

# **ALTERNATIVE HEALING NETWORK, Inc.**

*(a 501(c)3 non-profit)*

## **Integrative Community Health Program**

### **Program Goal**

To improve the general health and well-being of the low-income, working poor of San Diego, we will offer 'alternative' healing techniques and classes through the establishment of ***Integrative Health Nights*** and ***Local Health Fairs***. Through these we will provide detoxification and anti-stress therapies to an underserved population. We will also offer classes in meditative arts and Integrative Nutrition that will assist families in planning healthy meals while keeping within a monthly budget. We will engage the youth and start them at an early age on the path towards better health and understanding of fitness and nutrition, inspiring them to further promote what they've learned to their families and friends alike. Above all we will work to integrate Eastern and Western practices for the best in comprehensive patient care. These programs will promote integrative healing arts to an underserved demographic and give them the resources and knowledge necessary to improve their health and personal well-being.

### **Objectives**

1. Establish ***Integrative Health Nights*** to improve accessibility for the low-income, working poor of San Diego to 'alternative' healing techniques.
2. Educate the community on affordable healthy food options and nutritious alternatives in family meal planning.
3. Provide community access to classes in physical-mental-spiritual health practices.
4. Assist in drug, alcohol, and tobacco detoxification through meditative practices and acupuncture therapy.
5. Improve access of the working poor to stress reduction techniques, including acupuncture and massage.
6. Increase the interaction of the youth and other members of the community on health-related issues.
7. Inspire the youth towards healthier lifestyles through music, integrative treatments, and interactive classes.
8. Bring practitioners of Biomedical and 'Alternative' healing arts together to offer an "Integrative" approach to patient care.

### **Expected Results Per Month**

Through the efforts of our ***Integrative Health Nights***, we will:

- Provide 75 -125 individuals with acupuncture for Drug/Alcohol Detoxification
- Provide 75 -125 individuals with acupuncture treatment for stress reduction
- Provide 75 -125 individuals with stress reducing massage therapy
- Provide 75 family members with instruction in healthy meal planning and budgets
- Provide 100 individuals with the opportunity to learn and practice integrative fitness techniques, (such as Yoga, Qi Gong, Pilates, and Meditation)
- at least 1,000 others will be exposed to "Alternative" health techniques and practices through the inspirational effect of our ***Local Health Fairs***
- at least 50 youth volunteers will be inspired towards a more productive work ethic through promotion of ***Local Health Fairs***

# **Project Narrative**

## **Target Population and Background**

According to the U.S. Census Bureau, 46.6 million Americans were without health insurance in 2005. This was an increase of 1.3 million from 2004 and marked the fifth straight year that the ranks of the uninsured have increased. Children accounted for 8.3 million of the uninsured, up from 7.9 million in 2004. Nearly 1 in 5 impoverished children lacked coverage in 2005, and 22 percent of Hispanic children were uninsured.

The California Department of Health Services reports that physical inactivity and poor nutrition cost California \$21.7 billion per year in costs that public and private employers pay for. Although more than 60% of California's African-American and Latino adults are overweight or obese, the study found that access to recreational facilities more than doubles the likelihood that people will engage in the recommended levels of physical activity, (30 – 60 minutes each day.)

Most insurance companies are realizing that it is less costly for them to offer preventive services at regular intervals, rather than hospital stays and surgical procedures after illness or injury has set in. Carriers such as Blue Shield, Alliance Health, and Health Net already offer coverage of chiropractic, acupuncture and massage treatments for many ailments.

***Integrative Health Nights*** would rapidly encourage the local population towards better health care through preventive fitness practices and lifestyle choices as well as expanding access to preventive “integrative” services, (meaning a combination of Biomedical and “Alternative” modalities) to maintain wellbeing. This will be especially beneficial to the underserved communities of low income, working poor African-American, and Hispanic families who may not even have health insurance.

## **Our Work So Far**

For three years now, the **Alternative Healing Network** has produced the **San Diego Healing Arts Festival** in Balboa Park. This free event provides presentations, exhibitors, classes, and introductory treatments in various ‘alternative’ health practices to the public in order to promote their eventual integration into Western hospitals and the daily lives of the individuals affected. By incorporating an element of live music into the event, we will engage the youth and draw interest from those who might otherwise never try alternative healing modalities. At our inaugural event, we hosted almost 2,500 people, last year we had over 5,500 participants, and in 2007, we brought over 12,500 people out to learn about Acupuncture, Yoga, Qi Gong, Meditation, Massage and much more. For more on the **San Diego Healing Arts Festival**, please visit our web site at: [www.althealnet.org](http://www.althealnet.org).

This event is a way of introducing the practitioners to a potential patient base who can afford to pay for regular treatments or classes. Now, we intend to focus our efforts on providing this level of care to those without the means to afford it on their own, by bringing affordable **Integrative Health Nights** into these low-income communities directly.

## Vision

**PHASE 1-** By working with governmental, civic, and private resources, community, religious, and political leaders and organizations, as well as locally existing practitioners of eastern healing methodologies, we will coordinate a series of **“Floating” Integrative Health Nights**. Beginning in April, these will operate for approximately 4 hours per night, 1-2 times per week out of existing community centers, churches, and YMCA complexes. They will provide the following **FREE** services:

1. **Detoxification Acupuncture Treatments** for anti-addiction therapy (Drug, Alcohol, Smoking, Sweets...) as approved by the National Acupuncture Detoxification Association (NADA). These are standard 5-point auricular (ear) acupuncture treatments provided by licensed acupuncturists or Student interns under licensed supervision. NADA's acupuncture-based treatment process has been shown to significantly decrease: Cravings, Withdrawal symptoms, Relapse, Inpatient detoxification admissions, Anxiety, insomnia and agitation.

2. **Stress Reduction acupuncture** will also be provided free. These are also standard 5-point auricular (ear) acupuncture treatments provided by licensed acupuncturists or Student interns under licensed supervision.

3. **Classes in Nutrition and Practical Meal Planning** that will demonstrate exactly how to provide healthy meals for their families on a limited budget and by utilizing the resources available locally at markets in their areas. (*Sample Class Topic: Planning meals for a family of four to eat healthy on a budget of \$100/ week.*) Menus, recipes, practical walking tours of local markets, and preparation demonstrations will all be used to implement the class program.

4. **Physical-Mental-Spiritual Fitness Classes** in Yoga, Qi Gong, Pilates and Meditation, alternating class subject based on availability of instructors. Other classes may develop at the request of the community members.

5. **Relaxation Massage** provided by licensed professionals as well as supervised student practitioners. Brief 10-15 minute chair massage protocols.

6. **Biomedical Coordination** by an MD or Nurse Practitioner to integrate Eastern and Western medicine to give the best possible care to patients. Also for oversight and outpatient referral in emergency situations.

**PHASE 2-** Once we've achieved community buy-in and support for our program, and built up our client list through the “floating” Integrative Health Nights, we will create a **Permanent “Sliding Scale” Integrative Healing Facility** in proximity to this community. This facility will allow us to expand our available services to include full 60 - 90 minute treatments in acupuncture, massage, chiropractic, naturopathy, energy healing (Reiki), and other holistic medical practices. We will employ local health practitioners at a reduced rate from their normal practices, but with a higher volume of patients than what they would normally see to compensate them for their services. We will work with insurance carriers to expand coverage for policy holders. “Sliding Scale” will be based on 1) reported annual income and 2) Number of household dependents. Those living below the poverty line will be provided services when available at no cost.

## Proposed “Floating” Clinic Locations

The following non-profit centers have given approval to allow us to host ***Integrative Health Nights*** at their facilities:

1. **Tubman-Chavez Community Center** – 415 Euclid Ave. San Diego, CA 92113
2. **City Heights Wellness Center** – 4440 Wightman St. San Diego, CA 92105

## Local Health Fairs

At least four times a year, we will produce a ***Local Health Fair*** at or around one of our ‘floating’ clinics. These fairs would offer our usual patient care and classes in healthy practices, but would also which will include a live performance from a musical artist, introducing music as a healing modality as well as a marketing tool to engage youth. By exposing one person to healthy practices and education, we are in-turn enabling these individuals to pass on what they’ve experienced to their families, and promote overall community health. Youth volunteers will also be trained in promotion and marketing techniques needed to publicize these events, adding to their general skill set and offering potential employment opportunities to street-hardened teens.

Our initial search for possible locations for these events have turned up:

**Market Creek Plaza Amphitheater** – (Euclid & Market) Here we will utilize the open amphitheater as well as an adjacent 50’ x 80’ canopy tent to host our classes and clinical offerings. This facility is operated by the Jacobs Family Foundation and their event planning team has given provisional approval of our project.

## Challenges

1. Community apathy – Our efforts to motivate all age groups and demographics to become inspired about their personal health may be met with apathy. Again, integrating the youth as well as community/ spiritual leaders into our promotional efforts will be imperative.
2. “Fast Food Syndrome” – Combating the multi-billion dollar ad campaigns aimed directly at kids by the fast food industry. Making healthy and affordable meals taste good will be key to overcoming this. Our Nutritionist is consulting local markets and creating sample menus now.
3. Volunteer burn-out – Initially we’ll only employ licensed professionals, but would do well to integrate student volunteers under licensed supervision from local massage/acupuncture schools to assist with our influx of patients. Stipends and eventual pay under ‘Phase 2’ will be key to long-term retention.
4. Liability – Must complete negotiations of “affiliation agreements” and call on our insurance contacts from our annual event in Balboa Park to work this out.
5. Cultural Adversity - Bringing Eastern health practices to another cultural group, may seem threatening. Working with community leaders and inspiring the youth will help eradicate this problem.

## Evaluation

An evaluation team, under the guidance of the Executive Director, will gather and sort data collected at the clinics. This team will also have responsibility for modifying data collected in compliance with all standards especially those concerning HIPAA, (Health Insurance Portability and Accountability Act.) Patients will self-report level of

improvement of their state of being and general health before each returning treatment. Class evaluation forms will be provided after each session for community leaders and members to offer suggestions, criticism, comments, or questions. New classes and other expanded offerings of services will be developed through community interaction and patient suggestions.

### **Implementation of Grant Funding**

Funds acquired from this grant will be directly used to cover all of our start up supplies as well as the monthly practitioner stipend and supply expenses. Additional grant funding, donations, and corporate sponsorships are being solicited at this time. We would gladly include you in our list of sponsors for our Integrative Health Nights and thank you wholeheartedly in our print advertising and on our web site.

For Questions, Concerns, Comments, and Suggestions about this Grant Application, please contact: **Ryan Altman**, L.Ac./ CEO at 619-261-1418 or [althealnet@yahoo.com](mailto:althealnet@yahoo.com)

The **Alternative Healing Network, Inc.** is a non-profit organization registered with the California Franchise Tax Board and listed as a 501(c)3 non-profit corporation with the Internal Revenue Service. Thank you for your consideration and support!

Alternative Healing Network, Inc.  
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# “Community Health Program”

## 2007 Program Operating Budget

<u>ONE TIME START UP COSTS:</u>	<u>2007</u>	<u>2008 estimate</u>
(3) Massage chairs	\$900	
(25) Yoga / Meditation Mats (classes)	\$500	
Curtains/ Partitions (to give privacy for treatments)	\$500	
*BP Cuffs/ First Aid Kits/ Other medical supplies	\$500	
Boom box/ mini PA System/ Mic (classes)	\$500	
Basic Cookware/ Hotplate (classes)	\$300	
CD's (meditation)	\$40	
File Cabinet (Patient Files)	\$50	
Storage Locker	\$150	
<b>SUBTOTAL:</b>	<b>\$3,365</b>	<b>0</b>
<b><u>ANNUAL SUPPLIES:</u></b>		
*Acupuncture/ massage supplies (needles, oil, bottles, table paper, alcohol, etc.)	\$6,000	8,000
Liability Insurance	\$3,000	3,250
Office Supplies (inc. phone/ postage...)	\$1,800	2,000
Medical Waste	\$900	900
Food Supplies (for classes/ demonstrations)	\$3,000	3000
<b>SUBTOTAL:</b>	<b>\$14,700</b>	<b>\$17,150</b>
<b><u>STAFF (Annual):</u></b>		
Program Directors/ Admin Staff	\$20,000	\$35,000
Practitioners (Massage, Acupuncture, MD, etc.)	\$27,500	\$50,000
Benefits (Medical/ Travel/ Conference)	\$6,000	\$8,000
*Instructors' Stipend	\$7,500	\$10,000
<b>SUBTOTAL:</b>	<b>\$61,000</b>	<b>\$103,000</b>
<b>GRAND TOTAL:</b>	<b>\$79,065 (2007)</b>	<b>\$120,150 (2008 Estimate)</b>

**SOURCES OF REVENUE (Annual):**

“Spirit of the Diamond” Grant – Jacobs Family Foundation	\$2500
Exhibitor Displays at “Local Health Fairs”	\$2000
SD Healing Arts Festival Profits	\$1500
Other Sponsors/ Grants/ Donations	APPLIED/ REQUESTED

**IN-KIND DONATIONS:**

Clinical Space (Rent)
Electric (Facility)
Water (Facility)
Trash (Facility)
Desktop Computer (Kathryn Monroe – Private Donation)
(2) Massage Tables (Earthlite Massage Tables, Inc. – Donation)
Student Massage Practitioners (Volunteers)
Student Acupuncture Assistants (Volunteers)

*\*Note: Some medical, acupuncture, and massage supplies have been requested as donations from various supply houses. At the time of Grant submission no response has been given but costs may decrease as further donations come in.*