



# US-based Projects

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UNIVERSITY  
RESEARCH  
CO., LLC  
CENTER FOR  
HUMAN  
SERVICES

5404 Wisconsin Ave.  
Suite 800  
Chev Chase, MD 20815

TEL 301-654-8338  
FAX 301-941-8427  
www.urc-chs.com  
www.chs-urc.org

FOR OVER 45 YEARS, UNIVERSITY RESEARCH CO., LLC (URC) AND ITS NON-PROFIT affiliate, the Center for Human Services (CHS), have focused on improving the quality of and access to health, social, educational and vocational services in the United States and abroad. Our portfolio embodies some of the best of both organizations' areas of expertise and features local and national capacity in health, education, and training.

## CURRENT PROJECTS

### EDUCATION

#### **Consolidated Adult Basic Skills and Integrated English Literacy and Civics Education**

To support New Jersey in building a stronger workforce to meet the needs of businesses in the state, CHS provides English literacy and civics education to foreign-born adult learners. Instruction focuses on helping students learn in real-life contexts to ensure that they gain the necessary skills to compete in the workplace and exercise their rights and responsibilities as citizens. These efforts have been implemented through successive subcontracts with the Vineland Public Schools' Adult Education Program and the Salem County/Cumberland Adult Basic Services Consortium.

*Funded by the NJ State Department of Labor and Workforce Development.*

#### **Families in Motion Collaborative**

CHS is working with the Families in Motion Collaborative, a grant that provides families with tools to become self-sufficient and develop sustainable strategies for achieving their goals and becoming more engaged community members. Families in Motion is organized around three pillars: (1) Economic stability; (2) Healthy Well-being, and (3) Civic Engagement. CHS' role is to provide intergenerational ESL instruction and therefore supports all three pillars.

*Funded by the Pascale Sykes Family Foundation.*

#### **STARTALK Institute on Integrating Communication and Culture in Chinese Language Programs**

CHS is administering this intensive five-week, 90-hour program, designed for instructors of Chinese at the elementary through high school levels. The program provides an innovative, supportive, differentiated, and academically rigorous learning environment that assists teacher-trainees to understand and implement high-yield teaching and learning strategies, assisting teacher-trainees to improve their understanding of and ability to integrate the World-Readiness Standards for learning languages.

*Funded by US Department of Defense.*

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**TECHNICAL  
ASSISTANCE AND  
TRAINING**

**Workplace Sexual Violence Prevention Pennsylvania**

CHS is developing training materials to build the capacity of both male and female farm workers, including supervisors, to prevent and abate workplace sexual violence. The educational materials are appropriate for use by adult English language learners, and address the recognition, avoidance, abatement, and prevention of workplace sexual violence of agricultural workers. The basic materials include a student manual and PowerPoint presentation. Novelas (stories) are used to present characters from a variety of agricultural industries (e.g. crop workers, dairy workers, poultry processors, etc.), broadening the context in which the materials are perceived as applicable. The instructor's guide provides information for teachers and program managers on facilitating the integration of the materials into adult English as a Second Language (ESL) programs and migrant ESL programs.

*Funded by the US Department of Labor.*

**Comprehensive Need Assessment Evaluator Services for Migrant Education Programs in Santa Clara County, Butte County, and Delano Joint Union High School District, California**

CHS conducted a series of comprehensive needs assessment for migrant education programs in California. These assessments provided expertise and support to help guide the collection and analysis of the Migrant Education Program student performance data and identify and prioritized local concerns, needs, and possible solutions in order that all migrant children may effectively participate in school and meet high academic performance standards.

*Funded by the Santa Clara County Office of Education, Butte County Office of Education, and Delano Joint Union High School District, California*

**HEALTH  
COMMUNICATION**

**Diabetes Resources Community Center (DRCC)**

Cumberland County, New Jersey has the highest prevalence of diabetes among all counties in the state. Through our management of the Diabetes Resources Coordination Center for Cumberland County, CHS is creating community-clinical partnerships that link providers, patients, and programs as a way to reduce the impact of diabetes in the county. These partnerships will facilitate increased access to, referrals for, and use of American Diabetes Association-recognized and American Association of Diabetes Educators-accredited diabetes self-management programs and CDC-recognized programs for the prevention of Type 2 diabetes. Our three-pronged approach to creating these community-clinical partnerships includes health communications, provider-engagement, and program promotion.

*Funded by the NJ Diabetes Prevention and Control Program.*

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**PAST PROJECTS**

**DATA FOR HEALTH  
DECISION-MAKING**

**Creation of a Reference Standard for Determination of Central Line-Associated Bloodstream Infection (CLABSI) Rates**

URC helped monitor two types of health care-associated infections that often lead to significant morbidity and mortality rates: CLABSI and ventilator-associated pneumonia (VAP). The project provided support to identify the factors that lead to CLABSI: infections acquired through an infusion into a major blood vessel or a vein near the heart. We also assisted the US Centers for Disease Control and Prevention (CDC) to determine whether a distinction should be made between pneumonia and VAP to more clearly isolate the factors that lead to ventilator-associated infection.

*Funded by CDC.*

**Healthcare-Associated Infections and Antimicrobial Use Prevalence Survey, Phase II**

URC evaluated data collection and reporting activities for health care-associated infections (HAI) and antimicrobial use in 23 health care facilities in 10 states. This survey was part of a larger CDC undertaking to determine the viability of a national HAI and antimicrobial use survey.

*Funded by CDC.*

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## EDUCATION

### **High School Equivalency Program (HEP)**

Part of the CHS portfolio since 1981, this federally funded program provided academic instruction, life-skills training and other services to help migrant and seasonal farmworkers in New Jersey and Pennsylvania acquire the General Educational Development (GED) certificate. The program also helped participants make a successful transition to the next level of education, vocational training or employment or to the military. The curriculum fostered critical thinking and individual expression.

*Funded by the US Department of Education, Office of Migrant Education.*

### **CHS/McDaniel Summer STARTALK Institute on Integrating Cultures and Communities in Arabic and Chinese Language Programs**

STARTALK was part of a federal initiative to enhance national capacity for critical-need languages. In support of the initiative, CHS partnered with McDaniel College in Westminster, MD, to establish and implement a STARTALK summer institute. The institute focused on offering Arabic and Chinese language instructors an opportunity to better their K–12 teaching skills during a four-week, 90-hour program. The curriculum encompassed the National Standards for Foreign Language Education (communication, culture, connections, comparisons and communities) and was linked to Maryland's teacher certification process.

*Funded by the US National Security Agency through the National Foreign Language Center at the University of Maryland, College Park.*

### **English Literacy and Civics Project**

In partnership with the Vineland, New Jersey, Public School System, CHS administered a comprehensive program of instruction in English as a second language (ESL) for foreign-born adults at various levels of English language proficiency; civics instruction in US history, governance and democracy; assistance with preparation for the US naturalization test; and training in job skills and strategies. The program also provided assistance with social and health-related issues and provided day-care to children while their parents studied.

*Subcontract to the Vineland City Public School System and funded by the New Jersey State Department of Labor and Workforce Development.*

### **Institute of Mexicans Abroad Scholarship Program (Instituto de los Mexicanos en el Exterior–Becas)**

CHS managed the awarding of scholarships to Mexican students attending community colleges in New Jersey. These scholarships subsidized the studies of immigrants, age 15 or older, who were Mexican citizens or the children of Mexican citizens living in the US. The grants also covered the stipends of educational advisors and coordinators of adult education programs serving these students.

*Funded by the Government of Mexico, Institute of Mexicans Abroad.*

### **Migrant EvenStart**

CHS administered the adult education component of Migrant EvenStart in southeastern Pennsylvania. The project assisted migrant and seasonal farmworkers who were parents of participating children in gaining life and academic skills, such as remedial math, reading and writing; art instruction; computer literacy; and ESL instruction. In addition, preschool age children received onsite child care (including reading and art instruction) while their parents were in class.

*Funded by the US Department of Education, Office of Migrant Education.*

### **Plazas Comunitarias (Communal Plazas)**

The Government of Mexico selected CHS's New Jersey office as a site for its long-distance learning program. The project gave Mexican students in the US opportunities to earn a Mexican secondary diploma via web-based education programming. A bilingual online platform integrated the initiative but also offered additional content designed to meet the requirements of both the US High School Equivalency Program and vocational rehabilitation.

*Funded by the Government of Mexico.*

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### **South Jersey Families Re-connected Coalition**

The Pascale Sykes Family Foundation promotes the integrity, independence and well-being of the working, low-income intergenerational family unit. In support of this work, CHS led a coalition that provided literacy services to families to assist them in moving toward these goals. CHS also conducted family intake assessments, managed cases, monitored and assessed each family's progress and provided ESL instruction.

*Funded by the Pascale Sykes Family Foundation.*

## **HEALTH EDUCATION**

### **Latinas/Ladies Involved in Full Treatment (LIFT)**

CHS led the LIFT project as part of the Special Projects of National Significance Program. LIFT was one of 10 demonstration projects charged with designing, implementing, and evaluating innovative methods for attracting women of color living with HIV/AIDS into primary medical care and ancillary services and retaining them in such care and services.

*Funded by the Health Resources and Services Administration, HIV/AIDS Bureau, Special Projects of National Significance Program, and the Danellie Foundation.*

### **AIDS Partnership Project**

Since HIV/AIDS is most effectively fought at the community level, CHS supported HIV counseling and testing among minority populations. The program, modeled after the Real AIDS Prevention Project, aimed to increase awareness on how to prevent HIV, encourage safer sex practices and change community norms by raising community participation in the project and making safer sexual practices an acceptable norm.

*Funded by the Hyacinth AIDS Foundation and the New Jersey AIDS Partnership.*

### **Latent TB Infection Education and Awareness**

CHS raised awareness and knowledge of TB and related critical diseases among Hispanic communities in Lancaster County, Pennsylvania.

*Funded by PNC Charitable Trusts.*

### **Tuberculosis Community Outreach Project in Pennsylvania**

Immigrants, especially migrant workers, experience some of the highest rates of Tuberculosis (TB) in the United States. In 2013, CHS undertook a targeted health education initiative to reduce TB disease among recently arrived Cuban immigrants around the city of Lancaster, Pennsylvania. CHS sought volunteers from this community with previous health training (clinicians, nurses, and allied health professionals) to become Community TB Outreach Volunteers in an effort to support their communities with information about TB risk, services available, and treatment opportunities. In 2014, a total of 1,402 community members were reached with TB related health awareness messages during 181 presentations.

*Funded by the PNC Charitable Trust.*

## **HEALTH COMMUNICATION**

### **Underage Drinking Prevention Education Initiatives (UADPEI)**

URC and prime contractor ICF Macro are collaborating to prevent and reduce underage alcohol use. UADPEI provides state-of-the-art services in health communications research and in the implementation of outreach activities, multifaceted communications support, development of culturally relevant and language-appropriate materials, and maintenance of the [www.stopalcoholabuse.gov](http://www.stopalcoholabuse.gov) website. URC is also responsible for coordinating Town Hall Meetings (THMs) nationwide to raise awareness about underage drinking and its consequences by recruiting national, state and local stakeholders; leading the project's social marketing efforts; and leading/supporting special project options, such as technical assistance to STOP Act grantees, project officers and the Building Blocks for a Healthy Future website. Additionally, URC develops relevant materials and online resources, such as webinars and podcasts, to guide communities in organizing THMs.

*Subcontract to ICF Macro and funded by the US Department of Health and Human Services (HHS), Substance Abuse and Mental Health Services Administration's (SAMHSA's) Center for Substance Abuse Prevention (CSAP).*

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### **100% Insured for Sure**

In support of New Jersey's efforts to provide affordable public health coverage for low-income children and youth, CHS helped increase the enrollment of eligible, minority children into the NJ FamilyCare Program. The program's health insurance gave children and parents/guardians free or affordable annual check-ups, dental visits, hospitalizations, prescriptions and other medical assistance.

*Funded by the New Jersey Department of Health and Senior Services.*

### **Communications Team (CCT) for the Center for Substance Abuse Prevention (CSAP)**

For more than a decade, URC served as the communications team for CSAP, with the mission of strengthening communications skills in prevention programs at the national, state and community levels. We offered a full range of communications training and technical assistance services, including product reviews, hands-on instruction/ training in social marketing, developing culturally competent approaches to messaging, media relations, media advocacy, media literacy and various strategies for communicating with specific audiences. To address common needs, we developed several resource materials, including technical assistance bulletins, fact sheets and videotapes. In addition, we played an instrumental role in developing a special section of *Health Education & Behavior* (formerly *Health Education Quarterly*) that focused on the relationship between theory and practice in the execution of communication strategies for substance abuse prevention.

*Funded by the US Department of Health and Human Services, Substance Abuse and Mental Health Services Administration's CSAP.*

### **Center for Substance Abuse Prevention (CSAP) New and Emerging Issues Project**

The primary goal of this project was to shorten the time between the publication of research data and the application of new findings in substance abuse prevention practice through training and technical assistance. Project activities featured such distance learning methods as post-training support, virtual working groups, a computer tool for estimating the economic benefits of prevention and a virtual training institute that made CSAP's 55-plus courses available on the web. The project examined such topics as the link between violence and substance abuse, managed care and the economic benefits of prevention. Two key *Initiatives of the Substance Abuse and Mental Health Services Administration*—the Hispanic/ Latino Initiative and the Gathering of Native Americans Project—emerged from this project.

*Subcontract to ICF Macro and funded by the US Department of Health and Human Services, Substance Abuse and Mental Health Services Administration's Center for Substance Abuse Prevention.*

### **Health Communications Initiative for Prevention of Underage Drinking (HCIP)**

URC and prime contractor ICF Macro operated this project, which used dissemination and technical assistance strategies to provide, on a nationwide basis, multifaceted, evidence-based and culturally appropriate approaches to reduce the risk factors associated with underage alcohol use. The project also worked with 200 communities to implement teach-ins for Reach Out Now: Talk with Your Fifth Grader About Underage Alcohol Use; supported SAMHSA's Governors' Spouses Initiative; provided technical assistance to Too Smart to Start campaign sites and maintained related campaign materials/ web site; convened meetings with SAMHSA key constituent groups to foster partnership development among the federal government, states and communities; and sponsored Town Hall Meetings to enlist the involvement and support of parents, caregivers, community educators, faith-based organizations, corrections personnel, health care providers and others who work with youth at risk for alcohol use.

*Subcontract to ICF Macro and funded by the US Department of Health and Human Services, Substance Abuse and Mental Health Services Administration's Center for Substance Abuse Prevention.*

### **National Clearinghouse for Alcohol and Drug Information (NCADI)**

For 15 years, URC managed the outreach component of NCADI, the nation's primary resource for information about substance abuse prevention and treatment. Our staff managed marketing and outreach activities, a bilingual call center and publications/ materials development services. We also contributed to other aspects of the clearinghouse work, including library and database services and inventory and warehouse management.

*Subcontract to Social and Health Services, Ltd., and funded by the US Department of Health and Human Services, Substance Abuse and Mental Health Services Administration's Center for Substance Abuse Prevention.*

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### **Prevention of High-Risk Drinking among College Students**

In support of a federal effort to establish safe, supportive and healthy schools, CHS conducted a program known as “Late Nights” to reduce high-risk drinking (HRD) among first-year students and members of fraternities and sororities at McDaniel College in Westminster, MD. The program sought to reframe HRD as a community issue by engaging students, parents and other stakeholders in all programming.

*Funded by the US Department of Education, Office of Safe and Drug-Free Schools.*

### **Reducing Diabetes Disparities Project**

To support New Jersey’s efforts to reduce, and eventually eliminate, health disparities in the state, this program provided diabetes management services to the African-American, Latino and migrant and seasonal farmworker populations. CHS increased the screening and identification of individuals at risk of diabetes and living with diabetes and their access to care and resources to improve diabetes management.

*Funded by the New Jersey Department of Health and Senior Services, Office of Minority and Multicultural Health.*

### **Too Smart to Start: Center for Substance Abuse Prevention (CSAP) Underage Drinking Public Education Campaign**

URC worked with CSAP, in collaboration with the Centers for Disease Control and Prevention, to develop and implement a national public education/ media campaign to reduce underage drinking and increase the knowledge and skills of youth age 9–13, their parents and other caregivers. To achieve maximum message coverage, we developed collaborative working relationships with key national partners and stakeholder organizations that are CSAP constituents and that had large state and local affiliate organizational infrastructures. In addition, we identified more than 10 communities to serve as sites for formative research and effectiveness studies and provided technical assistance to these communities on how to replicate the campaign at the local level. We developed a brand; a web page; materials for youth and parents/ caregivers, such as print and radio public service announcements; puzzles and a board game; posters; a data book; an implementation guide; and a community kit.

*Funded by the US Department of Health and Human Services, Substance Abuse and Mental Health Services Administration’s CSAP.*

### **Weight-Control Information Network (WIN)**

For over a decade, URC supported WIN, a national source of science-based information on weight control, obesity, physical activity and related weight control issues. We assisted WIN in reaching a diverse and varied audience through the design and implementation of innovative communications programs and multicultural outreach. We maintained a database of over 2,400 educational materials on weight control, obesity and weight-related nutritional disorders; provided logistic support for meetings of the National Task Force on Prevention and Treatment of Obesity; and promoted WIN products through exhibits at health-related conferences throughout the country. We also helped WIN develop health communication strategies for the pilot program, Sisters Together: Move More, Eat Better, a public awareness program that encourages black women (age 18–35) to achieve and maintain a healthy weight by increasing their physical activity and eating healthy foods.

*Subcontract to Educational Services, Inc., and Matthews Media Group and funded by the National Institute of Diabetes and Digestive and Kidney Diseases.*

## **TECHNICAL ASSISTANCE AND TRAINING**

### **Vocational Rehabilitation Service Project for Migratory Agricultural Workers and Seasonal Farmworkers with Disabilities**

To support federal efforts to achieve the full integration and participation in society of people with disabilities, CHS provides educational, training and advocacy services to migrant and seasonal agricultural workers with disabilities in New Jersey. The project identifies and recruits eligible individuals and helps them and their families attain such services as rehabilitation for work-related injuries, career counseling, job training, and placement and occupational skills training.

*Funded by the US Department of Education, Office of Special Education and Rehabilitative Services.*

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### **Bilingual Education: Training for All Teachers**

CHS partnered with McDaniel College in Westminster, MD, to serve as its resource in the development and implementation of a high-quality teacher training program on bilingual education and English as a second language. We provided various professional development opportunities to public school teachers and administrators, including workshops, graduate courses in bilingual education, field experiences and an intensive summer training institute.

*Funded by the US Department of Education, Office of Bilingual Education and Minority Languages.*

### **Haitian American Training Institute**

CHS provided ESL training to Haitian refugee entrants into the US in New York City and the Del-Mar area of Maryland and Delaware.

*Funded by the US Department of Education.*

### **Loving Support: Building Breastfeeding Competencies for Local WIC Staff**

CHS developed an interactive breastfeeding training curriculum that addresses the core competencies needed by those who provide community-based breastfeeding leadership, training and education at the local agency level in the US Government's WIC program (Special Supplemental Nutrition Program for Women, Infants, and Children). The curriculum included a training manual; a CD-ROM with PowerPoint presentations; activity handouts; reference materials; other reproducible materials; selected videos; and companion materials, such as "Breastfeeding: A Parent's Guide."

*Funded by the US Department of Agriculture, Food and Nutrition Service.*

### **Migrant Education Resource Center (MERC)**

MERC supported federal efforts to provide academic and supportive services to the children of families who migrate to work in the agricultural and fishing industries. CHS managed this national center to support states' efforts to improve migrant education programs and to enhance their effectiveness in meeting the needs of migrant children.

*Funded by the US Department of Education, Office of Migrant Education.*

### **Migrant Education and Training Support (METS)**

CHS helped migrant education programs meet federal guidelines for migrant education. We evaluated migrant education programs and identified and recruited students while complying with state migrant education regulations.

*Funded by the Departments of Education in Delaware, Idaho, Indiana, Montana and Washington (state) and San Jose, California.*

### **Susan Harwood Capacity Building Training Grant**

In support of the US Department of Labor's efforts to foster and promote the welfare of workers, CHS developed and tested a training curriculum to provide health and safety training for employed English- and Spanish-speaking food industry workers with low literacy and numeracy skills. Training focused on reducing the incidence of illness and injury and provided information to help workers understand their job safety and health rights and the relevant regulations and standards of the Occupational Safety and Health Administration (OSHA). The curriculum, in English and Spanish, is available on the OSHA website.

*Funded by the US Department of Labor, OSHA.*

### **Vocational Rehabilitation Service Project for Migratory Agricultural Workers and Seasonal Farmworkers with Disabilities**

CHS provided educational, training and advocacy services to Pennsylvania's migrant and seasonal agricultural workers with disabilities. The project identified and recruited eligible individuals and assisted them and their families with receiving services, such as rehabilitation for work-related injuries; career counseling; job training and placement; and occupational skills training. In addition, CHS provided assessment, case management, counseling, referral and educational services (including ESL, native language literacy, basic and workplace math skills, GED test preparation and college preparatory training).

*Funded by the US Department of Education, Office of Special Education and Rehabilitation Services.*

