



HELPING *the* HELPERS

Disaster challenges everyone it touches: survivors, helpers, and community members all feel the impact. By tapping peoples' innate capacity for self-determination, the Imagine You process increases their capacity to respond to a disaster's demands and deal with trauma. Both second responders and survivors benefit as they progress through the cycle of response, recovery, and preparation.

IMCF

Integrative Medical
Clinic Foundation

Engaging and empowering individuals and communities to move toward their best health and life.

THE CONCEPT: “Imagine What Matters Most To You”

Skillful use of this simple idea has been helping diverse populations in Northern California move toward their best health and wellbeing for over a decade. Since 2017, in response to the recurring disasters in our community and neighboring counties, we have focused on providing training and support to second responders: social service provider staff, Disaster Case Managers, Crisis Counselors, Disaster Service Workers, faith leaders, and volunteers. Through helping the helpers, we are fortifying our communities to be resilient in the face of disaster. Our recent partners include:

- North Valley Community Foundation – Butte Strong Fund
- American Red Cross
- Community Foundation Mendocino
- Mendocino County Health and Human Services
- Manzanita Services
- Catholic Charities of California, and Catholic Charities of Santa Rosa
- North Valley Catholic Social Services: Butte H.O.P.E. Program
- Sonoma County COAD

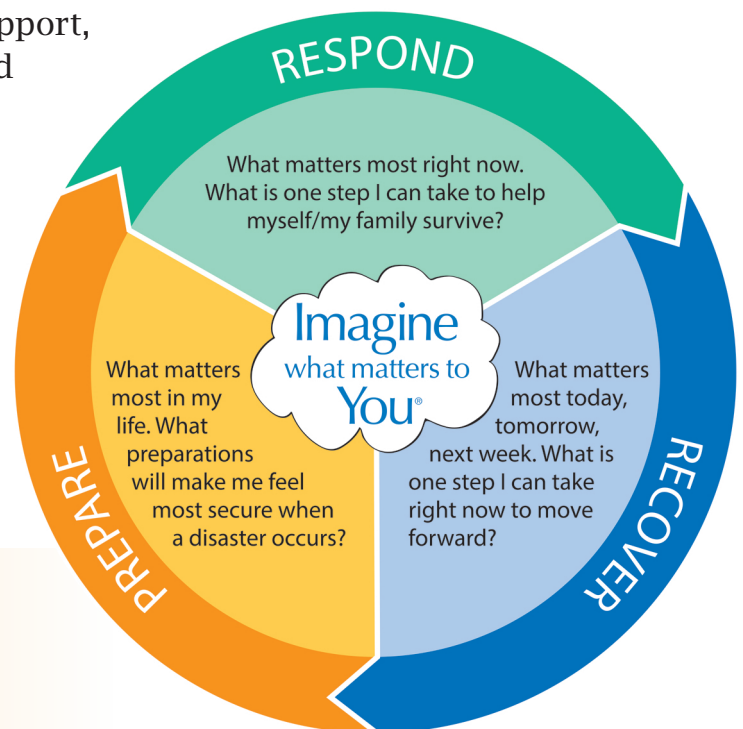
Who We Are:

Imagine You is a nonprofit organization that seeks broad impact across the community. We partner with Northern California healthcare and social services organizations and agencies to empower their staff and clients to forge their own wellbeing. We offer training and resources that foster staff and client resiliency and strengthen self-efficacy. Our approach is based on evidence-informed components from the latest mental and behavioral health research on habit formation, goal setting/achievement, guided imagery, and kinesthetic learning models. Since 2010, hundreds of individuals across Northern California are using Imagine You to increase their capacity for awareness, resilience, and self-determination.



OUR TRAINING: Using Imagine You Tools in Disaster

Our disaster resilience training offers skills, support, and facilitated discussion to build the skills and support the work of those serving those in our communities affected by fire, floods, and other emergencies. We believe that by helping the helpers do their work more effectively, we foster recovery and resiliency locally and regionally. Our training builds upon existing staff/volunteer skills like Psychological First Aid, Motivational Interviewing, S.M.A.R.T. Goals, and Skills for Psychological Recovery.



“If we had a disaster happen again, I would make this a tool from the very beginning.”

Sonoma H.O.P.E. Crisis Counselor Team Lead

Imagine You Remote Learning

Our Live Trainings Include:

- Real-time presentations
- Faculty Interaction
- Small group breakouts
- Live Q & A

Our programming is flexible and modular, allowing us to tailor our training to the needs of each of our partner organizations. Each module focuses on a specific Imagine You tool or skill. Each presentation uses Zoom to provide the same content offered via traditional in-person classroom training. The material is presented in real-time by Imagine You Trainers. Each training segment or module averages 90 minutes, and is ideal for groups of up to 15 participants. Larger group training via Zoom is also available. The training materials are provided in English and Spanish.



Our modules:

- **Imagine You for Building Resilience:** introduces the Imagine You workshop, Imagine You tools, and how to use them to build personal resilience and take action that is based on personal values.
- **How to Ask What Matters Most:** helps second responders, including Case Managers, Community Health Workers, Disaster Service Workers, and others build early rapport and strengthen dialogue with people by talking with them about what is most important in their lives, thus connecting them with their priorities based on their personal values.

“I like the simple, small steps tool and the emphasis on how tiny steps build over time into a larger, meaningful change.”

Disaster Case Manager, Mendocino County

*“We used the IY training and tools to develop staff skills in client communication and support. IY tools also served to **address the vicarious trauma and drain of long term disaster case management and response**, allowing our agency to continue the difficult yet rewarding work of community recovery while maintaining a high quality of care.*

Cynthia King, Director, Community Connections and Evaluation,
Catholic Charities of Santa Rosa

- **Image of Wellbeing:** uses visualization and kinesthetic learning to help clients shift their focus and find a way forward. Clients and staff use this tool to make concrete choices and actions in daily life.
- **Taking Small Steps towards What Matters:** helps clients rediscover their own strengths and promotes movement toward client-directed goals. Special emphasis is placed on the role of small steps and positive reinforcement in this process.
- **The Should Exercise:** sheds light on the cultural norms that differentiate our understanding of trying hard, willpower, and true motivation to move toward goals. Participants learn to reframe actions and motivations from very personal perspectives and desires.
- **Skillful Interrupting:** increases second responder’s capacity for empathy, deep listening, and compassionate re-direction of client’s attention and focus.
- **Pausing Amidst Disaster:** promotes awareness of the effects of vicarious traumatization, compassion fatigue, and burnout; supports self-reflection and personal inventory skills, and deepens team connections.
- **S.T.O.P.P. Technique for Stress Management:** promotes self-awareness and self-regulation for both second responders and their clients. Can be used to reframe a whole discussion around stress management.
- **Open Hands Activity:** supports healthy coping skills by providing second responders with a tool that invites clients to explore what to let go of or keep out, and what to hold onto or invite in.
- **Using Imagine You:** making sense of the big picture; participants deepen and broaden their understanding and deployment of Imagine You tools and skills within their organizations, communities and personal lives.

IMPACT:

Improving the Work of Disaster Responders

In 2019, Imagine You partnered with the American Red Cross to provide Imagine You Training to thirty-two CA H.O.P.E. Sonoma Crisis Counselors who were actively engaged with more than five hundred survivors of the 2017 North Bay Wildfires and the 2019 Russian River flooding. Intake interviews revealed two primary problems:



Firstly, Crisis Counselors were overwhelmed by the workload and needed tools to deal with their own stress. And secondly, given their caseloads, Crisis Counselors needed tools to enable survivors to take a more significant role in managing their own recovery.

Immediately after a half-day Imagine You training, 95% of Crisis Counselors reported that they were likely, very likely, or extremely likely to use trained skills in the next two months and even after a few months, every single participant found at least one Imagine You tool very or extremely useful to their work.

In 2019, Imagine You also partnered with the Community Foundation Mendocino County to train and support key social services staff serving youth and elder fire survivors across the county. **After using the tools for two months, trainees reported significant increases in their work's ability to help develop client resilience (14.7 percentage points), in their ability to help their clients reach their goals, (14.6 points) and in client engagement (11.8 points).**

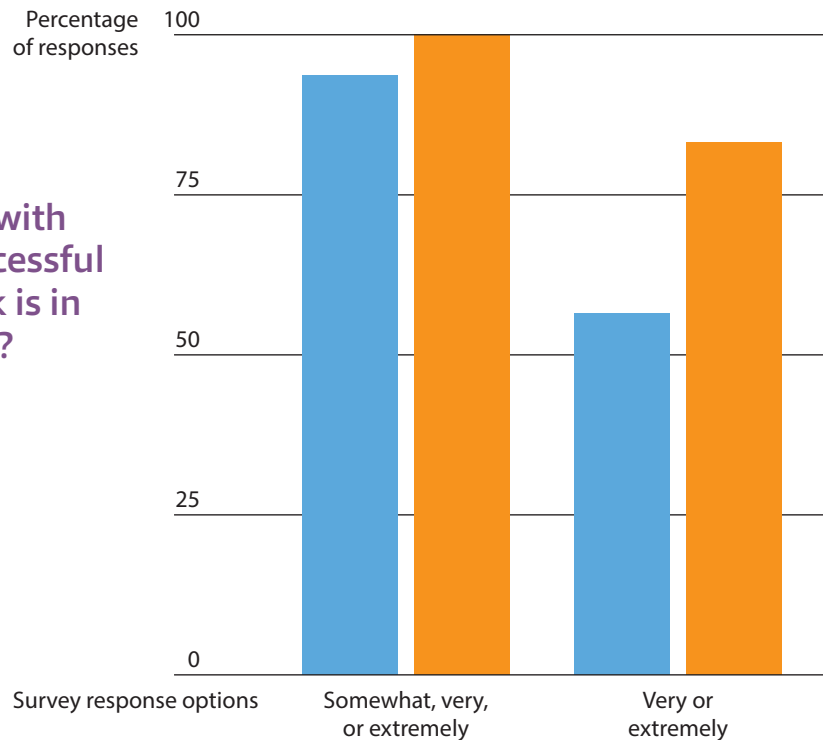
In the model of those successful programs, we are completing a curriculum development project in which we've partnered with Butte H.O.P.E. (North Valley Catholic Social Services) to develop and deliver online training to their Crisis Outreach Workers working with those directly affected by the Camp Fire. **This training will be ready for wide deployment beginning January 2021.**

Our results from this Butte H.O.P.E. project are very exciting. After about three months of real-time presentations via Zoom (1 training module every 1-3 weeks), we saw improvements across all of our baseline measures of both client engagement and staff wellness.

Most impressively, the percentage of staff that thought their work with clients was very or extremely successful raised by 27 percentage points from 56% to 83%. Similarly, there was an uptick in personal wellbeing,

Trainee Responses:
In your current work with your clients, how successful do you feel your work is in helping your client(s)?

■ Baseline Survey
■ Final Survey



“I am excited to use Imagine You with fire survivors to help them feel less overwhelmed and more focussed.”

Butte H.O.P.E. Crisis Outreach Worker

with the number of trainees who rated their wellbeing as “very good” rising from 25% to 41%. We also saw a small increase in the trained staff’s average Generalized Self-Efficacy Scale score, a validated tool that many years of research has correlated with attributes such as self-esteem, optimism, extraversion, action centering, etc.

This, along with positive feedback directly from the trainees (both qualitatively and quantitatively) about the module’s content and training, makes us confident that online delivery of the Imagine You system is effective. Across all the Butte modules on average 89% of staff find each module overall good, very good, or excellent, and 83% of Butte staff are Likely, Very Likely or Extremely Likely to use the Imagine You tool covered in the module in the future. For specific modules, these numbers were as high as 100% and 93% respectively. Every trainee found at least 2 skills useful to their work with clients, with most trainees finding all 8 useful.

We gratefully acknowledge the North Valley Community Foundation and the American Red Cross for their support of this Butte H.O.P.E. project which enabled us to successfully develop and deliver the aforementioned training modules.

OUR VISION:

Continuing to Help the Helpers do their Work

We envision a future in which all individuals in our community shape their own lives and foster their own wellbeing based on what matters most to them. The recent pandemic, fires, floods, and widespread PSPS have made it harder for many to work toward and live out their own goals. Sadly, there is no reason to expect these kinds of disasters to cease. Yet resiliency in the face of disaster is an achievable goal. Imagine You and the tools we provide are effective at supporting the direct service work being done by our partners. The success of our programming over the last three years demonstrates the scalability and sustainability of the Imagine You approach in the face of disaster.

We invite any agency or organization working to support those impacted by disaster to explore a partnership with Imagine You.

Together we can make a difference.

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