



2020 ANNUAL REPORT

**NORTHEAST OREGON
NETWORK**

WWW.NEONOREGON.ORG



NORTHEAST OREGON NETWORK 2020 BOARD AND STAFF



NEON Board of Directors:

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NEON Staff:

Liberty Avila, MS, Executive Director

Lisa Ladendorff, LCSW, Business Development and Training Director

Connie Sherrard, MSW, Training Manager

Stephanie Anthony, Pathways Community Hub Coordinator

Debra Smith, Operations Coordinator

Holly Sorensen, Outreach Coordinator

Teresa Aguilera, Bilingual Outreach and Enrollment Specialist

Vixen Radford-Wecks, Outreach and Enrollment Specialist

Eric Griffith, Special Programs Manager (Executive Director Jan. 1, 2020-June 30, 2020)

Dale Nabu - COVID Response Team

Alynn Lambert - COVID Response Team

Ramon Fukuichi - COVID Response Team

Tyana Musrasrik - COVID Response Team





Director's Statement

When I applied to be NEON's next Executive Director in early 2020, we had no idea what would be in store for us just a couple of months later. Any plans for a gentle transition from one director to the next went out the window, especially when we were generously funded by Oregon Health Authority to support COVID response on my very first day in my new role. While nothing turned out as planned this year, we have been honored to do what we can to help our community meet the challenge of the COVID crisis.

Over the past year, NEON has grown to meet the challenges of the COVID pandemic. Through moving to online meeting and learning, providing phone assistance, and putting in a walk-up window, all of our services have continued uninterrupted. In addition, we have employed new part-time and contract staff to meet COVID-related needs, including a focus on ensuring language access to COVID services.

I am absolutely humbled to have been part of this dedicated team of people and to have the privilege to serve our community this year. I look forward to a more stable and resilient 2021!

Sincerely,



Liberty Avila

NEON Executive Director

lavila@neonoregon.org

PATHWAYS COMMUNITY HUB



NEON's Pathways Community Hub is based on the nationally used Pathways Hub model which has been tailored specifically for the health needs of Eastern Oregon. In this program NEON contracts with partner organizations who employ Community Health Workers. Community Health Workers work directly with Community Members within their homes to help coordinate care, address social determinants of health, and provide linkages to resources they need to improve and maintain their health.

The Pathways Hub serves a 7-county region in Eastern Oregon , including two new counties (Grant and Morrow) added in 2020. There are currently 11 organizations including hospitals, clinics, behavioral health, and social services agencies with an average of 20 active Community Health Workers.

The Pathways Hub has served those with chronic conditions and is currently serving individuals at risk for or addicted to opiates and a new population group that focuses on pre- and postpartum parents and young families to help promote wellness in early life.

CONTRACTED PARTNERS

- Elgin Health Center
- Grande Ronde Hospital
- Good Shepherd Health Care System
- Lifeways Behavioral Health: Malheur and Umatilla Counties
- Northeast Oregon Housing Authority
- Saint Alphonsus Baker City
- Saint Alphonsus Ontario
- Winding Waters Medical Clinic
- Wallowa Valley Center for Wellness
- Umatilla County Human Services

Pathways Community Hub 2020

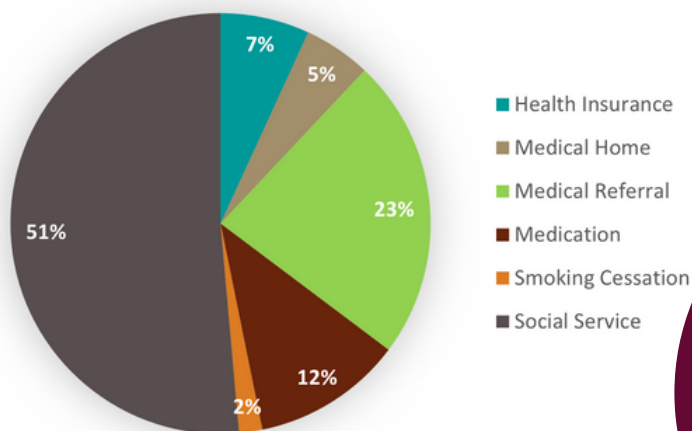
1064

Pathways completed
by Community
Health Workers

TOP 3 SERVICES

- Medication Assessment
- COVID-19 Response Call
- Utilities Assistance

Pathways Completed in 2020



387

Clients served in
the Pathways Hub

26

Active Community
Health Workers
working in Pathways

A Community Health Worker (CHW) is a certified healthcare professional that has a strong understanding of the community they serve.

CHWs can

- facilitate linkages between their communities and the health care and social service systems
- provide culturally appropriate and accessible health education and information
- offer informal counseling and social support
- advocate for individual and community needs
- provide direct services, and
- help build individual and community capacity.

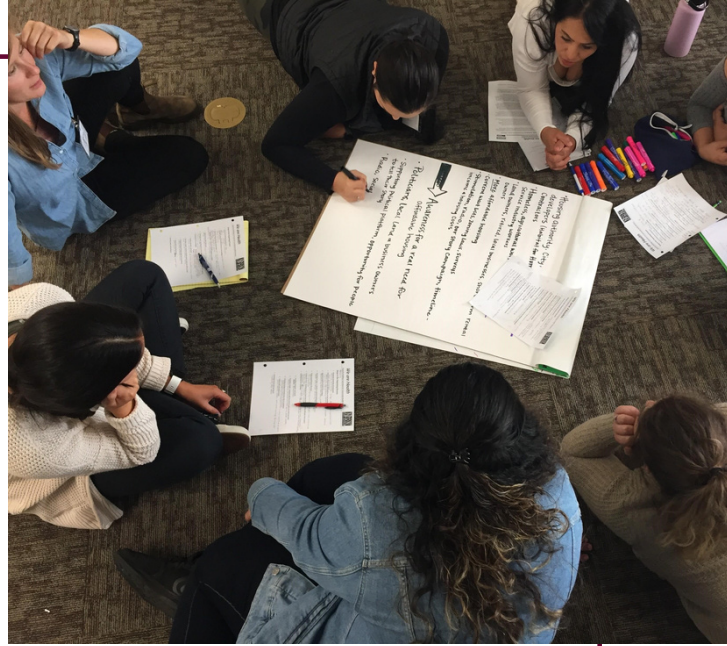
"These people seriously saved my life. If not for them, I wouldn't be getting help and I would still be using."
- Resident of Hermiston

"This was a helpful service that linked me and connected me to the community outreach programs and much more."
- Resident of Elgin

"Es muy Buena trabajadora, siempre me ayuda cuando la ocupo." (She is a good worker, always available when I need her.)
- Resident of Hermiston

TRAINING PROGRAM

NEON's expert staff specialize in providing training programs throughout the Northeast Oregon region with a focus on working with rural and socioeconomically disadvantaged populations. The training program is overseen by a Licensed Clinical Social Worker with 26 years of experience in the field and is best known for its track record of providing engaging 90-hour Community Health Worker (CHW) certification trainings and continuing education to support the rapidly growing workforce of Traditional Health Workers. All NEON trainings have been successfully adapted during the COVID-19 pandemic to be rolled out online, allowing for a reach to broader audiences across the state of Oregon.



2020 TRAINING TOPICS

- CHW 90-Hour Certification Training
- 9 Month Intensive Motivational Interviewing
- Intermediate Motivational Interviewing
- Recognizing and Responding to Compassion Fatigue
- ACES and Principals of Trauma Informed Care
- Basics of Addiction
- Supervision for Home Visitors
- Supervising CHWs: Supporting Your Front Line Workers
- Enhancing Home Visiting Skills
- Tobacco Cessation Series
- Brain-Based Parenting/Understanding Your Child: Providing a Culture of Care
- Opioid Addiction and Treatment for Traditional Health Workers
- Ethics and Boundaries for Community Based Organizations



286

Training Attendees

Total may include duplicated attendees as several people attend more than one training



135

Unique Training Attendees

83

People Trained At No Cost

Total includes people who received scholarships, discounted registrations and subsidized trainings



\$24,989.02

Revenue Generated From Training Registrations

89

Hours of Training



6

In Person Trainings



3

Coaching Calls



10

Online Trainings

"I really liked the convenience! It's hard to present an ethics training in person let alone online, the presenter did a nice job!"

"Very useful. Moved me in the direction to be more collaborative with co-workers as well as clients when tackling various issues."

COVID-19 RESPONSE

NEON obtained OHA Community Based Organization funding to support the needs of those affected by COVID-19 in Union and Wallowa Counties. We partnered with Center for Human Development (CHD), which houses Union County Public Health, and several other local Community Based Organizations working to respond to the emergency, and we provided funding to Wallowa Valley Center for Wellness to support their efforts in Wallowa County.

We provided staffing support for CHD COVID-19 testing events and more recently, we've also provided staffing support at their vaccine clinics. NEON began hosting a webpage for Union County that helps connect Union County residents affected by COVID-19 with wraparound services to make ends meet while having to quarantine or isolate. We also formed a diverse team of staff that could provide culturally appropriate response to language needs in Spanish and various Asian Pacific Islander languages and reduce barriers for those community members. During the last two months of the year, we spent over \$100,000 directly supporting community members with rent and mortgage payments, utilities assistance, and food access while they were in quarantine or isolation, as well as many other services as detailed here:

222 Households served

537 Family & household members helped

12 Instances of language services provided

347 Safeway cards provided

12 Hotel quarantines

34 Thermometers and 1 pulse oximeter delivered



COVID Wraparound Services

SERVICES PAID

32 ELECTRIC BILLS

Provided 12 households with miscellaneous services

Grocery shopped for 21 households

31 WATER & SEWER BILLS

32 INTERNET & PHONE BILLS

Worked with Neighbor to Neighbor to ensure delivery of 25 food boxes

Picked up and delivered 9 Harvest Share boxes

19 GAS/PROPANE BILLS

95 REFERRALS TO OTHER LOCAL COMMUNITY RESOURCES

Referred 29 households for other rental assistance and Meals on Wheels

124 households assisted with reimbursable expenses, impacting 341 individuals

68 RENT OR MORTGAGE BILLS

9 GARBAGE OR COLLECTION BILLS

NEON has collaborated with the following local Community Based Organizations and Union County Public Health at Center for Human Development to respond to the needs of Union County residents during the pandemic.



COVID-19 EDUCATION & OUTREACH



During May-October 2020, we had additional Protecting Immigrants and Families funding to amplify outreach efforts to immigrant and BIPOC communities. Early data showed that these communities were hit hardest by the pandemic, so we responded early to provide PPE and educational materials in Spanish, Marshallese, Chuukese, Palauan and Pohnpeian. We targeted migrant seasonal farmworkers and the Pacific Islanders with information via social media, radio ads, and printed materials. NEON also participated in an EOActive video production in partnership with CHD, featuring our wraparound team sharing information about wraparound services in different languages.

9,124

**EDUCATIONAL BROCHURES, FLYERS, &
OTHER MATERIALS DISTRIBUTED IN
ENGLISH & MULTIPLE LANGUAGES**

7,000

**INDIVIDUALS
REACHED WITH
COVID-19 VIDEO
PRODUCTION**

1,696,000

**INDIVIDUALS
REACHED BY
RADIO, TV, OR
ADVERTISING**

8,847

**DIRECT MAIL
PIECES TO
CONSUMERS OR
CLIENTS**

44,874

**INDIVIDUALS
REACHED BY
SOCIAL MEDIA**

500

**SANITIZERS
DISTRIBUTED TO
TARGET
POPULATIONS**

3,100

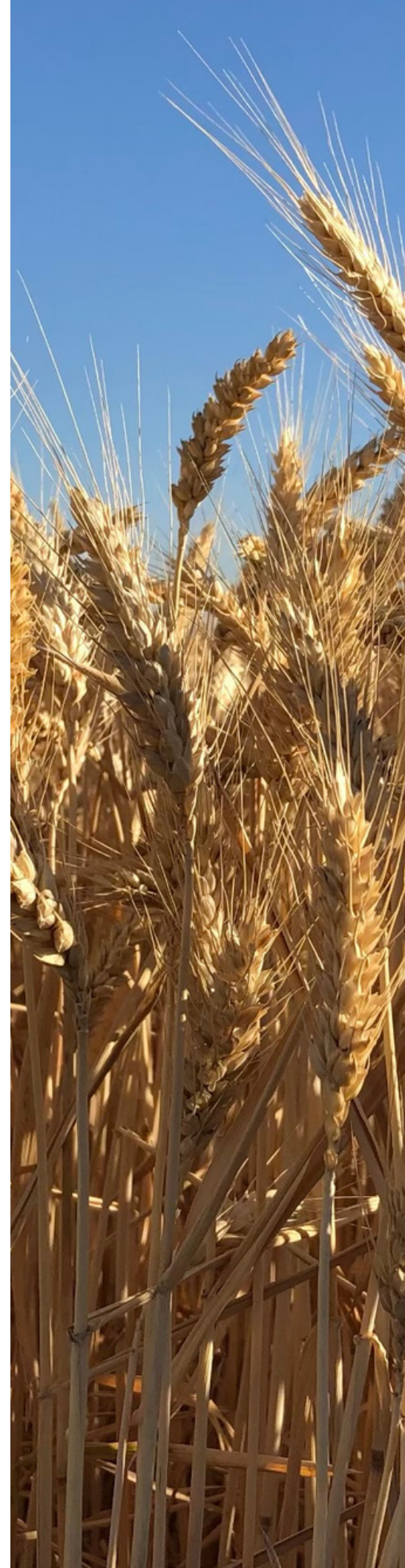
**MASKS
DISTRIBUTED TO
TARGET
POPULATIONS**

HEALTH INSURANCE OUTREACH, ENROLLMENT, AND COVERAGE EDUCATION

NEON has a long history of outreach, enrollment, and coverage education activities in Baker, Union, and Wallowa Counties since 2005.

The NEON assister program was designed to meet the health insurance needs of our general community and the diverse populations residing in our region.

The program offers help to community members signing up for the Oregon Health Plan (OHP) and private plans and financial assistance at HealthCare.gov.



Enrollment Assistance and Coverage Education

933

Individuals Served
on

548

Oregon Health Plan
Applications

694

Health Insurance
Applications Assisted

1,148

People Assisted on
Health Insurance
Applications

215

Individuals Served
on

146

HealthCare.gov
Applications

447

Referrals to NEON from
consortium partners

169

NEON referrals to other
organizations and insurance
agents for services

4,463

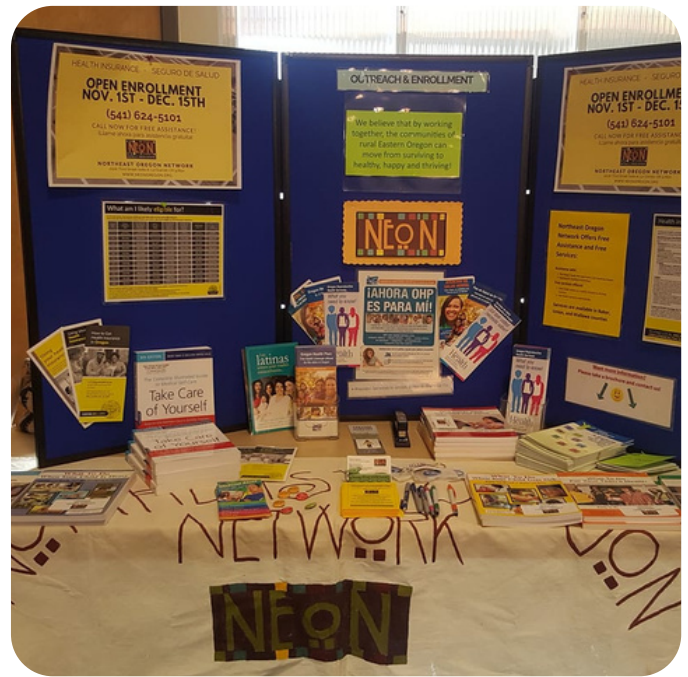
Instances of
Application Follow Up,
Answering Questions,
and Solving Problems

COVERAGE OUTREACH

15 Outreach Events Tabled

16,387 Materials Distributed

1,215,048 Reached by Radio, News Articles, Newsletters, Meetings, and Social Media



OUR TEAM

NEON has a team of three application assisters that are certified Community Health Workers. One of the assisters is bilingual and bicultural and has served the local Spanish speaking population since 2018.

We'd like to express many thanks to the Baker and Union County Local Community Advisory Councils (LCACs) and Wallowa Valley Center for Wellness for supporting NEON's assister program with funding in the past that has allowed for the continued positive outcomes we're working to achieve in our communities.

Consulting

NEON is skilled in providing organizational development assessment, coaching and training to help organizations develop and reach goals in the areas of strategic planning, diversity, equity and inclusion, compassion fatigue, and other topical areas.

TOTAL REVENUE \$117,000

DONATED SERVICES \$25,000

12 ORGANIZATIONS SERVED

"I have had the privilege of interacting with NEON for the past 10 years and my appreciation for their work continues to grow. The organization strives to fill gaps in the healthcare system while being careful to ensure resources are equitably distributed throughout the region. They are truly team players and gracious partners in any endeavor. I look forward to continuing to partner with NEON in the future."

*~Bridget Brown
Chief Operations Officer
Wallowa Valley Center for Wellness*

"We consider the technical assistance we receive from NEON to be one of the most valuable assets to our network and program. I appreciate how both Lisa and Liberty listen to our questions with an aim to deeply understand and then provide highly reflective, targeted responses. This, plus the documents and tools they have shared with us have shaved years off our learning curve and helped us develop stronger, more functional systems.

Thank you!!!"

*Kristen Christy, MBA
Executive Director,
Northeast Network of New Mexico (NEN-NM)*

NEON SUPPORTED PROJECTS

HOUSING MATTERS UNION COUNTY

HMUC is a community collaboration, that is facilitated and fiscally managed by NEON. Housing matters is a grant funded entity and comprised of diverse group of community members with lived experience, government staff, religious institutions, social service agencies, concerned citizens and health care workers. The Union County Warming station is a young and growing non profit organization that has been funded, shaped and supported with staff hours by NEON and HMUC. Multiple employees of NEON and HMUC are on the Warming Station board of directors, volunteer in the evenings and provide meals for the Warming Station.

WARMING STATION

November 15th - December 31st 2020

- **65 volunteers have been trained and 51 have worked one or more shifts.**
- **44 individuals stay the night**
- **Average of 8 individuals a night**
- **203 total overnights spent at the warming station**
- **16 individuals who only requested a hot meal and supplies**

UNION COUNTY LOCAL COMMUNITY ADVISORY COUNCIL (LCAC)

NEON provides fiscal agency and mentorship for the Union County LCAC, which provides a conduit for consumer feedback to the Eastern Oregon Coordinated Care Organization (EOCCO). The coalition also provides networking opportunities for community partners, advises EOCCO on local priorities, and works with EOCCO to fund community benefit projects in the community. Currently, LCAC prioritizes community projects that focus on Behavioral Health and Social Determinants of Health. In 2020, projects supported by Union LCAC included the Children and Recovering Mothers program and the Lactation Support Program at Grande Ronde Hospital, a project to support childhood immunizations, La Grande Farmers Market's Double Up Food Bucks program, a school mentorship program, a program to support oral care for seniors, and the Union County Warming Station.

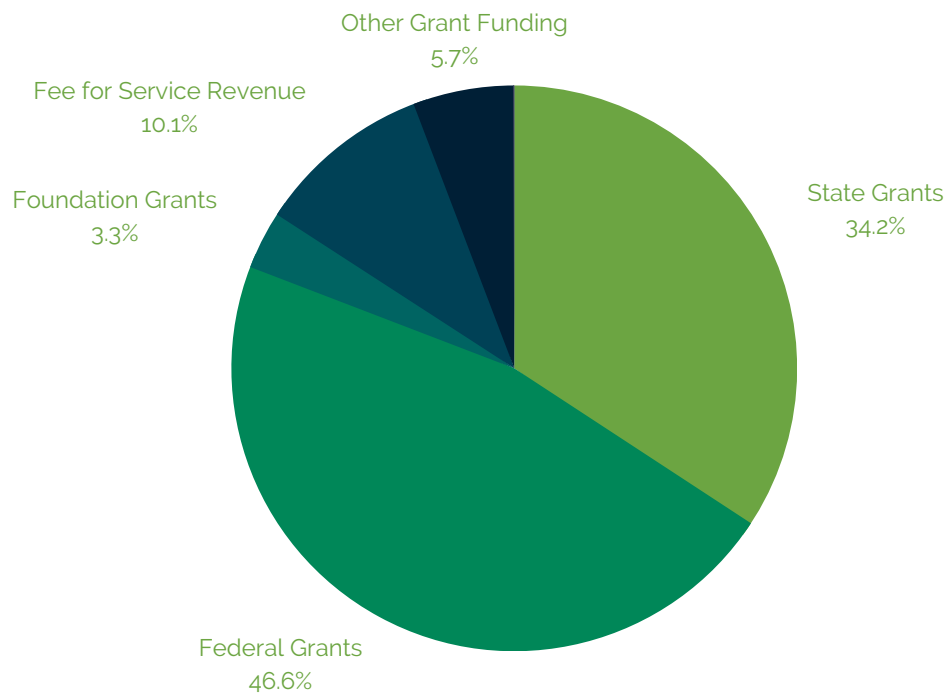
STUDENT PRACTICUM PROJECT

NEON supported Alynn Lambert, a community member from Micronesia, with her student practicum project. She conducted surveys and interviews with the Pacific Islander community in Union County to better understand their successes and challenges enrolling in and using health insurance programs available to them. Data was collected on participant demographics, program enrollment status with emergency Medicaid, Marketplace health insurance and COFA Premium Assistance, and experience with utilization. The surveys and interviews helped to assess the Pacific Islander community's knowledge of these programs and what local assistance they could access to get help applying for health insurance. This also provided an opportunity to provide anonymous feedback to NEON about how to improve the services we provide, especially in how we can address the cultural needs of this population.

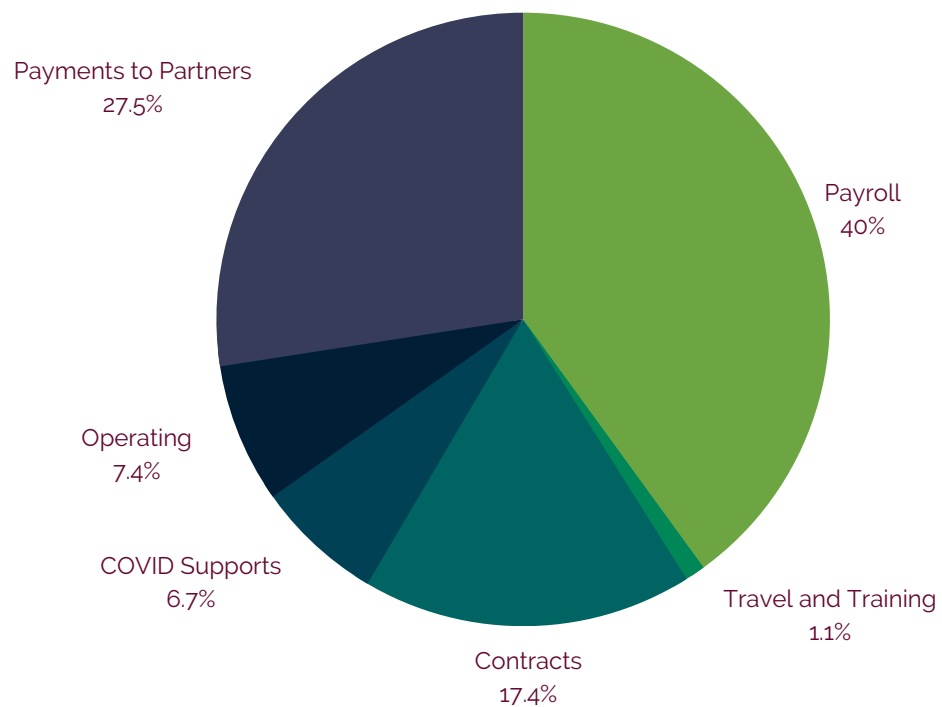
58 surveys were received and 23 interviews were conducted

NORTHEAST OREGON NETWORK 2020 FINANCIAL SUMMARY

Income: \$1,656,417



Expenses: \$1,420,696



Thank You to Our 2020 Funders!

Oregon Health Authority
Department of Consumer and Business Services
HHS Health Resources Services Administration
Oregon Community Foundation
Ford Family Foundation
Meyer Memorial Trust
Eastern Oregon Coordinated Care Organization

Our Vision: All people in rural communities are happy, healthy, and thriving.

Our mission is to create a healthier Eastern Oregon. We do this by reducing barriers for both residents and the regional systems that support their health.



Focusing Together On Health



NORTHEAST OREGON NETWORK

Like us on Facebook!



Visit us the web: www.neonoregon.org



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