

## Steering Committee on Reduction of African American Child Death

**October 15, 2014**  
**2:15 p.m. – 4:15 p.m.**  
**Bannon Island Room**  
**Sierra Health Foundation**

**Meeting Outcomes:**

- To announce the new leadership co-chairs
- To use meeting time to further develop strategic plan priority outcomes
- To set objectives and timeline for the strategic plan report

**2:15 p.m.**

**Welcome**

- *Introduction of the New Co-Chairs*
- *Review retreat outcome notes*

**2:45 p.m.**

**Presentation – Judge Barry Loncke**

- *Taskforce – Proposal and Exemplar Manifesto*
- *Mack Road Partnership - Jenna Abbott, Executive Director*

**3:15 p.m.**

**Strategic Plan Review**

- *Priority outcomes*
- *Define collective strategies*
- *Determine timeline and next steps*

**4:15 p.m.**

**Adjourn**

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

**October 15, 2014**

**2:15-4:15**

**Sierra Health Foundation**

**1321 Garden Highway**

**Meeting Summary Notes**

### Attendees:

**Steering Committee Members:** Pastor Alice Baber-Banks, Debra Cummings, Ethan Cutts, Gladys Deloney, Paris Dye, Addie Ellis, Keith Herron, Chet Hewitt, Pastor Robert Jones, Olivia Kasirye, Darcel Lee, Barry Loncke, Robert Moynihan, Kim Pearson, Wendy Petko, Gina Roberson, Tina Roberts, Jams Shelby, Natalie Woods Andrews

**Center Staff:** Robert Phillips, Leslie Cooksy, Diane Littlefield, Madeline Sabatoni, Kindra Montgomery-Block, bel Reyes

**Guests:** Toni Moore (for Linda Fong-Somera), Paula Birdsong

### Not Present:

**Steering Committee Members:** Tyrone Netters, Cary Trzcinski, Essence Webb

**Excused Absence:** Diane Galati, Leslie Moore

### **Meeting called to order:**

2:21pm

Robert Phillips gave overview of the agenda and retreat; Kindra Montgomery-Block provided an overview on where to find retreat materials and is doing one-on-ones with each member

### **Leadership Announcement**

Presenter: Robert Phillips

- Instead of one Chair, there will be Co-Chairs who are partners and can tag-team
- Kindra outlined the process, as detailed in the power point presentation
- The two selected Co-Chairs are Chet Hewitt and Wendy Petko
- Wendy said that this not a job, but part of who she is and what she does. It's not one of us, it's all of us.
- Chet said that this is a heavy lift and having co-equals is good. He is honored, looking forward to getting it done, on time and done well.

### **Presentation by Judge Loncke**

- Judge Loncke introduced his proposal and manifesto, which discusses trusted messengers.
- There is an opportunity for the Steering Committee to train trusted messengers on how to make presentations, communication and take notes. Steering Committee members could

be a part of the curriculum as presenters, so kids selected to be trusted messengers encounter Steering Committee members and not just someone who is paid.

- Judge Loncke asks that everyone read his proposal and consider it something to do and noted that the Manifesto is the first draft.

### **Presentation by Jenna Abbott and Shonda Johnson from the Mack Road Partnership**

- The Mack Road Partnerships focuses on healthy eating and education and found an intersection between violence prevention and obesity prevention.
- They first instituted a basketball league and then approached Summer Night Lights
- They felt aligned with the Hill Zone
- This is a multi-sector collaboration. The Mack Road Partnership is a business improvement project, but reducing violence improves business.

Jenna showed a Youtube Video on the Summer Night Lights program:

<https://www.youtube.com/watch?v=s2nsdaH6up4>

Highlights from the program:

- No homicides on Mack Road this summer
- Shoplifting, assaults and loitering all dropped off
- The community came out

Comments:

- Judge Loncke asked how they would help the Steering Committee use their model to get the word out on a year-round basis. Jenna and Shonda noted that there are parenting classes, the youth squad come become trusted messengers, etc. But they need a way to fund the program. The Providence Place Apartments has the highest infant mortality rate – and they built a small community center on that site. When the community is healthy, business is good.
- Debra Cummings asked how the program could come to her community of Del Paso Heights. Jenna noted that there are three neighborhoods on the list: Mack Road, Oak Par and Del Paso Heights. Shonda noted that this is a hub for the community – where families are together. You would have access to everyone. Everyone is fed, regardless of age.
- James Shelby asked if there is a job component. Did businesses provide jobs on Mack Road? The Summer Night Lights program hired 12 youth from the neighborhood earning minimum wage and those youth were eligible for a bonus. Some youth already had jobs and the program helped some get jobs.
- Kim Pearson noted that this program is an opportunity to disseminate information on child abuse and neglect.
- Darcel Lee asked how they see the Steering Committee working with them? Jenna noted that within in Hill Zone there are other organizations working apartment complexes – there are CBOs there.

- The question was raised “has the program addressed infant mortality?” They have worked with the Valley Hi Family Resource Center and are working with the Sacramento Children’s Home who are now working in the apartment complexes.
- The program raised \$200,000, which is about \$15 a person. They partnered with the Elk Grove Unified School District, who helped with food. It should be noted that the price of one gunshot wound is well over \$200,000. Partners included Hill Zone, Kaiser, Sacramento Police Dept., Private Donors, Mack Road Partnership. It was helpful to know what they did in LA and they were loyal to that model.
- Dr. Cutts noted that this has to come from the community where it’s in. To expand to greater Sacramento, how do you see sustainability? Do you plan to continue next year? Jenna said that they how that it catches the eye of an entity that can manage it long-term. We should only put it where it’s needed (like a band-aid on a wound). The location is more important.
- A question was raised on if money came from the California Center for Public Health, but it all comes from Kaiser.
- What would they change? They did survey the crowd and they had a lot of unaccompanied minors and no parking on site. They learned a lot and would be more rigorous in staffing and training. They would tighten staffing and having leadership in roles is essential. They now know what it takes.
- Pastor Jones asked how they are maintaining relationships. Jenna said there are key ways through the Hill Zone Collaborative – year-round program development, outreach, meeting monthly, keeping social media up and active. They also meet with apartment managers monthly

**Break – Article passed around regarding an award Chet was presenting**

**Video:** <https://www.youtube.com/watch?v=QhWDFgRfi1Q>

**Strategic Plan Review**

Presenter: Kindra Montgomery-Block

- Kindra presented the strategic plan and highlighted where she needs comments
- Small groups worked on the strategic plan
- Needs feedback by Oct 22 in hardcopy or via surveymonkey

Comments:

- Natalie Woods Andrews noted that it’s triggering ideas and thoughts – it would be nice to have time for conversation and dialogue
- Kindra will send another iteration of the plan with everyone’s comments

**Closing Items**

- Kindra will continue ongoing one-on-ones
- Input is due Oct 22<sup>nd</sup>

- bel Reyes will serve as maternity leave support

**Meeting adjourned:**

4:15pm

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# Reduction of African American Child Deaths in Sacramento County

## Steering Committee Meetings

October 15, 2014

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# Agenda

## **Meeting Outcomes:**

To announce the new leadership co-chairs

To use meeting time to further develop strategic plan priority outcomes

To set objectives and timeline for the strategic plan report

## **Welcome**

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## **Presentation – Judge Barry Loncke**

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## **Strategic Plan Review**

*Priority outcomes*

*Define collective strategies*

*Determine timeline and next steps*

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# Leadership Transition Update

## **Application Process and Timeline:**

Application sent to Steering Committee Members – Tuesday Oct 7.

Applications - Due Friday Oct 10.

Application External Review Date(s) Monday Oct 13 - Tuesday Oct 15 by (noon).

External Review Conducted By the County Board of Supervisors and First Five.



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# Leadership Transition Update

## (continued)

### 3 Key Criteria Used to Review Each Application:

Does this applicant demonstrate the following?

1. Current Sitting Steering Committee Member – in good standing; **(2-points)**
2. Reflective of the Steering Committee’s targeted community; **(2-points)**
3. Currently holds a formal position (either professional or appointed) that has a demonstrable ability to influence and/or inform Sacramento County decision-makers. **(2-points)**

### Rating scale definition:

0 = doesn't meet criteria

1 = meets criteria

2 = exceeds criteria

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# Retreat Review & 1 on 1 Meetings

**Notes Sent To Steering Committee Members on October 2, 2014**

**Sep 26-27 Notes:**

- 1) Overall Retreat Summary
- 2) Small Group Breakout Summary

**Meeting Check-in's with Kindra**

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# Presentations

## **Judge Barry Loncke**

*Taskforce – Proposal Building Mechanisms to Facilitate on-going Community Outreach, Education and Involvement*  
*Exemplar – Neighborhood Child Safety Manifesto*

## **Mack Road Partnership - Jenna Abbott, Executive Director**

# Where Are We Going?

Strategy and Implementation Plans Completed and Submitted

**September 26<sup>th</sup> -27<sup>th</sup>**

- Framework for Strategic Plan completed
- Policy Advocacy, Engagement, Communications and Evaluation strategy component identified

**October 29<sup>th</sup>**

- *Penultimate Draft of Strategic Plan Completed*
- *First Draft of Implementation Plan*

**November 19<sup>th</sup>**

- Strategy Plan and Implementation Plan submitted to Board of Supervisors

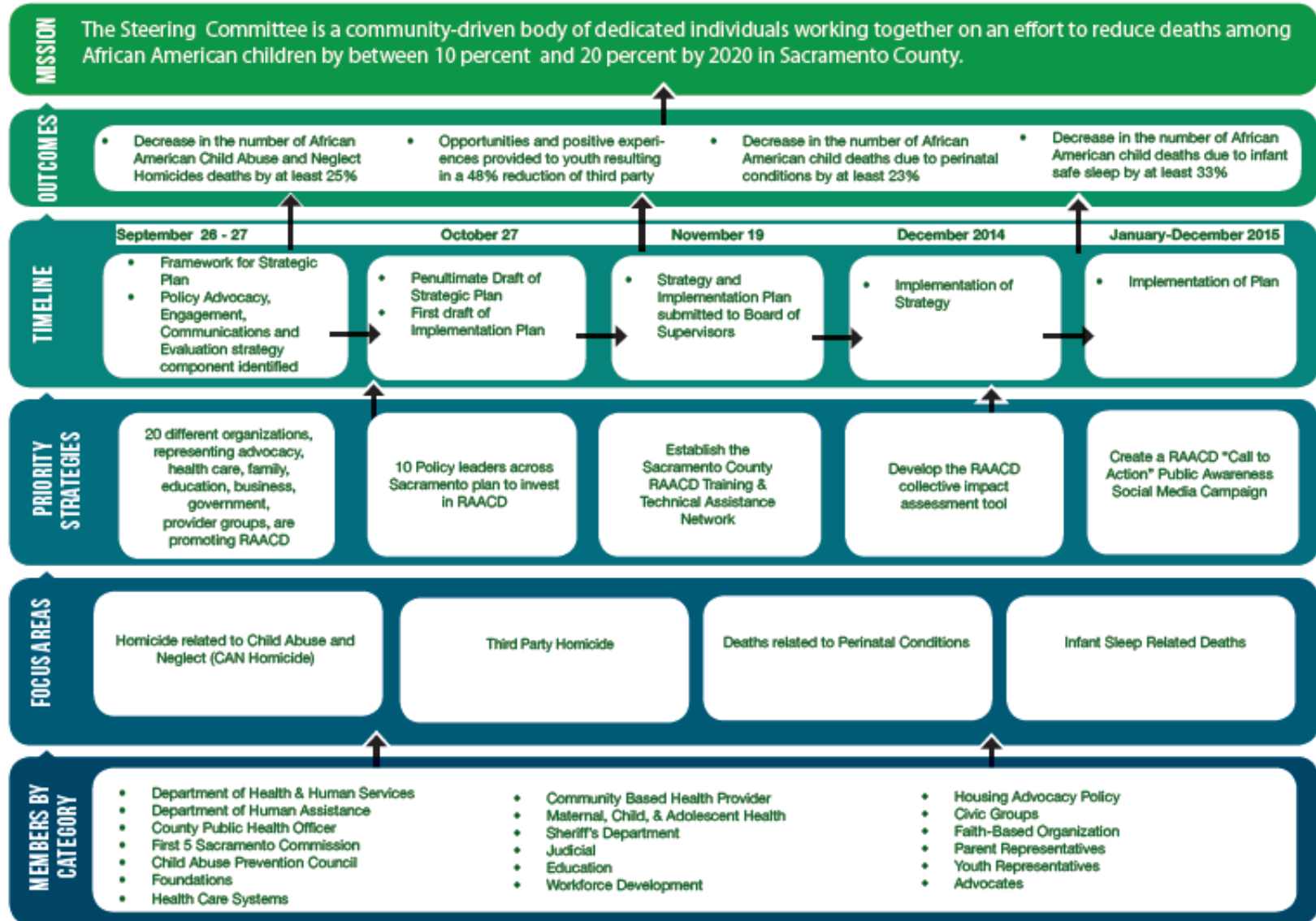
**December 2014**

- *Begin Implementation of Strategy*

**January-December 2015**

- Implementation of Plan

# STEERING COMMITTEE FOR THE REDUCTION OF AFRICAN AMERICAN CHILD DEATHS: SYSTEMS CHANGE MODEL



# 5 - Priority Outcomes

#1	#2	#3	#4	#5
<b>20 different organizations, representing advocacy, health care, family, educator, business, government, provider groups, are promoting RAACD.</b>	<b>10 Policy leaders across Sacramento plan to invest in RAACD.</b>	<b>Establish the Sacramento County RAACD Training and Technical Assistance Network</b>	<b>Develop the RAACD collective impact assessment tool.</b>	<b>Create a RAACD “<i>Call to Action</i>” Public Awareness and Social Media Campaign.</b>

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# Strategic Plan Review

- **Five - Priority Outcomes**
- **Seven - Core Strategies**  
**With Supporting**  
**Activities**

## **Review Process:(Due Oct 22)**

### **1) Paper Document Review**

### **2) Online/Survey Monkey**

- Partnerships
- Funding
- Policy
- Potential Barriers

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# Next Steps

- Strategic Plan Input – DUE Oct 22, 2014 by 5pm
- On-going One on One's with Kindra
- bel Reyes – (maternity leave support)
  - Final Report – November 2014
  - Start to prepare for 2015 Implementation Plan
  - Support Role of All Members



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# Contact Information

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*Center for*  
Health Program  
Management  
SIERRA HEALTH FOUNDATION

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**Steering Committee on The Reduction of African American Childhood Deaths  
2015 Sacramento County - Strategic Plan**

<b>PRIORITY OUTCOME(S)</b>	<b>STRATEGIES &amp; ACTIVITIES</b>	<b>PARTNERSHIP(S) Roles and Responsibilities</b>	<b>FUNDING Alignment</b>	<b>POLICY Institutional Leverage/Change</b>	<b>POTENTIAL BARRIERS</b>
<p><b>1. 20 different organizations, representing advocacy, health care, family, educator, business, government, provider groups, are promoting RAACD.</b></p>	<p><b>1.1 Establish, develop, and convene RAACD community leadership roundtable to advise Steering Committee and assist in strategic implementation of Steering Committee activities.</b></p> <ul style="list-style-type: none"> <li>a. Create targeted asks of community roundtable champions – for “echo chamber.”</li> <li>b. Develop messaging for echo chamber “stakeholders” to use.</li> <li>c. Leverage partnerships with health and wellness/child advocacy groups on conferences, publications, and other projects.</li> <li>d. Establish a formal partnership with at least one Sacramento health system and with at least one youth serving organization around at least one priority goal.</li> <li>e. Pursue business champion and funders, making connections to other community AA child health movements, workforce development.</li> </ul>				

		<b>PARTNERSHIP(S) Roles and Responsibilities</b>	<b>FUNDING Alignment</b>	<b>POLICY Institutional Leverage/Change</b>	<b>POTENTIAL BARRIERS</b>
<b>2. 10 Policy leaders across Sacramento plan to invest in RAACD.</b>	<b>2.1 Establish a City-County Interagency Task Force (Task Force) to develop a coordinated effort to improve significantly the expected life outcomes for African American Children in Sacramento County.</b>				
	a. Collect and prioritize data about R AACD and community impact.				
	b. Access policy conferences with government intermediaries' partnership for publications, conferences, and meetings.				
	c. Create forums for peer advocacy among policy leaders.				
	<b>2.2 Merge County Cultural Competence and Multicultural Health programs and functions into a County Division of Health Equity; make reduction of African American Child Death a Primary Initiative of this Division.</b>				
	a. Hold and promote RAACD events across high risk communities.				
	b. Identify and fund 10 youth serving agencies to work with on advocacy and impact.				
	c. Leverage support of County Supervisor Serna and Public Health Director to champion RAACD investments, co-location of services, and alignment of county resources.				

	<p><b>2.3 Create a multi-jurisdictional organization as a Joint Powers Authority with a non-profit arm -and an independent governmental body of local public systems covering City of Sacramento and Sacramento County committed to advocating for children, youth and families with a special emphasis on vulnerable populations.</b></p>				
	<p>a. Work with county executives to streamline funding, policy, staff, service integration and co-location of service supports for multidisciplinary community teams in AACD high risk areas.</p> <p>b. Develop a documented strategy for building integrated county and city systems that support RAACD within and across institutions.</p> <p>c. Document work in high risk areas – create and select pilot program.</p> <p>d. Document and promote FBO, youth and family serving agencies schools, and health care sites as a place for RAACD learning and collaborative services.</p> <p>e. Identify uses for a RAACD integrated system indicator tools shared vision and city/county service coordination.</p> <p>f. Research best practices and measurement tools for data management systems – standardized data collection and evaluation, data sharing agreements.</p> <p>g. Research best practices and measurement tools for sustainable resource – Coordination and management.</p>				

		<b>PARTNERSHIP(S) Roles and Responsibilities</b>	<b>FUNDING Alignment</b>	<b>POLICY Institutional Leverage/Change</b>	<b>POTENTIAL BARRIERS</b>
<b>3. Establish the Sacramento County RAACD Training and Technical Assistance Network</b>	<b>3.1 Develop, resource and implement a RAACD Technical Assistance Resource Center (TARC) to create an information exchange network for the efforts involved with implementing efforts directly related to reduction African American Child Deaths in Sacramento County.</b>				
	a. Collaborate with local health care systems on creating/improving RAACD through their local hospital/clinic sites.				
	b. Combine the talents of public agency staff with the expertise of local consultants, the knowledge from resident participants, the data from existing evaluations and learnings from existing investments, diarists, programs and networks into one unit.				
	c. Facilitate best practices sharing through meetings, presentations, site visits, media, and online.				
	d. Train additional TA providers on TA model.				
	e. Identify, develop, refine, and disseminate research tools, and resources to support service quality.				
	f. Create formal TA partnerships with health care and community partner agencies with core knowledge on RAACD priority goals.				

		<b>PARTNERSHIP(S) Roles and Responsibilities</b>	<b>FUNDING Alignment</b>	<b>POLICY Institutional Leverage/Change</b>	<b>POTENTIAL BARRIERS</b>
<b>4. Develop the RAACD collective impact assessment tool.</b>	<b>4.1 Monitor and document progress toward established benchmarks of success of shared RAACD community goals.</b>				
	a. Collect and synthesize research.				
	b. Research best practices and collective impact quality measurement tools.				
	c. Facilitate best-practice sharing through meetings, presentations, site visits, media, and online.				
	d. Identify, develop, refine, and disseminate research tools, and resources to support continuous program improvement/system quality indicator tool.				

		<b>PARTNERSHIP(S)</b> Roles and Responsibilities	<b>FUNDING</b> Alignment	<b>POLICY</b> Institutional Leverage/Change	<b>POTENTIAL BARRIERS</b>
<b>5. Create a RAACD “Call to Action” Public Awareness and Social Media Campaign.</b>	<b>5.1 Develop and disseminate (media infrastructure) RAACD media pitches for local community using social media, reports, and infographics.</b>				
	a. Conduct roundtable discussions and in depth interviews to collect multiple perspectives.				
	b. Identify targeted media choice points, goals, benefits, possible strategies.				
	c. Research similar public awareness health campaigns, networks, and collective impact models.				
	d. Inform and engage targeted population to increase awareness of protective factors to RAACD.				
	e. Launch coordinated grassroots social media /public awareness campaign				
	f. Celebrate wins and accomplishments publically.				



## Glossary of Common Terms:

<b>1. RAACD</b>	Reduction of African American Childhood Deaths
<b>2. Echo Chamber</b>	An echo chamber is a situation in which information, ideas, or beliefs are amplified or reinforced by transmission and repetition inside an "enclosed" system, where different or competing views are censored or disallowed
<b>3. Roundtable Members</b>	A round table is a form of discussion. Participants agree on a specific topic to discuss and debate. Each person is given equal right to participate, as illustrated by idea of a circular layout referred to in the term round table.
<b>4. Multidisciplinary Community Teams</b>	Involves drawing appropriately from multiple disciplines to redefine problems outside of normal boundaries and reach solutions based on a new understanding of complex situations.
<b>5. FBO</b>	Faith Based Organizations
<b>6. Technical Assistance Resource Center "TA-Network"</b>	"The TA Network," is a multi-tiered system of health and community building professionals providing professional development activities and improvement supports to address racial disproportionality in African American Child Deaths in Sacramento County.
<b>7. Collective Impact Assessment Tool</b>	The collective impact tool is used to conduct quality improvement assessments of organizations and community collaborations that work to support the RAACD. This assessment tool will be designed to support targeted agencies by giving them the opportunity to examine their organizations (policy practice, procedures and community building activities) for planning, development, or evaluation purposes. It will provide information to be more educated and strategic in collective decision-making.

# D R A F T

## **Building Mechanisms to Facilitate on-going Community Outreach, Education and Involvement**

Throughout the Steering Committee discussions, a common theme for improvement of outcomes throughout all risk areas is the need for trusted messengers, trained to help the neighborhood reduce/eliminate risk factors that lead to the disproportionate death rates for African-American children.

This common theme presents a unique opportunity for investment in target communities by training and paying young people from the neighborhood to become leaders in making their neighborhood a safer place for children. By training a corps of young people (perhaps every six months to one year) and making it their *job* to bring our targeted messages to the community, we have the opportunity to teach them commitment, job skills and work ethic while instilling in them an awareness of what it takes to raise healthy, thriving and safe children.

The following proposal is intended to develop a cadre of informed, trained young people to spread the word in their neighborhood of the positive changes and best practices to help children learn, grow, thrive and have the opportunity to reach their maximum potential, while avoiding the pitfalls that lead to premature death.

It is the intent of the following proposal to develop a sustainable mechanism for selected communities to achieve substantial reduction in the numbers of African American child deaths, primarily in the areas of perinatal conditions, infant sleep-related deaths, child abuse and neglect homicide, and third-party homicide.

## **Proposal**

### **A. Development of Trusted Messengers (TMS) for the Neighborhood**

The Mack Road Partnership model is one example of utilizing young people to reach out to the neighborhood to achieve participation in community events. The “Hope Dealers” in the Mack Road example became recognizable, admired and a positive influence in the neighborhood. This proposal would build on the Mack Road model by recruiting a cadre of young people who broadly represent the diversity of the neighborhood, including people on good, speaking terms with gangs and gang leaders or who have affiliations with them.

The carrot would be compensation for several months after the training for community outreach to bring the Steering Committee (“SC”) messages to the community. The payment could be structured as a combination of cash and gift cards from neighborhood businesses willing to work with us.

The youth TMS would be paired with volunteer mentors who would undergo the same training and act as team members in delivering targeted messages in an organized fashion (similar to a door-to-door political campaign that saturates the neighborhood). In teams of two, the team members would go door-to-door with the messages (provided by the SC) and with invitations to planned community events. (Some possible names for our “trusted messengers” are “Neighborhood Kids Corps”, “Kids Corps”, “Prime Time Team”, “Child Advocacy Corp”, or other name tested by Hill & Associates). The TMS would wear shirts and/or jackets with an identifiable logo designed by Hill & Associates.

### **B. Training of Trusted Messengers**

The training period for the TMS would be 3 to 5 weeks, at least three days a week, two hours a day. Successfully completing the course with good attendance would be a prerequisite to joining the team.

The training would involve segments on perinatal issues, infant sleeping issues, child abuse and neglect, and third party homicides. In addition, the TMS would receive training in the area of early human development, focusing on birth (including embryo) to three years old, using materials produced by the First Five. The goal would be to enable the TMS to communicate to young people, new parents and parents-to be the home activities that promote ready-to-learn children.

Part of the training would include opportunities for the TMS to identify other risk factors for children in their neighborhood. Drunk or impaired driving, speeding on roads where children play or walk to/from school etc may come to mind.

With guidance from their teacher/trainer the TMS and mentors would draft a neighborhood infant/child safety manifesto that would be an important part of what they deliver to neighbors. The SC would offer ideas to include in the Child Safety Manifesto, but the product would be neighborhood driven.

#### C, Securing Partners With Related Experience

Existing entities with a track record and experience in the work contemplated should be invited to the table to help in the planning and/or implementation of this proposal.

In addition to the Mack Road Partnership (Jenna Abbott), we should consider other entities such as: The County Board of Education (Natalie Woods Andrews); the Center for Fathers and Families (Councilmember-Elect Rick Jennings); the OK {Our Kids} Program (a nationwide program now located in Arkansas started in Rancho Cordova by then Sacramento County Sheriff, Donald Northcross); the Richmond ONS Program featured at our Retreat; the panoply of law enforcement (PD, Sheriff, and DA); and other organizations represented

by SC members. This list is by no means exhaustive and assumes that the First Five and the Sierra Health Foundation will have leadership roles.

### **Conclusion**

The engagement, active participation and enthusiasm of Neighborhood Change Agents seems to flow naturally from the work of the Blue Ribbon Commission. The scope of work assigned to the Steering Committee would be addressed in large part by the implementation of this proposal. Investing dollars in the people of the community, including business partners, would help build credibility and sustain interest in the continuity of the neighborhoods' efforts to reduce African American child deaths. Of course, our efforts should benefit all children in the selected neighborhoods.

We cannot lose sight of the effect of the education gap as it affects African American children. The child who is fully engaged and enjoys school is much less likely than a dropout or disengaged student to be involved in activities that lead to harm. We must stress the work of the First Five, the Birthing Project and other organizations in their efforts to help African American parents and caregivers fully understand what it takes to raise a child during the 0-3 years so that the child is, developmentally, ready-to-learn when he/she first enters preschool or school. The Proposal contemplates that this issue will be central in the education of the Trusted Messengers and in their messages to the neighborhood.

In addition to the initiative outlined in this proposal, the SC should, among other things, (1) work with Law Enforcement agencies and the Probation Department to develop a Neighborhood Restorative Justice plan, and (2) create and implement a comprehensive job training and placement model for neighborhood youth with the help of the Urban League, the business community and organized labor.

R. Loncke  
Oct 8, 2014

DRAFT