



## **King County**

**Community Services Division**

**Department of  
Community and Human Services**

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### **IMPLEMENTATION PLAN**

#### **2012 – 2017 Veterans and Human Services Levy**

#### **Activity 1.2.A Enhanced Outreach to Women Veterans and Veterans of Color**

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##### **1. Goal**

Increase self-sufficiency of veterans and vulnerable populations

##### **2. Strategy**

The Veterans and Human Services Levy Service Improvement Plan (SIP) set a goal of Enhancing Services and access for veterans, military personnel and their families.

##### **3. Activity 1.2.A Enhanced Outreach to Women Veterans and Veterans of Color**

Activity 1.2.A Enhanced Outreach to Women Veterans and Veterans of Color described below is one of three activities funded under Activity 1.2 Veterans outreach and engagement.

##### **4. Service Needs, Populations to be Served, and Promotion of Equity and Social Justice**

###### **a) Service Needs**

The Levy's Service Improvement Plan (SIP) describes the need to increase access to information about services and linking veterans to those services as important goals of Levy investments. Women veterans and some veterans of color are underserved members of our veterans' community. Many may view the Veterans Affairs (VA) service system as cumbersome and inaccessible. The Veterans Citizens Levy Oversight Board and the King County Veterans Program (KCVP) identified providing outreach services to women veterans and veterans of color to be an important aspect of enhancing access to services for veterans and their families. They recommended an outreach program be developed for underserved veteran communities of color and women veterans to help ensure these veterans are linked to veterans' benefits, services and other resources in a culturally appropriate manner.

The ultimate goal is to increase the number of women veterans, veterans of color and their families who are connected with veterans' benefits, services and resources and other regional housing, health and human services. It is hoped this will be accomplished through a variety of outreach activities provided in a culturally sensitive manner recognizing the unique experiences of women veterans and veterans of color.

b) Populations to be Served

This activity will provide outreach to women veterans and veterans of color. Veterans to be targeted include military veterans, activity duty military personnel, members of the National Guard and Reserves, and family members of these military personnel living in King County. For the purposes of this implementation plan veterans of color will include those identified by the Department of Veterans Affairs, Minority Center which include the following groups:

- Asian American
- African American
- Hispanic
- Native American (including American Indian, Alaska Native, and Native Hawaiian)
- Pacific-Islander American

As a demonstration of its commitment to equity and social justice, the Department of Community and Human Services (DCHS) required every program implemented under the Veterans and Human Services Levy be reviewed for its impact on equity. DCHS is particularly committed to addressing the root causes of inequities and to develop and implement culturally appropriate solutions.

c) Promotion of Equity and Social Justice

The Equity and Social Justice Ordinance requires King County to consider the impacts of its policies and activities on its efforts to achieve fairness and opportunity for all people, particularly for people of color, low-income communities and people with limited English proficiency. Evaluate your activity's impact by responding to the following questions:

i) Will your activity have an impact on equity?

Yes, this activity specifically targets women veterans and veterans of color to connect them to the services and benefits they have earned.

ii) What population groups are likely to be affected by the proposal? How will communities of color, low-income communities or limited English proficiency communities be impacted?

Reaching out to women veterans and veterans color and connecting them to VA benefits for which they may qualify and for services available through the VA or in the case of National Guard and Reserves, VHS Levy services, is expected to have a positive impact on these targeted groups.

iii) What actions will be taken to enhance likely positive impacts on these communities and mitigate possible negative impacts?

The follow-up services provided to each client and availability of advocacy assistance are likely to increase their success in accessing the services to which

they have been referred. The provision of services in a culturally sensitive manner will also help improve the likelihood of success.

## 5. Activity Description

This activity identifies women veterans and veterans of color who may not otherwise engage in services or access benefits to which they are entitled. A variety of strategies are used to locate, identify, engage and refer minority and/or women veterans to benefits, services and other resources in a culturally appropriate manner.

Information is gathered and maintained on appropriate resources and referral information. The referral information includes at a minimum the following: King County Veterans Program, Washington Department of Veterans Affairs, Veterans Affairs Medical Center, Veterans Affairs Regional Office, and veterans' service organizations including those providing culturally appropriate services. Ongoing training is provided to outreach staff on appropriate referral information including culturally appropriate referrals.

In addition, to assisting veterans in successfully accessing services, one-on-one follow-up contact is provided to the client within two weeks of referral to services or benefits. Additional assistance can be provided at that time to help ensure the client's success in accessing the services to which they have been referred. Follow-up is also conducted to determine a client's satisfaction with the outreach services they received.

## 6. Funds Available

The 2012 Service Improvement Plan identified the following allocations for this activity.

	2012	2013	2014	2015	2016	2017
<b>Veterans Levy</b>	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000
<b>Human Services Levy</b>	-	-	-	-	-	-
<b>Total</b>	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000	\$300,000

A total of \$ 300,000 is available in 2012 to implement this activity. The annual amount of \$300,000 will be available through 2017 based on the activity's performance.

## 7. Evidence-based or Promising Practices

While this outreach model is not evidence-based or considered a promising practice, it demonstrated success during its first full year of operation. During 2011, 904 clients were served by this activity and of them, 666 applied for benefits. Ninety-six percent of those who applied were successful in accessing benefits or services.

## 8. Service Partnerships

A Request for Proposal process was conducted in 2009 and two agencies, Community Psychiatric Clinic and El Centro de la Raza were awarded one-time funds to provide these outreach services. With additional one-time funds that were available, targeted outreach to

African American veterans was made available through El Centro de la Raza and Therapeutic Health Services.

The agencies providing outreach services work with a variety of providers throughout King County, in particular the King County Veterans Program, Washington Department of Veterans Affairs, Veterans Affairs Medical Center, Veterans Affairs Regional Office, and veterans' service organizations.

## 9. Performance Measures

The following performance measures were identified by the Levy's Evaluation Team.

Objectives	Service Outputs/ Measures	2012 Target(s)
<b>Engagement/ Assessment</b>	• Number of persons contacted by each outreach agency	425
	• Number of persons completing assessment	375
	• Number of clients applying for benefits and services after referral by outreach agencies	250
	• Number of clients who are successfully connected with benefits and/or services	100