

Integrative Community Health Program

Program Goal

To improve the general health and well-being of the under-served families, and working poor of San Diego, we will offer essential preventative health care services through the establishment of **Integrative Health Nights** and **Healing Arts Festivals**. Through these we will provide detoxification and anti-stress therapies to an underserved population as well as preventative care treatments to help strengthen the body's natural defenses against conditions like asthma, diabetes, high blood pressure, high cholesterol, obesity, and others. 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 health 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 our Hoover High **Healing Arts Festival**
- at least 50 youth volunteers will be inspired towards a more productive work ethic through promotion of **Healing Arts Festivals**

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 five 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 engage the youth and draw interest from those who might otherwise never try alternative healing modalities. This event has been growing exponentially each year. At our inaugural event, we hosted almost 2,500 people. In 2006 we had over 5,500 participants. In 2007 we brought over 12,500 people. 2008 had over 18,000 participants, and in 2009 we brought over 25,000 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.

This event is a way of introducing the practitioners to a potential patient base who can afford to pay for regular treatments or classes. For two years, we have expanded our efforts to providing this level of care to those without the means to afford it on their own, by bringing affordable **Integrative Health Nights** directly into the underserved communities of City Heights and Southeastern San Diego (Encanto).

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 have established a series of **“Floating” Integrative Health Nights**. These operate for 4 hours per night each week out of existing community centers, schools, churches, and YMCA complexes. They will provide the following **FREE** services:

1. **Detoxification/Stress Reduction 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. **Standard Acupuncture Treatments** will also be provided free. These are provided by licensed acupuncturists or Student interns from Pacific College of Oriental Medicine under licensed supervision.
3. **Chiropractic Health Care** screenings and treatments are provided by Radiant Health Chiropractic. These practitioners use Applied Kinesiology, and muscle testing to assess nerve function before treating.
4. **Energy Healing/ Reiki** provided by certified practitioners and tested rigorously by community members in practice.
5. **Naturopathic Doctor Consultations** are available by appointment and according to the schedule of our volunteers. Other practitioners may offer services if licensed, insured and tested on our staff.
6. **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.
7. **Relaxation Massage** provided by licensed professionals as well as supervised student practitioners. Concorde Career Colleges provide these resources. Brief 10-15 minute chair massage protocols.
8. **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. Supervised student practitioners from Concorde Career Colleges, UEI, or UCSD – Medical School will also provide blood pressure screenings, glucose stick tests, as well as basic medical consultations when appropriate.

PHASE 2- Now that we've achieved community buy-in and support for our programs, and built up our client list through the “floating” Integrative Health Nights, we have established a permanent “Sliding Scale” Integrative Healing Facility called **Adams Avenue Integrative Health (AAIH)**. In proximity to our target communities, this facility allows us to expand our available services to include full treatments from

licensed professionals (instead of student practitioners) at scheduled times (instead of by signing up on a waiting list.) All proceeds of AAIH go back towards funding our Integrative Health Nights to create a self-sustaining community health program.

“Sliding Scale” will be based on 1) reported annual income and 2) Number of household dependents. Student, Senior and Military discounts will be made available

“Floating” Clinic Locations

The following facilities have allowed us space to host ***Integrative Health Nights***:

1. **Tubman-Chavez Community Center** – 415 Euclid Ave. San Diego, CA 92113
2. **City Heights Wellness Center** – 4440 Wightman St. San Diego, CA 92105
3. **Hoover High School** (Health Center) – 4474 El Cajon Blvd. San Diego, CA 92115

Healing Arts Festivals

Once a year in each neighborhood, we will produce a ***Healing Arts Festival*** at or around one of our ‘floating’ clinics. These fairs would offer our usual patient care and classes in healthy practices, but would also 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.

In 2008, we began this project with our first ***Market Creek Healing Arts Festival*** at the **Market Creek Plaza Amphitheater** – (Euclid & Market) Here we utilized 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 with their support, brought over 1,000 community members out to learn about our programs and services.

In 2009, we are working with Hoover High School, the El Cajon Blvd Business Improvement District and TranscenDANCE Youth Arts Project to produce the first ***Hoover High Healing Arts Festival***

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 through school groups and supporters 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 – We’ve been fortunate to have several licensed professionals as volunteers, but would do well to integrate more student volunteers and school affiliates under licensed supervision from local massage/acupuncture schools to assist with our influx of patients. Stipends and eventual paid incentives under ‘Phase 2’ will be key to long-term retention.
4. 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 619-546-4806 or info@althealnet.org

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.

P.O. Box 16437
San Diego, CA 92176
www.althealnet.org

Adams Avenue Integrative Health

3412 Adams Ave.
San Diego, CA 92116