



The Hispanic Austin Leadership 2020 Healthcare Group:

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MISSION STATEMENT

Healthy Sonidos was established to create and spread awareness and access of low-cost to no-cost healthcare available to Latino musicians in the Austin area.

EXECUTIVE SUMMARY

Latinx Musicians are amongst the least insured population due to being self-employed missing the opportunity to receive insurance through an employer. They generally attempt to fulfill their health needs by working multiple jobs and/or booking additional events. Musicians are typically the first group to be asked to donate their services and assisting them with health coverage is essential.

Based on a report in 2020, Big Oak tree media noted the following:

- 64% of Latino households in the United States are primarily Spanish speaking
- 92% of Latinos are living 200% below the federal poverty level
- 66% of Latinos in the United States are currently uninsured

In 2015, Austin Music Census noted the following additional information on Austin's Latino Community:

- 33% of Musicians in Austin are earning less than \$25,000 annually in pre-tax income
- 4%, roughly 320 of Austin's Musician Community identify as Hispanic or Latino

KUT noted that Austin has the highest average rate of rent in the state of Texas, and Austinites trying to afford housing on a minimum wage must work nearly three full time jobs to make ends meet. It is easy to identify the disparity in reaching members of the Latino community as a whole, but considering the above information, it is an even larger task to support those who make their living as musicians. Lack of knowledge about enrollment opportunities of low-cost to no-cost healthcare available to Austin Musicians disproportionately affects the Latino community. Health Alliance of Austin Musicians (HAAM) is currently using word of mouth to reach out for healthcare sign-ups. While their efforts have been equally dispersed, they have not attained the equity in cultural diversification of their membership.

There is disparity when it comes to equity outreach but the need for affordable healthcare is immense. In 2019, HAAM noted the mean age of their clientele was 41 years old, and primarily white male. The Volunteer Healthcare Clinic, which provides free healthcare services to those who are uninsured, served 1,808 individuals and 4,355 medical visits total in 2018, 73% of whom identified as Latino. This proves that there is a larger Latino population that remains uninsured.

In an effort to support HAAM developing a more diverse clientele, **Healthy Sonidos** was created by the Hispanic Austin Leadership (HAL) Class of 2020, Healthcare group. Healthy Sonidos worked to create new marketing materials and a forward thinking approach to support HAAM in reaching a Latino audience. This includes a brochure with testimonials from benefits recipients and information on services. A HAAM Program infographic document translated into Spanish. A website, www.healthysonidos.org, was also created along with a Facebook page of the same name. The group developed a survey to collect data from the Latinx music community, attended community engagement meetings to disburse the initiatives to leaders and volunteers, and facilitated a stakeholder session. Priority remains in supporting HAAM as they provide this critical service to Austin Musicians.

PROJECT DETAILS



Benefactor Selection: Health Alliance for Austin Musicians was selected as the benefactor because their mission is to provide access to affordable healthcare for Austin’s low income working musicians, with a focus on prevention and wellness. The group felt this would be an approachable project, considering how much of an impact music has on Austin’s cultural integrity. Another advantage of electing to work with Austin’s music community is the fact that a member of the Healthy Sonidos team is a working musician, and could provide additional networking and outreach opportunities that are exclusive to musicians and serve as an approachable ally.

Name Selection: The group decided on the name Healthy Sonidos, *Healthy Sounds* translated into english. The name selection was made as a nod to Latino culture with an acknowledgement for the work that Health Alliance for Austin Musicians does, along with the sounds of live music, *sonidos*.

Implementation: Healthy Sonidos assisted HAAM in reaching a previously untapped audience, connected the organization with musicians who will eventually serve as a resource in communicating the message and mission of HAAM to other members of the Latino community. Healthy Sonidos also translated marketing documents that allow HAAM to be able to connect with a new audience of Spanish speaking musicians. The translated documents include a HAAM Program Infographic, HAAM COVID-19 webpage, HAAM Survey and Open Enrollment website page. Translation of documents made it possible for HAAM to offer their marketing materials in Spanish while saving in translation fees.

Healthy Sonidos reached out to Contamos Austin, the HAL Civic Engagement Group in an effort to collaborate. Contamos Austin is working with the United States Census Complete Count Committee and were already engaging the latino community while supporting local musicians. Contamos Austin hosted a weekly DJ Happy Hour with Austin DJ Crew Peligrosa. Most of Peligrosa's members are HAAM beneficiaries. Uniting efforts with Contamos Austin was successful as Healthy Sonidos was able to participate in a virtual event. This Facebook happy hour event on Wednesday, May 6th helped highlight Healthy Sonidos and raise awareness about HAAM, HAL and the GAHCC.



Measurable impact: As a result of the Healthy Sonidos Stakeholder Session and Panel Discussion held at Austin City Hall on March 3, 2020, HAAM representatives and employees met Latino HAAM recipients whom they had never had an interaction with. Putting HAAM personnel and Latino HAAM recipients in the same room was a strategic effort to raise awareness about outreach that can seamlessly occur simply by listening to the stories of Latino Musicians who are already receiving benefits from HAAM. This initiative resulted in HAAM taking their first step to equitably market their services to Latino musicians by highlighting these testimonies. The expectations of Healthy Sonidos were surpassed with the engagement of HAAM and their desire to include Latino benefit recipients in their social media marketing communication. Another measurable impact was connecting HAAM to the stories of Latino musicians who could spread the word of HAAM's services and encourage other people of color to apply.

Research and Data Analysis: HAAM has done a great job providing affordable healthcare options to Austin's low-income working musicians, Healthy Sonidos aimed to reach Latino musicians to learn more about the issues that face this community. Types of care provided include primary and specialty medical care, dental, vision, wellness, mental health and hearing services. Some of the most impactful information received during this project is that no one leaves during HAAM's enrollment period without some level of support. Healthy Sonidos chose to focus on maximizing visibility of HAAM's services and swiftly getting adequate healthcare information to this vulnerable group of musicians.

Quick facts from HAAM:

- \$57 million in healthcare services have been provided since 2005
- 5,357 members since 2005
- \$1.4 million in premium assistance in 2019
- 2,614 HAAM Members in 2019

From The 2015 Austin Music Census:

Why is it important to insure Austin musicians:

- \$2 billion in economic revenue in the City of Austin
- \$38 billion in local tax revenue each year
- 8,000 + working musicians in Austin
- An estimated 4%, roughly 320 musicians identify as Hispanic/Latino

From 2019 HAAM Annual Report:

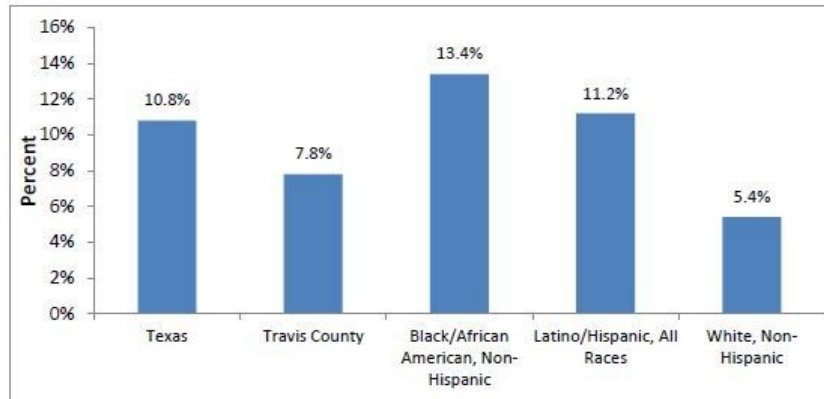
Four main motivations for joining HAAM:

- Preventative care and HAAM programs
- Health Coverage
- Encouraged to enroll by a loved one
- Address chronic illness and/or other health needs through specialty care services

COMMUNITY HEALTH ASSESSMENT DATA

The following graphics from the Austin Community Health Assessment from December 2017 highlight significant data that is relevant to HAAM's four main motivations for enrollment.

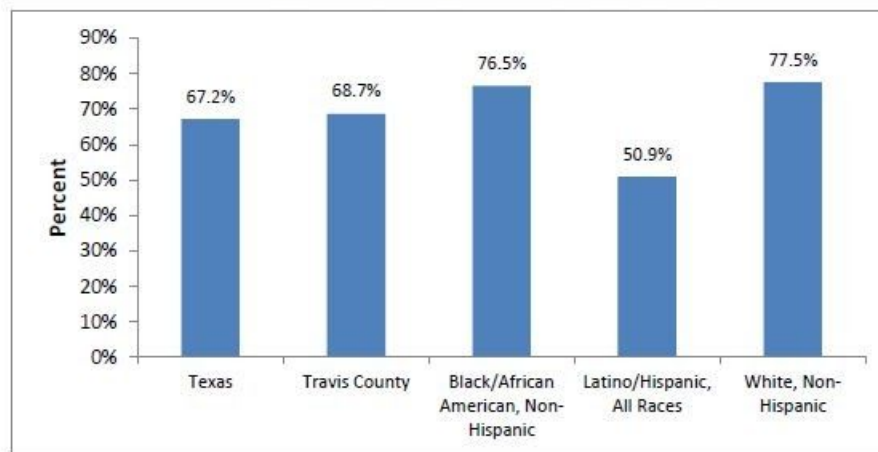
Figure 6-36 Percentage of Adults with Diagnosed Diabetes in Texas and by Race/Ethnicity in Travis County, 2011-2015



Source: Centers for Disease Control and Prevention (CDC), Texas Behavioral Risk Factor Surveillance Survey Data. Atlanta, Georgia: US Department of Health and Human Services, Centers for Disease Control and Prevention, 2011-2015.

Diabetes is a chronic illness that requires specialty care and figure 6-36 demonstrates that Latino/Hispanic adults at 11.2% closely follow the rate of Black/African American adults diagnosed with diabetes at 13.4%.

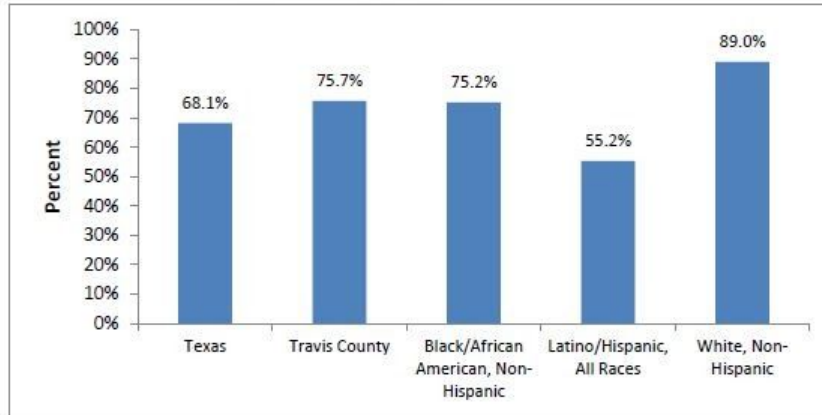
Figure 6-27 Percentage of Adults with a Personal Doctor or Health Care Provider in Texas and by Race/Ethnicity in Travis County, 2011 - 2015



Source: Centers for Disease Control and Prevention (CDC), Texas Behavioral Risk Factor Surveillance Survey Data. Atlanta, Georgia: US Department of Health and Human Services, Centers for Disease Control and Prevention, 2011-2015.

Figure 6-27 demonstrates that White and Black/African American residents in Travis County are more likely to report having a personal doctor or healthcare provider than Latino/Hispanic residents. In reference to our research, nearly half of the people that we surveyed answered that they did not have a primary healthcare provider.

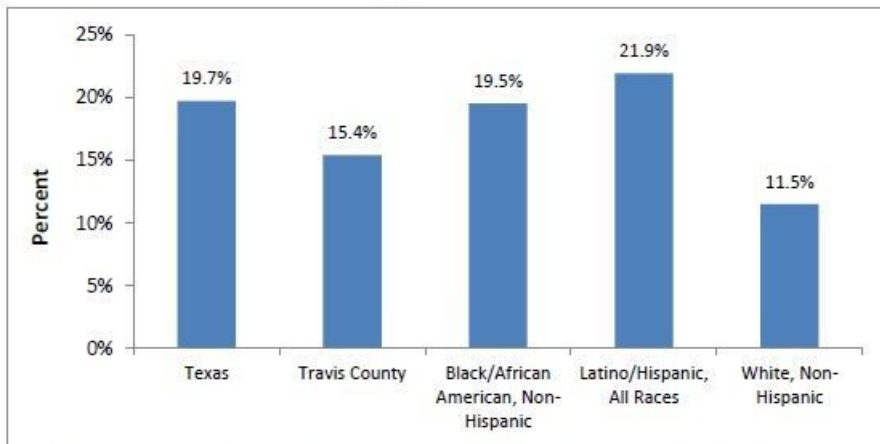
Figure 6-25 Percentage of Adults Reporting Having Health Care Coverage (Private or Public) in Texas and by Race/Ethnicity in Travis County, 2011-2015



Source: Centers for Disease Control and Prevention (CDC). Texas Behavioral Risk Factor Surveillance Survey Data. Atlanta, Georgia: US Department of Health and Human Services, Centers for Disease Control and Prevention, 2011-2015.

Figure 6-25 demonstrates that 55.2% of Latino/Hispanic/All Races reported having healthcare coverage (Private or Public) by Race/Ethnicity in Travis County, 2011-2015, compared to White/Non-Hispanic at 89% and Black/African American/Non-Hispanic at 75.2%.

Figure 6-29 Percentage of Adults Who Needed to See a Doctor but Did Not Due to Cost in past 12 Months in Texas and by Race/Ethnicity in Travis County, 2011-2015



Source: Centers for Disease Control and Prevention (CDC). Texas Behavioral Risk Factor Surveillance Survey Data. Atlanta, Georgia: US Department of Health and Human Services, Centers for Disease Control and Prevention, 2011-2015.

Figure 6-29 demonstrates that 21.9% of Latino/Hispanic/All Races needed to see a doctor but did not due to cost in the past 12 months in Texas, compared to 19.5% Black/African American/Non-Hispanic and 11.5% White/Non-Hispanic.

From Community Advancement Network CANATX Dashboard:

- In Travis County: the uninsured rate is highest for Hispanics, with 22% of Hispanics under age 65 uninsured. *American Community Survey, TableID: S2701
- Travis County residents who are low-income have an even higher uninsured rate of 26% almost twice the overall rate of 13%. *American Community Survey, TableID: S2701

From CommUnity Care Clinic:

- A conversation with CommUnity Care supported the data that Latinos remain the largest racial group in Travis County that are uninsured and are less likely to have a primary healthcare provider. At CommUnity Care, 92.5% of patients have income lower than 200% below the poverty level, 66% of patients are uninsured, and 64% are Latino. CommUnity Care is a great example of an organization that partners with other community groups to provide services to some of Austin's most vulnerable populations. They partner with the Health Department to assist with SNAP benefits for Mothers, ECHO for long-term disability benefits, the Milk Bank to help children in NICU, the Diaper Bank to provide families with Diapers, Integral Care for behavioral health services and at the Southeast Austin Health and Wellness Center they provide everything from Zumba, legal services, partner with organizations to help clients know their rights, partner with the health dept to administer vaccines for children/adults, activate voter registration, provide homeless services, and more. While CommUnity Care did not have specific data around the professions of their clients, Healthy Sonidos is confident that CommUnity Care Health Centers in Austin would be a great addition to HAAM's partner list and HAAM could likely find additional clients that are also patients of CommUnity Care clinics.

SURVEY DEPLOYMENT AND PROMOTION

Healthy Sonidos received a total of 52 survey responses, survey responses were collected at the Greater Austin Hispanic Chamber of Commerce's SXSW promotional event on February 5th.



Feel The Love Expo: Healthy Sonidos also attended the Austin Music Foundation Feel the Love Expo alongside the City of Austin Economic Development Department. The Feel the Love Expo brought together local organizations that provide essential services to Austin's music community and was the perfect event to connect with local musicians about HAAM and HAL.



Community Engagement: Healthy Sonidos presented the project to groups such as the Hispanic Quality of Life Commission and the Music Commission to gain support from Austin Community leaders and petition them to spread awareness about Healthy Sonidos, HAAM and our survey. The group also met with various community leaders for possible partnerships.



Stakeholder Session: Through the stakeholder session held on March 3, we directly connected HAAM to long-time Latino HAAM clients who shared more about their direct experiences as HAAM recipients and ways that HAAM can continue to reach a more diverse audience. The Stakeholder Session was one of the most impactful events as it allowed for an intimate conversation between the organization and a few of their direct clients. This led to follow-up conversations and additional engagement between the two parties.



Project challenges: Healthy Sonidos faced a number of challenges through the duration of the project. Three months into efforts, the group lost a team member who decided not to complete the Hispanic Austin Leadership Program. Healthy Sonidos' first planned events saw low-attendee interest which forced the group to reorganize and rethink a marketing strategy. The group made the outreach to Latina musicians and scheduled the stakeholder session held in early March of 2020. The next event for the group was intended to be a post-SXSW decompress networking event. Healthy Sonidos had secured a venue, DJ, photographer, beverage sponsor and produced a promotional graphic, however, the COVID-19 pandemic forced the group to once again reorganize efforts. Healthy Sonidos reached out to HAAM and began assisting with their Spanish language communications which is an ongoing effort. During a status update call with the Greater Austin Hispanic Chamber of Commerce, Healthy Sonidos was encouraged and empowered to continue with community outreach and utilize resources. Due to COVID-19, Healthy Sonidos could not meet in person and began facilitating meetings over Facetime, Zoom and collaborating through text messages. The COVID-19 pandemic impacted event based efforts and in an attempt to pivot and provide maximum support to the community, the group utilized the website as a tool to disperse information on COVID-19 community resources.

HEALTHY SONIDOS SURVEY RESULTS:

- **Zip Code:**
 - **78704:** 7
 - **78702:** 4
 - **78741:** 5
 - **78745:** 6
 - **78754:** 4
 - **Other:** 26 (77031, 78201, 78613, 78621, 78634, 78653, 78660, 78664, 78701, 78719, 78721, 78723, 78731, 78738, 78739, 78748, 78749, 78750, 78752, 78753, 78758, 78759)

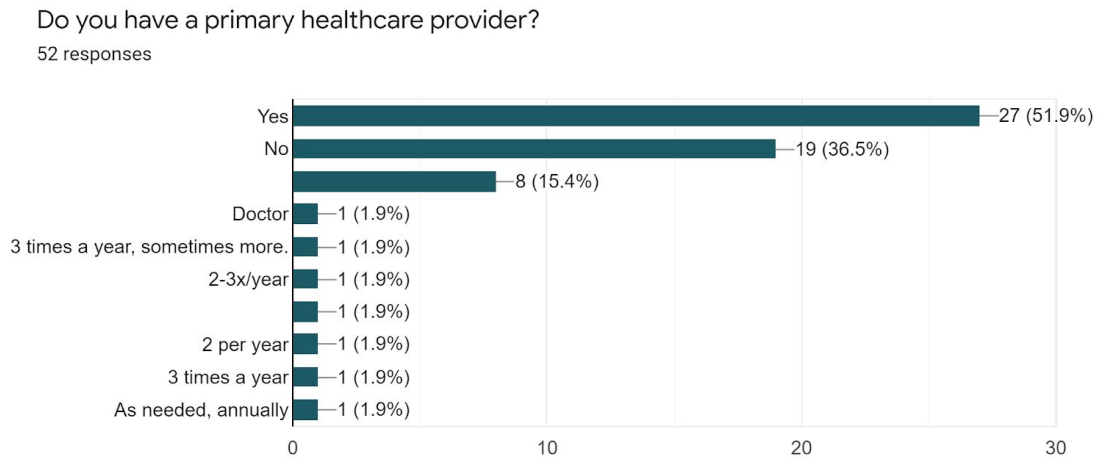
- **Gender:** Survey takers include 8 female, 28 male, and 16 who did not respond

- **Nationality/Ethnicity:** Of those surveyed, 14 identified as Hispanic, 4 identified as Latino, and 3 identified as Mexican American and 1 identifies as Chicano. Other nationalities identified included: Black, African American, Caucasian/White, Bengali, or Mixed Race

- **Health Insurance Coverage:** Out of those surveyed, 71.1% of people did have some form of health insurance, while 28.8% did not.
 - 42.3% had insurance through their employer, 25% were covered by an “other” option, not specified, 5.8% are covered through Medicare, 1.9% covered through a parent or guardian’s plan

- **Regarding reasons for being uninsured:**
 - 25% claimed that they had no need for healthcare
 - 21.2% claimed that they want healthcare but cannot afford it
 - 5.8% claimed that their biggest barrier to insurance coverage was unemployment

- **Do you have a primary healthcare provider? If yes, how often do you see them?**



We also thought it was important to learn more about the professions of our respondents and what their roles were within in the music industry.

Are you a musician or in the music industry? Please explain.

46 of our respondents said that they were a musician or in the music community. Roles varied from drummers and singers to music software developers and music producers.

Are you familiar with the Health Alliance for Austin Musicians? (HAAM) If so, please explain how.

40 of our respondents were familiar with HAAM, but their familiarity with HAAM varied from “my friend told me about it, but I don’t know much about it,” to “Yes, I’m a HAAM member.”

TESTIMONIALS



"Live music energizes and helps sustain the quality of life in Austin for all - and HAAM makes it possible for musicians of all genres to stay healthy and creative by multiplying \$100 donated into \$700 worth of healthcare service provided. It's a win-win for music lovers like me!" ***Olga Campos Benz, HAAM Board member since 2011***



"The HAAM community makes this city a vibrant and exciting place to call the 'Live Music Capital of the World.' I have met other Latinx musicians through HAAM and am grateful to connect, collaborate, and support their music. Music is a full-time career for many members. HAAM is literally saving lives and helping musicians pursue their dreams." ***Shavone Otero, HAAM Recipient since 2016***



"HAAM has provided me with healthcare for a decade, which has in effect allowed me to perform music as a career. I'm able to work several part-time jobs to supplement my income alongside being a musician, without needing to seek full-time employment that would provide those benefits. Making a sustainable living as an artist is increasingly difficult, but HAAM has always recognized Austin musicians as essential within the fabric of the city's culture." ***Yadira Brown, HAAM Recipient since 2010***



"The good people at HAAM helped me to sign up for Obamacare and as a result, I have health insurance for the first time in my life. If you're a Latino musician in Austin, I highly suggest that you contact HAAM and see what they can do for you." ***Greg Gonzalez, Grammy Award Winner and HAAM Recipient since 2009***

TIMELINE AND KEY DATES

October 24, 2019 - Project overview and organization overview call with Health Alliance for Austin Musicians.

February 2 - Healthy Sonidos presents survey and data plan to Austin Music Commission. This led to sharing the survey link in Austin Texas Musicians, Austin Texas Tejano Musicians, and I Support ATX HipHop Do you? Facebook groups that have collectively over 12,500 members.

February 5 - Healthy Sonidos collects survey responses at the SXSW meetup (co-presented by the Greater Austin Hispanic Chamber of Commerce.)

February 7 - Conference call to collect organization information from CommUnityCare Austin about their clientele and other healthcare resources available to low-income communities.

February 10 - Held a meeting with Health Alliance for Austin Musicians to determine ways to be supportive.

February 18 - Conducted surveys at the Austin Music Foundation Feel the Love Expo at Emo's.

February 25 - Attended the Hispanic and Latino Quality of Life Commission meeting to spread awareness about HAL project efforts with HAAM and shared information about taking the Healthy Sonidos' survey.

March 3 - HAAM and Healthy Sonidos Stakeholder session at Austin City Hall.

March 6 - SXSW canceled by City of Austin and Travis County officials forcing Healthy Sonidos to reevaluate their game plan for future outreach events, particularly those that were affiliated with SXSW in some way.

May 1 - Closeout meeting with Health Alliance for Austin Musicians.

May 5 - Participation in a Contamos Austin Panel on social media.

May 6 - Cross collaboration DJ Set with Contamos Austin.

NEXT STEPS

Healthy Sonidos assisted HAAM with translating some of their materials which will be used for open enrollment advertising during the fall of 2020. The relationship built between HAAM and the Healthy Sonidos group will help with the sustainability of the project as relationships are built not only within the group but also in connecting Latino musicians with HAAM to provide them with the opportunity to communicate and reach out to one another for future community outreach.

Healthy Sonidos has made a commitment to maintain the website, www.healthsonidos.org through May 2020 and help support HAAM in their outreach to the Latino community. After May 2020, Healthy Sonidos will communicate mainly through their Facebook page and will continue efforts to translate other HAAM brochures and marketing materials into Spanish in hopes of reaching a bigger Latino audience.

Healthy Sonidos beyond the Hispanic Austin Leadership program:

Open enrollment for Health Alliance for Austin Musicians will occur in November of 2020. In an effort to continue the support to HAAM and the Latino musician community, Healthy Sonidos will reach out to local restaurants who may be available to provide refreshments to those in the line for enrollment. As individuals and through the use of social media, the group will continue to communicate information about resources available for Austin musicians.



ACKNOWLEDGEMENTS

Healthy Sonidos would like to give special acknowledgement to the following organizations and individuals for their support in this venture:

Project Mentor:

Maria Loza

Hispanic Austin Leadership Initiative Chair:

Luz Lopez-Guerrero

Greater Austin Hispanic Chamber of Commerce:

Luis Rodriguez, President and CEO

Stephanie Bazan, Director of Communications, Signature Events & Programs

Karlie Martinez, Director of Member Relations

Olga Campos Benz, 2015 Distinguished HAL Alumna

David Cripe, Divisional VP, Network Management BlueCross BlueShield

Health Alliance for Austin Musicians:

Reenie Collins, Executive Director

Rachel Blair, Chief Operating Officer

Natalie Martinez, Marketing and Development Associate

Emily Freiderichs, Program Services Coordinator

Lais Milburn, Office Manager

The New Philanthropists

Paulina Artieda, TNP Executive Director

CommUnityCare Clinic:

Yvonne Camarena, Chief Operating Officer

Volunteer Healthcare Clinic:

Marci Roe, Executive Director

Latinx HAAM recipients:

Shavonne Otero

Yadira Brown

Hispanic Austin Leadership Class of 2020, Civic Engagement Team

Jesus Becerra, Nereyda Esparza, Veronica Ramirez, Kristi Samilpa, Patrick Vela

Giant Noise

Juiceland

PROJECT TEAM

Originally, Healthy Sonidos consisted of five team members. Roles were established to reflect what was noted in the HAL guidance binder. Two months into the program, the group lost a team member. As a result of this, the remaining team decided to take on the roles of the project in a unilateral approach. The strengths and skill sets of the individual members were sufficiently served by this approach and allowed for an equitable division of efforts.



Stephanie Bergara
City of Austin
Bidi Bidi Banda



Ana Duarte
A+ Federal Credit Union



Felicia Peña
H-E-B



Angela Navarro
Texas Society of Professional Surveyors

PROJECT BUDGET

Revenue

A+ Federal Credit Union Donation	\$100.00
Healthcare group donations	\$160.30
Juiceland Austin	\$100.00

Expenses

Healthy Sonidos Panel Discussion	\$22.30
Healthy Sonidos Website	\$138.00
Survey Giveaways	\$200.00

Net	\$0.00
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REFERENCES

Austin Community Health Assessment (December, 2017).

https://www.austintexas.gov/sites/default/files/files/Health/CHA-CHIP/ATC_CHA_Dec2017_Report_Final.pdf

Community Advancement Network. Retrieved from <http://canatx.org/dashboard/>

Health Alliance of Austin Musicians Annual Report (2019).

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Healthy Sonidos Survey (2020).

Titan Music Group, LLC. (2015). The Austin Music Census. Retrieved from www.atxmusic.org

APPENDICES

Appendix A - Contamos Austin Flyer



www.HealthySonidos.org



www.MyHAAM.org

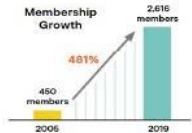
Help HAAM continue on its mission of providing affordable healthcare to Musicians in Austin by donating today:
<https://myhaam.org/donate/>

Appendix B - HAAM Brochures

HELPING LOW-INCOME AND UNDERINSURED MUSICIANS WITH Healthcare

HAAM provides access to affordable healthcare for Austin's low-income working musicians, with a focus on prevention and wellness. Many Austin musicians are self-employed and have no access to health insurance or basic healthcare. By resolving challenges such as long-neglected dental work to hearing loss, heart problems, and depression, HAAM and their partners improve and save musicians' lives and enhance Austin's economy and quality of life. Austin is the "Live Music Capital of the World," and they aim to keep it that way.

93% of HAAM members said they feel like their provider truly cared about them.



HAAM has helped over **5,300 musicians** access over \$73 million

dollars in **healthcare** value since we began in 2005. These include routine dental work, doctor visits and prescriptions, psychiatric counseling sessions, eye exams, out-patient procedures, specialist referrals, hearing screenings and more.

Meet the Musicians



Yadira

Yadira Brown is a vocalist and songwriter from Austin, Tx. The Vapor Caves, Yadira's duo collaboration with BoomBaptist, released their debut album "Feel Yourself" in 2019. "HAAM has provided me with healthcare for a decade, which has in effect allowed me to perform music as a career. I'm able to work several part-time jobs to supplement my income alongside being a musician, without needing to seek full-time employment that would provide those benefits. Making a sustainable living as an artist is increasingly difficult, but HAAM has always recognized Austin musicians as essential within the fabric of the city's culture. They sent me a \$50 HEB gift card last month, which was much needed and super helpful after losing all our festival gigs for the year."

@coracaves



Shavone

Shavone Otero (aka DJ Canela ConSafos) is a native of Albuquerque, New Mexico. Shavone has been DJing (all vinyl) with Chulita Vinyl club since 2016 and independently since 2018. She is active in her community relatively and politically. By day, she researches and advocates for affordable housing as a Program Manager at HousingWorks Austin and serves on the City's Community Development Commission. "The HAAM community makes this city a vibrant and exciting place to call the 'Live Music Capital of the World.' I have met other Latinx musicians through HAAM and am grateful to connect, collaborate, and support their music. Music is a full-time career for many members. HAAM is literally saving lives and helping musicians pursue their dreams."

@canelaconsafos

ON ENROLLMENT DAY EVERYONE WALKS AWAY WITH Coverage

What is Enrollment Day?

HAAM host their 'Rock Enroll' day where potential members can sign up for benefits. Which include the following:

- Medical**
No cost or low cost insurance and healthcare navigation including doctors, hospitalization, specialty care, x-rays and more.
- Dental**
Up to \$600 annual dental benefit.
- Hearing**
Screenings and custom ear plugs.
- Vision**
Basic eye exam and glasses.
- Wellness**
Holistic health and fitness discounts.

Criteria for Enrollment Residency

Must live within 50 miles of Austin.

Income

Have a household income under 400% of the Federal Poverty Level.

Musicianship

Demonstrate recent and regular work as a professional musician, music teacher, or DJ.

For open enrollment dates please visit, www.myhaam.org.

MISSION

The mission of the Health Alliance for Austin Musicians is to provide access to affordable healthcare to Austin's low-income, underinsured working musicians, with a focus on prevention and wellness.

Follow Healthcare Alliance for Austin Musicians online and on social media
www.MyHAAM.org | @myhaam



This brochure was created by Healthy Sonidos. Healthy Sonidos is part of the 2020 Greater Austin Hispanic Chamber of Commerce, Hispanic Austin Leadership Class.
www.HealthySonidos.org | www.GAHCC.org.

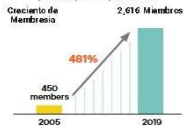


AT A GLANCE

AYUDANDO A LOS MÚSICOS DE BAJOS INGRESOS Y BAJA COBERTURA DE Seguro de Salud

HAAM proporciona acceso a servicios de salud económicos para músicos con bajos ingresos en Austin, con un enfoque en prevención y bienestar. Muchos músicos de Austin trabajan por cuenta propia y no tienen acceso a un seguro de salud o asistencia médica básica. Al resolver desafíos como el descuido dental, la pérdida auditiva, problemas cardíacos y depresión, HAAM y sus socios mejoran y salvan las vidas de los músicos y mejoran la economía y la calidad de vida de Austin. Austin es la "Capital mundial de la música en vivo", y su objetivo es mantenerlo así.

El 93 por ciento de los miembros dijeron que sienten que sus más fuertes resiliencia se preocuparon por ellos.



Impacto económico de los músicos en Austin

HAAM ha ayudado a más de 5,300 músicos a acceso a más de \$ 73 millones de dólares en valor de asistencia médica desde que comenzamos en 2005. Estos incluyen trabajo dental de rutina, visitas al médico y recetas médicas, sesiones de orientación psiquiátricas, exámenes de la vista, procedimientos ambulatorios, referencias de especialistas, exámenes de audición y más.

Conocer a las Músicas



Yadhira

Yadhira Brown es vocalista y compositora de Austin, Texas. The Vapor Caves, la colaboración en dúo de Yadhira con BoomBaptist, lanzó su álbum debut "Feel Yourself" en 2019. "HAAM me ha brindado atención médica durante una década, lo que en efecto me ha permitido interpretar música como carrera. Puedo trabajar en varios trabajos de medio tiempo para complementar mis ingresos además de ser músico, sin necesidad de buscar un empleo de tiempo completo que brinde esos beneficios. Hacer una vida sostenible como artista es cada vez más difícil, pero HAAM siempre ha reconocido a los músicos de Austin como esenciales dentro del tejido cultural de la ciudad. Me enviaron una tarjeta de regalo HEB de \$50 de HEB el mes pasado, que era muy necesaria y muy útil después de perder de festival durante el año."

@coracaves



Shavone

Shavone Otero, alias DJ Canela ConSafos, es oriunda de Albuquerque, Nuevo México. Shavone ha sido DJ (todo vinilo) con el club "Chulita Vinyl Club" desde 2016 e independientemente desde 2018. Ella es activa en su comunidad de manera relativa y política. Durante el día, ella investiga y aboga por viviendas económicas como Gerente de Programa en HousingWorks Austin y es miembro de la Comisión de Desarrollo Comunitario de la Ciudad. "La comunidad HAAM hace de esta ciudad un lugar vibrante y emocionante para llamar la "Capital mundial de la música en vivo". He conocido otros músicos latinx a través de HAAM y estoy agradecida de conectar, colaborar y apoyar su música. La música es una carrera a tiempo completo para muchos miembros. HAAM está literalmente salvando vidas y ayudando a músicos a perseguir sus sueños."

@canelaconsafos

DESDE EL DIA DE INSCRIPCION TODOS RECIBEN Cobertura

Que es Dia de Inscripción?

HAAM organiza su día de "Rock Enroll", donde los miembros potenciales pueden inscribirse para recibir beneficios. Que incluyen lo siguiente:



Medico
Seguro sin costo o de a bajo costo y navegación de búsqueda de asistencia médica.



Dental
Hasta \$600 de beneficio dental anual.



Audición
Exámenes de audición y tapones para los oídos personalizados.



Visión
Examen de vista básico y anteojos.



Bienestar
Salud holística y descuentos para gimnasios.

Criterios de Inscripción Residencia

Debe vivir a dentro de 50 millas de Austin.

Ingresos

Tener un ingreso familiar inferior por debajo 400% del Nivel Federal de Pobreza.

La maestría musical

Demuestre Demostrar trabajo reciente y regular como músico profesional, maestro de música o DJ.

Para ver las fechas de inscripción abierta, visite www.myhaam.org.

MISION

La misión de Health Alliance for Austin Musicians es proporcionar acceso a servicios de salud económicos a los músicos que trabajan con bajos ingresos y con seguro insuficiente, con un enfoque en la prevención y el bienestar.

Siga Healthcare Alliance para Músicos de Austin Músicos en línea y en las redes sociales www.MyHAAM.org | @myhaam




Este folleto fue creado por Healthy Sonidos. Healthy Sonidos es parte de la Clase de Liderazgo Hispana del 2020, de la Cámara de Comercio Hispana de Austin. www.HealthySonidos.org | www.GAHCC.org.



De Un Vistazo

Appendix C - Healthy Sonidos Survey

Questions
Responses



Healthy Sonidos

Please fill out the following Healthcare survey. If you would like to be entered into a drawing to win a gift basket, please enter your name, email and phone number.

Zip Code *

Short answer text

Please identify your nationality/ethnicity *

Long answer text

Please identify your gender

Long answer text

Do you have health insurance? *

Yes

No

Other...

If yes, how? *

Employer

Parent or guardian's insurance plan

Medicare

Medicaid

Other

None

If you are uninsured, what are the barriers as to why? *

Unemployment

No need for healthcare

Want but cannot afford

Confusion on how to get signed up

Other...

Do you have a primary healthcare provider? *

Yes

No

If yes, how often do you see them? Fill out below:

Other...

If willing to share, please list healthcare provider doctor and/or clinic:

Long answer text

Have you had insurance in the past? If so, please explain.

Long answer text

Are you a musician or in the music industry? Please explain. *

Long answer text

Are you familiar with Health Alliance for Austin Musicians? (HAAM) If so, please explain how. *

Short answer text

Would you be interested in attending an informational session on March 3rd about low-cost and no-cost healthcare?

Yes

No

Other...

If you are interested in attending an information session, please let us know which days and time work best for you?

Monday - Friday | Morning

Monday - Friday | Afternoon

Monday - Friday | Evening

Weekend | Morning

Weekend | Afternoon

Weekend | Evening

Would you like to be entered in the drawing for a gift basket?

Yes please

No thank you

First and Last Name (required to be eligible for drawing)

Short answer text

Are you a musician or in the music industry? Please explain. *

Long answer text

Are you familiar with Health Alliance for Austin Musicians? (HAAM) if so, please explain how. *

Short answer text

Would you be interested in attending an informational session on March 3rd about low-cost and no-cost healthcare? *

Yes

No

Other...

If you are interested in attending an information session, please let us know which days and time * work best for you?

Monday - Friday | Morning

Monday - Friday | Afternoon

Monday - Friday | Evening

Weekend | Morning

Weekend | Afternoon

Weekend | Evening

Would you like to be entered in the drawing for a gift basket?

Yes please

No thank you

First and Last Name (required to be eligible for drawing)

Short answer text

Email Address (required to be eligible for drawing)

Short answer text

Would you like us to use your email to send you information about Healthcare Resources, future Healthy Sonidos events, and the HAAM monthly newsletter?

Yes please

No thank you

More About Healthy Sonidos

Healthy Sonidos is a subgroup of the 2020 Hispanic Austin Leadership (HAL) class. Our main focus is to spread awareness to mental and physical healthcare options to musicians in the Greater Austin area.

Appendix D - Healthy Sonidos Survey Flyer

The flyer features a dark teal background with a pattern of yellow and orange dots. On the right side, there are stylized musical notes in white, yellow, and orange. In the center, a light beige rectangular box contains the text. At the top of this box is a logo consisting of three overlapping triangles in yellow, orange, and red, each containing a white musical note. Below the logo, the title 'Healthy Sonidos' is written in a bold, black, sans-serif font. Underneath the title, the text 'Take the Healthcare Survey!' is in a bold, teal font. This is followed by 'Visit WWW.HEALTHYSONIDOS.ORG to take our healthcare survey today!' in a teal font. A red text block states: 'We are looking for Austin Musicians or anyone in the music industry to take our survey. Survey participants will be entered in the drawing to win a prize!'. At the bottom, a smaller black text block reads: 'Don't forget to save the date for our Musicians and Healthcare Panel Discussion on Monday, March 2nd! The survey prize winner will be chosen at this event!'.

Appendix E - Musician Promotional Flyers



Shavone Otero
AKA DJ Canela ConSafos

Shavone Otero (aka DJ Canela ConSafos) is a native of Albuquerque, New Mexico. Shavone has been DJing (all vinyl) with Chulita Vinyl Club since 2016 and independently since 2018. She is active in her community creatively and politically. By day, she researches and advocates for affordable housing as a Program Manager at HousingWorks Austin and serves on the City's Community Development Commission.

A Panel Discussion at City Hall
Tuesday, March 3rd from 6:00 p.m. - 8:00 p.m.



Yadira Brown

Yadira Brown is a vocalist and songwriter from Austin, Tx. The Vapor Caves, Yadira's duo collaboration with BoomBaptist, released their debut album "Feel Yourself" in 2019 and were recently nominated for two Austin Music Awards: Best New Act and Best Electronic.

A Panel Discussion at City Hall
Tuesday, March 3rd from 6:00 p.m. - 8:00 p.m.



**Healthy
Sonidos**

A Healthcare Panel

Tuesday, March 3rd from 6:00 p.m. - 8:00 p.m.

Join us for a panel discussion about affordable healthcare options available to ATX musicians. Hear from local musicians who have benefited or are currently receiving healthcare from Healthcare Alliance for Austin Musicians (HAAM) and learn about other ways to access affordable healthcare options.

Stick around after the panel for networking and a raffle drawing!



**Healthy
Sonidos**

Feeling stressed? Join us for our

**SXSW
Decompress**

Tuesday, March 31st 6pm - 8pm
Live music | Drinks | Networking

Meet over 10 organizations and partners
who support local musicians
www.healthysonidos.org