

The YMCA of Silicon Valley is a community-based, nonprofit organization with 11 locations. A conversation with Chief Operating Officer Mary Haughey and Community Health Director Laura Peterson revealed keys to the YMCA of Silicon Valley's success and offered advice for overcoming barriers along the way.

Location: Santa Clara, CA

Enrollment: 363 Total Participants

Delivery Modes: Distance Learning and In Person

Our Successful Journey

Santa Clara and the surrounding areas are **ethnically diverse**, and **many languages** are spoken by participants.

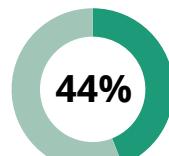


To serve the diverse population, the YMCA of Silicon Valley's **Lifestyle Coaches offer the program in English** and **Spanish**.



The organization also has Lifestyle Coaches who are fluent in **Mandarin, Russian, Hindi, Tagalog, and Vietnamese**.

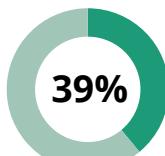
AT A GLANCE



of participants achieved **at least one** risk reduction measure



of four cohorts were entirely **Spanish-speaking, including coaches and participants**



of enrollees identify as **Hispanic or Latino**

*"We've had success with **priority populations** because we've **centered the program where people are**, in their own space, all around the community... ." - Mary Haughey*

Learn From the YMCA of Silicon Valley



Meet Participants Where They Are

Conducted programs in public libraries, assisted living facilities, and faith-based centers; provided flexible class times and delivery modes. You can:

- Offer programs in community spaces.
- Present multilingual resources and classes.
- Be flexible about class times.
- Provide various delivery options.



Form Strategic Partnerships

Developed strategic partnerships with insurance companies, California public health departments, and clinical navigators (people who educate and assist the public in enrolling for health benefits). You can:

- Find and form relationships with partners in your area.
- Find clinical navigators to promote the National DPP to patients.



Get Creative With Incentives

Awarded YMCA gym memberships for meeting program goals. Offered childcare, food drives, and loaner laptops and scales. You can:

- Use enticing and relevant incentives for participants who meet program goals.
- Offer participants lifestyle supports, such as childcare during sessions.
- Loan participants equipment, if available.



Ask for Help

Partnered with local health departments for help with HIPAA compliance, data security, and other program requirements. You can:

- Engage local health departments and clinics for compliance/security trainings.
- Forge connections with and learn from other successful organizations.

*"Find your way to the table. You are not always invited, but once you **identify the table**, find a way to **get invited**." - Laura Peterson*