



VIDA: Virus-Integrated Distribution of Aid

Community Outreach and Education Program

Summary Report September 2022

Presented to: Health, Housing, and Human Services Committee of the County
of Monterey Board of Supervisors

K. Hanni, PhD, and R. Seepersad, MPH

County of Monterey Health Department

M. Castro, MPH

Community Foundation for Monterey County

9/7/2022

VIDA Values, Goals, and Principles of Project

Health Equity

- Everyone has opportunity to be as healthy as possible



Risk Reduction

- Isolation and quarantine
- Testing and vaccination



Social Determinants of Health

- Service linkages



VIDA Strategies

Reaching most impacted communities through trusted messengers implementing a public awareness campaign, community education, vaccination and testing supports, and systems navigation using strategies centered on culturally relevant messaging and resource connections

**TODAY'S JUNE 9
TESTING SITE AT THE
PARKING LOT AT 1590
DEL MONTE BLVD,
SEASIDE IS CLOSED**

**EL SITIO DE PRUEBAS EN
EL ESTACIONAMIENTO
EN 1590 DEL MONTE
BLVD EN LA CIUDAD DE
SEASIDE HA SIDO
CANCELADO**

For more information visit:



VIDA Capacity Timeline

1

DEC. 2020

- Funding approved to expand a pilot CHW project for six months

2

MAR. 2021

- Fully expanded to 10 CBOs, 5 languages and language access line, 125 CHWS

3

JUNE 2021

- Approval to continue through September
- 9 CBOs, reduced to 80 CHWs

4

SEP. 2021

- Approval to continue through March 2022
- Reduced to 50 CHWs

5

MAR. 2022

- Approved to continue through December 2022
- 8 CBOs, reduced to 44 FTE CHWs

6

BEYOND 2022

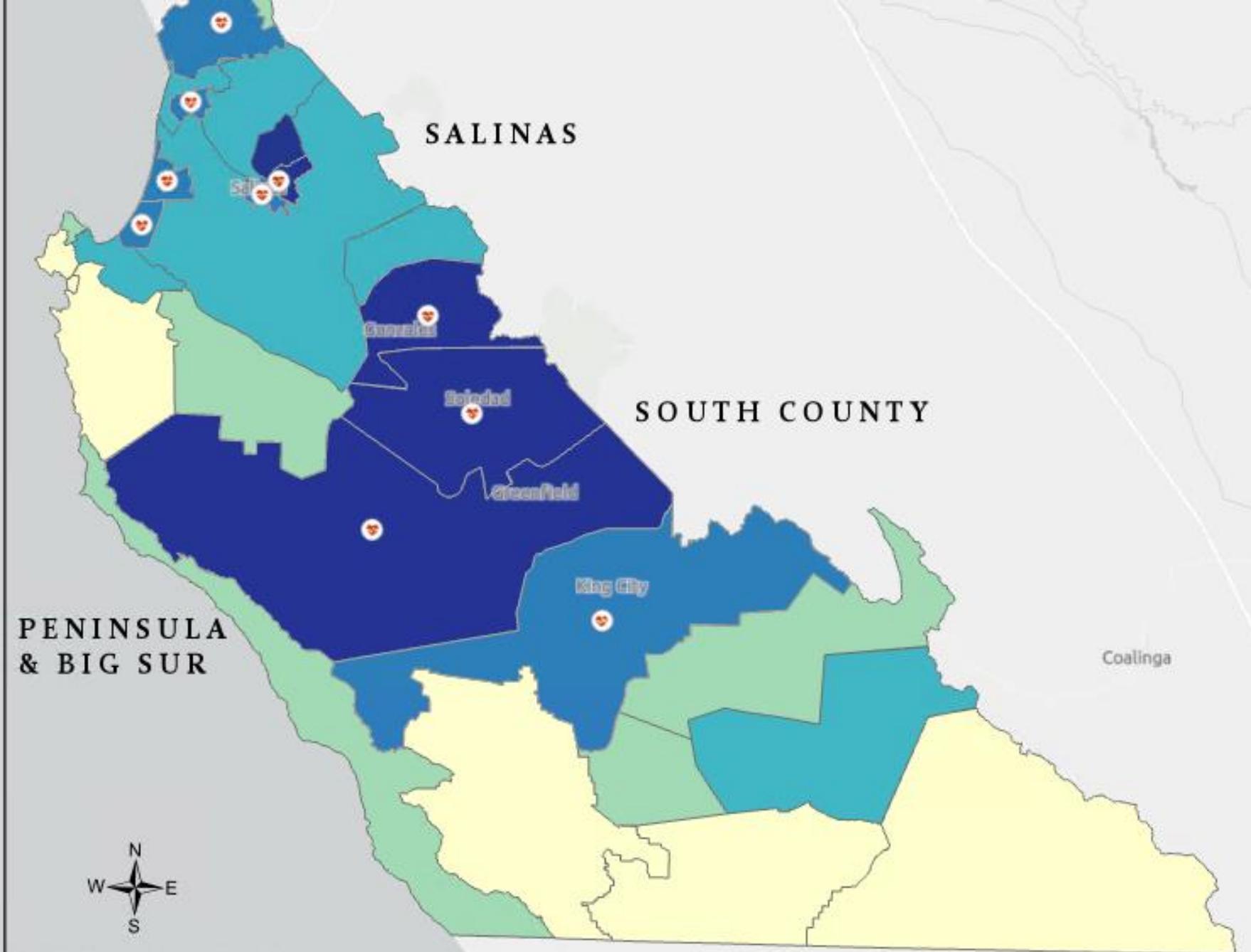
- Supporting CBOs in transition to provider referrals and Medi-Cal billing

February 2021 to July 2022 VIDA Interactions

From Less Interactions to Most Interactions



2022 Testing Opportunities Around Monterey County



SALINAS

SOUTH COUNTY

PENINSULA & BIG SUR

Coalinga

King City

Greenfield

Bolinas

Guerneville

Salinas



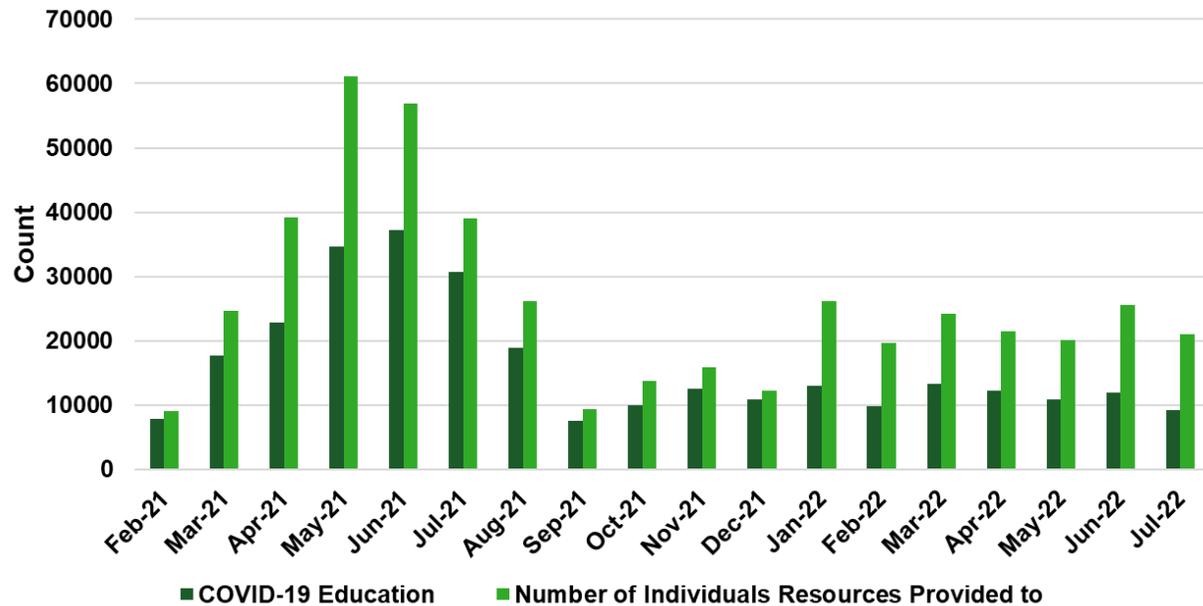
0 2.5 5 10 15 20

Miles

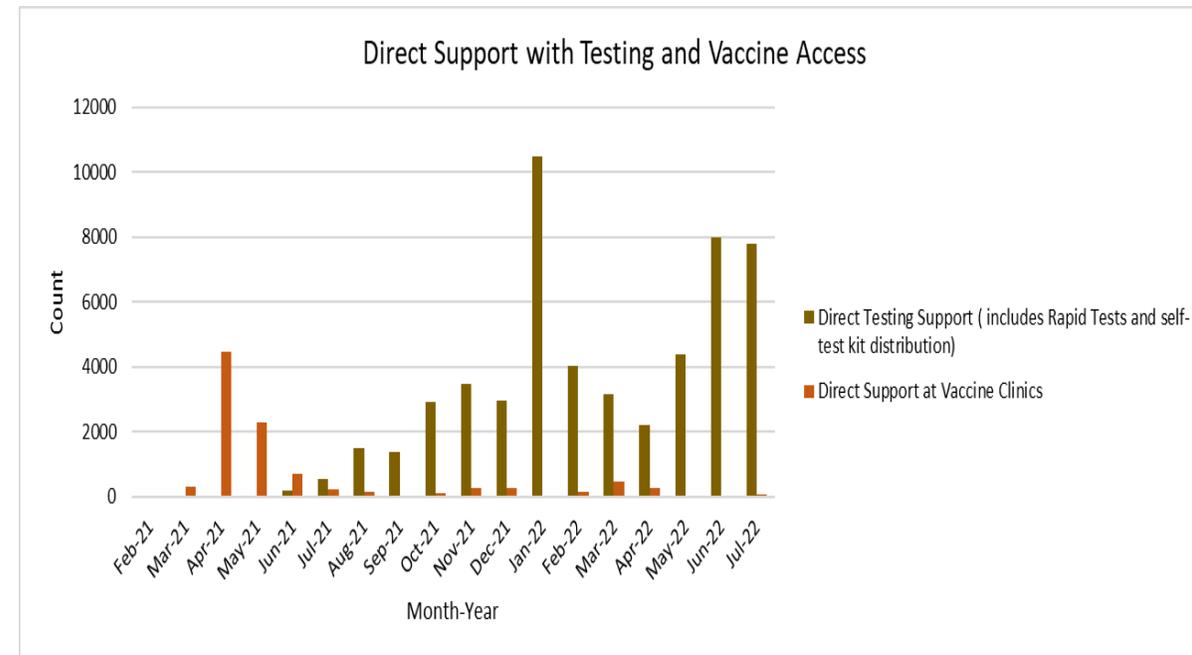
Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

Pivoting Strategies

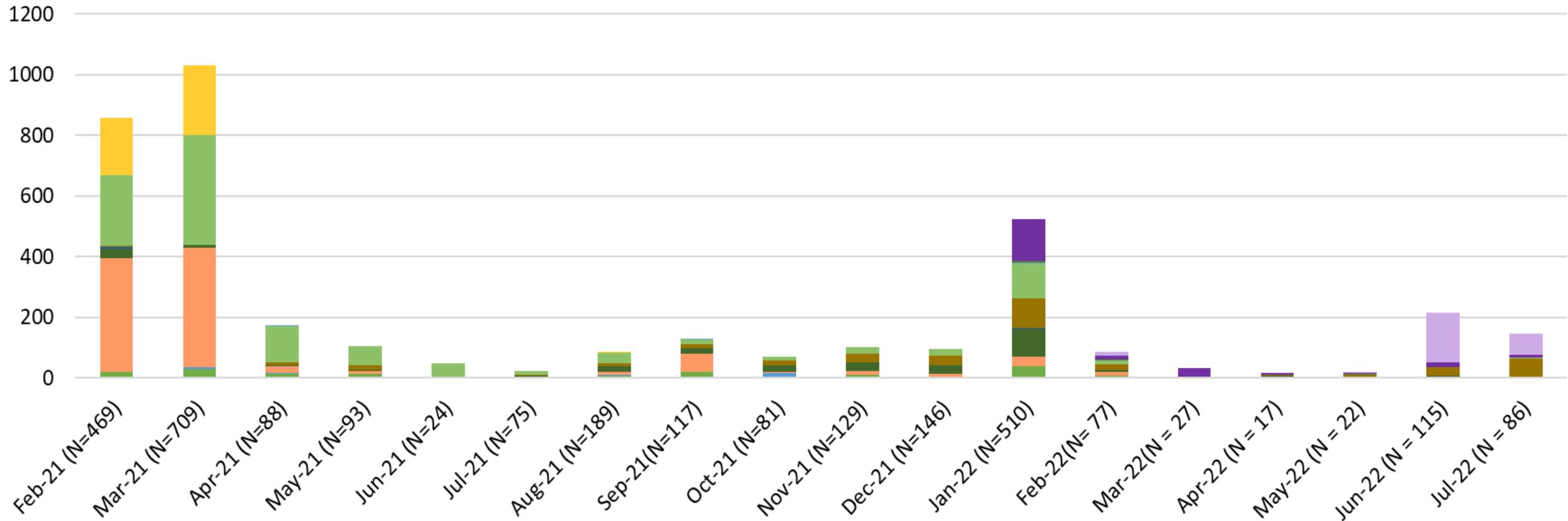
Communication and education strategies early focus to combat misinformation, build community resilience and trust



Pivoting to vaccination and then testing strategies

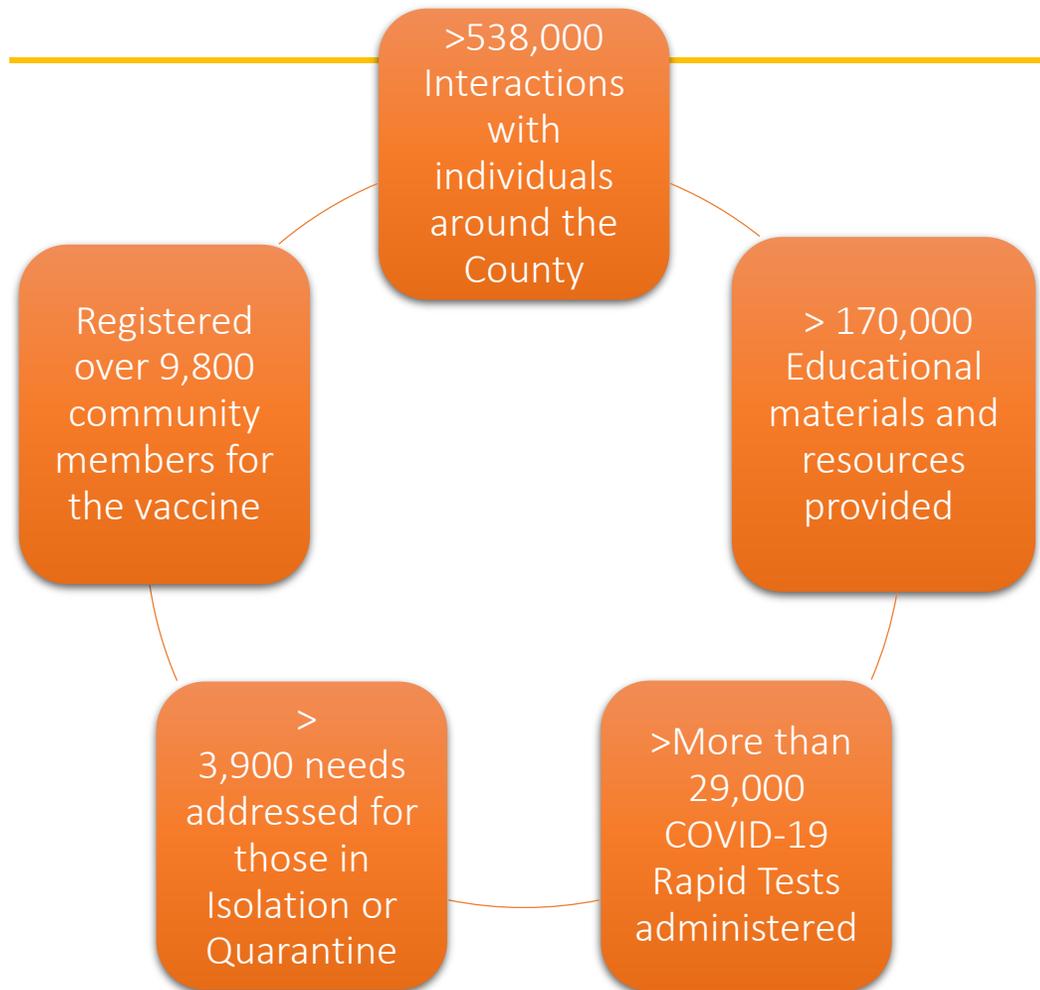


Needs Addressed through Isolation & Quarantine February 2021 - July 2022



- Utility/Water Assistance
- Rent or Mortgage Assistance
- Medical Bills
- Food
- Childcare
- Rapid Antigen Testing
- Respite Care Transition
- Other (e.g. diaper drop-off, mental health, housing during Isolation)
- Income Replacement
- Distance Learning
- Diapers or Wipes
- Self-test kits

Key VIDA Successes



Doy gracias a Dios y a la ayuda que recibí por medio de Building Healthy Communities durante esta situación del COVID-19 y a las personas que están día a día al servicio de la comunidad.

gracias por la ayuda con la comida y el dinero para pagar los gastos por estar en la casa

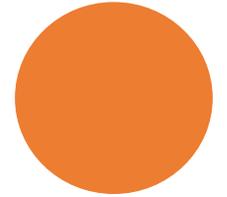
Trainings and Development

- Reflective Circles
- Digital Literacy
- Grief Training with Health Together
- Mental Health First Aid
- Pediatric vaccinations
- Narcan training



CHW Expertise: Systems Navigation, Community Service Supports, Medical Skills

- Resource supports
 - Food drop-off
 - Diaper and wipes drop-off
 - Alternate housing placement
 - Income replacement stipend
 - Distance learning support
 - Funeral assistance
- Medi-Cal Assistance
 - Completing applications
- Medical skills
 - Testing and vaccination registration
 - Accessing test results
 - Rapid self-testing
 - Vaccine administration, including replacement vaccine cards
 - Isolation and quarantine guidance



Expenditures through June 30, 2022

VIDA Project – County ARPA Funds

Allocation Period: April 1, 2022 – December 31, 2022

Expenditure Period: April 1, 2022 – June 30, 2022

Allocation Amount	\$1,570,012
Expenditures-to-Date (salaries, benefits, operational supplies)	\$523,337
Remaining Balance	\$1,046,675
Current Number of Funded CHWs	23

VIDA Project – Federal Health Literacy Grant Award*

Grant Period: July 1, 2021 – June 30, 2023 (2 Years)

Expenditure Period: July 1, 2021 – June 30, 2022

FY 2021-23 Grant Amount	\$3,952,437
Expenditures-to-Date (contracted services, County staff salaries, benefits, operational supplies)	\$1,258,185
Remaining Balance	\$2,694,252
Current Number of Funded CHWs	21

*This federal grant has one more year of funding of \$1,490,331 for FY2022-2023 in addition to the remaining balance

Sustainability

Continuing to seek opportunities to leverage additional funding

DHCS added CHW services as Medi-Cal benefit starting 7/1/22 (state has yet to finalize directions to Medi-Cal Managed Care Plans)

Developing support materials and connecting CBOs with Alliance

Using United Way Monterey County's Smart Referral Network

Exploring local administrative hub model





THANK YOU

Monterey County
Board of Supervisors

VIDA CBOs:

BHC, CBDIO, CCA, CHISPA, City of Gonzales, Mujeres en Accion, PVPSA, The Village Project

Collaborations:

COPA, Monterey County Emergency Operations Center, United Way Monterey County, Workforce Development Board, Visiting Nurses Association (VNA), Soledad Medical Clinic, Salinas Valley Memorial Mobile Clinic, Natividad Medical Center, McDonalds (RHC), La Princesa Market, Los Lomas Market, Cabrillo College, Central California Alliance for Health, Bright Beginnings, First 5 Monterey County, Castroville Family Resource Center, CCCIL, CHS, United Way Monterey County, Montage Health, CRLA, HEAL Together