

CALIFORNIA EMERGING TECHNOLOGY FUND

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ORGANIZATION PROFILE: ASIAN PACIFIC PSYCHOLOGICAL SERVICES JUNE 27, 2007

– ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	ASIAN PACIFIC PSYCHOLOGICAL SERVICES
Name(s) of Principal(s) and Complete Titles	Beatrice Lee, Executive Director Sean Kirkpatrick, Associate Director
Contact Information (complete)	255 International Blvd., Oakland, CA 94606 tel. 510.835.2777 x13 fax 510.835.0164 email: blee@APPSWeb.org skirkpatrick@APPSWeb.org
Name of Program or Project (if different from organization)	LifePortal: Internet application to increase access and enhance services for youth and young adults
Geographic Location or Focus of Program or Project	Initial focus of this project is in Alameda County, Contra Costa County, San Francisco County, Santa Clara County, Marin County, Los Angeles County and Orange County, but as a web-based application, non-localized features will be available to youth and community agencies throughout California
Demographic Overview of Focus Community or Population	<p>The LifePortal project focuses on developing resources for transitional aged youth (age 16-25) that are considered to be “at-risk.” This includes youth that are disconnected from stable support systems or in jeopardy because of their current lack of resources (e.g. foster care youth, person’s leaving juvenile detention facilities, youth on probation, homeless youth and runaways), as well as youth that may be in the public services system or engaged in school or work, but still struggling to live independently (e.g. supportive education (Guardian Scholars), vocational training, independent living programs, etc.</p> <p>One in five youth in this age range has a diagnosable mental, emotional or behavioral disorder. Thirty percent of college freshmen report feeling “overwhelmed,” as do 38% of college women across year levels. Seventy percent do not receive any mental health treatment. This age cohort is one of the most highly medicated generations in history, with 19% being prescribed medications such as antidepressants (e.g. Prozac) and psychostimulants (e.g. Ritalin). Suicide is the third leading cause of death in 15-24 year olds. Most major mental disorders such as schizophrenia and bipolar disorder first appear during this age when adequate support systems and access to treatment is least available because of the high cost of insurance and transient lifestyles. Mental disorders are the leading cause of disability for ages 15 to 44. Nearly half of all 12th graders drink alcohol regularly and 21 percent state they smoke marijuana regularly. While the rate of illicit drug and alcohol use among youth seems to be slightly decreasing, prescription drug use of OxyContin and Vicodin are increasing to 9.5% among 12th graders. Persons in the 15-24 age range account for only one-quarter of the sexually active population, yet they acquire nearly half of all sexually transmitted diseases. The greatest prevalence of sexually transmitted diseases in men is in the 20-29 age group.</p>

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	<p>A key strategy in attempting to engage the most difficult to reach youth will be to offer resources and content that is culturally competent and relevant to target ethnic groups, specifically African American, Latino, Asian Pacific Islander American, and Native American youth. APPS has created several multiethnic collaboratives to provide mental health, substance abuse prevention, violence prevention and youth development programs in the SF East Bay. We will expand on this strength to collaborate with mainstream and ethnic based organizations for the LifePortal project.</p>
<p>Description of Program or Project named above</p> <ul style="list-style-type: none"> o Goals 	<p>LifePortal helps youth to live a healthy and successful life by enhancing their access to local community resources and enabling them to engage in peer to peer guidance and support. An online resource center offers a library of articles for successful living, as well as a searchable directory for housing, employment, education/training, transportation, leisure activities and specialized services, covering health, mental health, legal issues, financial management and independent living skills. We employ internet technology, wireless telecommunications and social media to make the connection between youth and providers more effective and efficient. Many of the obstacles that discourage youth from seeking help are removed by making resources easily available and by offering encouragement and feedback from their peers. Our aim is to revolutionize the way people obtain help by clarifying their needs and matching them with the services most suitable for them, and by empowering greater choices with information and guidance from consumers within their age cohort.</p> <p>APPS and our network of community based partners are committed to reducing resource disparities for groups that lack appropriate services because of affordability, geographic distance, language access, physical or mental disability, cultural incompatibility, or stigma regarding seeking help from strangers or unknown entities. We envision a world where any person in need can find and connect to a helpful resource or a compassionate ear.</p> <p>Our goal for this project is to make the LifePortal website (which already exists in Beta version) available and applicable to at-risk youth throughout California. We will examine how youth use the site in learning how to identify and employ resources that help them succeed at living independently. We also will engage youth in using social networking and social media to share ideas, advice and inspirational stories that serve to encourage and support one another.</p>
<ul style="list-style-type: none"> o Objectives 	<p>1) Expand our existing youth resource database to include services specifically targeted for at-risk youth in California. We will add local community resources to the directory databases in five SF Bay Area counties (see above), as well as in Los Angeles and Orange Counties (approx. 52% of California youth population). Youth focused resources for other counties and rural areas will be added in subsequent years of this multiyear proposal. Resource areas will cover all the core topics described above: housing, employment, education/training, transportation, leisure activities and links to specialized professional help when needed. This objective will be achieved for the five SF Bay Area counties in 6 months because we have already covered most of the East Bay region under previous funding. Los Angeles County and Orange County will require approximately 6 months to enter a salient number of youth resources. After that, first year funds will cover ongoing maintenance and additional new entries for another 6 months since youth focused community resources are especially unstable</p>

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	<p>and frequently change or are discontinued.</p> <p>2) Create a library of youth generated and professionally written articles that compliment the resource listings in each topic area of the directory. We intend to create 10-12 professionally created pieces under each topic heading, including articles, video-clips, downloadable podcasts, and interviews within 12 months. Youth generated content contributions will be ongoing.</p> <p>3) Expand content offerings and features to specifically address issues relevant to at-risk youth. Most LifePortal features and content offerings (informational articles, helpful tips, youth generated “wiki” entries, blogging, professional Q&A), are applicable for all youth regardless of geographic region. This objective will be ongoing, although we intend to generate 3-4 headline pieces for this target audience to be completed in 6 months.</p> <p>4) Hire and train 5.0 FTE youth community research and outreach staff to assist in identifying, researching and maintaining local youth resources and entering this information into the database.</p> <p>5) Produce training materials and learning modules to enhance the skills of the youth community staff. We expect this to take two months to complete.</p> <p>6) Employ training materials in training the staff of community based agency partners. This will be ongoing as new community based partners are identified.</p> <p>7) Partner with 3 institutions of higher learning in SF Bay Area within 12 months; 6 academic institutions in California within 3 years.</p> <p>8) Reach a penetration rate of 2% of all youth in California (approximately 96,000) within 12 months; reach 10% of our targeted audience of “at-risk” youth in seven counties within 12 months (approximately 62,000).</p> <p>9) Increase rate of penetration and utilization by at-risk youth throughout California in subsequent proposal years with three year target of 15% (180,000 – This represents 15% of an estimated “at-risk” youth population which is comprised of 25% of the total youth population in California)</p>
<p>o Strategies</p>	<ul style="list-style-type: none"> • The core infrastructure and basic design of LifePortal.com already exists. This funding request is to populate the site with content specifically developed for at-risk youth and to engage in outreach to agencies and end users. • Wireless access to website features is also already in place (WAP). • In addition to the obvious benefit of access to LifePortal via the internet or by cell phone for persons with physical disabilities, functionality for persons with visual impairments has been ensured by being fully compatible with screenreaders (such as JAWS), and the site has been "Bobby Approved" for meeting accessible website design guidelines. • Since LifePortal is an online tool, but not a services provider, agencies employing the tools for case management, wraparound services and as a supplement to client interventions will need to support access to computers with an internet connection, or to web-enabled cell phones and service.

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	<ul style="list-style-type: none"> • LifePortal's design elements support best practices in providing services to youth, including wraparound approaches and recovery model (e.g. assertive community treatment). For at-risk youth about to age out of public system support, it empowers them to participate fully in their own care and encourages and supports their independence. For service providers, it enables continuity and coordination of care among multiple team members. • Youth have been and will continue to be a core participant in our design and product development process. This occurs through formal channels – youth staff are on the design team; and informal mechanisms – youth outreach staff act as “community evangelists” for LifePortal to demonstrate how it is used, while also soliciting feedback and input from peers for continuous improvement and refinements. • To enhance access to a larger and broader range of users, we intend to development partnerships with telecommunications and internet service providers that can offer their services to their existing and potential customers. This may take the form of free or reduced wireless web-browsing fees for access to LifePortal's features and RSS feeds, free or reduces fees for text messaging to receive notices from LifePortal's automated result notification system. Free or reduced fees for additional “favorite” numbers that connect youth to a case manager, personal services coordinator (MHSA), emergency hot lines, peer mentor, etc. • To expand utilization and penetration of the target audience, we are forming partnerships with community agencies that serve youth, and academic institutions that support youth in higher education.
<ul style="list-style-type: none"> ○ Actions 	<p>With the proposed funding:</p> <ul style="list-style-type: none"> ○ Generate content by paying stipend to experts in field, hiring professional writers and copy editor, through partnerships with other youth sites, by licensing of relevant content, and by soliciting contributions from the community at large (especially youth). ○ Expand community agency partnerships in seven targeted counties ○ Expand partnerships with higher education institutions ○ Develop partnerships with telecommunications and internet service providers ○ Recruit, hire and train youth community staff and coordinators ○ Train community agency partner staff ○ Develop outcome measure structures and program evaluation system
<ul style="list-style-type: none"> ○ Outcomes 	<ul style="list-style-type: none"> ▪ Improve health and social outcomes through faster and more appropriate access to care delivery systems and better coordination of care with contiguous services. ▪ Improve health and social outcomes through utilization of interactive self-help and self-directed prevention and early intervention programs that are accessible via LifePortal. ▪ Increase youth engagement in social support and peer guidance through skills building tools, educational content offerings and social networking features, including participating in forums and discussion groups, contributing to wikis, and viewing blogs and video clips ▪ Reduce stigma regarding help seeking behavior, especially for sensitive services such as mental health and substance abuse issues, and testing for sexually transmitted diseases ▪ Enhance effectiveness and efficiency of youth focused service delivery systems by LifePortal's professional

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	<p>provider features</p> <ul style="list-style-type: none"> ▪ Compliment and enhance CETF initiatives for telemedicine and other services by offering a front end application that helps users clarify needs and more easily connect to the most appropriate services. LifePortal also acts as a “follow-up” application to engage users in self-care and prevention activities. And it offers tools that support coordination and communication among geographically dislocated service providers.
<ul style="list-style-type: none"> ○ Brief History (when was the organization founded or when was the program launched?) 	<p>Asian Pacific Psychological Services (APPS), a community-based non-profit organization, was founded in 1996, and is dedicated to improving the quality of life for the historically underserved Asian and Pacific Islander communities living in the East Bay Area. Offering services and expertise that are sensitive to language, cultural needs, and the experiences of our clients, APPS provides wellness and recovery services and programs to individuals, families and communities of Asian and Pacific origins, with offices in Oakland, Richmond and Brentwood, CA. APPS’ services focus on wellness, recovery and resiliency, and are consumer and family-driven. Cultural competence is embedded in program and service delivery design. Services and supports are delivered through integrated service teams.</p> <p>APPS has been partnering with Life Portal, Inc. to develop an online resource for Transitional Aged Youth since early 2006. Through public and private funding, LifePortal has created a website infrastructure that features: a) online searchable youth resource directory; b) social networking section for blogging and digital self-expression and discussion; c) professional services section where youth can view articles and videos, listen to podcasts, engage in interactive self-help, or obtain mentoring, coaching and intervention from a professional expert, d) “wiki” feature where youth and/or professional users can enter new helpful articles and edit/refine existing entries, e) consumer feedback and rating system on the services they’ve received; and f) a “professional provider” section that supports communication and management of resource referrals for social service agencies, case managers and other youth service providers.</p>
<ul style="list-style-type: none"> ○ Size and Magnitude of Program or Project <ul style="list-style-type: none"> ▪ Number of People Served, Involved, Impacted 	<p>There are approximately 4.8 million youth between 16 and 25 years in California. We estimate approximately 25% (1.2 million) of them are “at-risk” as defined by youth that are placed in public or privately funded systems, receiving public assistance that will soon terminate, and/or are struggling with a diagnosable mental or physically disabling condition.</p> <p>Through the LifePortal project, we intend to engage approximately 10% (62,000) of those living within seven counties by the first year, and 15% of all California at-risk youth (180,000) by end of the third year.</p> <p>As a “lifestyle” site, LifePortal contains features that are of interest to young people even if they are not currently experiencing a “problem.” The goal is to engage youth in the use of helpful tools that promote successful living for themselves, while offering additional tips and support to others. When a more serious need arises they will know exactly where to find help and how to access these resources. Adults, especially helping professionals, may also find it meaningful to participate in LifePortal’s discussion groups or to contribute helpful information on a blog or</p>

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<ul style="list-style-type: none"> ▪ Annual Budget, Percentage of Earned Income and Staff 	APPS has an annual budget of \$2.6 million, 43 staff members.
<ul style="list-style-type: none"> ▪ Funding Sources and Partners 	<p>APPS is currently funded by a variety of local and federal government contracts and foundations. This includes: Alameda County Behavioral Health Care Services; Alameda County CalWORKs; Contra Costa County Mental Health Division; Contra Costa County Alcohol and Other Drugs Services Division; Contra Costa County Employment Health Services Department; SAMHSA/CSAP; Administration of Children and Family Services; The California Endowment; San Francisco Foundation; United Way; Kaiser Foundation; Asian Pacific Fund; Taproot; Zellerbach Foundation; West Contra Costa Unified School District; Chevron; Wells Fargo</p> <p>Early funding for the LifePortal project has come from the Zellerbach Family Foundation. With APPS as the lead fiscal agent, we have formed partnerships with:</p> <ul style="list-style-type: none"> ○ Fred Finch Youth Center ○ Stars Community Services (East Bay) ○ California State University, East Bay ○ Starview TEAMMATES (Los Angeles County) <p>We've also received an endorsement from Alice Lai-Bitker, Alameda County Supervisor.</p> <p>We will continue to expand our funding sources and partnerships with community based organizations and academic institutions. We also will seek partnerships with telecommunications and internet service providers to offer LifePortal as a free service to their customers, or at least for qualified members (e.g. based on income, disability status, etc.).</p>
<ul style="list-style-type: none"> ○ Results and Evidence of Success <ul style="list-style-type: none"> • Metrics for Evaluation Progress 	<p>By the end of 12 month funding period:</p> <ul style="list-style-type: none"> • At least one visit to LifePortal by 2% (96,000) of California youth ages 16-25 • Utilization rate of 10% by target audience (62,000) as measured by more than one page visit and at least one resource search • Increased help seeking behavior by 5% (3,100) of target audience as measured by utilization of health and human services pre-LifePortal visit versus post-LifePortal use • Increased self-help behavior by 10% (6,200) of target audience as measured by more than one visit to self-help pages and links offered through LifePortal • Engagement in online supportive community (social networking, chat rooms, etc) by 5% of targeted youth (31,200) • Engagement in prevention and early intervention programs as measured by multiple visits to pages offering

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	<p>these applications</p> <ul style="list-style-type: none"> • Accessibility and engagement by physically and/or mentally disabled youth from target audience as identified by online user surveys • Accessibility and engagement by youth of diverse backgrounds, including ethnic minorities, cultural and religious minorities, youth living in rural areas, and other historically unserved and underserved groups
<ul style="list-style-type: none"> • Change in Outcomes or Metrics Over Time • How long does it take to secure results for the program above? 	<p>By the end of three year funding period: Adoption of LifePortal as a web-based and/or mobile application for accessing solutions for critical life needs by 15% (180,000) of at-risk youth throughout California with comparable increases in utilization rates on dimensions listed above.</p>

Note: By submitting the Organization Profile you are agree that the:

- Your Organization expressly grants permission to post the submitted information in a public area of the CETF website,
- Statements and representations made about your non-profit are true and contain falsehoods, and
- Your Organization will keep the information updated either on its own or at the prompting of CETF to ensure that it remains true and accurate reflects the current status and historical operating results of your organization.

You also give CETF the right to share the information with its Board, officers, employees and agents in printed documents as the Fund seeks to share examples.

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