



Asian American Quality of Life Initiative Overview

Presentation to the LGBTQ Quality of Life
Advisory Commission

October 15, 2018



Objective

Present our experience to assist the LGBTQ Advisory Commission in formulating a successful & informative study by providing:

- Context with other QoL initiatives
- Description of AAQoL Initiative components
- Background & timeline of the Initiative studies
- Overview of study process & deliverables
- Lessons learned

AAQoL Advisory Commission Fast Facts

- Established by the City Council in October 2013
- First meeting in May 2014
- Mission: The commission shall advise the City Council on issues related to the Asian American Resource Center and will provide on-going guidance and support for the City's Asian American quality of life initiatives.
- Work groups: AARC, Budget, Community Engagement, Health, Arts & Culture, and HR

Other Austin QoL Initiatives

- African American
 - Aimed at resolving racial tensions after incidents
 - Used consultant to conduct a series of community forums to solicit feedback on the City demographer's African American Scorecard and make recommendations (2005)
 - African American Resource Advisory Commission created by Council in June 2006
 - Final two-year [progress report](#) presented to Council in 2008
- Hispanic/Latino
 - [Report](#) in 2013 through Community Oversight Team created by Council to carry out the mission of the H/L QoL Initiative
 - Recommended immediate creation of H/L QoL Resource Advisory Commission (created by Council in August 2013)

AAQoL Initiative

- Concurrent creation of Advisory Commission and Initiative
- Extensive visioning process conducted with city staff and Commission before initiation of studies
 - Crafted five pillars later used to organize report recommendations
- Marketing & Branding [presentation](#) from CPIO (May 2015)
- [Executive Summary/Final Report](#) in March 2018



AAQoL Initiative Components

- Health Assessment
- Demographic Study
- Quantitative Study
- Qualitative Study

Health Assessment

- Conducted by the Asian American Resource Center nonprofit (AARC, Inc.)
- Funded by Austin Public Health
- Small contract extended to add focus groups
- [Report](#) published in July 2014
 - Overall recommendations
 - Seven subpopulation reports: Taiwanese, Chinese, Vietnamese, Korean, South Asian, Seniors, and Refugees
- Led to creation of the AAQoL Initiative & Commission

Demographic Study

- Conducted by the City Demographer upon request by the AAQoL Advisory Commission
- Presented to the Commission in April 2016
- Placed the Asian Community within the city's larger demographic story:
 - Long-term, sustained, rapid job and population growth
 - Profound diversification
 - Stubborn structural & spatial socio-economic separations

Quantitative Study Overview

- Contract with UT School of Social Work (~\$140K) approved by city council in April 2015
- Focused on five major subgroups: Filipino, Chinese, Korean, Indian, and Vietnamese
 - Participation not restricted

Quantitative Study – Survey Sections

- Demographic information
- Immigration & acculturation
- Health
- Emotional well-being
- Special interest (health)
- Social & community resources
- Life in the City of Austin

Quantitative Study - Questionnaire

- Conducted between Aug. – Dec. 2015
- Translated into eight languages
- 10-page questionnaire (20 min. to complete)
- 76 survey sessions conducted
- Respondents paid \$10 for participation
- 2,609 surveys used in analysis
- 48.5% of participants responded using a translated questionnaire

Qualitative Study Overview

- Aka “Community Engagement Data Indicators Report” and “Community Conversations”
- CPIO staff-driven project led by Marion Sanchez
- Purpose was to build on the qualitative study with more focus-group driven feedback
- Resolution No. 20131024-085 directed the city to conduct facilitated discussions of Asian American quality of life issues, develop strategies to address the findings of a Community Scorecard, and to report to Council recommendations for enhanced or new City programs and practices

Qualitative Study Process

- CPIO conducted small & large facilitated community discussions at cultural centers and refugee centers
- Conversations over Tea were also held at homes & other private locations
- Resulted in more than 3,500 comments on quality of life issues
- Comments were coded and organized into themes which were presented as recommendations in the Executive Report

Initiative Deliverables

- Four Reports
 - Asian American Health Assessment
 - Demographer's Report
 - Asian American's in Austin: Final Report of the Asian American Quality of Life Survey (Quantitative)
 - Asian American Community Engagement Data Indicators (Qualitative)
 - Results published as an Executive Summary
- All results reported back to the Health & Human Services Committee as the AAQoL Final Report
- Raw data from the quantitative and qualitative studies are available on the City's open data portal

Community Outreach Efforts

- City [AsianLifeATX](#) page
 - [@AsianLifeATX](#) on Facebook
 - [AsianLifeAustin](#) & #AsianLifeATX on Instagram
- atxn.tv: [What is Quality of Life?](#) YouTube video
- [Bloomfire](#) site
- Printed copies at Austin Public Library sites
- City Hall celebration event for the Initiative and volunteers in Aug. 2016
- Community Dialog event planned but did not occur
- AAQoL Community Engagement event planned for Nov. 2018

Awards

- 2017 Innovations in Government Bright Ideas Award from Harvard Kennedy School Ash Center
- 2016 Award for Excellence for Best Campaign Use of Social Media from 3CMA (national communications & marketing association)

Media Coverage

- *City Council approves funding for Asian-American quality of life study – Daily Texan (April 24, 2015)*
- *As Asian American community grows, Austin looks at diverse needs – Statesman (August 28, 2016)*
- *KUT interview with Ex-Commission Chair Richard Jung*

Additional Published Studies

- *The Knowing-Doing Gap in Advanced Directives in Asian Americans: The role of education and acculturation (September 13, 2016)*
- *Unmet health care needs in Asian American: Findings from Asian American Quality of Life Survey (November 1, 2016)*
- *Asian Americans' concern and plans about Alzheimer's disease: The role of exposure, literacy and cultural beliefs (October 4, 2017)*
- *Latent profiles of acculturation and their implications for health: A study with Asian Americans in central Texas (2017)*
- *Preference for patient-provider ethnic concordance in Asian Americans (August 25, 2018)*
- *Measurement equivalence of English versus native language versions of the Kessler 6 (K6) Scale: An examination in three Asian American groups*

Initiative Results

- 15 total recommendations grouped under the five pillars in final report
- Commission is using the recommendations to push for policy changes and funding
- Recommendations guide work group priorities
- Initiative recommendations have been mapped to the City's Strategic Direction 2023 outcomes, strategies, and metrics
 - Commission resolution recommending a Council priority focus on Government that Works for All

Lessons Learned

- Grouping subpopulations and using an "other" category can be tricky
- Define a clear process that outlines steps for publicizing the study/results (traditional & social media) and dissemination to the public and targeted groups
- Raw data needs to be provide in open source format
- Need someone with an academic background to help guide the process
- Need a dedicated work group for the study to define approach and scope