County:  MERCED

Plan Highlights:

This PEI Plan has 4 projects:

• The primary projects are: 1) Public Awareness and Education; 2) Skill Building in Children 0-13; 3) Life Skills for At-Risk TAYS 14-25; and 4) Integrated Primary Care and Mental Health

• The proposed projects build on existing resources and community strengths

• A program dedicated to cultural brokers within the Integrated Primary Care and Mental Health project will not only help reduce barriers related to linguistic and cultural access and fear of stigma and discrimination but will enhance the perception of mental health within specific cultural and linguistic communities

• Leveraging existing resources and efforts will provide mental health support within local communities

Plan Strengths:

• Excellent outreach and engagement in the community program planning process that included conducting three focus groups with TAY, three focus groups in Spanish and one focus group in Hmong. The focus groups were strategically held throughout the county in order to encourage a broad and diverse participation.

• The three community-wide meetings further strengthened the outreach and engagement efforts included provision of transportation to the county’s older adult community to encourage consumer participation

• Outreach materials were translated into multiple languages and a survey was posted on the County’s website.

• The county’s evaluation plan is very good. The logic model demonstrates that the county has a clear understanding of how outcomes can be met.

• The overview of the county’s description, demographics and other highlights articulated a clear picture of Merced as a unique rural/agricultural county

BUDGET: $1,903,000

Staff and the Plan Review Team Recommends: APPROVAL