



# DO WHAT YOU'RE BUILT FOR FOUNDATION

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## **Project Summary**

Do What You're Built For (DWYBF) COVID-19 Wellness Project

Our project targets the following populations:

- Underinsured and Non-insured Individuals
- Individuals coping with death and dying related issues
- College and High School Seniors
- Leadership Teams in the Public and Private Sector
- Educators
- Entertainment Industry Professionals
- Hospitality Industry Professionals
- High School and College Athletes
- Law Student Graduates

## **Service Description**

- Support up to 500 individuals across the United States using an online community and expand the network based on growth needs and available funding resources
- Call Center – triage participant needs and appropriateness for services
- Peer Coach Model – provides individual and group support
- Licensed Mental Health Professionals – provide individual and group interventions
- Expected Service Duration from May 1, 2020 – September 30, 2020

## **Executive Summary**

We are living in trying times. People are feeling overwhelmed by the everchanging life circumstances associated with the evolving news about the Novel Coronavirus COVID-19. Additionally, as social distancing becomes a norm, we are seeing many more people who are feeling alone and longing for connection. Furthermore, people have to adjust to new routines and demands and at times this loss of routine leads to a disconnection to usual contacts and connections which can create a sense of anxiety and despair for many people.

Given that COVID-19, for some, has potentially lethal consequences, and at present we have no preventive vaccine or medical treatment. However, a few behavior changes, if conscientiously practiced by all of us, can help dramatically slow the spread of COVID-19 and save lives. Even this intervention is inconsistently practiced across age and cultural backgrounds.

Despite the life-saving consequences of social distancing and crowd avoidance come at a cost. For example, they have caused real economic hardship as nonessential businesses throughout the U.S. are closed. Even though the Federal Government is implementing an economic safety net for unemployed workers, people are still experiencing financial distress.

Education has shifted at all levels. The move to more distant learning platforms has created a need for home schooling for parents/caregivers. Furthermore, graduating students have lost the opportunity to participate in the rituals and celebrations associated with completion of academic goals. The impact on learning and social development will need to continue to be explored, not just for students but for staff members too.

Finally, we are being asked to adjust rapidly to changes everywhere we turn as we learn what it means to practice social distancing and group avoidance as part of a concerted world-wide effort to halt, or at least slow, the spread of COVID-19. Understandably the focus of resources are targeting medical treatment and interventions but we need to apply some of our attention, resources and energy to maintaining our mental health in these turbulent times as well. (Feldman, 2020 & Walsh, 2020).

### Program Design

- Temporary workforce development- The peer coaches will be recruited from the pool of individuals in our target populations. We want to offer financial relief and health coverage for individuals impacted by the COVID-19 pandemic. The plan will be to provide a temporary employment experience from May 1, 2020 – September 30, 2020 along with health benefits. The peer coaches will be trained by DWYBF staff in the following areas: mental health first aid, active listening skills and basic problem solving case management services which will be limited to identifying resources and referrals for individuals connected to our program. Each peer coach will be supervised by a licensed professional on a daily basis to debrief about their individual contact with program participants. Finally, peer coaches will co-facilitate group experiences with licensed professional.

### Prevention Services

DWYBF will provide participants will access to a Peer Coach to help them problem solve challenging situations and direct them to appropriate resources.

Peer Coaches will like address some of the following issues with participants

- **Developing a structured schedule**
- **Strategies to stay healthy and active**
- **Self-Care Strategies**
- **Strategies for social connection**
- **Setting limits**
- **Setting Realistic Expectations**
- **Parenting Strategies:**
  - **Talk to your children**
  - **Keep regular routines**
  - **Model good coping skills**
- **Emotional Labor** - attending to individual's needs beyond your current role, as well as addressing one's own emotional management and displays. Individuals who saw emotional labor as an expectation tended to discuss such work as a burden, and as tense and contested. But those who considered that labor as at least partly a matter of choice often saw the work as valuable and beneficial to their teaching. Some saw it as "both an expectation and a choice or saw choice in embracing the expectation. We need to focus on interventions that intentionally stimulate choice-based responses for people to increase their level of buy-in and enhance the opportunity to use coping strategies. These strategies need to move beyond just spending time with loved ones and

having an outlet outside work (Miller, Howell and Struve (In Press), Kafka, 2018 and Mahfour, 2018.

- **Work-Related Stressors**
- **Relationship-Related Stressors**
- **Time-Related Stressors**
- **Social Emotional Development**
  
- **Developing and Implementing Expansive Coping Strategies**
  - Self-Care
  - De-Stress Strategies - Hobbies
  - Mindfulness Strategies

#### Intervention Services – Clinical Populations

DWYBF will work with participants to manage COVID-19 Related Stress and Anxiety as individuals and caregivers. Participants will be assigned to a licensed professional who will touch on some of the following themes and/or those communicated by the participant. Interventions will focus on problem-solving, transferring skills in order to produce increased independence in their current environments.

- **A Need for Acceptance and adjusting to the new normal**
- **Be an Authoritative Role-Model**
- **Be an Informed Parent or Childcare Giver**
- **Educate People How To Use Reliable Sources**
- **Child and Adolescent Topics**
  - **Why Manage a Child's or Teen's COVID-19 Anxiety and Stress?**
  - **Strategies to Manage a Child's or Teen's COVID-19 Stress and Anxiety**
  - **Togetherness**
  - **Parenting Strategies**

#### **The Foundation**

Do What You're Built For Foundation (DWYBF) is a Pennsylvania, 501c3 corporation that has over 30 years of combined consulting experience in the healthcare, mental health, clinical programming, including trauma informed care models and education industry with both for-profit and non-profit entities. Specifically, Dr. Marquita Williams, PhD, Counseling Psychologist, Researcher, Strategist and Trainer has had years working comprehensively in the field of psychology, providing empirically supported, culturally competent, clinical and administrative services to organizations and schools utilizing a best-practices model and philosophy. Dr. Williams has had over 20 years working in the field of trauma as both a Trauma Therapist and Researcher as well as creating programs to address trauma exposure in children, adolescents and adults.

Dr. Daniel Lee, PsyD, CSP, a licensed Clinical Psychologist, Certified School Psychologist, Certified Life Coach and Author has over 15 years of experience in the clinical services arena and is an expert in self-development, motivation and change and organizational development. Currently, Dr. Lee serves as the President – Elect for the New Jersey Psychological Association. Dr. Lee provides technical assistance, capacity building, and compliance support to schools, integrated healthcare models, government services and behavioral health agencies. Finally, Dr. Lee has provided professional developments and workshops for adolescents with a trauma-informed specialization to increase capacity in schools and communities to support adults and children who experience traumatic events.

Rhonda M. Anderson, Esquire is a dedicated strategist with over twenty years of non-profit management, legal and compliance experience. Ms. Anderson provides business development/project management for

nonprofit organizations. She has done a tremendous book of business in this field - particularly for nonprofits over the last several years including several commercial development projects. Ms. Anderson provides legal and strategy consulting services to religious institutions, small businesses and nonprofit organizations. Her efforts have been directed toward: supporting religious and nonprofit organizations; helping economic and social development programs; training nonprofit boards and leadership teams and extensive investments in consulting. Ms. Anderson received her law degree from Temple University and an MBA in Finance from LaSalle University.

In addition to these experiences, DWYBF Consultants have worked with mid to large-scale systems to evidence organizational goals around change management initiatives. Entities through which we have provided support include city, state and regional community based organizations, juvenile justice organizations, hospitals, and larger systems as well as international healthcare projects with Operation Crossroads in Ghana, West Africa and the Government of Anguilla. As a result, we are knowledgeable in change management principles and methodologies as well as with implementing these models from a “people first, perspective.” We are skilled at managing strategic and tactical initiatives, developing and implementing assessments and using data driven interventions to construct measurable outcomes which are effective tools for communication, process development, and the development of large scale program initiatives. We believe DWYBF’s methodology prepares stakeholders for the achievement of positive outcomes for all projects we engage.

Feldman, J. (2020). Anxiety During the COVID-19 Health Crisis. <https://njpa.memberclicks.net/anxiety-during-the-covid-19-pandemic-health-crisis>

Walsh, W. (2020). Managing COVID-19 Stress and Anxiety in ourselves and in our children and teens. <https://njpa.memberclicks.net/managing-covid-19-related-stress-and-anxiety-in-ourselves-and-in-our-children-and-teens>