

**Steering Committee on Reduction of African American Child Deaths**

**September 21, 2016  
2:15 p.m. – 4:15 p.m.  
Sierra Health Foundation**

**Meeting Outcomes:**

- 1) Update on Technical Assistance Resource Center (TARC)
- 2) Update on reporting to Board of Supervisors and First 5
- 3) Update on Communications Brand Strategy

**2:15 p.m.**

**Welcome and Updates:**

*Dr. Natalie Woods Andrews*

*Co-Chair, Steering Committee on Reduction of African American Child Deaths*

- *Approval of August 2016 Meeting Minutes*
- *Board of Supervisors and First 5 Annual Report*
- *Membership Recruitment Update*

**2:30 p.m.**

**Technical Assistance Resource Center (TARC) Update**

*Gina Roberson, TARC Coordinator*

- Review of TARC
- Profound Purpose Institutes

**3:00 p.m.**

**Communications Brand Strategy**

*Larry Lee, The Observer Media Group*

- New RAACD Brand Strategy
- Brand Elements

**3:30 p.m.**

**Priority Workgroup Sessions**

**4:00 p.m.**

**Announcements: Important Dates and Events**

- September 29, 2016 – Sacramento Gang Prevention Summit  
Location: Sam and Bonnie Pannell Community Center – 8:30 a.m. – 3:30 p.m.
- October 4, 2016 – CAPC Child Death Review Team Board of Supervisors Presentation  
Location: Board of Supervisors Chambers, 700 H Street
- October 24, 2016 – Community Incubator Lead Profound Purpose Institute  
Theme: Perinatal Conditions  
Location: Sierra Health Foundation Bannon Island Room – 9 a.m. – 4 p.m.
- November 7, 2016 – First 5 RAACD Presentation  
Location: First 5
- November 15, 2016 – Board of Supervisors RAACD Presentation  
Location: Board of Supervisors Chambers, 700 H Street

**4:05 p.m.**

**Public Comment**

**4:15 p.m.**

**Adjourn**

## **Steering Committee on Reduction of African American Child Deaths (RAACD)**

**September 21, 2016  
2:15 p.m. – 4:15 p.m.  
Sierra Health Foundation  
1321 Garden Highway  
Meeting Summary Notes**

### Meeting Attendance

**Steering Committee Members Present:** Pastor Alice Baber-Banks, Stephanie Bray, Debra Cummings, Dr. Ethan Cutts, Captain Bobby Davis, Paris Dye, Keith Herron, Chet Hewitt, Kim Pearson, Wendy Petko, Tina Roberts, Essence Webb, Natalie Woods Andrews

**Steering Committee Members Not Present:** Aliane Murphy Hasan

**Excused Absence:** Gladys Deloney, Linda Fong-Somera, Diane Galati, Pastor Robert Jones, Dr. Olivia Kasirye, Judge Barry Loncke, Kim Williams, Marlon Yarber

A quorum of members was not present at the start of the meeting; however, it was met during the TARC presentation.

**Center Staff:** Leslie Cooksy, Kaying Hang, Kari Ida, Kim Maslaniak, Madeline Sabatoni

**Guests:** Lynn Berkeley-Baskin (Sacramento Faces Race), Gina Roberson (TARC Coordinator), Dorothy Wilborn (Kaiser Permanente), Tamika L'Ecluse (Greater Sacramento Urban League), Yuuko Feletto (SCOE), Charlene Hamilton (UC Davis Health System), Shannon Williams (LPC Consulting), Bobby Dalton G Roy (Sacramento County Children's Coalition), bel Reyes (Innovation Bridge), Brit Irby (Innovation Bridge), Cheryl Brownlee (Observer Media Group), Larry Lee (Observer Media Group), Pleshette Robertson (Sac Cultural Hub)

### Meeting Summary

**Meeting called to order:** 2:17 p.m.

#### **Steering Committee Updates:**

*Dr. Woods Andrews*, Steering Committee Co-Chair, opened the meeting with an overview of the agenda and last meeting's minutes. A quorum of members was not present and approval of minutes was tabled to October.

*Madeline Sabatoni*, Program Associate, Center for Health Program Management, gave an update on membership recruitment and the scheduled presentations to the Board of Supervisors and the First 5 Sacramento Commission. Open member seats include: Foundations, Medical Systems (for Sutter and UC Davis), the Maternal Child Adolescent Health Board, Workforce Development, Housing Advocacy and Policy and Advocates. The membership application can be found online at: [www.shfcenter.org/raacd](http://www.shfcenter.org/raacd).

**Communications Brand Strategy:**

*Larry Lee*, President of the Observer Media Group, presented a new brand/name strategy for the movement of RAACD work.

Please see attached power point slides.

**Discussion of Communications Brand Strategy:**

Comments on the brand strategy included:

- The word “legacy” speaks to all generations and shows the breadth of the work
- “Legacy” would be harder for agencies to not continue funding
- “Legacy” speaks to preservation
- Black Community Legacy Project may require more explanation
- “Project” broadens the scope of work, not a focus on narrow areas
- “Movement” may be a more appropriate word than “project” – project sounds finite
- The other names have more of a soundbite
- The other names sound like other initiatives
- A tag line may be appropriate
- A tag line could include “health” or “children”
- Names not selected can still be used as hashtags

The communications team and the Observer Media Group will share the completed strategy with the group when finalized.

**Technical Assistance Resource Center (TARC) Update:**

*Gina Roberson*, TARC Coordinator, presented an overview of the TARC.

Please see attached power point slides.

**Discussion of TARC Update:**

Members provided suggestions for additional training topics such as substance abuse, community resources and overview of agency systems (i.e. Child Protective Services). Additionally, members suggested having a standing agenda item at Profound Purpose Institutes to share opportunities for collaboration.

**Priority Workgroup Sessions:**

Steering Committee workgroups met from 3:30 – 4:00 p.m.

**Workgroup Updates:**

*Priority One – Promoting Advocacy and Policy Transformation:* The Community Leadership Roundtable (CLR) met on Tuesday night and will be doing targeted recruitment. Additionally, the CLR will host presentations for community based organizations.

*Priority Two – Equitable Investment and Systematic Impact:* County agencies will be attending a training on Results-Based Accountability in late November. All county agencies have signed the Multi-Disciplinary Team MOU and the county is working with Community Incubator Leads

(CILs) for signatures. Currently, county staff is preparing to move into South Sacramento Christian Center. CPS and DHA are currently hiring for these positions.

*Priority Three – Coordinated Systems of Support:* Following today's presentation, the TARC team is continuing to plan ways to support CILs. Additionally, the TARC workgroup discussed ways to build awareness in the community about the CILs and services offered. This workgroup plans to coordinate with the communications workgroup and the Observer Media Group to develop outreach materials.

*Priority Four – Data Driven Accountability and Collective Impact:* LPC Consulting presented the Participatory Action Research (PAR) plan at a recent Evaluation workgroup meeting. The workgroup discussed the need for the PAR and Data Hub teams to have branded materials to hand out while they collect data. Additionally, the workgroup discussed progress reports and the need for indicators that go across CILs, as well as indicators that are tailored to specific neighborhoods.

*Priority Five – Communications and Information Systems:* This workgroup had a continued discussion on names, with a goal to finalize the name in the next week.

#### **Announcements:**

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- October 24, 2016 – Community Incubator Lead Profound Purpose Institute  
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- November 7, 2016 – First 5 RAACD Presentation  
Location: First 5
- November 15, 2016 – Board of Supervisors RAACD Presentation  
Location: Board of Supervisors Chambers, 700 H Street
- November 29, 2016 – RAACD ICPC Results Based Accountability Community Summit  
Location: Library Galleria – 9 a.m. – 4 p.m.
- The Oak Park Promise Neighborhood grant was submitted, with a role written in for the Oak Park CIL. They hope to hear the funding outcome in December.
- The United Way is partnering with the school district on an initiative with the school district that would provide healthy meals, college savings accounts, financial coaching, homeless supports and other services. Please contact Stephanie Bray for more information.

- Liberty Towers has started a community engagement project reaching young men who have been identified at-risk. Please contact Paris Dye for more information.

**Public Comment:**

Gina Roberson reiterated the call to fill open seats on the Steering Committee, noting that the seats open (housing, workforce) relate to social determinants of health.

**Meeting adjourned:** 4:13p.m.



# RAACD

REDUCTION *of*  
AFRICAN AMERICAN  
CHILD DEATHS

T H E B R A N D

PRESENTED BY:  
OBSERVER MEDIA GROUP, CB COMMUNICATIONS,  
& BLANKET MARKETING GROUP

# BRANDING?

**Definition:** *The marketing practice of creating a name, symbol or design that identifies and differentiates an organization/service from other organizations/services.*

Every brand has a personality, and if you're in charge of your own brand, it's crucial to figure out what that personality is, and how to communicate it consistently.

# BRAND IS PERSONALITY



# WHAT MAKES UP A BRAND?

Your brand is the *experience* target audiences have when doing business or interacting with your organization. It includes:

The *benefits* you commit to delivering. What are the benefits for this organization being in existence.

The *promises* you make and keep.

How you *follow up* after you've delivered.

# WHAT MAKES UP YOUR BRAND?

Your “*voice*” forms your brand, too. Your brand voice is the verbal part of your brand presentation:

The *words* you use.

The *tone* your copywriting takes.

The *messaging* you deliver.

# WHAT MAKES UP BRAND PERSONALITY?

Your visual presentation should be a *reflection* of everything we covered above: the benefits you offer, the promises you make and keep, and the words you use to present your services. Your visual presentation includes things like:

Your *colors*

Your *typefaces*

Your *logo*

THE NEW BRAND

# PURPOSE

The Observer Media Group, in conjunction with Blanket Marketing Group and CB Communications, was proud to be a part of the team tasked with developing a new brand for the efforts of the Steering Committee on the Reduction of African American Child Deaths (RAACD).

The overall purpose of the brand development was to provide a strong message that would announce to the general public about the initiative while helping raise awareness about the need to build a healthy, vibrant African American community — *helping to bring the initiative to life.*

# METHOD

Blanket Marketing Group, over a two-day period, joined with Center for Health Program Management leaders and members of the RAACD Communications Committee to perform a brand development exercise that *cultivated key messaging* that participants felt were critical with the vision and mission of the initiative.

During the interactive sessions, words emerged that participants felt not only addressed the health and well-being of the targeted audience, but also spoke to the need to add value to the overall community. The desires of the Steering Committee were also very clearly articulated.

# AUDIENCE

The RAACD Communications Committee, The Observer Media Group, Blanket Marketing Group and CB Communications took into great consideration the diverse audience that this brand should speak to.

Not only should *the brand resonate with the targeted African American audience*, it should also be a brand that communicates with elected officials, health care advocates, faith leaders and community leaders.

# RECOMMENDATION

The RAACD Communications Committee, Observer Media Group, Blanket Marketing Group, and CB Communications produced many brand ideas that addressed the various layers of the RAACD effort. There was a clear need to provide hope, unity, and inspiration with the brand. The top three suggestions were voted upon by the RAACD Communications Committee and the Center for Health Program Management leadership and they determined the best suggestion for the brand.



BLACK COMMUNITY  
LEGACY PROJECT

BRAND MOCK-UPS



**BLACK  
COMMUNITY  
LEGACY**  
PROJECT



**BLACK  
COMMUNITY  
LEGACY**  
PROJECT



**BLACK  
COMMUNITY  
LEGACY**  
PROJECT



**BLACK  
COMMUNITY  
LEGACY**  
PROJECT



# 1<sup>ST</sup> CHOICE

The word *“Black”* is used to give power to the community to unapologetically use the term Black given the urgent need to address the disparities impacting African American community. The actual use of the word *“community”* invites various people together and implies that many people should participate in the initiative. By including the word *“legacy,”* there is an implicit multi-generational message to the audience that encourages lifting up previous generations and supporting future generations as well.

This brand addresses many of the critical issues with the campaign. The overall name gives a historic feel that gives the audience a sense of being a part of something greater than just themselves. By not mentioning the word “health,” it also speaks to the need of addressing the various social determinants that impact the health of the African American community in the seven targeted neighborhoods.

## 2ND CHOICE

### *Black Healthy Futures*

This name speaks positivity to Black young people and offers them Healthy Futures. It would work well among elected officials and legislation.

## 3RD CHOICE

### *Black Healthy Lives*

This name speaks right to the matter of the effort. It addresses clearly that the message is directed to the Black community, and speaks healthy lives into the narrative. Also would work well among elected officials.

# 4<sup>TH</sup> CHOICE

## *Healthy Black Futures*

This name speaks positivity to and leads with health. It leads with an aspiration, speaks with strength about Black lives and focuses on children using “futures” language. The “futures” language also speaks to the future of black communities. It would work well among elected officials and legislation.

Q&A

# Technical Assistance Resource Center (TARC)

**Reduction of African American Child Deaths**

**Steering Committee**

**September 21, 2016**



# RAACD Strategies

Advocacy,  
Policy,  
Equitable  
Investments

Coordinated  
Systems /  
Collective  
Impact

Data Driven  
Accountability

Communication  
and Information  
Systems

## Quality Dimensions

Mission  
Focused

Community  
Engagement

Data  
Utilization

## Technical Assistance Strategies

Training  
Consulting  
Mentoring

Sharing Resources  
Brokering  
Partnerships

# Technical Assistance Providers

## TARC Coordinator

- National and Local Experts
- Best Practices / Tools / Research
- Liaison with the Evaluation Workgroup

## LPC Consulting

### Data Hub and Participatory Action Research (PAR) Team

- Data collection & Web-based data collection tool
- Neighborhood dashboards & reporting
- PAR Team recruitment & curriculum development

## Innovation Bridge

### Community Leadership Roundtable (CLR)

- Quality Assessments to build capacity, identify successes and where improvements are needed
- First Responders
- Cultural Brokers

## OMG / Blanket

### Communications

- Communication Plans
- Social Media Presence / Website (#RAACD)
- Multi-Media Academy

## MDT

### County Departments

# Technical Assistance Survey Summary

- 100% were very familiar or somewhat familiar with each cause of death but also indicated would like TA on best practices / research in each.
- Majority Very Interested or Somewhat interested in the following topics:
  - ✓ Trauma Informed Care / Services
  - ✓ Communications / Messaging
  - ✓ Engaged Leadership
  - ✓ Youth Centered Programs and Services
  - ✓ Evaluation / Data Collection
  - ✓ Cultural Brokers / Trusted Messengers
  - ✓ MDTs
  - ✓ Healthy Equity
  - ✓ Community Organizing
- Preferred format for TA - Site Specific Workshops and Community Meetings
- Preferred format for Resources / Tools - Split between binder and web-based

# Technical Assistance Strategies

## Profound Purpose “Institutes”

- Quarterly
- Scheduled Topics
- National & Local Experts

## Training

- Site Specific
- Community Trainings
- Conferences

## Consulting / Mentoring

- Steering Committee Members
- Leaders from Similar Initiatives
- Peer to Peer

## Brokering

- Resources / Tools
- Partnerships

# Profound Purpose Institutes

2016	<p><b>June 23<sup>rd</sup></b></p> <p>Community Launch &amp; Grantee Symposium</p>	<p><b>August 18<sup>th</sup></b></p> <p>MDT Overview</p> <p><b>Infant Sleep Related Death</b></p>	<p><b>October 24<sup>th</sup></b></p> <p><b>Perinatal Conditions</b></p> <p>National Birth Equity Collaborative</p> <p>Celebrate One Columbus, Ohio</p> <p>Local Programs</p>	
2017	<p><b>January 25<sup>th</sup></b></p> <p><b>Child Abuse &amp; Neglect Homicides</b></p> <p>ACES</p> <p>Protective Factors</p> <p>Local Faith Based Community</p>	<p><b>March 22<sup>nd</sup></b></p> <p><b>Third Party Homicide</b></p> <p>Youth Mentoring &amp; Gang Prevention (Chicago, LA...)</p> <p>My Brother's Keeper</p> <p>Boys &amp; Men of Color</p>	<p><b>June 14<sup>th</sup></b></p> <p>Community Resiliency</p>	<p><b>October 25<sup>th</sup></b></p> <p>Advocacy and Community Organizing</p>

*\* CIL Business – Progress Reports; TA Provider Information; Peer Learning / Team Building*

# Future Institute Topic Ideas

- Trauma Informed Care
- Health Equity / Social Determinants of Health
  - Housing
  - Employment
  - Transportation
  - Health Access, etc.
- Cultural Brokers / Trusted Messengers
- Similar National Initiatives (Atlanta, Pittsburg)
- Race Matters/Race Equity Tools
- Trafficking Identification & Prevention

# Technical Assistance Next Steps

- Meet with CILs to determine which interventions implementing for each cause of death.
- Determine TA needed to implement additional strategies connected to causes of death not currently working on.
- Develop and disseminate *Menu of Best Practices* that fit within a theory of change for each cause of death.
- Create individualized TA strategies based on CIL needs.

# Proposed Future of TARC

- Continue Profound Purpose Institutes
- Toolkit: Best Practices, Tools for Building Community Capacity and Resiliency, Strengthening Families, and Reducing African American Child Deaths
- Web-based Portal to house the tools and resources
- Team of TA Providers available and accessible to the CILs

***What else would you like to see to support the CILs?***



# Thank You!

Please contact me should you have questions or suggestions.

Gina Roberson

TARC Coordinator

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