
MODELS FOR PRACTICE

FOCUS AREA: EDUCATIONAL AND COMMUNITY-BASED PROGRAMS

Program Name: Saludando Salud (Greeting Health)
Location: Mankato, Minnesota
Problem Addressed: Community Health Development
Healthy People 2010 Objective: 7-11
Web Address: www.rndc.org

SNAPSHOT

Saludando Salud is a program of the Prevention and Healthy Communities department of Region Nine Development Commission (RNDC), a local unit of government that collaborates with local Latinos, schools, and health care providers to increase access and utilization of health care services. Saludando Salud focuses on increasing Latino access and utilization of health care services by reducing barriers to care, especially language and culture. Services are delivered through one-on-one outreach; small group workshops; youth-led, adult-guided peer education; community activities; and radio programming and written information.

Saludando Salud focuses on increasing Latino access and utilization of health care services by reducing barriers, focusing on language and cultural barriers.

THE MODEL

Blueprint: The majority of the population served by Saludando Salud (Greeting Health) is underinsured and uninsured, with an annual family income of less than \$20,000. Program services and activities occur in the clinic/hospital setting, patient/client home, schools, community, and via the radio.

Saludando Salud provides services such as:

- culturally specific health promotion and disease prevention campaigns and education;
- culturally and linguistically appropriate health promotion/education and disease prevention resource information;
- local Spanish medical interpretation trainings;
- bilingual community health advisor/outreach services at regional clinics serving the un/underinsured;
- consultation and in-services to local health care providers on how to better serve the Latino population;
- weekly bilingual radio show providing current health promotion and disease prevention information;

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- weekly bilingual Latino teen radio show focusing on alcohol, tobacco, and other drug prevention;
 - youth leadership and the Latino culture; and
 - quarterly newsletter for regional health care providers with Salud program information, cultural, and resource information.

The number and nature of partnerships and organizations involved with Saludando Salud varies with respect to specific projects and funding. Salud has received funding through foundation, state, and federal grants. Partners/organizations who have worked with Salud include the local Latino population; local and metro-based Latino programs/organizations; local hospitals and clinics, including Mayo Health System facilities; public health department; Minnesota Department of Health; state health plans/foundations; local elementary, middle, and high schools; local community education and recreation; University of Minnesota Extension offices; the local state university; the local public radio station; and local county boards and commissioners.

Saludando Salud operates as a bicultural, bilingual team. The staff have backgrounds and experience in migrant work, Latino outreach, health education/promotion and social work, and they are from the region. Saludando Salud currently has four paid staff positions: coordinator, prevention specialist (alcohol, tobacco, and other drugs), community health advisor (outreach worker), and health promotion specialist. Salud does not receive in-kind or donated staff. Salud pays support staff (primarily accounting staff) through an indirect rate calculated into each of Salud's grants.

Region Nine Development Commission is a local unit of government serving the nine counties of Blue Earth, Brown, Faribault, LeSueur, Martin, Nicollet, Sibley, Waseca, and Watonwan in south-central Minnesota. The area is agriculturally based, with many of its 72 cities and 147 townships being small farm communities; all but five townships have populations under 1,000. There are 45 cities with populations under 1,000 and 18 communities with 1,000 to 2,500 residents. Nine cities in Region Nine have over 2,500 residents. Mankato/North Mankato comprises the largest community with a population of approximately 42,000. The population per square mile ratio is 42.7.

Making a Difference: Saludando Salud continues to be sustained through state, federal, and foundation grants. Partnerships and collaboration with health care providers, health plans, the local university, and other Latino organizations and agencies have expanded the number of available funding opportunities. Salud programming began as a demonstration project but is now considered ongoing. Salud program evaluation is also an ongoing process, which measures a variety of project-related objectives and

outcomes through quantitative data collection, client satisfaction surveys, and focus groups.

Beginnings: The original stakeholders in the program were a consortium of health care providers, including public health, from the counties of Sibley and Watonwan, the Region Nine Development Commission, and local county commissioners. Region Nine Development Commission and local county commissioners are still involved with Salud.

New stakeholders continue to be added as grant and foundation funding become available. New funding allows Salud to extend services to additional communities and counties. Since Salud is a community-based program, stakeholders from all service areas are partners in the planning and implementation of project activities. Local collaboration and ownership are necessary for effective and sustained change. Local politics, resistance of some health care providers to the project, changes in funding, and project service areas are all reasons why some original stakeholders are not currently collaborating with Salud. Dropouts of new stakeholders are minimal and are primarily due to the lack of available time for stakeholders to participate.

Challenges and Solutions: Sustaining program funding continues to be a challenge. Building partnerships and collaborating with other agencies/ organizations has proven beneficial in obtaining funding. Salud was first funded through the Office of Rural Health and Outreach – Health Resources and Services Administration (HRSA), U.S. Department of Health and Human Services. Salud’s current funding is through the Robert Wood Johnson Foundation, Minnesota Department of Health, the federal Community Access Program (CAP), and local contracts. Program focus has never changed; however, program services and activities continue to grow and develop with additional funding opportunities. Salud only seeks funding that supports its mission and goals.

Saludando Salud is seeking funding to place additional community health advisors, health education/promotion and school-based programming in several counties with high Latino populations.

Solutions that Saludando Salud uses are collecting evaluation data to demonstrate program effectiveness, networking and collaboration to connect with potential funders, one-one one outreach to the Latino population, a Spanish radio show, conference presentations, Saludando Salud newsletter, and state and national publications.

PROGRAM CONTACT INFORMATION

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