Steering Committee on Reduction of African American Child Death

April 16, 2014
2:15 p.m. – 4:15 p.m.
Nonprofit Innovation Center
1331 Garden Highway

Meeting Outcomes:
• To discuss the workgroup activity and process
• To learn about First5 Grantee activity
• To discuss upcoming meetings and case studies

2:15 p.m. Welcome and Workgroup Report Out
Tyrone Netters, Sacramento NAACP
Chair, Steering Committee on Reduction of African American Child Death

• Review previous meeting minutes
• Workgroup report on workgroup activity

2:45 p.m. Presentation from Runyon Saltzman & Einhorn, Inc
Madeline Sabatoni, The Center for Health Program Management

• Learn more about the perinatal educational campaign
• Discuss First5 grantee funding
• Q&A for presenters

3:45 p.m. Next Steps Summary and Evaluation
Lyn Corbett, The Pivotal Group

• Discuss Evaluation approach
• Discuss June 18th Meeting
• Workgroup templates
• Follow-up items

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

April 16, 2014
2:15 pm – 4:15pm
Nonprofit Innovation Center
1331 Garden Highway
Meeting Summary Notes

Attendees:

**Steering Committee Members:** Pastor Alice Banks, Debra Cummings, Dr. Ethan Cutts, Paris Dye (Vice-Chair), Linda Fong-Somera, Diane Galanti, Keith Herron, Chet Hewitt, Grantland Johnson, Quinn Wells (for Dr. Kasiyre), Judge Barry Loncke, Leslie Moore, Dr. Robert Moynihan, Tyrone Netters (Chair), Kim Pearson, Wendy Petko, Mark Scott, James Shelby, Essence Webb, Natalie Woods Andrews

**Sierra Health Foundation: CHPM Staff:** Leslie Cooksy, Brian Fitzgerald, Madeline Sabatoni

**The Pivotal Group Consultants:** Lyn Corbett, Ellen Street

**Guests:** Mahera May (RSE), Alicia Luepp (RSE), Jim Hill (Hill and Company), Caleb Martin (SHF)

**Not Present:**

**Steering Committee Members:** Gladys Deloney, Addie Ellis (Secretary), Darcel Lee

**Excused Absences:** Pastor Robert Jones, Gina Roberson, Tina Roberts

**Sierra Health Foundation: CHPM Staff:** Robert Phillips, Diane Littlefield

Meeting called to order:

2:22pm

**Welcome and Introduction**

Tyrone Netters, Sacramento NAACP
Chair, Steering Committee on Reduction of African American Child Death

Chet Hewitt shared that the workgroups have expressed the need for additional support. In order to be extraordinarily successful, we need the highest level of support, and as a result The Pivotal Group has been brought on board to help achieve this goal.

Lyn Corbett, President of The Pivotal Group, was introduced. Lyn shared that he is dedicated to providing administration and facilitation support to the Steering Committee and assisting both the Committee and the workgroups in accomplishing the objectives they aim to achieve. Lyn wants the subcommittees to be able to use their true strengths and talents when they arrive to
their meetings. The Pivotal Group will do the heavy lifting so that the subcommittees do not leave their meetings with a heavy administrative load.

The Committee reviewed the previous meeting’s minutes. Leslie Moore motioned to approve the minutes. A second motion to approve the minutes was made by Paris Dye, and the group unanimously voted to approve the minutes.

**Workgroup Report Out—Third Party Homicide**
**Presenter: Keith Herron**
Third Party Homicide workgroup discussed utilizing service learning projects. Several other strategies were discussed, including utilizing junior football leagues as an avenue to reach youth.

**Key discussion points:**
- It was suggested that creating job opportunities for youth could be a potential solution.
- It was highlighted that the Committee should consider bringing the focus back to the family and work towards gaining buy-in from parents.
- Members discussed the need to identify and involve other community stakeholders and use such community stakeholders as a sounding board. It was stressed that it is important to have follow up to all conversations and ensure that actions are executed.
- Members suggested that the Committee’s strategy should encompass gaining buy-in from owners of apartment complexes in areas where the majority of homicides are occurring. We can aim to offer resources to residents that live in the apartment complexes.

**Action Item:** None reported by the workgroup

**Workgroup Report Out—Infant Sleep Related Deaths**
**Presenter: Diane Galanti**
Focus groups were held in high-risk neighborhoods and three key questions were identified.

- What message needs to be developed?
- Where do we deliver it?
- Who should deliver the message?

One hundred percent of respondents in the focus groups shared that public agencies and hospitals should deliver the message. Their next step will be to test videos and flyers.

The next strategy is to target hospital systems and find out:

- How are they currently involved in the infant safe sleep program?
- Are their leaders committed to the effort?
- What is being taught in hospitals?

**Key Discussion points:**
- Members shared that critical research has already been completed and had resulted in a wealth of research and information. The current task at hand is figuring out how to target this information specifically to the African American community.
- A video was created in 2009, but there are no African Americans speaking in the video.
The Committee raised the point that there is a very fine line when it comes to asking people to speak about their personal experience in the video. Committee members stated that unless we are able to offer some type of mental health support and resources to the parents, we should not approach them. One of the recommendations was to create a kind and meaningful way of approaching parents once we decide to approach them.

**Action Item:**

*Target hospital systems and find out:*
- How they are currently involved in the infant safe sleep program?
- Are their leaders committed?
- What is being taught in hospitals?

**Workgroup Report Out—CAN/Homicide**

Presenter: Natalie Woods Andrews

This workgroup discussed the importance of engaging our community and identifying community partners who can join us in the effort. They also want to invite experts to join their workgroup and they are currently in the process of contacting experts that live in targeted community areas. They are also in the process of engaging grandparents. They discussed the need to connect with extended family members and ensure that there is broad representation.

**Action Item:**
- Contact community partners and experts and invite them to join the workgroup’s efforts.

**Workgroup Report Out—Perinatal Conditions**

Presenter: Wendy Petko

This workgroup recognized the work that has already been done with the creation of the Blue Ribbon Commission Report. They are working to identify gaps and determine future strategies. Their goal is to recognize the work that has already been done and to build upon that. The goal is to have material to share with the group by August and to ask for feedback, and have a final plan by October. They also discussed individuals that they need to reach out to, including the existing grantees currently providing services to the community.

**Action Items:**
- Develop a timeline to which group members can be held accountable for their responsibilities.
- Reach out to the existing grantees currently providing services to the community.

**Workgroup Report Out—Focus and Evaluation**

Presenter: Leslie Moore

This workgroup discussed questions that included:
- What data and measures will we use?
- Who has the data and how do we obtain it?
- How can we interact with other workgroups?
The Committee reminded all workgroups that the Blue Ribbon Commission Report established the measures. Workgroups can connect with other groups by sharing information at Steering Committee meetings and interacting with individuals on the Steering Committee. The workgroup wants to tap into resources of theirs, including PhD nurse candidates and subject matter experts.

**Action Item:**
- Connect with personal resources and subject matter experts.

**Presentation from Runyon, Saltzman & Einhorn, Inc.**

Presenters: Mahera May, Alicia Luepp, and Jim Hill

RS&E has a broad background in social marketing experience. Please see their attached power point presentation for more detailed notes. RS&E strives to ensure that their audience’s values are protected. None of their message development is completed without research. RS&E was brought on by First 5 of Sacramento. Their objective is to develop an integrated social marketing campaign to reduce African American infant deaths from perinatal conditions. Their campaign has three components:
- Media: radio, TV, outdoor, transit, digital, microsite, social media
- Public Relations: traditional PR, storytelling ambassadors, clergy panel
- A Coalition and Leadership Summit will be May 27 at Sierra Health Foundation

RS&E made sure that their focus groups were conducted in the right neighborhoods. The focus group sessions produced several critical findings:
- The age of the targeted audience needs to be reduced, to the age of 12, 13, and 14.
- Smoking weed during pregnancy was considered an acceptable behavior.
- When presented with facts about infant deaths, respondents were visibly shocked and surprised; this indicates a serious level of unawareness. This can be addressed by improving communications through centers and outreaches.
- Focus group respondents feel that they receive poor medical condition.

**Key Discussion points:**
- In our media campaign efforts, it is critical to partner with 97.5 KDEE, the new African American radio station.
- It is also important to utilize the Sacramento Observer Newspaper and the Sacramento Cultural Hub.

**Meeting adjourned:**
4:10pm

**Next Committee Meeting:** Third Wednesday of the month:
Wednesday, May 21st, from 2:15pm to 4:15pm at Sierra Health Foundation
Reduction of African American Child Deaths in Sacramento County

Steering Committee Meeting

April 16, 2014
Workgroups

1. Third-Party Homicide;

2. Infant Sleep-Related Deaths;

3. CAN/Homicide;

4. Perinatal Conditions

5. Evaluation and Assessment
Presentation

Perinatal Education Campaign

Runyon, Saltzman & Einhorn, Inc.
Mehera May, Associate Social Marketing Director
Alicia Leupp, Account Supervisor

Hill & Company Communications
Jim Hill, President
Next Steps

1. Evaluation Approach
2. Upcoming Meetings
3. Workgroup Templates
Steering Committee Evaluation

Happens at 2 levels

– Changes in rates and disproportion in African-American child deaths

– Performance of strategies intended to reduce African-American child deaths
Steering Committee Role

• Review annual data on African-American child deaths

• Establish benchmarks for progress on the strategies
  — What do you need to know that progress is being made?
  — How much progress do you think can be made?

• Monitor progress
Next Steps

• Workgroup Templates

• June 18th Meeting: Sacramento County Budget Hearing

• Follow-Up Items
Contact Information

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Sierra Health Foundation
Perinatal Conditions
Education Campaign

Runyon Saltzman & Einhorn
Hill & Company Communications
RS&E’s Social Marketing Experience

- Affordable health care
- African American bone marrow/blood donation
- African American infant health
- Aging/senior living
- Air quality improvement
- Alzheimer’s disease
- Animal protection
- Arts education
- Boating and water safety
- Career technical education
- Childhood obesity prevention
- Chlamydia prevention
- Courtroom interpreters recruitment
- Domestic violence support services
- Early childhood development
- Elder abuse prevention
- Energy efficiency awareness
- Financial literacy education
- Folic acid awareness
- Low cost health insurance for children of the working poor
- Medical anti-fraud prevention
- Mental health stigma and discrimination reduction
- Nutrition/physical activity
- Prenatal care for low income populations
- Problem gambling
- Reduction of sugar sweetened beverage consumption
- Sexual assault
- Statutory rape
- Student aid for college
- Suicide prevention
- Teen pregnancy prevention
- Youth smoking prevention
RS&E’s Social Marketing Experience

Related health topics

- Affordable health care
- African American bone marrow/blood donation
- African American infant health
- Aging/senior living
- Air quality improvement
- Alzheimer’s disease
- Animal protection
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- Suicide prevention
- Teen pregnancy prevention
- Youth smoking prevention
Previous Experience – Infant Health
H&CC’s Social Marketing Experience

- Celebrating 16 years of social marketing experience
- About 70% of business has been health-related
- For 10 years, developed and executed nutrition programs targeting African Americans
  - Sacramento has been one of our key cities
- One area of specialization is culturally appropriate multi-cultural communications

We honor and protect our audiences’ values.
RS&E and H&CC
10+ Years of Partnership on Social Marketing Campaigns

- Affordable health care
- African American bone marrow/blood donation
- African American infant health
- Childhood obesity prevention
- Mental health stigma and discrimination reduction
- Nutrition and physical activity
- Reduction of sugar sweetened beverage consumption
Previous Experience – Nutrition
First 5 Sacramento Campaign

Objective: Develop an integrated social marketing campaign to reduce African American infant deaths from perinatal conditions.

Media Campaign
(radio, TV, outdoor, transit, digital, microsite, social media)

Coalition and Leadership Summit

Public Relations
(traditional PR, storytelling ambassadors, clergy panel)
Media Campaign

Advertising (Paid Media)
- Target audience: African American women, ages 15-35 in key neighborhoods
- Raises awareness about importance of good prenatal care
- Drives traffic to campaign microsite and 2-1-1 to find help

Website (Microsite)
- Connects target audience with service providers in their area
Campaign Development Process

1. Review existing research
2. Facilitate in-community dialogues with target audience
3. Gather input from other contractors
4. Develop creative concepts and media recommendations
5. Test concepts through in-community dialogues
Campaign Development Process

1. Develop campaign
2. Gather input from other contractors
3. Refine campaign, as needed
4. Launch campaign
5. Measure impact (qualitative, quantitative)
Insights from Formative In-Community Dialogues

- Targeting younger girls is absolutely necessary
- Infant deaths were not mentioned by any respondents as a serious health issue impacting African Americans
- When presented the facts about infant deaths, respondents were visibly shocked and surprised
- “Smokin’ weed” was seen as an acceptable behavior during pregnancy
- Respondents feel that they receive poor medical attention
- Younger girls have a mind of their own – hard to reach
- Communications focusing on healthy pregnancies is needed
Coalition and Leadership Summit

- Research was clear – education about infant deaths is needed in the African American community
- Leadership Summit provides a forum for launching the perinatal campaign and highlighting work of First 5 Sacramento’s partners
- Provides venue for focusing attention on healthy pregnancies and positive birth outcomes
- RS&E / H&CC media campaign will be previewed
- Encourages leaders to help create buzz about positive birth outcomes throughout Sacramento County

We want leaders to attend and encourage colleagues to do same.