. One note-taker should be focused on transcribing verbal dialogue word-for-word, while another is recording more subtle non-verbal cues and overall tone/energy of the room
- Synthesize their observations to serve as the basis for immediate discussion following listening session (debrief)

Additional Tasks for Support Staff/Team:

- Promotion
- Sign in
- Direction and Signage
- Incentives
- Registration
- Educational and material handouts
- Meeting Facilities

Target Audience

Primary: Representative sample of Southeast and surrounding communities
Secondary: Community members who are not actively involved (non-RLA members, inactive community members)

Live Well Communities: Focus Group Moderators Guide

Background:

Live Well San Diego is a vision for San Diego County region that is Building Better Health, Living Safely and Thriving. However, measures of progress towards this vision reveal that certain communities are struggling to achieve outcomes for living well. In response, the County launched the *Live Well Communities* project to address population health and health equity in southeast San Diego and nearby communities of Lemon Grove, National City and Spring Valley.

During the planning stages for Live Well Communities, the nationwide Healthiest Cities and Counties Challenge was announced for cities and counties across the US by the AETNA foundation, American Public Health Association (APHA), and National Association of Counties (NACo). This 1.5 million dollar prize competition will span the course of 2 years and includes 50 cities and counties selected to develop practical, evidence-based strategies to improve measurable health outcomes and promote health and wellness, equity and social interaction.

Regional Leadership Teams and recent community summits have been actively involved in listening and gathering input from the community residents in southeast, San Diego. Major priorities identified were job creation, reducing crime, and improving access to foods. As we continue to progress, we will continue to seek comments and feedback directly from the residents of southeast to tailor programs and efforts specifically to the needs of the community.

Goals for Todays Focus Group

a. We want to hear from you:
   i. To understand the current barriers to living healthy, safely, and thriving in your community
   ii. Share ideas about how your stories and reflections can help inspire change/action by your friends and neighbors, as well as people living in other area of San Diego County
      1. What does a "Live Well Community" look like to you?
      2. Does this language resonate with you?
   iii. How we can best inform the community about Live Well Communities projects/partners and outcomes

Ground Rules

b. Respect- Everyone's perspective matters
c. Active Listening – Pay attention and engage with the feedback of your community members. Strive to hear and understand. Turn cell phones to silent and keep them tucked away.
d. Raise Your Hand to Speak – Making sure everyone has a turn to share. If you have a question or comment that you think of while someone else is speaking, write it down to come back to once they are done speaking.
e. Restroom location and dedicated break
f. Confidential – all feedback will be combined into a single document, so nothing is linked back to an individual answer.

<div align="center"><u>**Community**</u></div>

Perception
   a) What are the issues that are most important to you?
   b) How do you think the County perceives you? And how do you perceive the County (local government)?
   c) How do you feel about the communication between the local government and your community?

Communication
   a. Where do you go to get information about what's going on in your community?
      i. Newspaper, magazine, in-person, library, social media, radio, etc.?
   b. What kinds of messages do you see in the community?
      i. Are these messages accurate?
      ii. Are these messages affective?
   c. How can County Government communicate better?
   d. If you were talking about Live Well Communities with friends or neighbors, what would you say?
   e. Does the term "Live Well Communities" have meaning to you?
      i. What term would you use when describing a healthy, safe and thriving community?
   f. Would you be interested in participating in a Private Facebook Group specifically for residents in your community?
      i. If yes, what content would you like to share on this page?
      ii. If no, why not?
   g. Would you be interested in participating in a video interview to share your story with your community and the greater San Diego community?
      i. Would you be interested in watching other videos from fellow community members and local organizations?
      ii. What would you most like to learn about in these short videos?
      iii. Where would you go to watch these? Website? Facebook? Other?

Closing

   h. Is there anything else you would like to share that we haven't already discussed?

Live Well Communities Summary Report: Main Points
Feb – June 2017

Group	Dates	Description	Main Points	
			Concerns	**Recommended Routes of Communication**
George Stevens Senior Center	February 22, 2017	Seniors	County government relationship • Funding for Senior Center (AIS) Housing • Senior living • Rising cost of rent Job training • No youth development (interviewing skills) • Lack of recruitment	Face-to-face communication • Physically showing up, engage • Send representatives to key events in community Usage of Print Materials • Posters, large print (black and white)
Morse High School	March 10, 2017	Youth	History • Perception of Southeast is tainted by reputation given 20 years ago • Negative connotation about Southeast around San Diego Environment • Pot holes, trash, litter Lack of support • Compared to other schools in San Diego	Face-to-face communication • County to physically show up in school • Speakers – Nate Howard (Youth Advocate) Newspaper / Billboards • Trusted • More motivational messaging around community
Project A.W.A.R.E	March 16, 2017	Youth	Violence • Gang presence/activity Homeless Lack of Support County support • Presence • Associate County with Law Enforcement	Face-to-face communication • Library, School (teachers) • Youth advocates to represent County in Community Social Media • Snapchat, Instagram, Facebook, twitter
Platicando Con Mi gente	April 19, 2017	Latino	Housing • Affordability • Homelessness – getting out of control Safety • Walkability and transportation safety • Lack of security and surveillance • More street lighting	Face-to-face communication • Community meetings Usage of Print Materials • General flyer – resources for children • Spanish translation
Lemon Grove Collaborative	June 1, 2017	Residents/ Service Providers	Housing • Homelessness – need basic shelter, one source income families Lack of youth programs • No activities/ safe place for youth • More investment in youth education and safety Safety • Walkability • Increase drug use presence	Social Media • Youth Groups • Churches • Lemon Grove Clergy & Thrive Lemon Grove • Schools Newspaper / online newsletters • Union- Tribune (East region section) • The Patch (online)

Live Well Communities: Focus Group Summary
George Stevens Senior Center
February 22, 2017 from 2-3 p.m

On February 22nd, 2017, one focus group was conducted by the *Live Well San Diego* support team on behalf of the Health and Human Services Agency and the County of San Diego.

County Staff in Attendance: Andrew Strong, CAO Chief of Staff; Kathryn Rogers, Supervising Health Information Specialist, HHSA; Liki Porotesano, Management Fellow, HHSA

Community participants included senior members of the George Stevens Senior Center located in Southeastern, San Diego. The purpose was to further understand and identify the best communication channels amongst seniors in Southeastern, San Diego for messaging related to Live Well Communities and the Healthiest Cities and Counties Challenge.

Methodology

The focus group was approximately one hour in duration and collaborative efforts with the Executive Director of the Center, Rosemary Pope, were essential to participant recruitment. Rosemary confirmed 4 participants the morning of the focus group, so additional recruitment of seniors was conducted at the Center during the lunch hour. A total of 13 local seniors participated.

The screening criterions for participants in this focus group session were:

- A senior
- And a resident in Southeastern, San Diego

Introduction and background of *Live Well San Diego* was provided by Kathryn Rogers to brief participants on the goals and vision for the County. The Chief of Staff to the CAO, Andrew Strong was also present and served as support throughout the group discussion. Liki Porotesano served as note-taker documenting the sentiment and emotions of the room to supplement the full length audio recording of the focus group discussion. Participants were informed during recruitment that the session would be recorded.

Results

At the beginning of the discussion, while providing background content for *Live Well San Diego,* Live Well Communities and the Healthiest Cities and Counties Challenge, Rogers referred to the community as "Southeast", which prompted a participant to respond by further explaining that, **"…**residents are very sensitive to the term, southeast. And the term southeast connotates negativity and blight …" The group recommended referring to their community as either Southeastern, San Diego or by the individual communities within Southeastern San Diego (Emerald Hills, Paradise Hills, Skyline etc.) This clarification seemed to set the tone for the discussion as participants further explained and identified the best communication routes with passion and attention to key issues. The tone overall on both sides was direct and transparent.

The bulk of the discussions were questions and concerns from the participants on topics such as homelessness, senior housing, and funding sources for the George Stevens Senior Center (refer to table 2). Andrew Strong and Kathryn Rogers spoke to those subjects and further provided participants with clarity on the roles and priorities of the County. Although a moderator's guide was developed with questions designed to guide the conversation, the open dialogue and informal nature of the conversation (rather than adhering to the guide) lead the group to feel comfortable, express their concerns/needs and ultimately share best communication channels for seniors in their communities. The goal for the session was achieved even without strict adherence to the moderator's guide, while also fostering an environment of active listening and open dialogue.

Two general routes of communication emerged through our focus group discussion – participants expressed that the best way to communicate with seniors in Southeastern, San Diego include face-to-face communication and usage of print materials such as posters and handouts that are easy for seniors to read (including bright colors and large font). The group also seemed to come to a consensus that communication via technology such as email, Facebook, Twitter etc. is not effective with seniors in Southeastern, San Diego.

Recommended routes of communication

Communication Channel	What we heard from Seniors (direct quotes):
Face-to-face communication	"You want to know how to communicate with us? Come and see us. Call us" "Bring it back face to face before you put it out." "…show that you support us by showing up. Coming to some of our functions sending representatives out here. You can communicate with us; your presence communicates a particular message." "We don't have time to waste. We know that if we don't do for us what we need to do for us, it ain't going to get done. But we have given you time. We've giving you part of our life right now. So do something with it."
Usage of Print materials	"Make those old fashioned posters, remember? Think about your grandparents, we will look at a big poster with color." "…don't send us just black and white and make it large print." **How to present material** "We need clarity, always tell us again, what is the purpose [of the material]." "Every piece of paper that you send says, the purpose of this organization is such and such and then you say the purpose of this communication is such."

	"We will read! If you send us paper. Now. What we [would] like to do for you. We'll fill out the paper and send it back to you and we would like to talk to you. We're seniors, we want to talk"

Concerns of the Community

County government relationship	"…you just do lip services to a lot of things and politically do other things." "…it's important that we know what your expectations are and what your goals are, because otherwise ours is going to get buried." "…also I'd like to see us not waste so much money" "…we waste a lot of tax payers money on stuff trying to accommodate everybody." AIS "this coming July 1st, would be 4 years that we were no longer on AIS [receiving support]." "I'd like to find out in any way, how we can get back under the auspices of AIS for the County to get our senior nutrition program"
Housing	"Rent is going up so fast and so steep. That a lot of people are now going out to HUD in order to stay where they're at." "So if they want to stay off of HUD, then they have to move into a lower economic community." Senior Living "..is there any reason we can't get senior homes here in this area? I can go to north county and buy a senior home." "…so we don't have senior houses to build to buy here…"
Job training	"Show [our youth] how to interview for jobs." "They [our youth and some seniors] don't even know how to get the jobs and some of them have good training but it's not a secondary thing for them to learn how to get that information out that they have that training. They don't know to operate computers."

Conclusion

The goal of this focus group was to identify the most relevant communication channels for seniors in Southeastern San Diego. The participants shared that their preferred methods of communications are face-to-face interactions and usage of print materials tailored for seniors who may be visual or hearing impaired. In addition, they also shared their concerns related to government relations, nutrition services, housing and job training.

Live Well Communities: Focus Group Summary
Morse High School
March 10, 2017 from 1:15 – 2:15

On March 10th, 2017, one focus group was conducted by the *Live Well San Diego* support team on behalf of the Health and Human Services Agency and the County of San Diego.

County Staff in Attendance: Kathryn Rogers, Supervising Health Information Specialist, HHSA; Liki Porotesano, Management Fellow, HHSA

Community participants included students from Morse High School located in Southeastern, San Diego. The purpose was to further understand and identify the best communication channels amongst youth in Southeastern, San Diego for messaging related to Live Well Communities and the Healthiest Cities and Counties Challenge.

Methodology

The focus group was approximately one hour in duration and collaborative efforts with Ms. Taylor – an English teacher at Morse High School, were essential to participant recruitment. Ms. Taylor pre-selected 10 students (juniors and seniors) from her 6th period AVID (Advancement Via Individual Determination) class to participate.

The screening criteria for participants in this focus group session were:

- Youth
- And a resident in Southeastern, San Diego

Introduction and background of *Live Well San Diego* was provided by Kathryn Rogers to brief participants on the goals and vision for the County. Additionally, Kathryn moderated and facilitated the focus group discussion. Liki Porotesano served as note-taker documenting the sentiment and emotions of the room to supplement the full length audio recording of the focus group discussion. Participants were informed during recruitment that the session would be recorded.

Results

10 pre-selected students from Ms. Taylor's 6th period AVID course were excused from class and walked over to a nearby vacant classroom to participate. As a group, participant's ethnic backgrounds were diverse, with majority of participants being female students. As the conversation began, students seemed to be a bit unclear and apprehensive to share. But following background content on *Live Well San Diego* and Live Well Communities, students began to further understand the underlying purpose and mission of the project and started to articulate thoughts and experiences to share with the group.

A moderator's guide was developed with questions designed to guide the conversation and to create an environment conducive to participants expressing their concerns/needs and ultimately sharing best communication channels for youth in their communities. They shared concerns about the build environment of Southeastern San Diego, specifically the amount of litter and pot holes present in the community. They also noted the historical trauma and stigma students continue to face when speaking about Morse or Southeastern, San Diego with students/residents from other/neighboring communities (La Jolla, Point Loma, and Otay).

Two general routes of communication emerged through the focus group discussion – participants expressed that the best way to communicate with youth in Southeastern, San Diego includes face-to-face communication and utilizing messaging opportunities such as newspapers, flyers posted on campus and billboards. The group also came to a consensus that social media platforms like Facebook are not trusted when they are seeking valid information, since they trust individuals in their immediate network (close friends, family) more than socially amplified information. Furthermore, youth expressed distrust with local news stations because of inaccurate representation of events/stories that reflect the negative perceptions other residents/communities have of Southeastern, San Diego.

Routes of communication

Communication Channel	What we heard from Youth (direct quotes):
Face-to-face communication	"People from the County should come down and try and work with other community leaders and try and fix problems." "I personally appreciate that [face to face communication] because others haven't come to ask our opinions or how we feel." "Just like why you guys [County] are here… to help, personally to talk with students that are in this community" "I wish that more counsel people [County officials] would come into classrooms… people should come in and sit down and be like, how was your day? How can we fix your class, school, community?" "Usually I just go to my cousin. She gets that type [general/health] of information too, so she shares with me." "I feel like we should have a social media platform [Nate Howards – Movement Be Platform] for the community – where we talk about problems in the community and receive feedback"

Newspaper / Billboards	"I want to read the newspaper; it actually has information on it." "I would lean more towards newspaper for information because it probably has more true facts." "Billboards should include more motivational aspects [messaging] about our community, not just general ads for things we don't need." "There should be billboards that will be more beneficial for us"
<u>**Non-recommended**</u> **Social Media /News**	"Like some information [on social media] is true and some is false. So it makes it hard for me to believe if it actually true or not" "Any type of information like that, on any social media, I just tend not to even pay notice to it" <u>News</u> "The news, you don't know if it's true or not. They will tweak a story a bit just to get views." "It's usually a negative view. It's the wrong side of the story, or someone changed it to make our school look bad. And I just don't trust it."

Concerns of the Community

History	"If you tell them [non-Southeastern residents] you're from this part of San Diego. You are into the bad stuff" "Its [perception] been tainted by our reputation given 20 years ago." "I feel like they [non-Southeastern residents] kind of look at us like, they're just all racially different there." "I told them [non-Southeastern residents] I went to Morse and his facial expression changed."
Environment	"I notice when I got to La Jolla or by La Jolla high school, its more cleaner." "When they come to this side of town and there's like trash and litter." "Down here we have messed up streets, old school buildings" "I don't know about y'all [students] but these potholes are pissing me off."
Lack of Support	"If the local government made an effort to make things look more cleanly, more important, and more sophisticated people will take this area more seriously." "We do need a lot of things; we don't have what other schools have."

Conclusion

The goal of this focus group was to identify the most relevant communication channels for youth in Southeastern, San Diego. The participants shared that their preferred methods of communication are face-to-face interactions, platforms to share information with community representatives, and messaging via newspapers, flyers and/or billboards. Participants also expressed communication routes that are no longer trusted by youth which include news stations and social media platforms like Facebook. In addition, they also shared their concerns related to the history of the community, the built environment and lack of support in their communities.

Live Well Communities: Focus Group Summary
Project A.W.A.R.E
March 16, 2017 from 4:00 – 5:30

On March 16th, 2017, one focus group was conducted by the *Live Well San Diego* support team on behalf of the Health and Human Services Agency and the County of San Diego.

County Staff in Attendance: Kathryn Rogers, Supervising Health Information Specialist, HHSA; Liki Porotesano, Management Fellow, HHSA; Amelia Barlie-Simon, Community Health Promotion Specialist II, Central & South Regions

Community participants included youth members with Project A.W.A.R.E located in Southeastern, San Diego. The purpose was to further understand and identify the best communication channels among youth in Southeastern, San Diego for messaging related to Live Well Communities and the Healthiest Cities and Counties Challenge.

Methodology

The focus group was approximately one hour in duration and collaborative efforts with the Founder & CEO, Reginald Washington, were essential to participant recruitment. Project A.W.A.R.E. staff and participants meet on a weekly basis and convene at the Malcom X Library for 2 hours every Thursday and Mr. Washington reserved the first half of this meeting, specifically for the purpose of this focus group. A total of 8 local youth participated.

The screening criteria for participants in this focus group session were:

- Youth
- And a resident in Southeastern, San Diego

Introduction and background of *Live Well San Diego* was provided by Liki Porotesano to brief participants on the goals and vision for the County. Additionally, Liki along with Mr. Washington moderated and facilitated the focus group discussion. Kathryn Rogers served as note-taker documenting the sentiment and emotions of the room to supplement the full length audio recording of the focus group discussion. Participants were informed during recruitment that the session would be recorded.

Results

Participants were diverse in ethnicity with majority of youth being female students. Hosting the focus group at the Malcolm X Library - a site participants associated with being a safe place to share opinions and thoughts - created an environment conducive of honest discussion. Following background on *Live Well San Diego* and Live Well Communities, youth were asked to describe their community in 3 words, identify what the greatest strengths were, and pinpoint the top priorities in their community. Reponses are displayed in the table below:

Question(s)	Youth Responses				
3 Descriptive words	▪ Potential ▪ Influential ▪ Low	▪ Unprotected ▪ Home ▪ Boring	▪ Violent ▪ Struggle ▪ Happy Place	▪ Hot ▪ Cloudy ▪ Dusty	▪ Safe ▪ Quite
Greatest Strength	▪ Community Murals ▪ Gompers Preparatory Academy		▪ Community Library		
Top Priorities	▪ Violence ▪ Improving reputation of Southeastern San Diego		▪ Homeless ▪ Drug use and abuse ▪ Removal of graffiti		

A moderator's guide was developed with questions designed to guide the conversation and to create an environment for participants that would foster youth to share their concerns/needs and ultimately discuss best communication channels for youth in their communities. Mr. Washington accompanied the questions presented by Liki to youth in a way that resonated with youth. First, he repeated the question and clarified any gaps or concerns by youth, and secondly, he directed the question to each participant so all participants were engaged in the conversation. Some concerns that were shared include violence due to gang activity, increase of homeless individuals, and perceived lack of support from the County. Participants also seemed to initially associate the County with law enforcement and prisons rather than the resources and services the County of San Diego provides.

A couple general routes of communication emerged through our focus group discussion – participants expressed that their preferred methods for communicate include face-to-face communication such as retrieving community event information from the local library and utilizing multiple social media platforms like Facebook, Snapchat, and Twitter. Participants also recommended developing youth leaders in their community to serve as communication liaisons on behalf of the County. They also expressed high interest in using video testimonials to share their stories and actively be engaged in their community. Finally, participants talked about how they trust people who keep showing up at their group so they can build authentic relationships. These individuals become resources and friends whom the youth feel comfortable sharing with.

Recommended routes of communication

Communication Channel	What we heard from Youth
Face-to-face communication	"[Where do you go to get information?] Depending on what type of information it is, like events and stuff. The library" "Most of the time I get information from my teachers." "If I need someone to talk to, I'll call my grandma. If I need advice for school or an application, I'll call Reggie [Reginald Washington]." "When it comes to housing, I would rather have someone talk to me in person." "[Would you participate in a video sharing platform?] Yes, I think I would, we

	got individuals that would do it" "If they had youth working [communicating] this, it would make a big difference for youth in our community"
Social Media	"[Where do you get information?] Social media." "Depends on the situation [information]. I'm going on Facebook to find out." "[Which social media platforms do you use?] Snapchat, Instagram." "Social Media is where we get a lot of our information"

Conclusion

The goals of this focus group were to identify the most relevant communication channels for youth in Southeastern San Diego. The participants shared that their preferred methods of communications are face-to-face interactions and usage of social media platforms such as Facebook, Snapchat and Twitter. Innovative ideas were also discussed such as developing youth to serve as communication liaisons for the County to effectively communicate with youth in Southeastern San Diego.

Live Well Communities: Focus Group Summary
Jacobs Center for Neighborhood Innovation - Platicando Con Mi Gente
April 19th, 2017 from 8:30am-10:00a.m.

On April 19th, 2017, one focus group was conducted by the *Live Well San Diego* Support Team on behalf of the Health and Human Services Agency and the County of San Diego.

County Staff in Attendance: Lizbeth Lopez, Intergenerational Coordinator, Community Health Specialist, HHSA; Clara Estrella-Varela, Intergenerational Graduate Student Worker, HHSA; Marvin Mayorga, Graduate Student Worker, HHSA; Liki Porotesano, Management Fellow, HHSA; Andrew Strong, CAO Chief of Staff; Kathryn Rogers, Supervising Health Information Specialist; Dale Fleming, Director of Strategy and Innovation, HHSA

Community participants included members of Platicando Con Mi Gente (PCMG), a group of residents that work together to develop Latino leadership within the community of Southeastern San Diego.

The purpose of the focus group was to further understand the barriers residents face when aiming to achieve a healthy, safe and thriving lifestyle. Participants were encouraged to share stories or reflections that could inspire change and motivate others in the community to live well. Lastly, participants were asked to share ideas on how to better communicate and share projects related to Live Well Communities with the public.

Methodology

The focus group was approximately one hour in duration. Emila Castillo (community resident and member of PCMIG) communicated with PCMIG to allow the focus group meeting to take place during their regular meeting time. Ms. Castillo explained that due to a school fieldtrip, where the majority of the members were attending as volunteers, they expected a low attendance. A total of 5 local residents participated (most of them were Spanish speakers). The discussion was lead in Spanish.

The screening criterions for participants in this focus group session were:

- Resident in Southeastern, San Diego

Introduction and background of *Live Well San Diego* was provided by Lizbeth Lopez to brief participants on the goals and vision for the County. Student Worker, Marvin Mayorga, was also present and served as support throughout the group discussion. Student Worker, Clara Estrella-Varela served as note-taker, documenting the sentiment and emotions of the room to supplement the full length audio recording of the focus group discussion. Participants were informed during recruitment that the session would be recorded.

Results

Ms. Lopez and Mr. Mayorga began the discussion by providing background content for *Live Well San Diego,* Live Well Communities and the Healthiest Cities and Counties Challenge. Ms. Lopez made the audience aware of the confidentiality policy and shared the goals of the focus group discussion.

Knowing that answers would be kept confidential, and that comments would not be taken personal, the participants felt comfortable responding with honest opinions.

Participants expressed their gratitude for the services provided by the County and acknowledged the need for the services in the community. Although grateful for the services available, participants also mentioned their disappointment in some volunteers; who they felt were uneducated or lacked understanding in the vulnerability of the residents in need of services. Participants referred to experiences where they had been treated disrespectfully and explained that such experiences could push the public away or keep them from asking for help.

When the participants described their community, they mentioned concerns over homelessness, housing affordability, walkability and transportation safety. Participants repeatedly described the community as a lack of security and surveillance, and mentioned homelessness was getting out of control. The participants expressed the need for more lighting and healthy food options.

When describing community strengths, the participants mentioned schools, libraries and centers such as the YMCA as a support system. Participants expressed their appreciation for centers that allow residents to stay engaged in the community. The participants also mentioned diversity and continued opportunities to grow and learn together as part of their community strengths.

 The tone of the discussion remained calm and participants were engaged the entire time.

Recommended routes of communication

Topic	What we heard from participants (direct quotes):	
	<u>In Spanish</u>	<u>Quotes translated into English</u>
Perception	- *"Creo que no nos perciben"* - *"Nos hace falta education "* - *"Yo pienso que el condado nos mira como um pobres, ignorantes, um como dinero fácil" … "buscan ah nuestros um nuestras vecindades, ah nuestros neighborhoods, oportunidades para poder*	- *"I don't think we are perceived."* - *"We need education"* (referring to the services available) - *"I think the County looks at us as poor, ignorant, um as easy money"… "They seek our um our neighborhoods, opportunities to have their check-off list; okay already*

tener su lista de check-off list, okay ya fuimos, ya nos dijeron… siento que es simplemente eso. Es un oportunidad para decir estamos haciendo lo mejor que podemos, y nada más"

- *"Ay una casa de ayuda, que regalan comida…pero las personas que están enfrente, me imagino que son voluntaria…no tienen educación. Y más que nada si uno no se arrima a pedir una comida porque te tratan mal. Entonces nosotros queremos que si ponen personas a que den ayuda, que tengan educación. Porque esa razón uno ya no se arrima a pedir nada"*

- *"no se dejan ver, pos ellos mandan a los demás a bajo. Es una cadena" Es una cadena y no se dejan ver"*

- *"por ejemplo, ustedes que vinieron hacer esta presentación, para mí son unas magníficas personas y bien educados, y les agradezco por estar aquí… porque están demostrando su educación y el interés por ayudar a las demás personas"*

- *"Me gustaría ver accountability"*

- *Nunca eh sufrido de violencia*

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went, already was told. I feel that it is just that. It is an opportunity to say we are doing the best we can, and that's it "

- *"There is a house/center that gives away food… but the people who are at the front, who I imagine are volunteers … do not have education. More than anything, people won't go and ask for a meal because they get treated badly. What we ask is that if they get people to help, we want them to be educated because that is the reason why people don't ask for anything"*

- *"They don't let themselves get seen, they boss other people below them and it's a chain, they don't let themselves get seen"*

- *"For example, you guys that came to give this presentation, for me are magnificent persons and very intelligent and I appreciate you guys being here…because you guys are demonstrating your education and interest in helping others."*

- *"I would like to see accountability."*

- *"I have never suffered from police violence, but I know it*

	policíaca, pero sé que existe..,no me gustan que se hacen de la vista gorda, y especialmente en nuestras vecindades donde abemos gentes de color… es muy importante, mínimo que lo reconozcan y más que nada que nos dejen saber que estamos todos en la misma pajina…que queremos seguridad para nuestros hijos, seguridad para nuestras familias"	*exists…I don't like that they make a blind eye, and especially in neighborhoods where there are people of color…it's important, that at a minimum, they recognize it…and for them to let us know we are on the same page…that we want security for our children, security for our families."*
	- *"Nosotros hacemos algo que se National Night Out, y tenemos una buena relación con la polica"*	- *"We do something called National Night Out and we have a good relationship with the police."*
	- *"la percepción que da la media esta exagerado"*	- *"The perception that media gives is exaggerated."*
	- *"El departamento de policía podría hacerse un poco más visible, pero de una manera positiva…por ejemplo National Night Out"*	- *"The police department could make themselves more visible, but in a positive manner… for example National Night Out."*
	- *"el lenguaje, porque ay muchas veces que nos invitan pero cuando llegamos no nos hablen en nuestro lenguaje…yo sé que es difícil tener dos lenguajes en el mismo lugar…pero se me hace que es lo más justo para ser llegar el mensaje "*	- *"The language, because a lot of the times we are invited, but when we get there, they don't speak to us in our language…and I know it is difficult to have two languages in the same place…but I think it's fair in order to deliver the message."*
	- *"no tenemos mentores, personal que nos den ejemplos, que nos digan 'I know what it's like, I've been there before'"*	- *"We don't have mentors, people that can give us examples that can say 'I know what it's like, I've been there before."*

	- *Yo conozco Live Well San Diego, no é buscado la página en español…se me hace suave y que bueno"* - *Facebook es un vehículo muy importante, se me hace fácil, practico, tener información minimo ahí"*	- *I recognize Live Well San Diego, I haven't looked for a Spanish website…I think it's cool and good"* - *Facebook is a good source, and important, I think it's easy and practical…having information there minimum"*

Concerns of the Community

Safety	- *"no hay seguridad"* - *"entre Market y Imperial…no hay una luz, no hay un señalamiento, un stop"* - *"falta de seguridad por la luz"* - *"falta vigilancia"* - *"Horton necesita much vigilancia"* - (said in English) *"There is no supervisión in the parks"* - *"calle antes de llegar al parke de Gompers, esta comida"*	- *"There is no safety"* - *"in Market and Imperial…there is no light, there is no signal, a stop"* - *"lack of safety because of the light"* - *"lack of surveillance"* - *"Horton (school) needs surveillance"* - *"There is no supervision in the parks"* - *"the road before getting to the Gompers park, it's eaten up"*
Housing	- *"Renta esta por los cielos"* - *"dos meses de renta antes…la mayoría no tiene ese dinero"*	- *"The rent is up in the sky"* (referring to how high it is) - *"two months of rent prior…the majority of the people don't have that money"*
Homelessness	- (said in English) *"The homelessness is getting out of control"*	- *'The homelessness is getting out of control"*

Communication

Communication	- *"juntas communitarias"* - *"cuando se habla de Southeast San Diego, es un mensaje muy negativo, siempre es algo negativo"*	- *"Community meetings"* - *"When Southeastern San Diego is talked about out, it's a negative message, it's always something*

		negative.”
	- *“usualmente nunca vemos algo bueno”* - *“El 5k, ah mi me uviera encantado que hubieran echo mas media coverage”* - *“un volante general… trae información de recursos para los niños”* (school flyers)	- *“Usually, we don't see something good”* - *“The 5k, I would have been happy if there would have been more media coverage.”* - *“A general flyer… it has information about resources for children.”* (referring to school flyers)

Conclusion

The goal of this focus group was to understand the barriers residents face when aiming to achieve a healthy, safe and thriving lifestyle, while also getting a better understanding on ways to improve communication with the public. The participants shared that their experiences and ideas on how to keep residents engaged in the community. In addition, they also shared their concerns related to community safety, housing, and homelessness.

Live Well Communities: Focus Group Summary
Lemon Grove Collaborative
June 1st, 2017 from 3:30 – 5:00

On June 1st, 2017, one focus group was conducted by the *Live Well San Diego* Support Team on behalf of the Health and Human Services Agency and the County of San Diego.

County Staff in Attendance: Dale Fleming, Director of Office of Strategy and Innovation, HHSA; Kathryn Rogers, Supervising Health Information Specialist, HHSA; Karli Thorstenson, Health Information Specialist II, HHSA; Amanda Lowe-DuBose, Community Health Promotion Specialist II, HHSA; Liki Porotesano, Management Fellow, HHSA; Patrice Clark, Protective Service Worker, CWS; Tammy Burmeister, Protective Service Supervisor, CWS

Community participants included residents, service providers and County social workers, who were members of the Lemon Grove Collaborative group. The purpose was to further understand and identify the best communication channels among residents in Lemon Grove for messaging related to Live Well Communities and the Healthiest Cities and Counties Challenge.

Methodology

The focus group was approximately one and a half hour in duration and joint efforts with the Chair of the Lemon Grove Collaborative, Chris Walsh, were essential to participant recruitment. The professional association convenes monthly, typically the 2nd Thursday of the month at the Lemon Grove Academy, to discuss needs of the community and how to meet those needs. A total of 9 members participated.

The screening criteria for participants in this focus group session were:

- Member of Lemon Grove Collaborative

Introduction and background of *Live Well San Diego* was provided by Liki Porotesano to brief participants on the goals and vision for the County. In addition to Liki moderating and facilitating the focus group discussion, Dale Fleming and Kathryn Rogers responded to a few questions participants shared. Kathryn served as note-taker documenting the sentiment and emotions of the room to supplement the full length audio recording of the focus group discussion. Participants were informed during recruitment that the session would be recorded.

Results

The Lemon Grove Collaborative is a professional group aimed to address the needs of the community and as service providers, works hands-on with residents and the community. Working intimately with residents provides great insight because of what members see, experience and hear from the community. A few members were also residents of Lemon Grove and shared professional and personal testaments in regards to the priorities and concerns of their community.

A moderator's guide was developed with questions designed to guide the conversation and to create an environment for participants that would foster members to share their concerns/needs and ultimately discuss best communication channels for the Lemon Grove community. With a somber tone, members shared top priorities for Lemon Grove which included affordability of housings for residents. They shared that intense competition creates barriers for residents who have limiting factors (immigrant status, multigenerational, eviction history, mental health, and drug use). Additionally, members expressed the lack of youth programs, physical space for community activities to take place, safety concerns and the need for a centralized social service center.

Concerns of the Community

Concerns	What we heard from Lemon Grove Collaborative members
Housing/ Homelessness	"The biggest problem that we run across is housing. I understand nutrition and all of that but when they don't have their basic shelter, it's hard to focus on the other things" "We have a lot of families who are multigenerational living together and supporting each other but it's a very fragile support because if one person loses their job, they can literally not have enough money to pay the rent that month."
Lack of Youth programs/ physical space	"For Lemon Grove, there is a lack of youth activity. We don't have a YMCA or a Girls and Boys Club." "We really don't have good organized activity for our young folks." "There is a lack of programming for youth and space for anything to take place, whether it is opportunities to focus on gang prevention or teaching kids." "We need more investment towards education and safety for our youth. I'm hearing that a lot from the community."
Safety	Walkability "We have parks, we do have some places but if you're pushing a stroller, you are walking on the street, not the sidewalk." "People don't control their dogs. And so, I don't walk my dogs because of the number of roaming Pitbulls." Drug use "I also oversee investigation so I can openly speak to the fact that 85% of our cases are drug involved." "Heroin is on the rise and that presents its own issues."

A couple of general routes of communication emerged through our focus group discussion – participants expressed that their preferred methods for communication should be tailored specifically to the different groups within Lemon Grove, due to the diversity of its residents. This includes social media for youth, faith-based organizations for middle aged – older individuals and continued utilization of libraries, local newspaper (UT – East County section), and online newsletters (The Patch). Communications via schools were recommended to reach children and their families. Group members also expressed high interest in engaging residents through a private group chat via Facebook and/or participating in video interviews/testimonials to prompt Lemon Grove residents to share their stories.

Recommended routes of communication

Communication Channel	What we heard from Lemon Grove
Social Media (for youth)	"Depends on their age. The younger population is more likely to turn to social media."
Groups	Churches "There are very strong churches here and information gets shared through those churches. Usually with middle age to older individuals." Lemon Grove Clergy & Thrive Lemon Grove "Lemon Grove Clergy and Thrive Lemon Grove… all of those groups share events and news." Schools "Schools are used for communication. Agencies come through and drop off a thousand flyers to our school district, get their flyer approved and that's the way to reach out to a lot of people."
Newspaper / online newsletters	"There's an east county section in the Union Tribune (local newspaper) and a lot of times, people get information through that." "The Patch (online newsletter) is still active. There is a lot of local lemon grove news in the patch"
Facebook Group/Video	"Social media is the way, it is the older group that does facebook and Instagram is for the younger folks. Using Facebook and Instagram could reach the whole community" Video Interviewing "I think people would be open to it and I think that's one way to really reach more folks that might not want to do it" "I think it is a good perspective of people in the community. Where you can

	hear their stories and understand where they are coming from" "I think it's a really good idea to do the video interviews, let the Lemon Grove community talk."

Conclusion

The goals of this focus group were to identify the most relevant communication channels for residents in Lemon Grove. The participants shared that their preferred methods of communications include social media for youth, targeted messaging via groups/sites (churches, school, and community groups) and continued usage of newspapers and online newsletters. Participants were also highly interested in the proposed strategy of a private Facebook page or video interviewing, that would create opportunities for residents to voice their concerns and share experiences related to Live Well Communities and to further capture Lemon Grove resident stories.