



# 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