

SACRAMENTO NATIVE AMERICAN HEALTH CENTER



**COMMUNITY
NEEDS
ASSESSMENT
FOCUS
GROUP
FINDINGS**

APRIL 2021

Introduction

The Sacramento Native American Health Center (SNAHC) Needs Assessment was conducted between August and December 2020. Data collection occurred during the Coronavirus (COVID-19) pandemic, which makes the data interpretable within the context of global health concerns. Focus group data emphasizing youth patient care (n=10), community partnerships (n=4), and SNAHC marketing/communications (n=10) were collected to provide greater context to current and potential SNAHC services. Needs assessment questions were developed by SNAHC leadership in consultation with partner organizations.

Youth Services Focus Groups

Participants in focus groups were 17 youth and caregivers of youth who received services at SNAHC within the past year. Youth and caregiver discussions were conducted separately, but themes were similar across groups and combined in this summary.

Meaning of Health and Culture. Youth and caregivers of youth receiving services at SNAHC had varied responses about the meaning of health and culture for themselves and family members.

Meaning of Health	Meaning of Culture
<ul style="list-style-type: none">• No bad sicknesses• Having same provider• Feeling energized• Not [having to take] pills when older• Taking care of self• Regular check-ups• Regular exercise• Eating healthy including fruits• Good mental health and coping• Good spiritual health• Fitness of body	<ul style="list-style-type: none">• Ethnicity• Self/family ideas and beliefs• Customs• Traditions• Home and family environment• Familiarity

Important Characteristics in a Provider. Focus group participants said that providers should be attentive, available, and consistent (same provider each time). Providers should also be individuals who develop relationships with patients. They should be non-judgmental and offer good health advice.

How SNAHC Supports Youth Health Care. Participants reported that SNAHC providers are kind to youth and family-oriented in scheduling appointments. Participants emphasized the value of Native providers supporting the cultural backgrounds of youth receiving services.

How SNAHC Supports Youth Health and Health Care

- Appointments are available to fit children's school/home schedules.
- Providers are kind to children.
- Providers are concerned with children's mental health.
- Parents can schedule multiple appointments for different kids at the same time instead of having to come back another day/time.
- Culture is Prevention class is welcoming to children of all races, including mixed races.
- Children have access to Native mental health counselors.
- Providers act as cultural mentors to Native youth.
- There are groups for youth suicide prevention.
- SNAHC offers different/varied services than Tribe.
- Treatment (e.g., shots) does not hurt children.

Suggested Improvements for Youth Services. Suggested improvements primarily centered around provider retention and immediate access to services for Native patients.

Suggested Improvements for Youth Services

- Retain providers, particularly in behavioral health, so youth will stay engaged in care.
- Let youth and parents know when providers leave SNAHC.
- Offer immediate access to services (medical, dental, behavioral health) for Native youth with or without Medi-Cal.
- Limit non-work-related talking by receptionists prior to patient appointments.
- Have children's area and videos for children to watch during dental appointments.
- Provide support for Native youth who are not from Sacramento, so they feel included.
- Offer life skills classes specific to youth and teens.

Marketing Focus Groups

Participants in the marketing focus groups were 10 individuals, including Native and non-Native patients, non-patients, and community Elders.

Where Do You Get News/Information. Focus group participants reported getting news and information from the local news, social media, radio, newsletters/flyers, neighborhood centers, podcasts, and other people (e.g., word of mouth, Elders).

Memorable Local Health Advertisements. Participants said they most remembered health advertisements about COVID-19 from Kaiser Permanente and the Indian Health Service. Other memorable health advertisements were disseminated via billboards on the highway, narratives on social media, bus bench advertising, and handouts/brochures with trendy graphics..

Best Methods for Reaching People About Health Care. Across all populations that SNAHC might be seeking to reach, focus group participants suggested flyers/posters and networking through other community-based and assistance organizations. Other strategies varied by group.

Reaching Overall Community	Reaching Elders	Reaching Youth	Reaching Non-English Speakers
<ul style="list-style-type: none"> • Newsletters • Podcasts • Facebook, Instagram, Tik Tok, Snapchat • YouTube banner advertisements • Radio (102.5, 106.5, NPR) • Flyers/posters at schools and assistance organizations • Messaging at other clinics 	<ul style="list-style-type: none"> • Word of mouth • Workshops/podcasts • Incentivized messaging via contests • Outreach while helping Elders with home services (yard work) • Flyers in the mail • Facebook • Messaging in casinos 	<ul style="list-style-type: none"> • Social media • Flyers/posters at school • Youth-focused messaging about storytelling and fun • Youth-focused messaging about concerns being private/safe at SNAHC • Incentivized messaging via contests 	<ul style="list-style-type: none"> • Podcasts • Flyers, posters, and materials in different languages • Radio, especially 103.5 (Spanish) • La Familia Clinic • Washington Neighborhood Center • Messaging at other community-organizations

Overall Feedback About SNAHC Marketing. Overall feedback about SNAHC marketing and communications included the strength of the SNAHC newsletter and social media messaging. However, focus group participants said that it was confusing about whether or not SNAHC serves non-Native populations, and messaging could be improved to communicate this better.

Partner Organization Focus Group

Partner focus group participants were 4 individuals from community partner organizations throughout Sacramento.

Community Assets and Needs. Community assets and needs were identified by focus group participants and centered upon diversity being both a strength and areas for improved resources.

Community Assets	Community Needs
<ul style="list-style-type: none"> • Many experts in health care • Diversity in South Sacramento and larger Sacramento community • Community curiosity and acceptance about importance of child development and health • Desire to improve health of future generations • Perseverance • Strong sense of community within different groups (sexual, gender, racial, linguistic) • Collaborative spirit 	<ul style="list-style-type: none"> • More primary care facilities and connections to mental health programs • Access to supports in different languages • More cultural competence among professionals working with different groups • Streamlined local referral processes • Less siloed health care and support • Reduced community racism • Greater housing and economic security for Sacramento residents and community members

Most Pressing Health Concerns of Clients. The most pressing health concerns of partner organization clients were COVID-19, trauma, mental health crises that impact physical health, obesity, poor nutrition, child abuse and neglect, dental care, and diabetes.

How Include Community in Decision-Making and Program Planning. Methods for including community in decision-making and program planning were plentiful and focused on engaging community members in organization volunteer and advisory opportunities.

Methods for Including Community in Decision-Making and Program Planning

- Community needs assessments
- Focus groups with patients/clients
- Patient advisory panels
- Patient surveys through MyChart patient portal
- Patients/clients as board members, staff, and volunteers
- Community-centered program development and implementation
- Outreach in Spanish and via platforms Spanish-speaking patients/clients use
- Promote programming and input through word of mouth