

Project: Cultura y Bienestar

La Clinica de la Raza, Inc.



LOCATION

Alameda County, CA



GROUPS SERVED

- Latino population
- Urban Setting
- All ages
 - Children
 - Youth
 - Transitional Age Youth (TAY)
 - Adults
 - Seniors

CONTACTS

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OVERVIEW

- Cultura y Bienestar (CyB) is a Latino-focused prevention and early intervention program with the goal of building the mental and physical health stability of disenfranchised Latino communities in a way that can help prevent the onset of mental and behavioral health disorders.
- CyB serves Latinos throughout Alameda County through a three-agency collaboration between La Clinica, La Familia, and Tiburcio Vasquez Health Center.
- CyB strives to reach this underserved population by promoting mental health and emotional well-being through preventative education, consultation, and practice of community-based ancestral traditional healing methods through a cultural lens.
- Cultura y Bienestar staff consist of mental health specialists, promotores, and traditional healers who promote mental health and emotional well-being.



GOALS

-  **GOAL 1.** Build resiliency, knowledge and practical skills that contribute to the prevention of mental health disorders by increasing access to culturally responsive, strength-based outreach, education and early intervention services for underserved Latinos.
-  **GOAL 2.** Increase collaboration and capacities of Latino-serving organizations to integrate culturally responsive wellness strategies into their services, identify behavioral health disorders, and provide appropriate linkages to services.
-  **GOAL 3.** Increase collaborations with community stakeholders and organizations involved in prevention and early intervention efforts to serve the Underserved Ethnic and Language Populations (UELP).

STRATEGIES

CyB uses family-oriented, non-stigmatizing strategies to reach underserved and underserved Latinos. The program delivers a series of culturally based early intervention services uniquely designed to meet the needs and strengths of the Latino population in Alameda County. The delivery of these services is informed by the unique life experiences and challenges commonly shared by Latinos and Latino immigrants. CyB utilizes four strength-based, community-defined key approaches:



IMPACT

As a result of CRDP funding, during FY 18-19, CyB provided:

- **596** outreach activities
- **79** platicas/workshops or support groups
- **102** Peer/community visits for at-risk Latinos
- **45** early Intervention community visits
- **4** trainings to organizations serving Latinos
- **9** consultations provided to community leaders serving the Latino community.

Participants have been very satisfied with the services offered at Cultura y Bienestar and continue to return for the various services offered. When clients come to our program, they have shared with us that they want to recruit their friends and family to be part of the program. One participant mentioned *“a mi me ayudaron y quiero que ayuden a mi familia”* or *“they have helped me and I want them to help my family”*. Recently, another client noted *“Coming to CyB feels like going to my abuelita’s (grandma’s) house. I feel accepted and know that I will get the care and positive direction I need”*.

NEXT STEPS

- CyB’s primary goal is to continue to expand to make services available to all community members who need it as well as to continue provide high quality care.
- CyB also hopes to expand the program by hiring an in-house traditional healer and provider cleaning events (i.e. limpieas, sobadas, traditional baños) on a quarterly basis.
- CyB continues to work with local evaluator to evaluate the program with the hopes of improving our services and continue to make them accessible to the communities we serve.

