Steering Committee on Reduction of African American Child Deaths

November 20, 2019
2:15 p.m. – 4:15 p.m.
Sierra Health Foundation
1321 Garden Hwy, Sacramento, CA 95833

Please note: training for Steering Committee members will take place from 9:00 a.m. – 3:00 p.m. to cover messaging, communications and media preparation.

2:15 p.m.  Communications & Messaging Training Recap
Spitfire Strategies
• Messages
• Storytelling
• Message Delivery

3:00 p.m.  Welcome and Updates
Chet P. Hewitt & Natalie Woods Andrews, Co-Chairs
• Steering Committee Business

3:15 p.m.  Vote: New Membership
New members to be approved for the following seats: Department of Human Assistance, Foundations & Community Based Health Provider

3:30 p.m.  Vote: Adding Additional Seats to Charter

4:00 p.m.  Announcements: Important Dates and Events
• December 10, 2019 5:00 pm – Community Holiday Celebration
  Location: Sierra Health Foundation, 1321 Garden Hwy

• January 6, 2020 12:30 pm – Presentation to First5 Commission
  Location: Board of Supervisors Chambers, 700 H Street

• January 15, 2020 2:15 pm – RAACD Steering Committee Meeting
  Location: Sierra Health Foundation, 1321 Garden Hwy

• January 20, 2020 – MLK Jr. Day

• March 25, 2020 5:00 pm – Presentation to Board of Supervisors
  Location: Board of Supervisors Chambers, 700 H Street

• March 26-27, 2020 – Violence Prevention Summit
  Location: Sierra Health Foundation, 1321 Garden Hwy

4:10 p.m.  Public Comment

4:15 p.m.  Adjourn
Steering Committee on Reduction of African American Child Deaths (RAACD)

Date: November 20, 2019
2:15 p.m. – 4:15 p.m.
Sierra Health Foundation
1321 Garden Hwy, Sacramento, CA 95833
Meeting Summary Notes

Meeting Attendance

**Steering Committee Members Present:** Pastor Alice Baber Banks, Debra Cummings, Dr. Ethan Cutts, Captain Bobby Davis, Julie Davis-Jaffe, Paris Dye, Linda Fong-Somera, Steven Garrett, Keith Herron, Chet Hewitt, Dr. Olivia Kasirye, Kim Pearson, Kim Williams, Natalie Woods Andrews, Marlon Yarber

**Steering Committee Members not present:** Keith Herron, Pastor Robert Jones

**The Center staff:** Kindra Montgomery-Block, Jessica Josiah, Madeline Sabatoni

**Guests:** Crystal Harding, Black Child Legacy Campaign; Stephanie Hopkins, DHA/Sac County; Shannon Read, Her Health First; Samantha Slaughter, CRP/WIC.

Meeting Summary

**Meeting started 2:15 p.m.**

**Communications & Messaging Training Recap**
Prior to the start of the meeting, Aketa Williams, Vice President, Spitfire Strategies presented a recap of the communications and messaging training provided earlier in the day. Any Steering Committee members that would like to provide stories can contact staff. Please see attached slides.

**Meeting called to order 2:50 p.m.**

**Welcome and Updates**

*Chet Hewitt and Dr. Natalie Woods Andrews, Co-Chairs, Steering Committee on Reduction of African American Child Deaths* opened the meeting with a brief overview of the agenda and the importance of developing communications messaging.

**New Membership**

*Kindra Montgomery-Block, Senior Program Officer, The Center*, provided an overview of the process to recommend new members to the Steering Committee. Please see attached slides.

Three people have completed the process to become members of the committee. The Committee Review Team provided a brief overview of those who have applied and interviewed.
**Vote: New Membership**
Declaration of conflicts: No conflict
Recusals: No recusal

The Steering Committee on Reduction of African American Child deaths recommends to add Stephanie Hopkins to the Department of Human Assistance seat.

Vote: Unanimous - Yes

The Steering Committee on Reduction of African American Child deaths recommends to add Shannon Read to the Community Health Provider seat.

Vote: Unanimous - Yes

The Steering Committee on Reduction of African American Child deaths recommends to add Kula Koeing to the Foundations seat.

Vote: Unanimous – Yes

Staff will submit a letter to the Board of Supervisors requesting these additions.

**Adding Additional Steering Committee Seats to Charter**
*Chet Hewitt and Natalie Woods Andrews* presented the option to add additional seats to the Steering Committee charter. Please see attached slides.

These seats would include representatives from:
Department of Children, Families and Adult Seats – a total of two seats, including one from Child Protective Services
Department of Health Services – a total of one seat
Behavioral/Mental Health – a total of one seat
Domestic Violence Service provider – a total of one seat

The Steering Committee on Reduction of African American Child deaths recommends to add these additional seats to the committee charter.

Vote: Unanimous – Yes

Staff will submit a letter to the Board of Supervisors requesting these additions.
Announcements: Important Dates and Events
Paris Dye shared that an Influential Listeners event will take place on January 21 from 9am – 3pm and the next Student Voices event will be in March. Please see Paris for more information.

Captain Bobby Davis recommends the book Talking to Strangers by Malcom Gladwell

Linda Fong-Somera shared that First5 Sacramento is hosting strategic planning meetings on November 21st from 1- 3pm and December 13th from 12 – 3pm at First5 Sacramento

Other upcoming events:

- **December 10, 2019 5:00 pm – Community Holiday Celebration**
  Location: Sierra Health Foundation, 1321 Garden Hwy

- **January 6, 2020 12:30 pm – Presentation to First5 Commission**
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  Location: Sierra Health Foundation, 1321 Garden Hwy

Public Comment: None

Meeting Adjourned: 4:21 p.m.
Black Child Legacy Campaign Messaging Workshop
1. Unity of Voice
2. Clarity of Message
3. Ease of Use

A PIECE OF CAKE
4. Rooted in your values

- Speak in the “I”
- Speak from a position of power
- Don’t reinforce harmful narratives
- Name the problem
- Confirm consent
Power is the ability not just to tell the story of another person, but to make it the definitive story of that person.

— Chimamanda Ngozi Adichie
Message Platform: What is it?

- Overarching positioning statement
- Not cast in stone or memorized
- Guide for messengers
- Foundation for audience-specific messages
What We Do

The Black Child Legacy Campaign unites communities around Black families so they can leave a legacy of wellness and prosperity for generations to come.
How We Do It

We create meaningful partnerships and innovative programming to connect Black families with culturally competent resources.
Our vision is that Sacramento County shows the nation how to improve outcomes and opportunities for Black families and children.
Message Platform Components

● What: The Black Child Legacy Campaign unites communities around Black families so they can leave a legacy of wellness and prosperity for generations to come.

● How: We create meaningful partnerships and innovative programming to connect Black families with culturally competent resources.

● Vision: Our vision is that Sacramento County shows the nation how to improve outcomes and opportunities for Black families and children.
Policymaker Meetings
VALUE
VISION
BARRIER
ASK
Values

- Justice
- Equity
- Truth
- Fairness
- Efficiency
- Responsibility
Make your audience nod back at you in agreement.

Vision

“So, what?” This is what the world will look like if your audience does what you want them to do.

Ask

What one, specific thing do you want them to do?

Barrier

(a.k.a. Overcome the Barrier)

Your response when your audience says, “Yeah, but...”

Value

Vision

Ask

Barrier
Provide DNA testing to all accused of a capital crime.

More than 100 have since 1976.

Innocent people should not be wrongfully convicted and sentenced to die.

Then we’ll have a more fair justice system.
Charismatic Megafauna
Evidence indicates that, adjusting for variation in family income, children with health coverage have better outcomes on standard developmental indicators than do children without such coverage, controlling for environmental factors and adjusting for access to primary care providers.
The earth is warming at a rate 1000% times faster than last year, reminiscent of the paleozoic era, and as Aptenodytes patagonicus we need to ponder this.
Work Session

- Identify an upcoming meeting
- Name the policymaker
- Write the four points you’ll make during the meeting
Make your audience nod back at you in agreement.

“So, what?” This is what the world will look like if your audience does what you want them to do.

What one, specific thing do you want them to do?

Your response when your audience says, “Yeah, but...”

(a.k.a. Overcome the Barrier)
Practice Session
Stay in touch

● Maintain multiple touchpoints in office.
● Add staff to your mailing list.
● Engage with policymakers and their staff on social media.
● Offer up your research and planning skills.
Media training

- Understanding the media.
- Creating sticky content.
- Messaging work session.
- Interview techniques.
- On-camera practice.
Understanding the media
What reporters want

Spokesperson

- Inform
- Educate
- Interpret
- Advocate
- Shape an issue
- Persuade and sell
What reporters want

First things first: know your role.

Spokesperson
- Inform
- Educate
- Interpret
- Advocate
- Shape an issue
- Persuade and sell

Reporter
- Inform
- Educate
- Interpret
- Investigate
- Captivate
- Condense
What reporters want

First things first: know your role.

**Spokesperson**
- Inform
- Educate
- Interpret
- **Advocate**
- Shape an issue
- Persuade and sell

**Reporter**
- Inform
- Educate
- Interpret
- **Investigate**
- Captivate
- Condense
Appeal to your audience
Interview techniques
Interview basics

01 Prepare

02 Anticipate

03 Practice
Prepare

● Prepare based on the medium and format.

● Research the interviewer and the outlet.

● Know your role in the piece (focus vs. support).

● Get solid on your message.

● Have your notes at the ready.
Anticipate

- Does this outlet or reporter have an angle?
- What else is going on in the world?
Practice your messaging

- Get your bumper sticker statement in early and often.
- Use stories to bring facts to life.
- Use “I” where to establish your own expertise.
- Don’t get distracted – bridging.
- Return to your main point again and again – flagging.

Let me put that in perspective...

The most important thing to know is...
Four steps to answer any question

- **LISTEN**
  - Really listen to what the reporter is saying.
  - Pay attention to assumptions or loaded statements.
  - Ask for clarification, if needed.

- **PAUSE**

- **RESPOND**
Four steps to answer any question

Pause

- Remain calm and count to four.
- It is okay to take a moment to collect your thoughts.
- A pause will help you start with a complete thought and avoid filler words.
Four steps to answer any question

- LISTEN
- PAUSE
- RESPOND

Softballs
- What are we here to talk about?
- Tell me about X.
- What are the major findings?
- Why is X important?
Hardballs
Respond, rather than answer.
● What's important to remember, however ...
● That's a point of view, but ...
● Let me put that in perspective ...
● That's in the future. What I want to talk about now is ...
Four steps to answer any question

- LISTEN
- PAUSE
- RESPOND

Oddballs
Don’t take the bait.
- That’s not my area of expertise ...
- What I’m here to talk about is ...
- You might want to talk to X about that ...
Reminder:
Stay on your message
Light Bulb Efficiency Standards Keep vs. Repeal

NRDC
The Earth’s Best Defense
Final tips

- Be in a quiet space for interviews.
- Stand up (energy!).
- Keep materials in front of you.
- “Yes” and “no” are not answers.
- For print, speak in full sentences.
- Use a landline (avoid cell phones).
“Anything you’d like to add?”
Questions?
Reminders

● You are in control. Focus on what you came to talk about.

● Don’t fill the silence.

● Don’t speculate or venture outside your area of expertise.

● Don’t repeat the barrier.

● You are always “on the record.”
Thank you

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RAACD | REDUCTION OF AFRICAN AMERICAN CHILD DEATHS

11.20.19 Meeting
Role of Steering Committee & The Center

RAACD Steering Committee Role & Responsibilities

• Engage and mobilize the community to make sustainable change to achieve a reduction in preventable African American child deaths

• Advise in the strategic vision and implementation of the Reduction of African American Child Deaths

• Act as a Political Champion of the work through conversation, commitments and actions

The Center Role & Responsibilities

• Support the RAACD Steering Committee

• Contracted agency with Sacramento County to implement the Black Child Legacy Campaign

• Contract with 7 Organizations to serve as Community Incubator Leads
Review of Charter and Conflict of Interest

Steering Committee Charter
Reduction of African American Child Deaths
Sacramento County Charter
## RAACD Decision Making Processes: Membership

<table>
<thead>
<tr>
<th>Step 1</th>
<th>Steering Committee membership recruitment - ongoing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step 2</td>
<td>Applications submitted to The Center</td>
</tr>
<tr>
<td>Step 3</td>
<td>Steering Committee Membership Subcommittee reviews documents and conducts Member Interviews</td>
</tr>
<tr>
<td>Step 4</td>
<td>Steering Committee Membership Subcommittee develops membership recommendations</td>
</tr>
<tr>
<td>Step 5</td>
<td>RAACD Steering Committee (SC) Recommendation Meeting: SC deliberates on presented recommendations and develops final membership recommendation.</td>
</tr>
<tr>
<td>Step 6</td>
<td>A board letter with recommendations for membership to be approved by the Board of Supervisors</td>
</tr>
</tbody>
</table>
Steering Committee Voting Roles

- Consider the recommendations as brought forth by the review teams

- Make final member recommendations based on:
  - Open Seats
  - Expertise and Experience
  - Commitment to RAACD priority areas
## Membership

<table>
<thead>
<tr>
<th>Members by Category</th>
<th>Number of Voting Members</th>
<th>Number of Votes Per Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Department of Health &amp; Human Services</td>
<td>[1]</td>
<td>[1]</td>
</tr>
<tr>
<td>2. Department of Human Assistance</td>
<td>[1]</td>
<td>[1]</td>
</tr>
<tr>
<td>3. County Public Health Officer</td>
<td>[1]</td>
<td>[1]</td>
</tr>
<tr>
<td>4. First 5 Sacramento Commission</td>
<td>[1]</td>
<td>[1]</td>
</tr>
<tr>
<td>8. Community-based Health Provider</td>
<td>[1]</td>
<td>[1]</td>
</tr>
<tr>
<td>9. MCAH Advisory Board</td>
<td>[1]</td>
<td>[1]</td>
</tr>
<tr>
<td>10. Sheriff’s Department</td>
<td>[1]</td>
<td>[1]</td>
</tr>
<tr>
<td>12. Education</td>
<td>[1]</td>
<td>[1]</td>
</tr>
<tr>
<td>13. Workforce Development</td>
<td>[1]</td>
<td>[1]</td>
</tr>
<tr>
<td>18. Youth Representatives (up to age 25)</td>
<td>[2]</td>
<td>[4]</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>31</strong></td>
<td><strong>43</strong></td>
</tr>
</tbody>
</table>
Rationale
Steering Committee on Reduction of African American Deaths members have a commitment to conduct all responsibilities of the RAACD in a manner consistent with the best interest of the RAACD mission. This requires that all decisions and actions of members on behalf of the RAACD must be made or taken solely with a desire to serve in the best interest of the community, rather than a desire to serve in the best interest of individual agencies.

With this information, the RAACD can take action to ensure there is an impartial decision-making process. In such a case when there is an apparent or perceived conflict of interest, action may consist of one or more of the following:

• RAACD member will recuse himself or herself from the discussion
• RAACD member will recuse himself or herself from any vote regarding the specific matter
• RAACD member will recuse himself or herself from the review and rating of grant proposals
Definition of Actual or Potential Conflict of Interest
The following is provided to identify the types of volunteer activities that may create actual or perceived conflicts of interest.

- Directly or indirectly influencing the allocation of funds based on a personal or family interest in or an affiliation with specific agencies.

- Current affiliations or past affiliations within the prior two years present a potential conflict of interest if a RAACD member or a family member has:
  An affiliation that is inclusive of, but not limited to, service as an employee, board member, advisory committee member, volunteer, intern, consultant, advisor and/or client with an organization that is seeking a RAACD grant.
Conflict of Interest

Members who have a conflict of interest as defined by the Fair Political Practices Act, AB 1797 (January 1, 2003) and any other applicable state law must do the following:

1. Announce the conflict;
2. Describe the nature of the conflict; and
3. Recuse themselves and leave the meeting room until after disposition of the item giving rise to the conflict.
Role Call Vote for New Members of the following seats:

- Department of Human Assistance
- Community Based Health Care Provider
- Foundations
# RAACD Decision Making Processes: Charter

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step 1</td>
<td>Recommendations brought forth to Committee Co-Chairs</td>
</tr>
<tr>
<td>Step 2</td>
<td>RAACD Steering Committee Co-Chairs review documents and feedback for changes to the charter</td>
</tr>
<tr>
<td>Step 3</td>
<td>RAACD Co-Chairs develops recommendations to the full committee</td>
</tr>
<tr>
<td>Step 4</td>
<td>RAACD Steering Committee (SC) Recommendation Meeting: SC deliberates on presented recommendations and develops charter recommendation</td>
</tr>
<tr>
<td>Step 5</td>
<td>A board letter with recommendations for charter changes to be approved by the Board of Supervisors</td>
</tr>
</tbody>
</table>
Conflict of Interest

Members who have a conflict of interest as defined by the Fair Political Practices Act, AB 1797 (January 1, 2003) and any other applicable state law must do the following:

1. Announce the conflict;
2. Describe the nature of the conflict; and
3. Recuse themselves and leave the meeting room until after disposition of the item giving rise to the conflict.
Role Call Vote for Recommended Changes to the Charter to add the following seats:

- Department of Children, Families and Adult Services (2 seats)
- Department of Health Services (1 seat)
- Behavioral/Mental Health (1 seat)
- Domestic Violence Service Provider (1 seat)