

Urban Native 411 Resource Guide Project Final Summary

Project Overview

The Urban Native 411 Resource Guide project was developed to support American Indian and Alaska Native (AI/AN) community members in Los Angeles County by increasing awareness of and access to culturally relevant resources, services, and community-based supports. The project was carried out in partnership with the Los Angeles County Department of Mental Health and the American Indian/Alaska Native Underserved Cultural Subcommittee.

The purpose of the project was to create a centralized, community-informed resource guide that reflects the lived realities, priorities, and needs of Urban Native community members. The guide was designed to make it easier for individuals, families, providers, and community stakeholders to identify and connect with supportive services in one accessible place. In addition to improving resource visibility, the project sought to strengthen trust, increase culturally responsive outreach, and elevate Native-centered wellness and service navigation.

Key activities included project planning, community-informed resource identification, information gathering, category development, content organization, outreach support, and preparation of promotional materials to increase awareness of the guide. The project also included coordination with stakeholders and subcommittee members to ensure the guide aligned with the values and priorities of the Urban Native community. Major components of the project included resource collection, data organization, guide development, outreach messaging, and final reporting on implementation and lessons learned.

Program and Promotional Materials

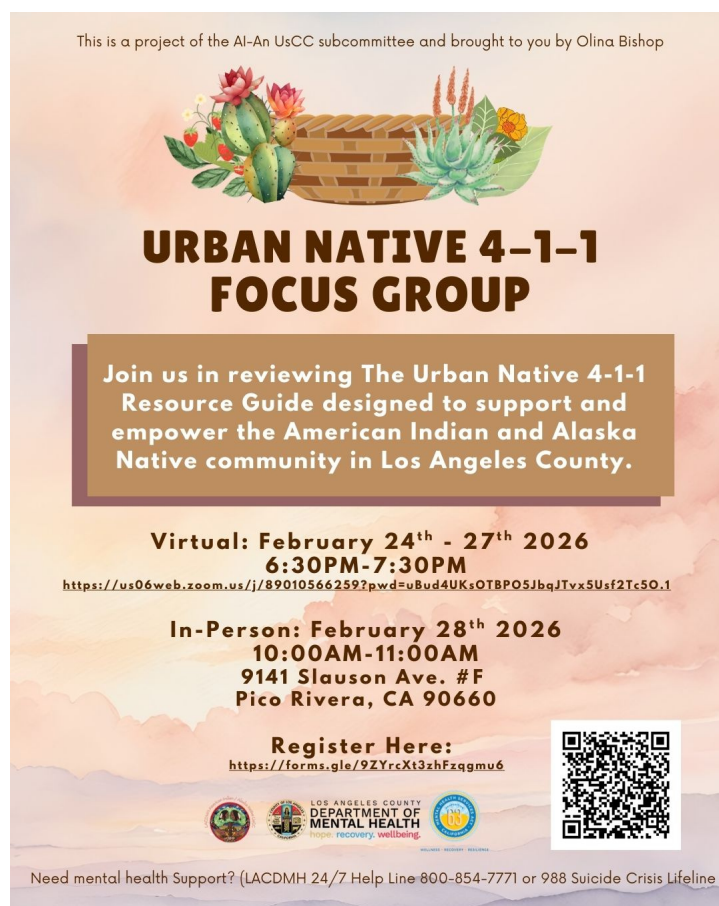
Program and promotional materials were developed to support awareness, accessibility, and community engagement related to the Urban Native 411 Resource Guide. Materials included outreach language, promotional messaging, and content designed to introduce the guide to community members and stakeholders in a clear, welcoming, and culturally respectful manner.

Examples of materials used for program delivery, outreach, and promotion included:

- Resource guide content and categorized listings
- Outreach scripts and promotional copy
- Short-form messaging directing users to access the guide
- Community-facing written descriptions explaining the purpose of the guide
- Digital promotional language for online sharing and visibility
- Link-based access support for users navigating the guide

Promotional materials emphasized the guide as a practical and community-centered tool intended to connect Urban Native individuals and families with relevant services and supports. Messaging focused on access, cultural relevance, and the importance of having a centralized place to locate Native-serving and Native-inclusive resources in Los Angeles County.

- Urban Native Promotional Video: <https://www.youtube.com/watch?v=KdC99e5LSjg>
- Urban Native 411 Resource Guide: <https://tinyurl.com/urbannative411>
- Submit a Resource: <https://tinyurl.com/UrbanNative411Request>



Strengths and Barriers

The project demonstrated several strengths during both the planning and implementation phases. One of the primary strengths was the relevance of the project itself. The need for a centralized Urban Native resource guide was clear, and the project responded to an important gap in access to organized, culturally responsive resource information. Another strength was the collaborative nature of the work. The project benefited from alignment with the AI/AN Underserved Cultural Subcommittee and from a shared commitment to improving visibility of resources for the community.

Additional strengths included the flexibility of the project design, the ability to organize information into a more usable format, and the opportunity to create a deliverable that can continue serving the community beyond the project period. The guide also created space for more intentional outreach and for stronger connection between service information and community need.

At the same time, several barriers and challenges were encountered. One challenge was the time-intensive nature of identifying, reviewing, organizing, and verifying resource information in a way that was both useful and culturally relevant. Another barrier involved the inconsistency of publicly available information across

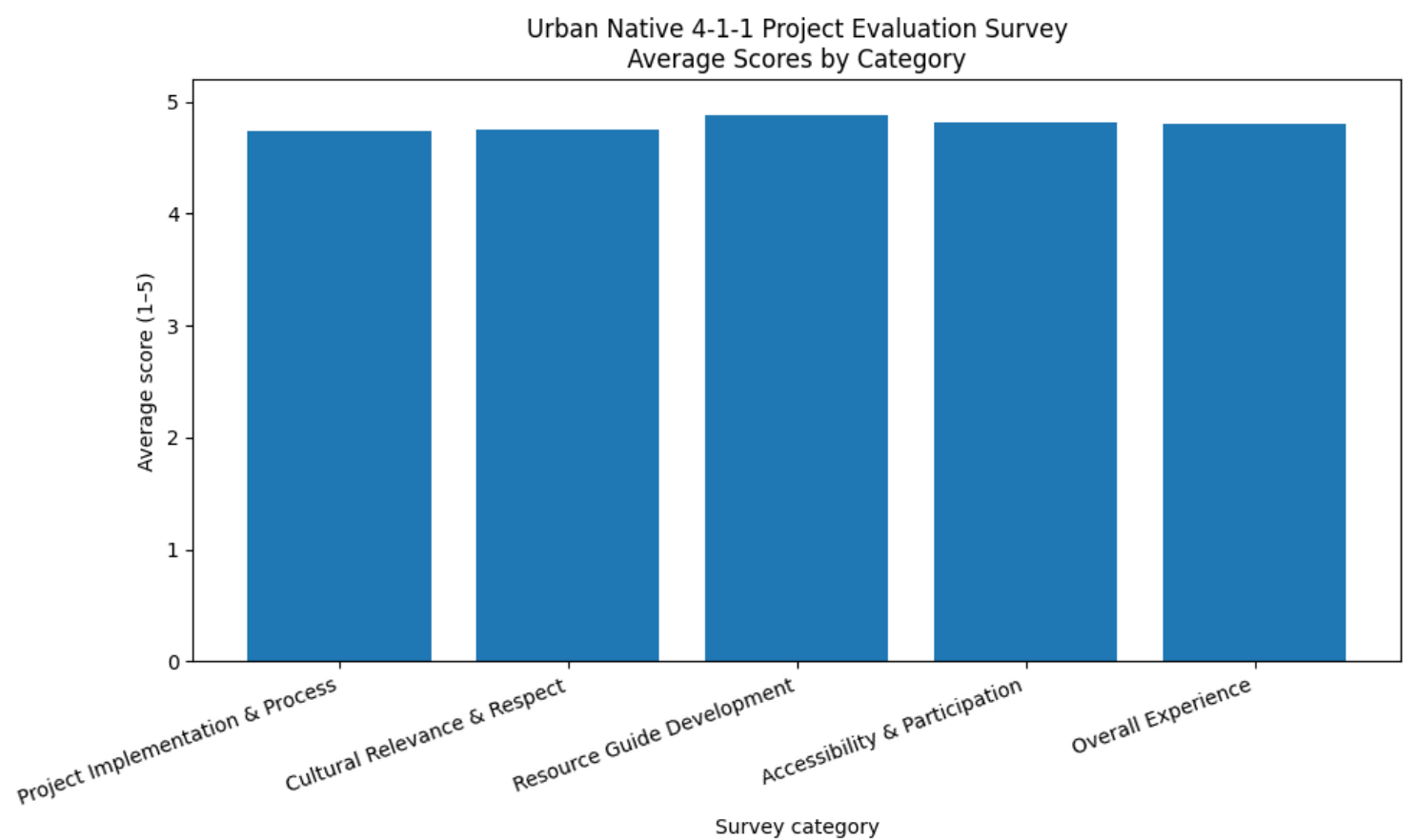
service providers, which required additional review and refinement. As with many community-centered projects, maintaining accuracy, accessibility, and clarity across a broad range of resources required careful coordination and ongoing attention to detail.

Additional implementation barriers include limitations related to outreach reach, response rates, scheduling, data collection, and the availability of complete evaluation information. These challenges reflect the complexity of building a resource tool intended to serve diverse needs across a large county while remaining community-informed and practical.

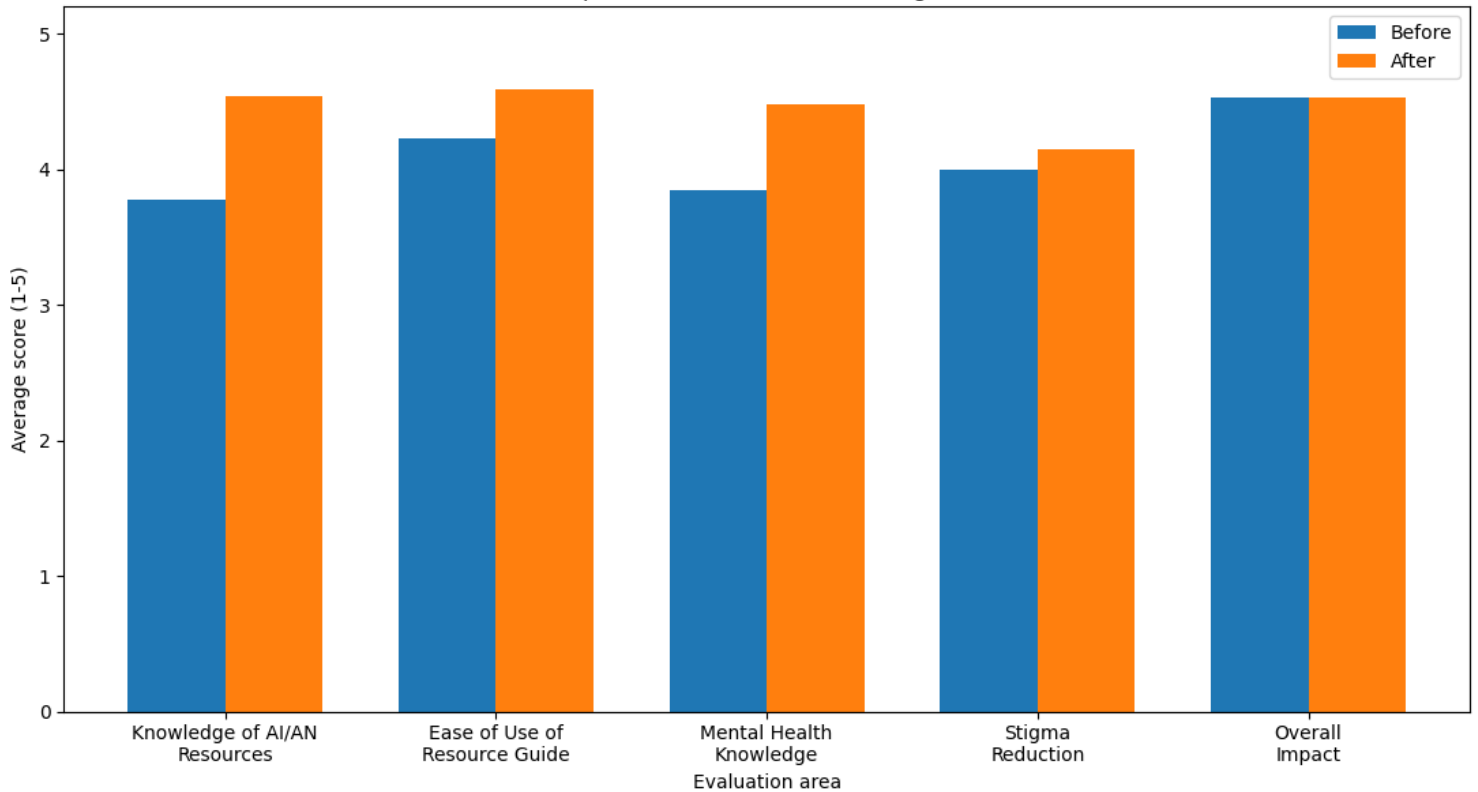
Summary of Evaluation Data

Evaluation of the project focused on the overall usefulness, relevance, and community value of the Urban Native 411 Resource Guide. Available feedback and review processes indicate that the project met its core objective of developing a centralized resource intended to improve awareness of and access to services for Urban Native community members in Los Angeles County.

Evaluation activities included feedback collection, stakeholder input, and review of project deliverables to assess clarity, accessibility, and alignment with project goals. Findings suggest that the guide filled an important need by bringing together information that is often scattered across multiple systems, websites, and agencies. Evaluation outcomes support the conclusion that the project contributed to stronger resource visibility and created a more structured approach to sharing service information with the AI/AN community and those who support them.



Urban Native 4-1-1 Resource Guide
Retrospective Before vs After Average Scores



Community and Participant Feedback

Community and participant feedback highlighted the importance of having a resource guide that is organized, relevant, and reflective of Urban Native experiences. Feedback gathered through community engagement, stakeholder input, informal responses, surveys, or related project discussions suggested that there is strong value in having a single point of reference for locating services and supports.

Participants and stakeholders emphasized the importance of culturally grounded outreach, accurate information, and easier access to Native-serving or Native-aware resources. Feedback also reinforced that community members benefit when information is presented in a way that reduces confusion and improves navigation across systems.

Overall, the response to the project reflected appreciation for the effort to create a guide that centers Native community access and visibility. The project affirmed the ongoing need for trusted, community-informed tools that support connection, wellness, and service awareness.

What part of the Urban Native 4-1-1 Project was most meaningful or helpful to you?

- The collaboration
- Being able to give opinion on what should be in the 4-1-1 book
- Being part of the process with ability to provide feedback
- The overall discussions and explanations.
- I participated in the focus group and felt that my input was received and discussed properly.
- Just the resource guide is a great help to Urban Indians.
- That this project and resource guide focused on mental health and helping people who are struggling and in need of resources
- How kind the host was
- Good meeting
- I felt heard and that my suggestions were taken into consideration.
- Being able to hear community voices and feedback
- Everything
- Wide array of resources
- Olina listening to everyone's feedback
- Seeing feedback being taken from the community and put into the resource guide
- Everything!

What improvements or changes would you recommend for future projects or updates to the Resource Guide?

- Better vendor information
- Continuously update the guide
- Include all vendor information
- Making the vendor list more informal and accessible to the casual user, lowering the red tape for folks to get on that list, and using interns to double-check that the phone numbers still work
- Constant communication with community members to make it a living document.
- Keep it updated with this resource book. Loved this project. Loved working with Olina.

Is there anything else you would like us to know about your experience?

- It was great and useful!
- Great guide
- It was a beautiful experience, and this guide should be able to help many of us find resources
- Keep me posted on progress
- Just a thank you for being included.
- I'm happy and honored to be a voice for my Native community.
- Great group!
- Thank you
- I loved hearing from community voices, their collaboration, and passion toward bettering this guide.
- It was awesome
- Again, loved working with Olina

Recommendations for LACDMH

Based on the planning and implementation of the Urban Native 411 Resource Guide project, several recommendations emerged for LACDMH to strengthen future outreach, engagement, and service delivery efforts for the AI/AN community.

First, continued investment in culturally responsive, community-informed resource tools is recommended. Resource guides such as Urban Native 411 are valuable only when they remain visible, updated, and easy to access. Ongoing maintenance and periodic review of the guide would help ensure long-term usefulness.

Second, LACDMH should continue partnering with community stakeholders and AI/AN leadership bodies when developing outreach strategies and service access tools. Community collaboration strengthens relevance, trust, and adoption.

Third, future efforts should include a more formalized evaluation process where possible, including clearer methods for collecting participant feedback, documenting outcomes, and measuring awareness or usage over time. This would strengthen reporting and help demonstrate impact more clearly.

Fourth, LACDMH may benefit from expanding promotion of the resource guide through multiple channels, including community events, provider networks, digital outreach, social media, and cross-agency partnerships. Broader distribution would support stronger awareness and use.

Finally, future programming should continue addressing gaps in service navigation, visibility of Native-centered resources, and the need for accessible, culturally grounded information. The project demonstrated that practical tools paired with thoughtful outreach can improve community connection to available support systems.

The Urban Native 411 Resource Guide project represents an important step toward improving access, visibility, and coordination of culturally relevant resources for American Indian and Alaska Native community members in Los Angeles County. Through planning, resource development, outreach support, and collaboration with the AI/AN Underserved Cultural Subcommittee, the project produced a meaningful tool intended to support community wellness and service navigation. The work also highlighted the importance of ongoing engagement, regular updates, and culturally grounded outreach strategies to ensure that the guide remains useful and impactful over time.