



CULTURA Y BIENESTAR

A Community-Defined Evidence Program by **La Clínica de La Raza (La Clínica)**. La Clínica's mission is to improve the quality of life of the diverse communities by providing culturally and linguistically appropriate, high quality, and accessible health care for all.

SETTING & POPULATION SERVED

Promoting and delivering mental health and wellness to Latino communities throughout Alameda County

KEY OUTCOMES

Short-term

- Reach and engaging un/underserved Latinos
- Build capacity of other agencies and community leaders in providing culturally and linguistically appropriate care

Middle-term

- Increase early detection of symptoms and illness and self-care
- Reduce mental health stigma among communities served
- Increase community and family resiliency

Long-term

- Improve access to county-based services and treatment
- Increase strategies and solutions that are community-based
- Reduce mental health disparities

CONTACTS

Patricia Royball - Lead Coordinator
Whitney Greswold - Project Planner
Leslie Preston - Behavioral Health Director
Richard Cervantes - Local Evaluator

Cultura y Bienestar is a Latino-focused prevention and early intervention program that provides outreach, education, and consultation to individuals and organizations that serve the most vulnerable Latinos in Alameda County. Cultura y Bienestar staff consist of mental health specialists, promotores, and traditional healers who promote mental health and emotional well-being.

PROGRAM COMPONENTS

- Outreaching and engaging hard-to-reach communities
- Educating about mental health topics
- Promoting self-care and management of treatment
- Recognizing stress, violence and trauma as risk factors
- Delivering services where people live (home visits)
- Conducting referrals and warm hand-offs when connecting people to services
- Training and coaching community leaders
- Peer-to-peer support networks

KEY STRATEGIES

- Incorporating traditional healing practices
- Recognizing and using herbs and plants as part of a treatment plan
- Celebrating cultural customs and traditions and linking to wellness
- Using drumming circles as a strategy to reduce stress, tension, depression, and anxiety

La Clínica is a community-based organization addressing the health and mental health needs of historically underserved communities in three main California Counties (Alameda, Contra Costa, and Solano). La Clínica ensures that health and behavioral health care services are culturally and linguistically responsive to the communities being served.