

## Table Of Contents

Applicant: Cambodian Association of America  
Application Number: FM2011000429  
Project Title: Marriage Enrichment Project  
Status: Awarded

### Online Forms

1. SF-424A Budget Information - Non-Construction
2. SF-LLL Disclosure of Lobbying Activities
3. SF-424B Assurances - Non-Construction
4. SF-424 Application for Federal Assistance Version 2
  - (Upload #1): ProjectNarrativeAttachments-Attachments-1236-MEP+Narrative+2011.pdf
  - (Upload #2): OtherNarrativeAttachments-Attachments-1235-CAAMEP Healthy Marriage Attachment.pdf
  - (Upload #3): BudgetNarrativeAttachments-Attachments-1234-MEP+Budget+2011.pdf

Note: Upload document(s) printed in order after online forms.

**BUDGET INFORMATION - Non-Construction Programs**

**SECTION A - BUDGET SUMMARY**

Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1. Marriage Enrichment Proj	93.086			\$570,000.00		\$570,000.00
2.						
3.						
4.						
5. Totals				\$570,000.00		\$570,000.00

**SECTION B - BUDGET CATEGORIES**

6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY				Total (5)
	(1) Marriage Enrichment Proj	(2)	(3)	(4)	
a. Personnel	\$325,250.00				\$325,250.00
b. Fringe Benefits	\$123,595.00				\$123,595.00
c. Travel	\$6,400.00				\$6,400.00
d. Equipment					
e. Supplies	\$6,549.00				\$6,549.00
f. Contractual	\$26,400.00				\$26,400.00
g. Construction					
h. Other	\$81,806.00				\$81,806.00
i. Total Direct Charges (sum of 6a-6h)	\$570,000.00				\$570,000.00
j. Indirect Charges					
k. TOTALS (sum of 6i and 6j)	\$570,000.00				\$570,000.00

7. Program Income					
-------------------	--	--	--	--	--

Authorized for Local Reproduction

**SECTION C - NON-FEDERAL RESOURCES**

(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e) TOTALS
8 Marriage Enrichment Project				
9.				
10.				
11.				
12. TOTAL (sum of lines 8-11)				

**SECTION D - FORECASTED CASH NEEDS**

	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
13. Federal	\$570,000.00	\$142,500.00	\$142,500.00	\$142,500.00	\$142,500.00
14. Non-Federal					
15. TOTAL (sum of lines 13 and 14)	\$570,000.00	\$142,500.00	\$142,500.00	\$142,500.00	\$142,500.00

**SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT**

(a) Grant Program	FUTURE FUNDING PERIODS (Years)			
	(b) First	(c) Second	(d) Third	(e) Fourth
16. Marriage Enrichment Project	\$570,000.00	\$570,000.00	\$570,000.00	\$570,000.00
17.				
18.				
19.				
20. TOTAL (sum of lines 16-19)	\$570,000.00	\$570,000.00	\$570,000.00	\$570,000.00

**SECTION F - OTHER BUDGET INFORMATION**

21. Direct Charges:	22. Indirect Charges:
23. Remarks:	

# DISCLOSURE OF LOBBYING ACTIVITIES

Complete this form to disclose lobbying activities pursuant to 31 U.S.C. 1352

Approved by OMB

0348-0046

(See reverse for public burden disclosure.)

<b>1. Type of Federal Action:</b> <input type="checkbox"/> a. contract <input type="checkbox"/> b. grant <input type="checkbox"/> c. cooperative agreement <input type="checkbox"/> d. loan <input type="checkbox"/> e. loan guarantee <input type="checkbox"/> f. loan insurance	<b>2. Status of Federal Action:</b> <input type="checkbox"/> a. bid/offer/application <input type="checkbox"/> b. initial award <input type="checkbox"/> c. post-award	<b>3. Report Type:</b> <input type="checkbox"/> a. initial filing <input type="checkbox"/> b. material change <b>For Material Change Only:</b> year _____ quarter _____ date of last report _____
<b>4. Name and Address of Reporting Entity:</b> <input type="checkbox"/> Prime <input type="checkbox"/> Subawardee Tier _____, if known:  Congressional District, if known:	<b>5. If Reporting Entity in No. 4 is a Subawardee, Enter Name and Address of Prime:</b>   Congressional District, if known:	
<b>6. Federal Department/Agency:</b>	<b>7. Federal Program Name/Description:</b>  CFDA Number, if applicable: <u>93.086</u>	
<b>8. Federal Action Number, if known:</b>	<b>9. Award Amount, if known:</b> \$ _____	
<b>10. a. Name and Address of Lobbying Registrant</b> <i>(if individual, last name, first name, MI):</i>	<b>b. Individuals Performing Services</b> <i>(including address if different from No. 10a)</i> <i>(last name, first name, MI):</i>	
<b>11.</b> Information requested through this form is authorized by title 31 U.S.C. section 1352. This disclosure of lobbying activities is a material representation of fact upon which reliance was placed by the tier above when this transaction was made or entered into. This disclosure is required pursuant to 31 U.S.C. 1352. This information will be available for public inspection. Any person who fails to file the required disclosure shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.	Signature: _____ Print Name: _____ Title: _____ Telephone No.: _____ Date: _____	
<b>Federal Use Only:</b>		Authorized for Local Reproduction Standard Form LLL (Rev. 7-97)

## DISCLOSURE OF LOBBYING ACTIVITIES CONTINUATION SHEET

Reporting Entity: \_\_\_\_\_ Page 2 of 2

## SF424B Assurances

Project Title: Marriage Enrichment Project  
Project Period: 09/30/2011 to 09/29/2012  
Application Organization: Cambodian Association of America  
Authorized Certifying Official: Kimthai Kuoch  
Title: Executive Director

- I DO NOT agree with the terms of the Signing Agreement  
 I agree with the terms of the signing Agreement

**Application for Federal Assistance SF-424**

Version 02

* 1. Type of Submission: <input type="checkbox"/> Preapplication <input checked="" type="checkbox"/> Application <input type="checkbox"/> Changed/Corrected Application	* 2. Type of Application: <input checked="" type="checkbox"/> New <input type="checkbox"/> Continuation <input type="checkbox"/> Revision	* If Revision, select appropriate letter(s): <input type="text"/> * Other (Specify) <input type="text"/>
--	--	---

* 3. Date Received: <input type="text" value="07/28/2011"/>	4. Applicant Identifier: <input type="text"/>
--	--

5a. Federal Entity Identifier: <input type="text"/>	* 5b. Federal Award Identifier: <input type="text"/>
--	---

**State Use Only:**

6. Date Received by State: <input type="text"/>	7. State Application Identifier: <input type="text"/>
---	---

**8. APPLICANT INFORMATION:**

* a. Legal Name: <input type="text" value="Cambodian Association of America"/>
--

* b. Employer/Taxpayer Identification Number (EIN/TIN): <input type="text" value="95-3528706"/>	* c. Organizational DUNS: <input type="text" value="8262518110000"/>
--	---

**d. Address:**

* Street1: <input type="text" value="2390 Pacific Avenue"/>
Street2: <input type="text"/>
* City: <input type="text" value="Long Beach"/>
County: <input type="text"/>
* State: <input type="text" value="California"/>
Province: <input type="text"/>
* Country: <input type="text" value="UNITED STATES"/>
* Zip / Postal Code: <input type="text" value="90806-3051"/>

**e. Organizational Unit:**

Department Name: <input type="text"/>	Division Name: <input type="text"/>
---------------------------------------	-------------------------------------

**f. Name and contact information of person to be contacted on matters involving this application:**

Prefix: <input type="text" value="Mr."/>	* First Name: <input type="text" value="Kimthai"/>
Middle Name: <input type="text"/>	
* Last Name: <input type="text" value="Kuoch"/>	
Suffix: <input type="text"/>	

Title: <input type="text" value="Executive Director"/>
--

Organizational Affiliation: <input type="text"/>
--

* Telephone Number: <input type="text" value="562-988-1863"/>	Fax Number: <input type="text" value="562-988-1475"/>
---	---

* Email: <input type="text" value="kkuoch@cambodian.com"/>
--

**Application for Federal Assistance SF-424**

Version 02

**9. Type of Applicant 1: Select Applicant Type:**

Nonprofit with 501C3 IRS Status (Other than Institution of Higher Education)

Type of Applicant 2: Select Applicant Type:

Type of Applicant 3: Select Applicant Type:

\* Other (specify):

**\* 10. Name of Federal Agency:**

Administration for Children and Families - OFA

**11. Catalog of Federal Domestic Assistance Number:**

93.086

CFDA Title:

Healthy Marriage Promotion and Responsible Fatherhood Grants

**\* 12. Funding Opportunity Number:**

HHS-2011-ACF-OFA-FM-0193

\* Title:

Community-Centered Healthy Marriage and Relationship Grants

**13. Competition Identification Number:**

OFA-FM-11-002-012629

Title:

Community-Centered Healthy Marriage and Relationship Grants

**14. Areas Affected by Project (Cities, Counties, States, etc.):**

**\* 15. Descriptive Title of Applicant's Project:**

Marriage Enrichment Project

Attach supporting documents as specified in agency instructions.

**Application for Federal Assistance SF-424**

Version 02

**16. Congressional Districts Of:**

\* a. Applicant

\* b. Program/Project

Attach an additional list of Program/Project Congressional Districts if needed.

**17. Proposed Project:**

\* a. Start Date:

\* b. End Date:

**18. Estimated Funding (\$):**

* a. Federal	<input type="text" value="570000"/>
* b. Applicant	<input type="text" value="0"/>
* c. State	<input type="text" value="0"/>
* d. Local	<input type="text" value="0"/>
* e. Other	<input type="text" value="0"/>
* f. Program Income	<input type="text" value="0"/>
* g. TOTAL	<input type="text" value="570000"/>

**\* 19. Is Application Subject to Review By State Under Executive Order 12372 Process?**

a. This application was made available to the State under the Executive Order 12372 Process for review on

b. Program is subject to E.O. 12372 but has not been selected by the State for review.

c. Program is not covered by E.O. 12372.

**\* 20. Is the Applicant Delinquent On Any Federal Debt? (If "Yes", provide explanation.)**

Yes  No

**21. \*By signing this application, I certify (1) to the statements contained in the list of certifications\*\* and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances\*\* and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 218, Section 1001)**

\*\* I AGREE

\*\* The list of certifications and assurances, or an internet site where you may obtain this list, is contained in the announcement or agency specific instructions.

**Authorized Representative:**

Prefix:  \* First Name:

Middle Name:

\* Last Name:

Suffix:

\* Title:

\* Telephone Number:  Fax Number:

\* Email:

\* Signature of Authorized Representative:  \* Date Signed:

**Application for Federal Assistance SF-424**

**Version 02**

**\* Applicant Federal Debt Delinquency Explanation**

The following field should contain an explanation if the Applicant organization is delinquent on any Federal Debt. Maximum number of characters that can be entered is 4,000. Try and avoid extra spaces and carriage returns to maximize the availability of space.

## Upload #1

Applicant: Cambodian Association of America  
Application Number: FM2011000429  
Project Title: Marriage Enrichment Project  
Status: Awarded  
Document Title: ProjectNarrativeAttachments-Attachments-1236-  
MEP+Narrative+2011.pdf

**Table of Contents**

Table of Contents ..... 1

I. Project Summary/Abstract ..... 3

II. Project Approach and Work Plan ..... 4

    A. Objectives and Need ..... 4

    B. Outcomes Expected ..... 10

    C. Program Components and Activities ..... 11

        C1 Recruitment ..... 12

        C2 Voluntary Participation Policy ..... 12

        C3 In-Home Intake Assessment ..... 12

        C4 Program Training Activities..... 13

        C5 Job and Career Advancement Training..... 16

        C6 Group Marriage/Relationship Skills Training ..... 18

        C7 Couple/Individual Marriage and Relationship Skills Training ..... 19

        C8 Booster Sessions/Follow Up ..... 20

        C9 Evidence of Effectiveness/Curriculum..... 20

        C10 Domestic Violence Protocol ..... 21

        C11 Case Management Services ..... 22

        C12 Supportive Services..... 23

    D. C Timeline and Action Plan

        Year One ..... 24

        Years Two and Three ..... 25

    E. C Project Sustainability Plan ..... 26

F.	Allowable Activities Commitment Statement .....	26
G.	Documenting Performance .....	27
III.	Organizational Capacity and Experience.....	27
IV.	Project Management and Staffing .....	30
V.	Performance Measurement and Assessment.....	31
VI.	Logic Model .....	33
VII.	Budget and Budget Justification .....	34-38
VIII.	Attachments	
	SF – 424	
	SF-P/PSL	
	SF – 424A	
	SF - 424B	
	Certification Regarding Lobbying	
	Smoke-Free/Drug Free workplace	
	Survey on Ensuring Equal Opportunity for Applicants	
	Proof of Active CCR .....	A1
	Proof of Non-Profit Status .....	A2
	Organizational Chart .....	A3
	Resumes of Key Staff.....	A4
	Third Party Agreements (Letters of Support, MOUs).....	A6-A12

## I. Project Summary/Abstract

Marriage Enrichment Project  
Cambodian Association of America  
2390 Pacific Avenue  
Long Beach, CA 90806

(562) 988-1863  
(562) 988-1475  
[kkuoch@cambodian.com](mailto:kkuoch@cambodian.com)  
<http://www.cambodianusa.com>

The Cambodian Association of America (CAA) requests \$570,000 per year in funding to address the need for marriage and relationship skills, and job and career advancement training among low-income Asian Pacific Islander (API) and Hispanic populations in greater Long Beach through the Marriage Enrichment Project (MEP). These populations served constitute underserved and at-risk communities with a myriad of socio-economical, inter-generational and culture-related challenges that cause or exacerbate marital discord and conflict. CAA will provide culturally and linguistically appropriate services and evidence based strategies and activities to promote healthy marriages and relationships under the Community-Centered Healthy Marriage and Relationship Grants (HHS-2011-ACF-OFA-FM-0193). CAA will implement four allowable activities (AA): AA I: *A public advertising campaign on the value of marriage and the skills needed to increase marital stability and health*; AA III: *marriage education, marriage skills, and relationship skills programs that may include parenting skills, financial management, conflict resolution and career advancement*; AA IV: *Pre-marital education and marriage skills training for engaged couples and for couples or individuals interested in marriage*; and, AA V *Marriage enhancement and marriage skills training program for married couples*:

The proposed MEP program targets low-income Cambodian, Vietnamese, Laotian, Samoan, Tongan, Guamanian and Hispanic residents. However, the MEP services will be made available to people from other ethnicities, as well. Based on our prior five years experience in providing the Marriage Enrichment Project, CAA expects that 100% of clients served will be current or prior TANF recipients and/or are low-income individuals, refugees, immigrants, or high school dropouts. Each year CAA will serve 150 married couples and 300 engaged or pre-engaged individuals through AA's III, IV, and V, and will reach a total of 5,000 individuals through AA I.

The MEP multilingual and multicultural staff will implement the **Public Awareness Campaign (AA I)** to promote and strengthen marriage and promote family harmony through advertisements in ethnic radio, television, and newspapers as well as poster and flyer dissemination and outreach events

CAA's service methodology for AA III, AA IV and AA V will consist of—1) Case Management; 2) Relationship Intake Assessment; 3) Group Marriage/Relationship Skills Training and/or Individual Marriage/Relationship Skills Training; 5) Booster Sessions and Follow-Up; 6) Supportive Services. AA III will also consist of: 7) Job and Employment Readiness Assessment, Employment Plan Development, soft-skills training, and job placement and referrals.

## **II. Project Approach and Work Plan**

The Cambodian Association of America (CAA) requests \$570,000 in funding to provide a broad array of services and activities to promote healthy marriages and relationships under the Community-Centered Healthy Marriage and Relationship Grants (HHS-2011-ACF-OFA-FM-0193). The proposed Marriage Enrichment Project (MEP) will teach individuals and couples about the benefits to healthy marital relationships and how to create and sustain such bonds. CAA will implement a community-centered approach by forming strong partnerships with local schools and government agencies, businesses, community and faith-based organizations, and domestic violence and social service agencies to build community support, increase program access to participants and to leverage resources. (Evidence of strong collaborations in the form of letters of support and MOUs are provided in the attachments.)

### **A) Objectives and Need for Assistance**

Each year, CAA will achieve the following objectives through the MEP:

- CAA will increase awareness in the API and Hispanic immigrant communities about the importance of sustaining a healthy marriage and the skills necessary to do so by launching a Public Awareness Campaign (AA. I) that will reach a minimum of 5,000 individuals through approximately 150 ethnic radio, newspaper and television ads, 1,200 pieces of printed materials, and 100 community outreach sessions.
- CAA will strengthen marriages in the API and Hispanic communities by providing a 10-hour Relationship Skills Training Program reaching a total of 150 couples (AA. V) that is based on evidence-based curricula that addresses: commitment to healthy marriage, communication, anger management, conflict resolution, beliefs and benefits of marriage,

- CAA will strengthen the ability of engaged and pre-engaged individuals in the API and Hispanic communities to create healthy marital relationships by providing a 10-hour Relationship Skills Training Program reaching a total of 300 individuals who are engaged or contemplating marriage (AA. IV) that is based on evidence-based curricula that addresses: commitment to healthy marriage, communication, anger management, conflict resolution, beliefs and benefits of marriage, qualities of healthy marriage, financial management/budgeting, and other marriage enhancement skills.
- CAA will promote mental and physical health and wellness and self-sufficiency through a rigorous system of Case Management, provided to a minimum of 600 low-income individuals, including assessment and determination of eligibility for support services, social and human services, public benefits and enrolling clients in applicable programs at CAA and through other agencies (AA. III). As part of its support efforts, CAA will provide transportation assistance and child care to participants to help lower barriers to program participation and/or employment.
- CAA will provide career advancement support to a minimum of 100 clients (AA. III) that will include assessment of skills, competencies, and abilities through the Online Work Readiness Assessment (OWRA); development of an employment plan; job readiness training; resume writing and/or pre-employment or soft-skills development; Basic ESL training; one-on-one career counseling/development sessions; referrals for job/vocational training; and, job research and placement assistance.

Based on CAA's extremely successful 5-year Marriage Enrichment Project, the proposed **Marriage Enrichment Project (MEP)** will target Asian, Pacific Islander (API) and Hispanic families in the Greater Long Beach area. The program has a particular focus on overcoming cultural and linguistic barriers that often impede the creation of healthy marital relationships among high risk members of low-income ethnic groups. While the API and Hispanic communities share many threats to healthy marriages, this project also addresses factors specific to each community. Therefore, it is helpful to understand the specific needs of each group as well as common needs for both.

*Needs in the Asian Pacific Islander Community:* According to the Centers for Disease Control and Prevention, Asian Americans represent the extremes of both socioeconomic and health indices. Asian American women have the greatest life expectancy in the United States, yet Asian Americans are at the greatest risk for heart disease, cancer, stroke and diabetes. This is, in part, because many segments of the Asian American and Pacific Islander community lack health insurance, have infrequent medical visits, and experience language and cultural barriers to care, as well as experiencing a fear of deportation.<sup>1</sup> The nearly 15 million API in the United States are often referred to as the "model minority"; however they are often marginalized and experience a number of barriers to obtaining both health and mental health care.<sup>2</sup>

The National Healthy Marriage Resource Center asserts that marriage is important in the Asian community with 82% of API children under 18 living with both parents (national average is 70%). Cultural beliefs related to marriage in Asian communities, including the view that a

---

<sup>1</sup> Asian American & Pacific Islander Heritage, Centers for Disease Control and Prevention, May 17, 2011. Retrieved from: <http://www.cdc.gov/Features/APIHeritageMonth/>

<sup>2</sup> Asian American and Pacific Islander Mental Health, Report from a NAMI Listening Session, February 2011. Retrieved from: [http://www.nami.org/Template.cfm?Section=Multicultural\\_Support1&Template=/ContentManagement/ContentDisplay.cfm&ContentID=115281](http://www.nami.org/Template.cfm?Section=Multicultural_Support1&Template=/ContentManagement/ContentDisplay.cfm&ContentID=115281)

woman's role to be obedient, promotes self-sacrifice and conflict avoidance.<sup>3</sup> According to the 2009 American Community Survey conducted by the U.S. Census Bureau, 59.5% of Asians surveyed were currently married and only 5% were divorced.<sup>4</sup>

Though the stigma of divorce once prevented API's from seeking dissolution of the marriage it is losing its power to keep couples together. According to the U.S. Census, the number of divorced APIs more than doubled between 1996 and 2002. Households headed by single parents now make up 22% of Asian families and 30% of Pacific Islander families. Single-parents families in the API community, the majority of which are headed by women, are more than twice as likely than married-couple families to live in poverty.<sup>5</sup>

Several recent studies have determined that domestic violence—which can be viewed as indicative of a culture that undervalues women--occurs more frequently among Asian Americans in the U.S. than among the general population. One study found that 61% of Japanese women in Los Angeles and 60% of Korean women have experienced some form of domestic abuse.<sup>6</sup>

***Needs in the Hispanic Community:*** The Hispanic community in the US is made up of 45 million people (15% of the total population) with a broad array of ethnicities from regions around the world. Family is a main reason for uniting them among all these groups; The National Healthy Marriage Resource Center asserts that 66% of Hispanic children live with two married parents. In Hispanic cultures family must come before personal needs; conflict is avoided and positive behaviors like loyalty amongst family is prized. Women are often expected to be self-sacrificing, submissive, and modest while men are expected to be in control of the

---

<sup>3</sup> Asian and Pacific Islanders, National Healthy Marriage Resource Center, 2011. Retrieved from: <http://www.healthymarriageinfo.org/marriage-and-culture/asian-and-pacific-islanders1>

<sup>4</sup> Marital Status, American Community Survey, U.S. Census, 2009.

<sup>5</sup> Kimiko Kelly, M.P.P. Daniel Kikuo Ichinose, M.A. *The Demographic Profile of Asian and Pacific Islanders in Southern California: Census 2000*. The Asian Pacific American Legal Center, 2003. Page 12

<sup>6</sup> Frequently Asked Questions About: Asian Americans and Marriages, National Healthy Marriage Resource Center. Retrieved from: <http://healthymarriageinfo.org/docs/faqasian.pdf>

family.<sup>7</sup> The need to appease the family, including extended family, can strain the marital relationship.

Hispanic families are widely regarded as stable families in which traditional gender roles are prized and respected. Yet, according to Amado Padilla, stereotypes of strong family ties and defined gender roles are not true protective factors for avoiding marital distress or divorce. Recent Census data shows that the incidence of divorce among Hispanics (much like that of the API community) has risen dramatically as families become more acculturated to life in the United States.<sup>8</sup> Data published in Fresno based Spanish Language daily, *Vida en el Valle*, shows that divorce rates almost doubled between 1973 and 2003.<sup>9</sup>

As Hispanic families move toward greater assimilation in terms of social and economic status and American cultural patterns, the divorce rate has increased.<sup>10</sup> In *Effects of Acculturative Stress on the Hispanic Family*, Padilla found that rates of divorce for Hispanic women aged 40-44 increased by 7% between 1980 and 1990.<sup>11</sup> According to the American Community Survey conducted by the U.S. Census Bureau, the 2009 percentage of Hispanics/Latinos married was 45.3% and the percentage divorced was 8%.<sup>12</sup>

Rates of domestic violence are indicative of a cultural predisposition to undervalue women. The Latino Issues Forum found that within the Hispanic community an estimated 1 in

---

<sup>7</sup> Hispanics and Latinos, National Healthy Marriage Resource Center. Retrieved from: <http://www.healthy marriageinfo.org/marriage-and-culture/hispanics-and-latinos>

<sup>8</sup> Amado M. Padilla et. al. "Effects of Acculturative Stress on the Hispanic Family" Handbook of Multicultural Perspectives on Stress and Coping. New York: Kluwer Academic Press. Pp 13-14.

<sup>9</sup> Vongs, Pueng, "Latino Divorce Rates on the Upswing, Changing Values Cited" Bridges - Ethnic Media Digest, New California Media, Feb 21, 2003. [news.pacificnews.org/news](http://news.pacificnews.org/news).

<sup>10</sup> Bean FD, Berg RR and Van Hook J, Socioeconomic and cultural incorporation and marital disruption among Mexican Americans, Texas Population Research Center Papers, Austin, TX: University of Texas, 1995, No. 95-96-04.

<sup>11</sup> Amado M. Padilla et. al. "Effects of Acculturative Stress on the Hispanic Family" Handbook of Multicultural Perspectives on Stress and Coping. New York: Kluwer Academic Press. Pg. 11.

<sup>12</sup> Marital Status, American Community Survey, U.S. Census, 2009.

10 Latino families, nationwide, experience severe spousal violence, and 34% of Latinas surveyed had experienced domestic violence either in their country of origin, in the U.S., or both.

*Needs Common to Recent Immigrant Populations:* Marriages are complex in any community; however, cultural biases and traditions that prioritize the needs of one partner over the needs of the other can cause serious problems within marriages. In both the API and Hispanic communities, differing levels of acculturation (i.e., one spouse assimilating more successfully than the other) puts tremendous strain on marriages. Issues like which language should be spoken at home and gender-expectations can further strain the marital relationship.<sup>13</sup>

Socio-economic factors play a substantial role in the success of marital relationships. Among the groups targeted for the proposed grant—Cambodian, Vietnamese, Laotian, Samoan, Tongan, Guamanian and Hispanic—poverty, illiteracy, low educational achievement and limited English proficiency further exacerbate family conflicts which compound the problems of unhealthy marriages and damage the foundation of the refugee and immigrant families.

In California, 37% of Cambodians, 32% of Laotians, 15% of Vietnamese, 12% of Samoans, 10% of Tongans and 6% of Guamanians rely on public assistance<sup>14</sup> In LA County, more than 40% of the Cambodian population<sup>15</sup> and 24% of Latinos live below the FPL.<sup>16</sup> Less

---

<sup>13</sup> Amado M. Padilla et. al. "Effects of Acculturative Stress on the Hispanic Family" Handbook of Multicultural Perspectives on Stress and Coping, New York: Kluwer Academic Press. Pp 18.

<sup>14</sup> "The Diverse Face of Asians and Pacific Islanders in California." Produced and Published by The Asian Pacific American Legal Center, Los Angeles, page 52. 2005

<sup>15</sup> Los Angeles County, California, 2005-2009 American Community Survey, U.S. Census Bureau. Retrieved from: [http://factfinder.census.gov/servlet/ACSSAFFFacts?\\_event=Search&geo\\_id=&\\_geoContext=&\\_street=&\\_county=los+angeles+county&\\_cityTown=los+angeles+county&\\_state=04000US06&\\_zip=&\\_lang=en&\\_sse=on&pctxt=fph&pgsl=010](http://factfinder.census.gov/servlet/ACSSAFFFacts?_event=Search&geo_id=&_geoContext=&_street=&_county=los+angeles+county&_cityTown=los+angeles+county&_state=04000US06&_zip=&_lang=en&_sse=on&pctxt=fph&pgsl=010)

<sup>16</sup> Los Angeles County, California, 2005-2009 American Community Survey, U.S. Census Bureau. Retrieved from: [http://factfinder.census.gov/servlet/SAFFIteratedFacts?\\_event=&geo\\_id=05000US06037&\\_geoContext=01000US%7C04000US06%7C05000US06037&\\_street=&\\_county=los+angeles+county&\\_cityTown=los+angeles+county&\\_state=04000US06&\\_zip=&\\_lang=en&\\_sse=on&ActiveGeoDiv=&\\_useEV=&pctxt=fph&pgsl=050&\\_submenuId=factsheet\\_2&ds\\_name=DEC\\_2000\\_SAFF&\\_ci\\_nbr=400&qr\\_name=DEC\\_2000\\_SAFF\\_R1050&reg=DEC\\_2000\\_SAFF\\_R1050%3A400&\\_keyword=&\\_industry=](http://factfinder.census.gov/servlet/SAFFIteratedFacts?_event=&geo_id=05000US06037&_geoContext=01000US%7C04000US06%7C05000US06037&_street=&_county=los+angeles+county&_cityTown=los+angeles+county&_state=04000US06&_zip=&_lang=en&_sse=on&ActiveGeoDiv=&_useEV=&pctxt=fph&pgsl=050&_submenuId=factsheet_2&ds_name=DEC_2000_SAFF&_ci_nbr=400&qr_name=DEC_2000_SAFF_R1050&reg=DEC_2000_SAFF_R1050%3A400&_keyword=&_industry=)

than 40% of Hispanics are employed in LA County,<sup>17</sup> and while 27% of the state workforce is Latino, they make up 47% of low-wage workers.<sup>18</sup>

Linguistic isolation can strain marital relationships and make seeking help difficult. In LA County, 56% of the population speaks a language other than English in the home (compared to 19% in the U.S.).<sup>19</sup> Sixty-three percent of Vietnamese are classified as Limited English Proficient (LEP) followed by 56% for Cambodians, 53% for Laotians, 31% for Tongans, 16% for Samoans and 11% for Guamanians. In Los Angeles County, 91% of Cambodians speak a language other than English in the home.<sup>20</sup> Among Latinos, four out of five speak a language other than English at home.<sup>21</sup> The key to having positive impact on relationships within these populations is to provide the services they need in the language they can understand.

#### **B) Outcomes Expected:**

- 75% of the API and Hispanic communities in Long Beach area will have increased knowledge about the existence and availability of marriage strengthening programs.
- 85% of the program participants will improve relationship skills as a result of the program resulting in reduced conflict, stronger relationship bonds, better functioning partnerships and reduced divorce among married couples and engaged and pre-engaged individuals who complete the program.

---

<sup>17</sup> Los Angeles County, California, 2005-2009 American Community Survey, U.S. Census Bureau. Retrieved from: [http://factfinder.census.gov/servlet/SAFFilteredFacts?\\_event=&geo\\_id=05000US06037&\\_geoContext=01000US%7C04000US06%7C05000US06037&\\_street=&\\_county=los+angeles+county&\\_cityTown=los+angeles+county&\\_state=04000US06&\\_zip=&\\_lang=en&\\_ssc=on&ActiveGeoDiv=&\\_useEV=&pctxt=fph&pgsl=050&\\_submenuId=factsheet\\_2&ds\\_name=DEC\\_2000\\_SAFF&\\_ci\\_nbr=400&qr\\_name=DEC\\_2000\\_SAFF\\_R1050&reg=DEC\\_2000\\_SAFF\\_R1050%3A400&\\_keyword=&\\_industry=](http://factfinder.census.gov/servlet/SAFFilteredFacts?_event=&geo_id=05000US06037&_geoContext=01000US%7C04000US06%7C05000US06037&_street=&_county=los+angeles+county&_cityTown=los+angeles+county&_state=04000US06&_zip=&_lang=en&_ssc=on&ActiveGeoDiv=&_useEV=&pctxt=fph&pgsl=050&_submenuId=factsheet_2&ds_name=DEC_2000_SAFF&_ci_nbr=400&qr_name=DEC_2000_SAFF_R1050&reg=DEC_2000_SAFF_R1050%3A400&_keyword=&_industry=)

<sup>18</sup> Latino Issues Forum (2003). Policy Brief: Latinos in Poverty. [www.lif.org/publications/policy\\_brief0503.pdf](http://www.lif.org/publications/policy_brief0503.pdf).

<sup>19</sup> Los Angeles County, California, 2005-2009 American Community Survey, U.S. Census Bureau. Retrieved from: [http://factfinder.census.gov/servlet/ACSSAFFacts?\\_event=Search&geo\\_id=&\\_geoContext=&\\_street=&\\_county=los+angeles+county&\\_cityTown=los+angeles+county&\\_state=04000US06&\\_zip=&\\_lang=en&\\_ssc=on&pctxt=fph&pgsl=010](http://factfinder.census.gov/servlet/ACSSAFFacts?_event=Search&geo_id=&_geoContext=&_street=&_county=los+angeles+county&_cityTown=los+angeles+county&_state=04000US06&_zip=&_lang=en&_ssc=on&pctxt=fph&pgsl=010)

<sup>20</sup> *Ibid.*

<sup>21</sup> California Latino Demographic Data book (2004). [http://ucdata.berkeley.edu:7101/new\\_web/Latino/Chapter4-intro-33-16-04.pdf](http://ucdata.berkeley.edu:7101/new_web/Latino/Chapter4-intro-33-16-04.pdf) Pg. 4-4.

- 85% of the program participants, including married couples and engaged and pre-engaged individuals, will experience increased knowledge about Marriage and Relationship Skills, exhibit a more positive attitude toward marriage and will experience improved emotional expression, anger management, conflict resolution, communication, and financial management.
- 75% of the API and Hispanic participants who are current and former TANF recipients, or are eligible for TANF and other low-income and high risk individuals participating in Career Advancement training will have the skills necessary to seek and secure gainful employment.
- 95% of the program participants will have access to a broad array of services geared to promoting health and self-sufficiency through case management and the provision of ancillary support services.
- CAA will have a broadened cross section of linkages with the business community resulting in enhanced capacity to facilitate job placement for participants.

**C) Program Components/Activities:**

The proposed **Marriage Enrichment Project (MEP)** expands CAA's successful program by incorporating job and career advancement activities and case management into the existing program and by increasing the numbers served. The MEP will provide direct services to 150 couples and 300 individuals (total 600 people) each year and will reach a total of 5,000 additional individuals through a public awareness campaign. The program provides culturally and linguistically appropriate services to Cambodian, Vietnamese, Laotian, Samoan, Tongan, Guamanian and Hispanic individuals *but is open to all interested parties regardless of race or ethnicity*. Based on our prior five years experience in providing the Marriage Enrichment

Project, CAA expects that 100% of individuals and couples served constitute populations of interest to ACF in that they are currently or have been TANF recipients, are eligible for receiving TANF, and/or are low-income individuals, refugees, immigrants, or high school dropouts.

The MEP will implement an array of activities designed to increase knowledge about components of a healthy marriage, how to improve relationship skills, and increase overall marital satisfaction while promoting economic self-sufficiency through job readiness and skills development. CAA's Marriage Education and Marriage Skills Training program encompasses six primary activities: 1) In-Home Intake Assessment, 2) Group Marriage Skills Training, 3) Individual Couple Marriage Skills Training, 4) Career Advancement, 5) Case Management Services, 6) Supportive Services, and 7) Booster Sessions/Follow up.

**C1) Recruitment:** Participants in the MEP will be **recruited** through two mechanisms. The Public Awareness Campaign will provide contact information allowing members of the API and Hispanic communities to enroll in the MEP program. CAA will also publicize the availability of MEP program through its currently operating social services, health education and outreach programs to capture the advantage of word-of-mouth advertising, and other program staff employed at CAA will refer suitable candidates to the MEP whenever appropriate.

**C2) Voluntary Participation Policy:** Prior to enrollment, all literate clients will be asked to review CAA's policy of voluntary participation. Clients will sign policy statements (in their native language) attesting to their **voluntary participation**. The same assurances will be sought from illiterate program participants through verbal translation by bilingual staff.

**C3) In-Home Intake Assessment:** Once a couple or individual is referred to the MEP program, the Healthy Marriage Educator makes contact and schedules an appointment to conduct the Intake Assessment. The Intake Assessment is taken in the home of the client to put the client

at ease. The In-Home Intake Assessment process allows CAA to determine eligibility for the program and to screen potential applicants for domestic violence issues. The criteria include:

- Low-income eligibility status and TANF Family status
- Low-income at-risk individuals status
- One or both partners express discontent with their current relationship;
- One or both partners feel the marriage could be more satisfactory with proper intervention;
- Both partners voluntarily agree to participate in the program; and,
- There is no domestic violence in the home that could compromise the safety of either participant during the program period.

**In the event that the individual or couple does not prove eligible for program participation, CAA staff will provide referrals for other available and appropriate services.**

**C4) Program Training Activities:** CAA's activities use cultural sensitivity as a central strategy to enriching marriages in ethnically diverse communities. CAA's approach acknowledges that cultural factors are often ingrained in an individual's mindset and directly affect the ability to create a healthy marriage. The Allowable Activities (AA) conducted includes I, III, IV and V.

***AA (I) Public Awareness Campaign on the value of marriage and the skills needed to increase marital stability and health:*** The Public Awareness Campaign will reach a minimum of 5,000 individuals from the API and Hispanic communities in the Greater Long Beach area. This activity raises the awareness of the availability of marriage education and services, the importance of the institution of marriage, and of the skills necessary to make marriage work. And, secondly, it serves as a mechanism to recruit married couples for the MEP Marriage Skills

Training Program and to recruit engaged and pre-engaged individuals for the MEP Relationship Skills Training Program.

Public Awareness Campaign activities will include linguistically and culturally appropriate methods such as mixing educational themes and entertainment in radio broadcast segments, and television segments. Project advertisements incorporating happy family and marriages as well as community family related information will be printed in ethnic newspapers. MEP-Public Awareness Campaign calendars, posters and flyers will be used as outreach information and be distributed throughout the API community.

All media segments will include information on the importance of marriage to the physical, mental and emotional health of both adults and children. The linguistically appropriate campaign materials created by CAA will specifically address cultural differences that can negatively impact a marriage. For example, many Asian and Pacific Islander cultures tend not to view marriage as a partnership between two equally important individuals. In many of these cultures a prospective husband gives a dowry to his prospective wife's family. This dowry is a cultural symbol and tradition, but the implication is that women can be purchased and possessed. This tradition also considers the man is the provider, while the wife is completely dependent on him. This social norm allows men the belief that they have total control over the woman in their lives, which is not conducive to a healthy marriage or healthy family practices

The high illiteracy rates in the API and Hispanic communities exclude a significant segment of the population from benefiting from printed materials. To overcome this barrier, CAA will sponsor educational/entertaining radio and television segments for broadcast on linguistically diverse radio and television channels. CAA will place a minimum of 90 ethnic media radio and television segments during the first project year.

CAA will place a minimum of 60 articles/full page advertisements in ethnic newspapers detailing the benefits of healthy partnership within marriages and encouraging couples to contact CAA to participate in the MEP. CAA will produce and disseminate 1,200 linguistically and culturally-appropriate posters, flyers and calendars targeting the Cambodian, Vietnamese, Laotian, Samoan, Tongan Guamanian and Hispanic populations. The print materials will be posted and/or distributed throughout the target communities at grocery stores, markets, salons, playgrounds, restaurants, Laundromats, and other places frequented by target populations.

***AA (III) Marriage education, marriage skills, and relationship skills programs that may include parenting skills, financial management, conflict resolution, and job and career advancement:*** Under AA (III), CAA is proposing to serve 100 participants who are high school aged and older. CAA's Marriage Education and Marriage Skills Training program encompasses **Seven** primary activities<sup>1</sup>) In-Home Intake Assessment (**described in C3**), 2) Group Marriage Skills Training (**described in C6**), 3) Individual Couple Marriage Skills Training (**described in C7**), 4) Case Management Services (**described in C11**), 5) Supportive Services (**described in C12**), and 6) Booster Sessions/Follow up (**described in C8**). Curriculum is described in **C9**.

***AA (IV) Pre-marital education and relationship skills training for engaged couples and for couples or individuals interested in marriage:*** Under AA (IV), CAA will serve 200 participants who are single individuals, couples, or engaged couples interested in marriage. CAA's Pre-Marital Education and Relationship Skills Training consists of **six** primary activities: 1) In-Home Intake Assessment (**described in C3**), 2) Group Marriage Skills Training (**described in C6**), 3) Individual Couple Marriage Skills Training (**described in C7**), 4) Case Management Services (**described in C11**), 5) Supportive Services (**described in C12**), and 6) Booster Sessions/Follow up (**described in C8**). Curriculum is described in **C9**.

**AA (V) *Marriage enhancement and marriage skills training program for married***

***couples:*** Under AA (IV), CAA is proposing to serve 150 married couples (or 300 participants).

The MEP's Marriage Enhancement and Marriage Skills Training component consists of **six** primary activities: 1) In-Home Intake Assessment (**described in C3**), 2) Group Marriage Skills Training (**described in C6**), 3) Individual Couple Marriage Skills Training (**described in C7**), 4) Case Management Services (**described in C11**), 5) Supportive Services (**described in C12**), and 6) Booster Sessions/Follow up (**described in C8**). Curriculum is described in **C9**.

**C5) Job and Career Advancement:** *[Provided under AA(III) ONLY]* CAA's Career Advancement Program is based on the evidence-based *Career Advancement Program* that served as the basis for the "EarnMore" program implemented in New York City in 2008. The model uses career coaching, skills training, and pre-vocational training to help workers attain economic self-sufficiency. CAA will adapt this model for use with the API and Hispanic populations in Long Beach while remaining true to the core of the program. Through Career Advancement Activities CAA will promote career advancement and self-sufficiency among TANF recipients, past recipients, individuals eligible or at risk for TANF program participation.

CAA expects to enroll 100 individuals each year into the Career Advancement program which consists of a twenty-hour program (not including vocational training). Two full time Career Advancement Counselors (CAC) will provide linguistically appropriate services. The first step in Career Advancement is for each potential participant to complete the Online Work Readiness Assessment tool. Working one-on-one with each participant, CAC's will complete the assessment and develop an individual employment plan. Based on this plan, participants will attend various workshops and training sessions in the following categories:

1. Pre-Employment or Soft Skills Development: CAA expects a minimum of 85% of CA participants will attend Pre-Employment or Soft Skills Development seminars that will provide the foundation for employment and career advancement. These skills include both thinking skills and personal qualities that are essential to successful job performance and are teachable as well as basic skills that are necessary to getting, keeping, and doing well on a job. The following components will be incorporated into the curriculum:
  - (a) *Personal qualities* – Although these are not “skills”, it is important for participants to learn and possess the following qualities to be successful in the workplace: responsibility, self-confidence, integrity, adaptability, punctuality, positive work attitude, personal grooming, self motivated, and team work.
  - (b) *Higher-order skills*: discussing ways to develop critical thinking, creative problem solving, decision making, appropriate social skills, and time management skills;
2. Career Counseling/Development Sessions: These one-on-one sessions will help participants to identify their strengths, goals, accomplishments, skills, values and personal preferences as a means for guiding career development. The CAC will work with each client to help refine career goals and design a realistic action plan for achieving vocational goals.
3. Basic ESL Training: Many API and Hispanic recent immigrants are hindered in career and job development by language barriers. 60% of CA participants will attend basic ESL training for a period of 6-12 months. Classes will be conducted by linguistic and culturally competent personnel and will include speaking activities such as role play, oral exams, discussion and real-life experiences; reading activities focused on applications, employment notices, etc.; writing exercises; and comprehension activities such as question and answer and discussion focused on spoken and written English comprehension.

4. Job and Vocational Training: CAA will provide referrals for job and vocational training to an estimated 100 client participants each year. 80% of participants referred for job/vocational training will complete the program and return for job research and placement assistance.
5. Job Research and Placement Assistance: CAA staff will assist participants completing the program in finding appropriate opportunities. CAA expects 85% of clients served to identify a minimum of 10 appropriate job opportunities and to successfully complete the application process. CAA staff will also conduct outreach to area employers and will establish relationships to facilitate placement of program participants.

**C6) Group Marriage/Relationship Skills Training:** Linguistically appropriate trainings will be provided to the married and engaged couples and pre-engaged individuals. Group sessions include 1) discussion (ice-breaker), 2) lecture, 3) question and answer, 4) group discussion, movies and CAA's DVD clips, and 5) role-playing. All information covered is underscored in linguistically and culturally appropriate handout materials. The trainings cover a variety of topics of relevance to couples, including the following:

- Introductions: identifying current marital/relationship issues, the benefits of a healthy marriage, and strengthening commitment by understanding cultural and traditional values and how they determine marriage and relationship roles
- Effective Communication, Listening and Conflict Resolution Skills: do not hurt, do not hint, say what you want, steps in solving problem, and win/win strategy
- Anger Management: understanding triggers of anger, anger control techniques, and domestic violence issues

- Family Budgeting and Finances: improving family financial management and responsibility skills, and exploration of experiences and values, including financial literacy
- Roles and Responsibilities: improving the understanding of roles and responsibility as a spouse and as parents using effective discipline strategies and effective co-parenting skills

**C7) Couple/Individual Marriage and Relationship Skills Training:** Private (individual) training sessions provided to married couples, engaged couples or individuals will serve to solidify lessons learned in the groups setting. These sessions will be held in the participant's home or at CAA office—depending on the wishes of the participants. The HME will work with the married couple, engaged couple or pre-engaged individual to reinforce the curriculum through actual role play or practice, and will address the specific objectives identified by each participant as central to improving their marriage and/or relationship skills.

The Individual sessions are essential to establishing trust with participants and guiding them into making a full commitment to changing the nature of their marital and/or relationship skills. By establishing the foundation for each participant to develop a trusting, mutually respectful relationship, the HME Counselors are better able to help design an effective and comprehensive plan tailored to meet the needs of each participant.

The individual sessions are particularly relevant in serving immigrant populations. Members of immigrant communities are traditionally intensely private and the importance of privacy pertinent to family matters may prevent them from participating as fully and open as necessary in the group setting. Many Asian, Pacific Islander and Hispanic immigrants believe that an inability to 'handle' their own problems and to seek outside help is a sign of weakness. The Private/Individual Training sessions allows husbands and wives, engaged couples and pre-engaged individuals to address specific issues without compromising their sense of decorum and

propriety. The one-on-one sessions give HME's an opportunity to answer questions and provide additional support in a private setting.

**C8) Booster Sessions/Follow up:** The Booster Sessions are provided on an as needed basis to married couples, engaged couples, and pre-engaged individuals every other month. Individuals and couples in need of an intensive refresher on the lessons learned in the full program can register for a booster session. These two-hour sessions re-examine the strategies to strengthen the marital relationship and other support services, such as case management and social services, which might support the marriage and reduce stress on the relationship.

Follow-Up Sessions are provided for 9 months and allow HME's to work with married and engaged couples and pre-engaged individuals to reinforce the lessons learned in the program and/or or to address specific objectives identified as central to improving marriage and/or relationship skills. HME's view Follow-Up sessions as particularly important in serving immigrants. Members of immigrant communities are often intensely private and the importance of privacy pertinent to family matters sometimes prevent couples from participating as fully and openly in class settings as necessary to reap the full benefits of the MEP.

**C9) Evidence of Effectiveness/Curriculum:** The **curriculum** used in the prior MEP Program was a compilation of three successful marriage skills improvement curriculums, *The Power of Two*, *Building Blocks for Success*, and *Active Relationships Programs*. The proposed program will revise that curriculum and will base the revised program components on *The Power of Two*, *Empowering Couples: Building on Your Strength*, and *Active Relationships Programs*. These three models will be used to address a variety of topics of relevance to couples to identify and acknowledge past marital difficulties in their home countries, differences in marital and family constructs in the U.S. as compared with home countries, and causes of present marital problems.

The curriculum encourages individuals and couples to explore shared decision-making processes; increasing parenting effectiveness by working together; and addressing issues such as child rearing, family finances and managing relationships with in-laws. All these issues have been identified in the need statement as issues of relevance to each target population, justifying CAA's use of these curricula.

The 5 Week MEP Curriculum (2-hours per session, 10 hours total) is divided into the following segments:

- Introduction: Identifying current marital issues, the benefits of a healthy marriage, and strengthening commitment by understanding cultural and traditional values and how they determine marriage roles and responsibilities
- Communication: Effective Communication, Listening and Conflict Resolution Skills: do not hurt, do not hint, say what you want, steps in solving problem, and win/win strategy
- Stress & Anger Management: understanding triggers of anger, anger control techniques, and domestic violence issues
- Family Budgeting and Finances: improving family financial management and responsibility skills, and exploration of experiences and values, including financial literacy
- Roles and Responsibilities: improving the understanding of roles and responsibility as a spouse and as parents using effective discipline strategies and effective co-parenting skills

All these issues have been identified in the need statement as issues of relevance to each target population, justifying CAA's use of these curricula and all information covered in the sessions is underscored in linguistically and culturally appropriate handouts.

**C10) Domestic Violence Protocol:** CAA is a provider of **Domestic Violence** services in the Long Beach area and is committed to bringing an end to domestic violence. CAA partners with

the Long Beach Women Shelter, has consulted with them about this project, and will continue to work with them to ensure that domestic violence considerations are taken in to account in terms of the design, content, outreach, outcomes and target population for this project.

The MEP is not a domestic violence (DV) intervention. Nevertheless, **all HMEs engaged by CAA to work on the MEP program are required to complete a 40-hour DV Certification Training Program** to ensure that they have the knowledge to detect DV and make appropriate referrals. The DV training program's topics include (DV) dynamics, counseling DV victims, treatment for batterers, cultural differences and dynamics in DV, legal aspects, effects of DV on children, collaborating with law enforcement, Child Protective Services, substance abuse and DV, sexual transmitted disease and DV, co-dependency, identifying child abuse and mandatory reporting and immigration issues and DV.

If an HME determines during the intake process, or at any other time during the program training or case management period, that a prospective individual or couple is the victim of domestic violence or in the event that child abuse/maltreatment is suspected, the HME will refer the victim to a culturally and linguistically appropriate resource and, if necessary and requested, will accompany the victim to a local women's shelter or other safe place. CAA will ensure that families in which domestic violence is a factor receive the proper support and services outside the MEP. *If CAA staff are told or suspect that any child is being abused they will comply with mandatory reporting requirements and immediately contact the appropriate agency.*

If, following successful DV intervention, a prospective participant chooses to re-apply for the MEP program, he or she will begin the screening process over again.

**C11) Case Management:** CAA's model for case management is based on **Strength-Based Case Management (SBCM)**; an evidence based intervention that has been proven to be

successful in providing assessment, planning, linkage, monitoring, and advocacy to clients involved with health or social service programs. Traditionally used with substance abusers, SBCM is a culturally and linguistically appropriate method of guiding individuals to make positive changes in their lives by building on assets. The assigned case manager, who shares a similar ethnic, racial and/or socio-economic background with the client, helps the married couple, engaged couple or pre-engaged individual to identify personal skills and abilities and facilitates client participation in setting goals, identifying areas of needed education and support and resolving barriers to success (transportation, child care, etc.). Case Management will allow participants to access the full continuum of services available at CAA, including counseling and social services, health outreach, education services, and referrals for clinical assessment, and employment and education programs while building relationship skills.

As part of the case management process, all married and engaged couples will work jointly with the HME to formulate a “Power of Two” personal action plan, which allows program participants to identify and articulate specific objectives that they would like to accomplish during the program period. Each pre-engaged individual will work jointly with the HME to formulate a personal action plan, which allows him or her to identify and articulate specific objectives that they would like to accomplish during the program period. These objectives form the basis for participation in Group Marriage/Relationship Skills Training and Individual Couple Marriage/Relationship Skills Training.

**C12) Supportive Services:** To help reduce the barriers to access the program services and improve program recruitment, retention, and outcomes, the MEP proposes to provide supportive services that include child care, transportation assistance, start-up work expenses (uniform), and incentives (to those who completed all the training sessions up to \$25 per person).

To leverage the grant fund, CAA will strive to negotiate with collaborative and community agency partners to provide childcare and transportation to the extent possible. In addition, the MEP staff will update its community resource binders and will provide referral services to the participants in need of food, clothing, health care, low cost insurance, etc. as needed.

**D) Timeline and Action Plan: YEAR ONE**

<i>Action</i>	<i>Timeline</i>	<i>Personnel</i>
Produce written policies, procedures and action plan to jumpstart the program. Finalize MOUs and Third Party Agreements. Hire and train staff.	Month 1-3	Project Director
Prepare and issue press release informing the community about the availability of the program. Develop/revise program forms, curricula and evaluation plan.	Month 1-3	Project Director/ Program Coordinator
Develop linguistically appropriate Healthy Marriage messages for radio, newspaper and TV educational segments. Arrange for ad placements and track number of paid announcements.	Month 3 - Ongoing	Program Coordinator/HMEs
Launch first phase of collecting referrals and participant recruitment. Conduct Intake Assessments and enroll participants.	Month 3- Ongoing	HMEs
Recruit potential employers for job referrals and placement.	Month 3- Ongoing	CACs
Conduct Marriage Skills Trainings to 50 couples.	Jan-Mar 2012	HMEs / CACs
Conduct Marriage Skills Trainings to 70 individuals.	Jan-Mar 2012	

Conduct Job Readiness Skills Training to 30 individuals.	Jan-Mar 2012	
Conduct follow-up with participants who completed all training sessions.	Month 6- Ongoing	Program Coord./ HMEs
Collect data for program assessment and evaluation. Complete first semi-annual program report.	Jan-Mar 2012 April 2012	Program Coord./ HMEs / CACs
Conduct Marriage Skills Trainings to 100 couples.	Apr-Sept 2012	HMEs / CACs
Conduct Marriage Skills Trainings to 130 individuals.	Apr-Sept 2012	
Conduct Job Readiness Skills Training to 70 individuals.	Apr-Sept 2012	
Collect data for program assessment and evaluation. Complete second semi-annual program report.	Apr-Sept 2012 October 2012	Program Coord./ HMEs / CACs

**YEAR TWO and YEAR THREE Action Plan**

<i>Action</i>	<i>Timeline</i>	<i>Personnel</i>
Arrange for ad placements of linguistically appropriate Healthy Marriage messages for radio, newspaper and TV educational segments and track number of paid announcements.	Ongoing	Program Coordinator/HMEs
Continue collecting referrals and participant recruitment. Conduct Intake Assessments and enroll participants.	Ongoing	HMEs
Continue recruiting potential employers for job referrals and placement.	Ongoing	CACs
Conduct Marriage Skills Trainings to 75 couples. Conduct Marriage Skills Trainings to 100 individuals. Conduct Job Readiness Skills Training to 50 individuals.	October-March	HMEs / CACs

Conduct Marriage Skills Trainings to 75 couples. Conduct Marriage Skills Trainings to 10 individuals. Conduct Job Readiness Skills Training to 50 individuals.	April- September	HMEs / CACs
Conduct follow-up with participants who completed all training sessions.	Ongoing	Program Coord./ HMEs
Collect data for program assessment and evaluation. Complete semi-annual program reports.	Ongoing April, October	Program Coord./ HMEs / CACs

**E) Project Sustainability Plan**

CAA is committed to sustain the program components encompassed by the MEP following cessation of program funding. Due to the extreme need experienced by the program participants and the current economic realities associated with being a nonprofit organization, CAA anticipates that the program will always be somewhat reliant on grant funding. However, CAA is determined to research and identify suitable private funders and will submit grant proposals to 6-8 funders in the final year of the grant. Moreover, CAA will work to maximize resources by creating and sustaining partnerships and maintaining strong internal fiscal controls. CAA will also explore opportunities for establishing a revenue stream that will help offset the costs of serving low income individuals and couples by offering the relationship skills trainings through other agencies, such as community centers or religious institutions, at a fee.

**F) Allowable Activities Commitment Statement**

CAA hereby commits not to use funds from the Healthy Marriages Promotion Grant for any purposes other than the activities specified in the authorizing legislation and this FOA; not to use funds for any unallowable activity, unauthorized activities, including but not limited to

abstinence education program; ***not*** to use funds for non-program related capacity-building or train the trainer programs; and, ***not*** to include fee-for-service for activities under the FOA.

**G) Documenting Performance:** CAA hereby confirms that it will adopt and use the uniform measures provided by OFA to document and report the performance progress of the MEP program. In addition, CAA will maintain document performance progress reports through a three tiered process of data collection and reporting that includes self-evaluation, customer satisfaction assessments and through pre- and post project surveys. Please see Section V. for detailed description of performance measurement and documentation.

### **III. Organizational Capacity and Experience**

The Cambodian Association of America (CAA) is a non-profit 501(c) 3 organization incorporated under the statutes of the state of California in 1975 to assist refugees fleeing the political turmoil of Cambodia. Initially, the goal of the organization was to meet the immediate needs of Cambodian refugees arriving at Camp Pendleton, San Diego after the Killing Fields. Working out of a garage and staffed with volunteers, CAA sponsored the first wave of Cambodian refugees and provided ESL and employment preparation services to them.

CAA created and sustained numerous programs to help Cambodians adapt to life in the United States while preserving the unique Cambodian culture almost obliterated by the Khmer Rouge. Recognizing the similarities in issues that impact other populations, CAA broadened its client base soon after inception to include Hispanic, Vietnamese, Filipino, Samoan and Pacific Islander, African American, and Caucasian populations in addition to Cambodians. The cultural differences between the groups served require dedication to cultural and linguistic competency.

CAA uses culturally and linguistically appropriate services as the central strategy to incorporating a community-centered approach to providing services to populations who

experience barriers to healthcare and human and social services due to their ethnicity. As such, the organization has assembled a staff with the cultural and linguistic capacity and professional capacity to provide these families with the services they need to function in a healthy, appropriate manner. CAA has hired staff with a wealth of experience in working with diverse populations. In addition, CAA has established collaborative relationships with organizations that have successfully targeted these populations for years.

*CAA's mission is to improve the quality of life of low-income children and families by providing linguistically and culturally appropriate social, health, outreach, education and employment services.* The organization serves individuals and families of all ethnic groups in the greater Long Beach area, Lakewood, Bellflower and throughout LA County. Since its inception, CAA has grown into a stable, viable and successful organization trusted by government and private funding to provide health, social and employment services to disenfranchised populations for the past three decades. CAA has the financial management experience required to successfully implement the proposed grant. CAA maintains strong internal controls of all accounting practices and its computerized accounting system meets the *Generally Accepted Accounting Principles* and governmental standards. CAA retains an independent auditor to audit its financial statements and conducts single audits in addition to full Program Contract Monitoring audits. *CAA has passed all clearances for every financial audit the organization has undertaken.* CAA is consistently funded by federal, state, county, city and private foundations, a fact that attests to the organization's understanding of the issues that impact the health and well-being of underserved communities and its ability to address them.

CAA has a wealth of applicable program experience in terms of creating and implementing programs to help low-income families address the health and social issues that

impact their physical and mental health and well-being. Each year, more than 5,000 children and parents receive direct services from CAA. The organization employs 45 staff members working on over fifteen programs funded by the city, county, state and federal governments and private/nonprofit foundations. Directly applicable programs that are or have been operated by CAA include counseling and classes for families, substance abusers, domestic violence perpetrators, and senior citizens; family preservation programs; employment programs; health education programs on tobacco, immunizations, and Medi-Cal/Healthy Families.

Finally, and perhaps most importantly, CAA was awarded and successfully implemented a Healthy Marriage Demonstration grant (HHS-2006-ACF-OFA-FE-0033) in 2006. CAA met and significantly exceeded all grant objectives and maintained strict adherence to all reporting requirements stipulated during the 5 year grant period.

In terms of governance, CAA's Board of Directors is made up of a dedicated group of community members and leaders who provide leadership in directing agency focus and setting goals. The Board meets bi-monthly to approve large grant applications and on an as needed basis to review and discuss the management and business affairs of the Corporation. CAA Board has four subcommittees. The Executive Committee oversees the overall management of the Corporation. The Finance Committee provides oversight of the agency's finance and accounting system. The Program Committee establishes corporate strategies and advises the Board on program development and the Personnel Committee reviews personnel issues and nominates candidates to fill vacancies on the Board of Directors. The Board oversees the work of the Executive Director who, in turn, oversees a management team made up of six Program Coordinators/Managers who oversee all direct service staff. CAA's service staff has the cultural and linguistic competency to serve all the disenfranchised populations within CAA service area,

understand the history and issues of the populations they serve, and meet the licensing and accreditation requirements of grants. Currently, CAA receives approximately 75% of its funding from government sources.

#### **IV. Project Management and Staffing**

The MEP staff is comprised of one part-time Project Director, one full-time Program Coordinator, five full-time Healthy Marriage Educators (HME), two full-time Career Advancement Counselors (CAC), and one part-time Administrative Assistant. All program employees have the qualifications, experience, certifications and educational backgrounds to provide the continuum of services proposed. CAA has assembled a racially and ethnically diverse staff capable of providing culturally and linguistically competent interventions.

Executive Director, Kimthai Kuoch will act as Project Director. Mr. Kuoch possesses a Master's Degree in Public Policy and Administration and has 15 years experience in nonprofit management. He will supervise management staff and act as liaison with the funding agency. He will produce clear and written policies and procedures to govern internal and external program operations; provide overall program and fiscal oversight to ensure that it has adequate financial records, including separate cost centers and performance data; and that the program operations are in compliance with the government and grant requirements.

The full-time Program Coordinator, Chantol Oung, possesses a Master's Degree in Law. She will report directly to Mr. Kuoch. Having overseen the existing Healthy Marriages Demonstration grant, Ms. Oung is experienced in adhering to the rigorous intake, assessment, and documentation requirements and ensures that the scope of work is implemented as planned. She will conduct class training visits and observation; track and compile performance data and program reports; oversee ongoing data collection activities; and ensure that the daily activities

will meet all program goals and objective benchmarks. She will oversee the work of the five Healthy Marriage Educators and the two Career Advancement Counselors.

The HMEs and CACs assigned to the project will have the linguistic competency to serve Cambodian, Vietnamese, Laotian, Samoan, Tongan, Guamanian and Hispanic communities. *The HMEs will provide media campaign, community outreach, in-home assessments, group/individual marriage skills training, case management and follow up; and the CACs will perform* community outreach, intakes, assessment, job readiness training and counseling, case management, searching for employment sources for job referrals and placement, and supportive services. (Resumes of key staff and an organizational chart are provided in the attachments.)

All HME and CAC staff assigned to the project will have DV training certification. CAA will instruct new employees on policies for addressing DV and child maltreatment and will reiterate policies at staff retreats, meetings and trainings at least twice each program year.

CAA management will ensure that funding under this grant will be used specifically as indicated in our proposal, and will not be used for non-allowable activities.

## **V. Performance Measurement and Assessment**

CAA will adopt and use the uniform measures provided by OFA to document and report the performance progress of the MEP program. In addition, CAA will use the following three tiered process of data collection and reporting:

**Self-Evaluation:** CAA will collect quantitative information about the number of community members participating in the program, the number of classes held and attendance records. Staff will keep tracking logs of outreach activities and printed materials distributed; sign-in sheets from training sessions; and impacted audience estimates from media outlets broadcasting MEP's ads.

**Customer Satisfaction Survey:** CAA will collect qualitative data through customer satisfaction survey. CAA clients will rate their satisfaction, on a 1 to 5 scale, at the completion of the five training sessions. Respondents will be asked to comment on the quality of information provided, the helpfulness of staff, staff's cultural sensitivity and overall benefit of the information provided as well as their own personal progress toward meeting their specific marriage enrichment objectives. For clients who are not literate, CAA will provide volunteers to work independently with the clients to assess the service provided.

**Overall impact:** The overall impact of the proposed program will be assessed through pre- and post surveys on marriage and relationship skills. In the first two months of the grant period, CAA will informally survey the community to determine their current attitudes about marriage and marital roles. There will be ongoing assessment of project activities by project participants. Results of these assessment will be incorporated and use in program implementation and improvement. At the end of the grant period (months 11-12) CAA will conduct a post-project evaluation and will use the data collected to gauge the program's effectiveness in affecting participants' perceptions of the knowledge, skills, techniques and resources required for a healthy marriage.

The program staff will meet each week to discuss the staff's perception of the program performance and to discuss challenges and emerging issues. These meetings provide staff the opportunity to adjust the program components to meet emerging challenges and improve the ability of the program to respond immediately to community need.

# CAA MARRIAGE ENRICHMENT PROJECT LOGIC MODEL

## GOALS

## ASSUMPTIONS

## INPUTS

## ACTIVITIES

## OUTPUT MEASURES

## OUTCOMES

1. Increase awareness in the API and Hispanic Immigrant Communities about the importance of sustaining a healthy marriage and the skills necessary to do so.

2. Strengthen Marriages in the API and Hispanic Communities.

3. Strengthen the ability of engaged and pre-engaged individuals in the API and Hispanic Communities to create healthy marital relationships.

4. Promote health and self-sufficiency through a rigorous system of case management.

5. Promote career advancement and self-sufficiency among TANF recipients, past recipients and individuals eligible for TANF or at risk of becoming TANF recipients.

Serious pressures faced by API and Hispanic families and immigrants lead to higher than average rates of divorce, depression, and stressful/unfulfilling inter personal relationships.

Socio-economic factors play a substantial role in the success of marital relationships.

Cultural norms that undervalue women complicate attempts to create a healthy and equal marital relationship.

Providing a continuum of services and supports to couples and families can pave the way to creating healthier marriages and to sustaining the marital relationship for the long term.

With career guidance, individuals can successfully transition from welfare to lives of self-sufficiency, helping to reduce relationship stress, improving family stability and help couples to succeed in marriage.

OFA Funding.

Evidence-Based curriculum.

Culturally and Linguistically appropriate staff.

1 PT Program Director, 1 FT Program Coordinator. 5 FT Healthy Marriage Educators and 2FT Career Advancement Personnel.

Ongoing staff training.

Solicited community input /feedback from clients.

Group and Individual support/relationship skills training.

Inter-agency collaboration/referral network to address needs along a continuum.

CAA's reputation in the community which will foster collaboration— particularly in terms of potential employers.

Launch a Public Awareness Campaign

Update evidence-based curriculum for relationship skills and career development

Provide an evidence-based program on relationship skills training for married couples.

Provide an evidence-based program on relationship skills training for engaged and pre engaged individuals.

Provide rigorous Case Management Services to all program participants throughout the program and for 90 days post completion.

Provide Career Advancement Support to program participants.

5,000 individuals contacted via 50 ads in ethnic radio, newspapers, and television, 1,200 pieces of print materials (flyers, posters, calendars) and 100 Outreach sessions.

150 couples and 300 engaged and pre-engaged individuals will complete the MEP relationship skills training program.

100% of participants will practice techniques to improve communication, manage anger, and resolve conflict.

100% of participants (600 total served) will receive intensive case management.

15% of participants (100 individuals) will enroll in Career Advancement (CA).

100% of CA participants will complete the OWRA and develop an employment plan.

85% of CA participants will attend job readiness training that includes resume writing and pre-employment or soft-skills development.

85% of CA participants will attend one-on-one career counseling/development sessions.

60% of CA participants will attend basic ESL training.

80% of participants referred for job/vocational training will complete the program and return for job research and placement assistance.

85% of CA participants will identify 10 or more appropriate jobs and will complete the application/resume submittal process.

The communities served will have increased knowledge about the existence and availability of marriage strengthening programs in Long Beach.

Improved relationship skills will result in reduced conflict, stronger bonds, better functioning partnerships and reduced divorce among participants

Participants will experience increased knowledge, a more positive attitude toward marriage and will experience improvements in emotional expression, anger management, conflict resolution, communication, and financial management.

API and Hispanic current and former TANF recipients participating in Career Advancement will have the skills and training necessary to secure gainful employment.

Participants will have access to a broad array of services geared to through case management and support services.

CAA will have a broadened cross section of linkages with the business community resulting in enhanced capacity to facilitate job placement for participants.



## Upload #2

Applicant: Cambodian Association of America  
Application Number: FM2011000429  
Project Title: Marriage Enrichment Project  
Status: Awarded  
Document Title: OtherNarrativeAttachments-Attachments-1235-CAAMEP Healthy Marriage Attachment.pdf

# Manage Registrations

Welcome Kirsten

## CCR registrations linked to your account

DUNS	CAGE	Company Name	Status	View	Action	Manage Users
826251811	54QU8	CAMBODIAN ASSOCIATION OF AMERICA	Active in CCR; Registration valid until 05/16/2012.	<a href="#">View</a>	<a href="#">Update/Renew</a>	<a href="#">Users</a>

INTERNAL REVENUE SERVICE  
DISTRICT DIRECTOR  
P O BOX 2350 ROOM 5127 ATTN: E.O.  
LOS ANGELES, CA 900532350

DEPARTMENT OF THE TREASURY

Date: MAR. 18, 1991

CAMBODIAN ASSOCIATION OF AMERICA  
2501 ATLANTIC AVENUE  
LONG BEACH, CA 90806

Employer Identification Number:  
95-3528706  
Case Number:  
(b)(4)  
Contact Person:  
JOYCE DARBY  
Contact Telephone Number:  
(213) 894-4553

Our Letter Dated:  
Nov. 24, 1986  
Addendum Applies:  
Yes

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization which is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

You are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. For guidance in determining whether your gross receipts are "normally" more than \$25,000, see the instructions for Form 990. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of \$10 a day is charged when a return is filed late, unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed \$5,000 or 3 percent of your gross receipts for the year, whichever is less. This penalty may also be charged if a return is not complete, so please be sure your return is complete before you file it.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

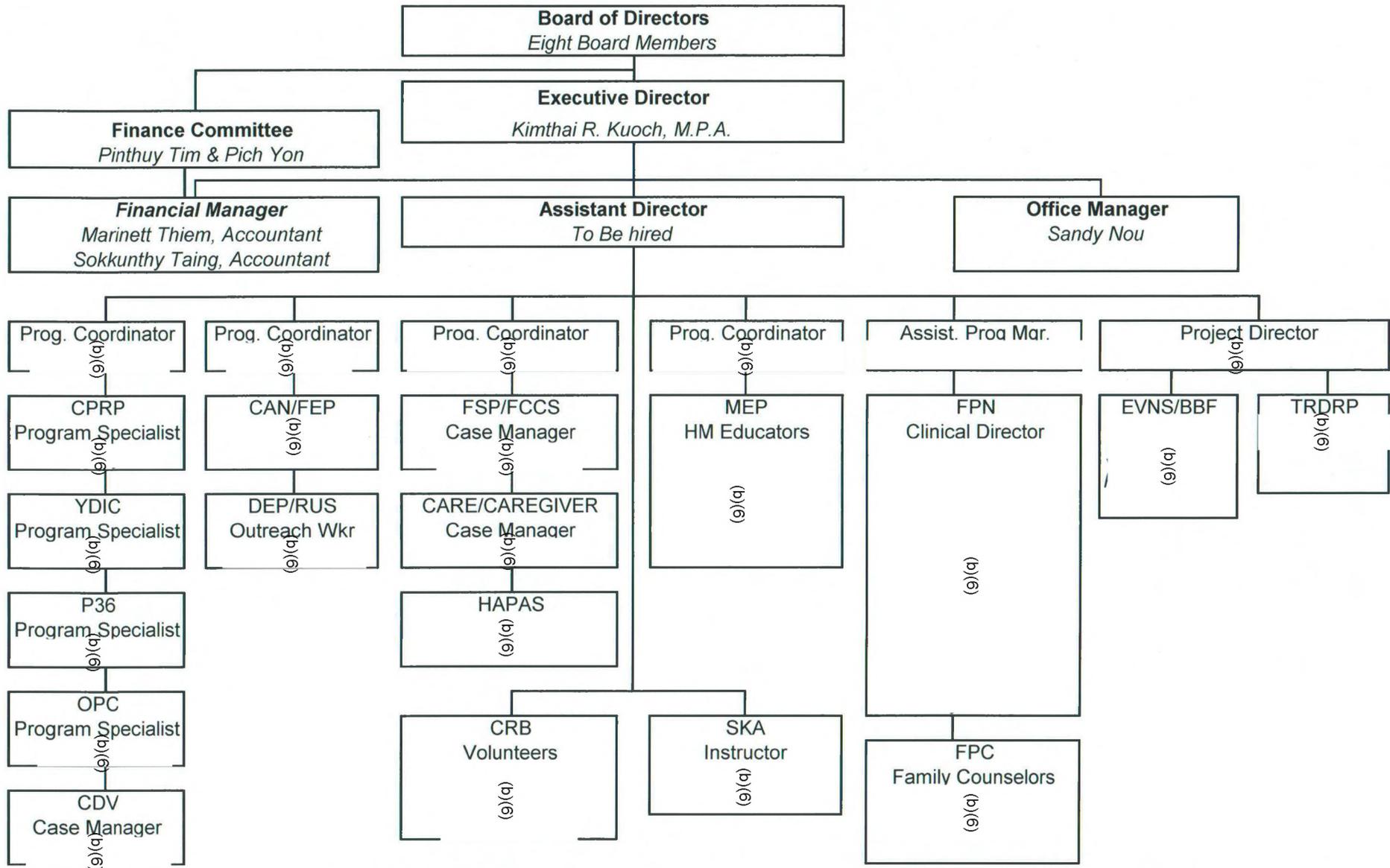
If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,

  
Michael J. Quinn

A2

## CAMBODIAN ASSOCIATION OF AMERICA ORGANIZATIONAL CHART



CAN: Child Abuse & Neglect Treatment  
 CPRP: Community Prevention & Recovery Program  
 CRB: Cambodian Radio Broadcast  
 CARE: Senior Care Project  
 DEP: Diabetes Education Program

CFP: Fatherhood Program  
 FPN: Family Preservation Network  
 FSP/FCCS: Full Service Partnership  
 HAPAS: Health Access Pacific Asian Seniors  
 MEP: Marriage Enrichment Program

P36: Proposition 36 Substance Abuse Treatment  
 SKA: Spirit of Khmer Angkor Art Preservation Program  
 EVNS/BBF: Even Start Family Literacy/Barbara Bush Fdtn.

**KIMTHAI R. KUOCH**  
2979 E 19<sup>th</sup> Street,  
Signal Hill, CA 90755  
(562) 346 - 6422

**EXPERIENCE:**

1997-Present CAMBODIAN ASSOCIATION OF AMERICA (Long Beach, CA)

*Executive Director (2006-Present)*

*Associate Executive Director/Chief Financial Officer (1998-2006)*

*Acting Executive Director (1997-1998)*

*Responsibilities and Duties:* Provide direction and oversee day-to-day management of the agency key functions including agency's and project administration, human resources and development, public relation, accounting/finance and funds development. Other specific duties include: managing major projects; providing leadership, directing and supervising program coordinators of small programs; managing the agency's financial resources including: organizational-wide budgets and program budgets; maintaining and overseeing the proper control of accounting system in accordance to GAAP and compliance of contract requirements and organization policies and procedures; seeking and securing funding sources and negotiating and signing agency contracts with Federal, State, County agencies and Foundations; preparing financial reports; participating as a member of the senior management team to formulate and implement policies and plans to meet the organization's mission and short and long term objectives; representing organization to the public, community, government and funding agencies.

1995-1997 COMMUNITY REHABILITATION INDUSTRIES (Long Beach, CA)

*Project Director/Manager*

Supervised and provided support to staff & volunteers; Manage overall SAVES program and administered day-to-day operation; Coordinated and maintained liaison & positive relationship with State Department of Rehabilitation & Community Advisory Committee; Maintained active involvement in community through collaboration, outreach, networking, planning, and participating in executive management team.

1989-1995 ASIAN PERINATAL ADVOCATES (SF General Hospital, San Francisco, CA)

*Bilingual Family Counselor*

Provided social and referral services to low-income families; Assessed psycho-emotional needs and provided counseling in areas of child abuse/neglect, parenting, nutrition, health, mental health, education, and employment related issues; Conducted outreach and assisted in organizing community meetings to build community awareness around child abuse/neglect and parenting issues; Participated as a panel member at State and National conferences.

1987-1992 CALIFORNIA HUMAN RESOURCES, INC. (San Francisco, CA)

*Paraprofessional Social Worker*

Delivered intervention and prevention services to low-income families including education, safety, nutrition, health, mental health, counseling, and social and referral services; Provided translation, advocacy, social and referral services to families in crisis.

1984-1987 JAPAN SOTOSHU RELIEF COMMITTEE YOUTH CENTER (Khao I Dang, Thailand)

*Director/Supervisor*



P.O. Box 32107  
Long Beach, CA 90832  
Telephone: (562) 437-7233  
Facsimile: (562) 436-4943  
Hotline: (562) HER-HOME  
www.womenshelterlb.org

---

*The mission of WSLB is to eliminate domestic violence through compassionate intervention, education and personal empowerment.*

---

July 20, 2011

Healthy Marriage FOA  
Office of Family Assistance OFA Operations Center  
c/o Lux Consulting Group  
8405 Colesville Road  
Suite 600  
Silver Spring, MD 20910

Dear Sir/Madam:

We are writing this letter to support the Cambodian Association of America's (CAA) application for the Community Centered Healthy Marriage and Relationship Funding Announcement, to provide healthy marriage education to individuals and couples in the greater Long Beach area.

WomenShelter of Long Beach has been providing safe shelter, and comprehensive support services for victims of domestic violence and their children in Long Beach and the surrounding communities for the past 34 years. For more than a decade, we have worked with CAA to provide the 40-hour state mandated domestic violence training to their staff, and we have referred monolingual Cambodian victims of domestic violence to CAA for case management and peer support. We know well that the Cambodian community has specific needs related to family violence that are best served by culturally and linguistically appropriate service providers, and we rely on CAA to assist our survivors. We would gladly assist in reviewing CAA's domestic violence protocols to ensure that they are appropriate for the population they serve.

CAA is uniquely qualified to offer and manage this program. They have 35 years of history of providing quality social, health, employment, educational outreach, and counseling services that are culturally and linguistically appropriate. Councilman Dee Andrews' office strongly supports CAA on this needed endeavor. We are committed to providing referrals, and other supportive services to help this program succeed. Should you have any questions regarding this partnership, please do not hesitate to contact me at 562-437-7233 or [tmylie@womenshelterlb.org](mailto:tmylie@womenshelterlb.org).

Sincerely,

(b)(6)

TuLynn Smylie  
Executive Director  
WomenShelter of Long Beach



# KPA

KHMER PARENT ASSOCIATION

សមាគមគ្រូបង្ការ

P.O. Box 91955

Long Beach, Ca. 90809

562-276-5888

July 19, 2011

Office of Family Assistance  
OFA Operations Center  
c/o Lux Consulting Group  
8405 Colesville Road, Suite 600  
Silver Spring, MD 20910

Dear Sir/Madam:

The Khmer Parent Association (KPA) is pleased to support the Cambodian Association of America's application for funding under the Community-Centered Healthy Marriage and Relationship HHS-2011-ACF-OFA-FM-0193 of healthy marriage, parenting, and career enhancement skills training programs to increase marital stability and healthy relationship in the Asian Pacific Islander community in SPA 8 of Los Angeles County.

KPA has provided services to youth and families in Long Beach, in the SPA 8 area since 1995. The services that we offer include Medical Interpretation, Health Education Program, Academic Development, Tutoring-After-School Program, Youth Leadership Development, High School Scholarships and Graduation Celebration, and Parental Involvement.

As a community leader and service provider, I am very well aware of the tremendous need for a comprehensive, and linguistically and culturally appropriate of healthy marriage, parenting, and career enhancement skills training for the underserved minority populations like the Asian Pacific Islander and Hispanic communities. In addition, I have worked with Cambodian Association of America (CAA) for over ten years and know that they have the capacity and experience to provide high quality, integrated, and specialized services to diverse communities in a culturally and linguistically appropriate manner.

Over the years, KPA has collaboratively and successfully worked with the Cambodian Association of America on several projects serving the underserved communities like: Khmer Health Forums, High School Graduation and Scholarship Programs, and Health Education programs. I strongly recommend funding Cambodian Association of America's proposal in order to provide healthy marriage, parenting, and career enhancement skills training services to parents, especially young adults, so they can stay focused in improving their economic and relationship stability, and in turn, they help their children to stay focus in schools and become productive members of society.

Sincerely,

(b)(6)

Unan Hopson  
Executive Director



# CITY OF LONG BEACH

DEPARTMENT OF HEALTH AND HUMAN SERVICES

2525 GRAND AVENUE • LONG BEACH, CALIFORNIA 90815 • (562) 570-4000 • FAX: (562) 570-4049

July 19, 2011

Office of Family Assistance  
OFA Operations Center  
c/o Lux Consulting Group  
8405 Colesville Road, Suite 600  
Silver Spring, MD 20910

To Whom it May Concern:

I am pleased to offer this letter in support of the Cambodian Association of America's (CAA) application to provide healthy marriage education services under the Community-Centered Healthy Marriage and Relationship Funding Announcement.

The Long Beach Department of Health and Human Services currently provides health education, resource and referral, prevention-based and other public health services. We have worked in collaboration with the CAA for over 15 years and, during that time, we have seen the CAA provide exemplary service to the community, successfully execute numerous contracts to provide human services such as healthy marriage education, health outreach education, outpatient counseling and case management, and coordinate significant collaborative efforts among other community agencies. Our work with the CAA has included: Substance Abuse/DUI, Medi-Cal Outreach, Tobacco and Secondhand Smoke Outreach Education, Tobacco Smoke-free Coalition, and Immunization Outreach Programs.

Based on this experience, the Long Beach Department of Health and Human Services is confident that the CAA has the expertise and experience to provide the underserved ethnic communities with needed culturally and linguistically appropriate services. The CAA has been involved in other endeavors to help build healthy relationships and improve positive parenting role models in the Greater Long Beach community. These efforts have, and will continue to assist these individuals in becoming healthier and more productive members of the community.

We commend the efforts of the CAA and support this proposal to obtain funding to continue these important programs and services in our community. We are committed in providing our strong support and linkages with CAA's staff and thank you for your consideration.

Sincerely,

A handwritten signature in blue ink that reads "Ronald R. Arias".

Ronald R. Arias  
Director of Health & Human Services



**THE CITY OF LONG BEACH**

July 20, 2011

Healthy Marriage FOA  
Office of Family Assistance OFA Operations Center  
c/o Lux Consulting Group  
8405 Colesville Road  
Suite 600  
Silver Spring, MD 20910

Dear Sir/Madam:

I am writing this letter to support the Cambodian Association of America (CAA) application for the Community Centered Healthy Marriage and Relationship Funding Announcement, to provide healthy marriage education to individuals and couples in the greater Long Beach area. CAA has successfully provided 5 years of Health Marriage education classes and outreach in the community, and we have seen a positive impact already. I wish to see this effort continued to reach more members of our community.

As the City of Long Beach representative for the Sixth District, I applaud organizations like the Cambodian Association of America that assist our great City by keeping our families strong because *strong families make strong communities*.

CAA is uniquely qualified to offer and manage this program. They have 35 years of history of providing quality social, health, employment, educational outreach, and counseling services that are culturally and linguistically appropriate. I strongly support CAA on this needed endeavor. I will assist in providing referrals, and other supportive services to help this program succeed.

Again, I want to thank you for your commitment to the community and for your consideration. If you have any questions, please call me anytime at (562) 570-6816.

Sincerely,

Councilman Dee Andrews  
6<sup>th</sup> District, The City of Long Beach

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (MOU) confirms the agreement between Roosevelt Elementary School and the Cambodian Association of America (CAA) to provide services for the Marriage Enrichment Project, funded by the DHHS/ACF Office of Family Assistance. We understand that the primary goal of this program is to provide marriage enhancement and marriage skills training to the Asian Pacific Islander and Hispanic populations in the greater Long Beach, California area, to promote the necessary knowledge and skills for sustaining and enhancing health marriages in underserved communities. Roosevelt Elementary School supports the goals of the CAA initiative and feels we can contribute to the success of this project.

Roosevelt Elementary School agrees to provide:

- Space for marriage skills training classes.
- Assistance in recruiting clients.

CAA agrees to provide:

- Marriage Skills Training classes to all eligible participants.
- Refreshments to class participants.
- Certificates for students upon completion of the class.

The signatures on this letter verify our commitment to support the Marriage Enrichment Program as described in the application for funding.



\_\_\_\_\_  
Christopher Lund  
Principal  
Roosevelt Elementary School



\_\_\_\_\_  
Kimthai R Kuoch, MPA  
Executive Director  
Cambodian Association of America

7/18/11

\_\_\_\_\_  
Date

7/18/11

\_\_\_\_\_  
Date

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (MOU) confirms the agreement between the Hmong Association of Long Beach and the Cambodian Association of America (CAA) to provide services for the Marriage Enrichment Project, funded by the DHHS/ACF Office of Family Assistance. We understand that the primary goal of this program is to provide marriage enhancement and marriage skills training to the Asian Pacific Islander and Hispanic populations in the greater Long Beach, California area, to promote the necessary knowledge and skills for sustaining and enhancing health marriage in underserved communities. Hmong Association of Long Beach supports the goals of the CAA initiative and feels we can contribute to the success of this project.

Hmong Association of Long Beach agrees to provide:

- Space for marriage skills training classes.
- Assistance in recruiting clients.
- Information distribution of class availability.

CAA agrees to provide:

- Marriage Skills Training classes to all eligible participants.
- Refreshments to class participants.

The signature on this letter verify our commitment to support the Marriage Enrichment Program as described in the application for funding.

(b)(6)

Nhia Cha X. Yang, President  
Hmong Association of Long Beach  
America




---

Kimthai R Kuoch, MPA  
Cambodian Association of

07/26/2011  
Date

7/26/11  
Date

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (MOU) confirms the agreement between Lao-Khmu Community O.C and the Cambodian Association of America (CAA) to provide services for the Marriage Enrichment Project, funded by the DHHS/ACF Office of Family Assistance. We understand that the primary goal of this program is to provide marriage enhancement and marriage skills training to the Asian Pacific Islander and Hispanic populations in the greater Long Beach, California area, to promote the necessary knowledge and skills for sustaining and enhancing health marriages in underserved communities. Lao-Khmu Community O.C supports the goals of the CAA initiative and feels we can contribute to the success of this project.

Lao-Khmu Community O.C agrees to provide:

- Space for marriage skills training classes.
- Information about the marriage enrichment program.
- Space for conducting outreach to Laotians and Cambodians
- Assistance in recruiting clients.

CAA agrees to provide:

- Marriage Skills Training classes to all eligible participants.
- Refreshments to class participants.
- Certificates for students upon completion of the class.

The signatures on this letter verify our commitment to support the Marriage Enrichment Program as described in the application for funding.

(b)(6)

Tony Khoutsavanh  
President  
Lao-Khmu Community O.C

  
\_\_\_\_\_  
Kimthai R Kuoch, MPA  
Executive Director  
Cambodian Association of America

7-18-2011  
\_\_\_\_\_  
Date

7/18/11  
\_\_\_\_\_  
Date

## Upload #3

Applicant: Cambodian Association of America  
Application Number: FM2011000429  
Project Title: Marriage Enrichment Project  
Status: Awarded  
Document Title: BudgetNarrativeAttachments-Attachments-1234-MEP+Budget+2011.pdf

## VII. Budget

A. Personnel Costs:	\$325,250
B. Fringe Benefits:	\$123,595
C. Travel and Per Diem:	\$6,400
D. Supplies:	\$5,109
E. Contractual:	\$26,400
F. Other:	<u>\$81,806</u>
<b>Total Budget Requested:</b>	<b>\$570,000</b>

### Budget Justification

#### *Personnel \$325,250*

**Project Director:** The Project Director supervises management staff and acts as liaison with the funding agency. He produces clear and written policies and procedures to govern internal and external program operations; provides overall program and fiscal oversight to ensure that it has adequate financial records, including separate cost centers and performance data; and that the program operations are in compliance with the government and grant requirements. This position is calculated at a monthly salary of (b)(6) x 12 months x (b)(6) = \$21,250. The Project Director will spend 10% of his time overseeing evaluation process.

**Program Coordinator:** Reporting to the Project Director, the Program Coordinator has responsibility for coordinating the daily activities of the project, supervising staff, conducting class training visits and observation, overseeing the media outreach campaign, tracking and compiling performance data and program reports; overseeing ongoing data collection activities; and ensuring that the daily activities will meet all program goals and objective benchmarks. This position is calculated at (b)(6) month x 12 months x (b)(6) = \$45,000.

**Healthy Marriage Educators (HME):** The proposed project calls for assigning five bilingual HME in Cambodian, Laotian, Vietnamese, Spanish, and Samoan. Reporting to Program Coordinator, the HMEs will provide media campaign, community outreach, intake assessments, group/individual marriage skills trainings, case management and follow up. The cost is calculated at a monthly salary of (b)(6) x 12 months x (b)(6) = \$162,500.

**Career Advancement Counselor (CAC):** Reporting to the Program Coordinator, two full-time Career Advancement Counselors will perform community outreach, intakes, assessment, job readiness training and counseling, case management, searching for employment sources for job referrals and placement, and supportive services. The two CAC positions are calculated at a monthly salary of (b)(6) x 12 months x (b)(6) = \$65,000.

**Administrative Assistant:** This staff person is responsible for the daily operations, receptionist duties and assisting with special projects and reports to Project Director and Program Coordinator. This position is calculated at a monthly salary of (b)(6) x 12 months x (b)(6) = \$31,500.

### ***Fringe Benefits (\$123,595)***

The total fringe benefit amount is calculated at 38% of personnel salaries (\$325,250 x 38% = \$123,595) as detailed below:

*FICA: \$325,250 X 7.65% = \$24,882*

*SUI: \$325,250 X 5.00% = \$16,262*

*Worker's Compensation: \$325,250 X 2.45% = \$7,969*

*Life & Long-Term Disability Insurance: \$325,250 X 1.50% = \$4,879*

*Medical & Dental Insurance: \$325,250 X 16.9% = \$54,967*

*Pension Plan: \$325,250 X 4.5% = \$14,636*

***Travel and Per Diem for Training Conference (\$6,400)***

*Two program staff will attend the OFA required entrance and annual conference.*

Airfare & ground transportation: \$610 air fare + \$23.58 ground transportation = \$633.58

Accommodation (@ \$149.00 + 14.5% Tax): \$170.61 x 4 nights = \$682.42

Per Diem (breakfast \$12, Lunch \$20, Dinner \$35, Incidentals \$4): \$71 x 4 days = \$284.00

Total: (\$633.58 + \$682.42 + \$284) x 2 staff x 2 trips = \$6,400

***Supplies (\$5,109)***

***Office Supplies:*** An allocation of \$425.75 per month x 12 months = \$5,109 is estimated based on current MEP program expenses for basic office supplies.

***Subscription/ Materials:*** Subscription, curriculum and educational reference materials help staff address needs and identify emerging trends. CAA requests \$120/ month x 12 months = \$1,440.

***Contractual (\$26,400)***

***Public Awareness Campaign:*** The \$26,400 requested for this line item breaks down as follows:

- Ethnic TV advertising spots (\$583.34 per month x 12 months = \$7,000)
- Ethnic Radio advertising spots (\$666.67 per month x 12 months = \$ 8,000)
- Ethnic Newspaper advertising spots (\$750 per month x 12 months = \$9,000)
- Community Event Information Booth Fees (\$200 per month x 12 months = \$2,400)

***Other (\$81,806)***

***Occupancy:*** Office space is calculated at \$1.35/sq ft x 1015 sq ft x 12 months = \$16,443.

***Local Travel/Mileage:*** The program staff use their personal vehicles in outreach, in-home assessments and other program activities. The mileage costs for this project are calculated at 170 miles x \$0.51 cents per mile x 7 FTE staff x 12 months = \$7,283.

***Training and staff development:*** Monthly training for program staff is calculated at \$150 per month, for a total project cost of \$1,800.

***Utilities:*** Based on current MEP program expenses, the utility costs for the program have been calculated at \$350 a month for 12 months, for a total budget request of \$4,200.

***Communication/Telephone:*** The Communication/telephone costs incurred by the program are estimated at \$225 a month for 12 months for a total of \$2,700.

***Postage:*** The cost of postage is estimated at \$40 a month for 12 months for a total of \$480.

***Printing:*** The budget for printing posters, flyers, and brochures is \$225 a month for 12 months for a total of \$2,700.

***Promotional Campaign Materials:*** These materials such as: hats, bottles, maps, baby bibs, key chains, stickers, buttons, etc. promote visibility, interest, public awareness, and encourage healthy marriage. Materials will be handed out at outreach and other events at an estimated cost of \$250 per month for a total of \$3,000.

***Incentives:*** Incentives will reward program participants for their retention, participation and cooperation in program activities, promote sense of accomplishment, and encourage practice of skills learned through the program. Incentives will be offered to participants who have completed all training sessions. The estimated cost is \$25 per participant x 600 for a total of \$15,000.

***Supportive Services:*** Supportive Services such as childcare, snack/refreshment, bus token, and start-work uniform will be provided on a need basis to reduce participants' barriers to full program completion. The estimated cost is \$500 per month x 12 months for a total of \$6,000.

***Computer/Printer Lease:*** The cost of computer and printer lease is \$120/month x 3 systems x 12 months for a total of \$4,320. This equipment is essential to collect performance data, prepare training materials, and search for resources for employment placement.

***Copier Lease:*** The cost of copier lease is \$150 a month for 12 months for a total of \$1,800.

***Insurance/License:*** The Liability Insurance for the project is \$290/month x 12= \$3,480.

***Janitorial/Maintenance Services:*** The shared cost of Janitorial/Maintenance Services associated with the project is estimated at \$300 a month for 12 months for a total of \$3,600.

***Bookkeeping/Audit Fees:*** Based on the current MEP program expense, the shared cost of Bookkeeping/Audit fees for the project are estimated at \$750 a month for 12 months = \$9,000.

CAA management will assign a separate cost center for this grant. CAA is committed to comply with this FOA's non-supplantation provision.