Steering Committee on Reduction of African American Child Death

May 21, 2014
2:15 p.m. – 4:15 p.m.
Sierra Health Foundation
1321 Garden Highway

Meeting Outcomes:
- To discuss the workgroup updates and progress
- To understand various implementation strategies to assist in the development of a broader understanding for potential impact
- Reintroduce current timeline and Steering Committee progress.

2:15 p.m. Welcome and Workgroup Report Out
Tyrone Netters
Chair, Steering Committee on Reduction of African American Child Death
- Review previous meeting minutes
- Workgroup report on workgroup progress

3:00 p.m. Developing a Broader Understanding for Potential Impact
Tyrone Netters
- Creating a balance between context and service
- Incorporating policy and budget into our strategy

3:45 p.m. Steering Committee Timeline and Expectations
Robert Phillips, The Center for Health Program Management
- Discuss current timeline
- Upcoming meetings: Discussion of strategic plan and board report
- Discuss June 18th Meeting
- Follow-up items

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

May 21, 2014
2:15 pm – 4:15pm
Nonprofit Innovation Center
1331 Garden Highway

Meeting Summary Notes

Attendees:
Steering Committee Members: Pastor Alice Banks, Debra Cummings, Paris Dye (Vice-Chair), Linda Fong-Somera, Keith Herron, Representative (for Dr. Kasirye), Judge Barry Loncke, Gladys Deloney, Gina Roberson, Darcel Lee, Pastor Robert Jones, Dr. Robert Moynihan, Tina Roberts, Tyrone Netters (Chair), Kim Pearson, Wendy Petko, Natalie Woods Andrews, Tony Moore, Mark Scott
Center Staff: Robert Phillips, Leslie Cooksy, Madeline Sabatoni,
The Pivotal Group Consultants: Lyn Corbett, Ellen Street
Guests:
Life Matters, Inc.: Pastor Joy Johnson (Director), Kierra, Tatianna, and Johnathan

Not Present:
Steering Committee Members: Dr. Ethan Cutts, Diane Galanti, Chet Hewitt, Grantland Johnson, Addie Ellis (Secretary), Pastor Robert Jones, Essence Webb, James Shelby

Meeting called to order:
2:25pm

Welcome and Introduction
Tyrone Netters, Sacramento NAACP
Chair, Steering Committee on Reduction of African American Child Death
- Previous meeting minutes were reviewed. Gladys Deloney commented that the notes needed to be revised to reflect that she was present at April’s Steering Committee Meeting. Darcel Lee commented that her absence at the April meeting was excused.
- Darcel Lee motioned to approve the minutes. Pastor Banks seconded the motion, and the minutes were unanimously approved.

Workgroup Report Out- Evaluation and Assessment
Presenter: Linda Fong
Key Discussion points:
- Linda shared that two new members joined the Evaluation Workgroup: Steve Wirtz (CA Department of Public Health) and Tamu Nolfo (Nolfo Consulting).
- During the recent workgroup meeting, the following topics were discussed:
  o Workgroup members discussed the various data sources that need to be examined.
  o The Evaluation Workgroup is working with other workgroups of the Steering Committee to ensure they are connected to the workgroups and use appropriate measures for evaluation.
Making a presentation to the Executive Committee about structure and how to establish regular communication with the Executive Committee.

The value of using a logic model, and agreed that it could serve as a template to ensure that each workgroup is utilizing the same structure.

Action Item: There were no action items at this time.

General Discussion:
- Tyrone commented that all workgroups should have and use the logic model so that all workgroups can stay on the same page.
- Question:
  - Gina Roberson asked what the process would be to connect the Evaluation Committee with the workgroups.
    - Lyn Corbett answered that a presenter would be presenting about a logic model at the Steering Committee meeting as well assist the workgroups with the logic model.
    - Representatives from Life Matters Inc. were introduced as guests: Pastor Joy Johnson (Director) and youth representatives Candace, Kierra, Tatianna, and Johnathan.

Workgroup Report Out- Perinatal
Presenter: Tina Roberts
Key Discussion points:
- The Perinatal Workgroup has reached out to other groups that are funded under the First 5 initiative and are researching what educational and marketing efforts of these groups. Examples of groups they have met with are Well Space and the California Black Health Network.
- The workgroup discussed some concerns they have about the marketing messages (developed by Runyon, Saltzman & Einhorn, Inc.) that are going to be introduced to the community at the Leadership Summit on May 28th, 2014. The workgroup has spoken with Linda Fong and Tony Moore of First 5 to share their feedback and they have established effective communication.
- Members within the workgroup are focusing their efforts on different perspectives- on education and policy.
  - Darcel provided a current update on the policy perspective. Currently there is a huge movement around the state to impact where money is being allocated to state programs. Sixty to seventy advocates are helping them achieve this goal. On May 20th a lobby day was held and there was a huge turnout.
    - There is work that needs to be done at the Governor’s Office. The first meeting was not real positive; they were told that their agency is just one on a long list of organizations in need of help.
    - They are asking for 3.9 million dollars, which is a drop in the bucket in comparison to other requests the state is receiving.
    - Darcel shared that a letter from the Steering Committee would be helpful. It would show support for their efforts. Restoration of funding is imperative.
**Action Item:** The Steering Committee will write a formal letter showing their support for restoring funding to Black Infant Health.

**Workgroup Report Out- Infant Sleep Related Deaths**
Presenter: Wendy Petko
Key Discussion points:
- The workgroup has completed their first round of focus groups related to gathering feedback about media messages for infant sleep related deaths. They shared media messages that were developed a number of years ago.
- Important feedback was gathered from the focus groups:
  - The term crib death triggered a reaction. That myth needs to be dispelled.
  - The public needs more information about where to get cribs and other resources.
    - An example of this is the CAPS Kids for Cribs program.
  - They liked the message that infant sleep related deaths are completely preventable.
  - Handouts should target fathers and grandparents, not just mothers. They liked the handouts that showed both parents on the brochure.
  - One medical provider on the video is enough; multiple medical providers appearing on the video are not needed.
  - Grandparent testimonial is very important. This message has a strong impact on how parents sleep their baby.
  - The video time that was shared was 9 minutes in length. It needs to be shorter and more impactful.
  - When people are given material to take home to read, is often not looked at. The time spent in the doctor’s office is critical; seeing a video loop while they are in the waiting room is a great strategy, as well as having staff review the material with them while they are at the doctor’s office. These strategies make people feel more empowered to share the message with others.
- The workgroup is currently distributing a service provider survey. Current feedback is indicating that people receive conflicting messages from medical providers.
- The workgroup would like to have feedback from the faith-based community.

**Action item:** There were no action items at this time.

**Workgroup Report Out- CAN Homicide**
Presenter: Debra Cummings
Key Discussion points:
- This workgroup invited community members and groups associated with risk factors to join the workgroup as well as agencies that are funded under First 5.
- The workgroup agreed that in future efforts they want to include youth and teenagers in their meetings.
- All future meetings of this workgroup are at locations located within the community. The workgroup would like their efforts to be visible in the community and interact with the community.

**Action Item:** There were no action items at this time.
Workgroup Report Out- Third Party Homicide
Presenter: Paris Dye
Key Discussion points:

- Paris Dye recently completed a training day with Sergeant Scott and Barry Loncke.
  - They started their day with Percy Johnson, who owns 5 McDonalds.
    - Mr. Johnson wants to help youth in the community and would like to join the workgroup’s efforts. He elaborated on the career possibilities that youth can find at McDonalds.
  - They also met with Mauricio at SETA Hillsdale Career Center and discussed youth job training, and visited 4141 Palm and Logan Park as well.

- Pastor Joy Johnson and youth representatives from Life Matters, Inc. attended their workgroup meeting and shared their vision of working with at risk youth in the community. They want to implement their character development program in local schools.

- The workgroup collaborated with Life Matters and decided that it would be a great idea to create a Youth Forum in the local community.
  - The Forum is slated to take place on June 16th at 2pm. It will be held at the Boys and Girls Club in Downtown Sacramento (1117 G Street).
  - The forum will host 100 people, and will include local legislators and public officials.
  - The target age group to reach is 14 to 18 years old.
  - They want to ask youth: “what would keep you from joining a gang and what would help you to join a different path?”

- Paris also met with Kim Pearson and her CPS team this month.

- The workgroup is working to trace county funding. This effort involves sending information requests to different departments and asking for their budget, performance measures, and their scope of work. The information they gather will help other workgroups.
  - Gina Roberson expressed that it is important to bring attention to the issue that Third Party Homicide has no funding before the Budget Hearing on June 17th.
  - Darcel Lee shared an experience from the San Diego Community that also dealt with Third Party Homicide in San Diego. A pastor hosted a forum called the Catfish Club. At this event gang members (that were involved in community tragedies) were brought in. The gang members hid behind a screen so their identity was protected, and they shared why they did what they did. The audience was given opportunities to talk back to the gang members. This forum resulted in 3 of the 5 gang members converting their efforts to stopping the violence.

Comments:

- Gina Roberson shared that an important issue to discuss with schools are their current discipline practices. It would be helpful to discuss what discipline practices what are most effective and what practices can help to keep children engaged and in schools. Providing training for teachers about alternatives to expelling would be helpful.

- Youth Representative from Life Matters shared that they want to work with youth and help guide them to understand the core issues.
  - When youth have a better understanding of their aggression it enables them to have better communication with their peers and school faculty.
• Tina Roberts commented that The Black Parallel School Board is working diligently in this area.
  o Connecting with them could provide them with insight and data that they are using.
  o Assemblymen Steve Bradford is supportive of this issue.
• Judge Loncke shared that curriculum development goes hand and hand with efforts to bring peace and reconciliation to the community. At the last workgroup meeting, James Shelby expressed his support of advocating for funding that would provide youth with stipends to work for peace in the community.

Action Item: Formally express the Steering Committee’s support for the June 16th youth forum.

Developing a Broader Understanding for Potential Impact

Creating a balance between context and service
Presenter: Tyrone Netters

• The workgroups are ready to take on action items. Now we need to create:
  o Doable programs that work
  o Attach it to policy
    ▪ Lyn Corbett shared that from a policy perspective, in order to establish an ongoing commitment we need to create strategies that bring the issues to full scale. He commented on the importance of creating something that is permanent, not just interim.
• Tyrone shared an example from recent news in the community: A family was having a birthday party for a 1-year-old child. A rival gang that opened fire on them. The family returned the fire.
  o This indicates that gang dynamics are presently occurring here.
  o Reaching out and connecting with those families could provide valuable insight.

Incorporating policy and budget into our strategy
Presenter: Robert Phillips

Robert Phillips proposed and led a discussion about principles of action for the Steering Committee to consider. After thoughtful discussion, the Steering Committee agreed upon the following action principles:

• The Steering Committee will work to recognize and support the need for adequate public investment in programs and services that support reducing African American child death rates. The Steering Committee will be a leader in advocating policies that recognize and support the importance of appropriate public investment in community programs and services that contribute to the reduction of African American child death rates.
• The Steering Committee will work to strengthen the role and participation of the African American community in the direction of city and county of Sacramento public agencies. The Steering Committee will work to promote structures and policies that are conducive
to effective public participation in the direction and affairs of government as it relates to reducing African American child deaths.

- The Steering Committee will work to broaden the involvement and increase the effectiveness of community-based organizations as advocates for African American children. The Steering Committee will work to ensure that nonprofit advocacy plays a critical role in the policy-making process around reducing African American child death rates. Communities based organizations are an effective tool that can be used to inform the public about the crisis level rates of African American child deaths in Sacramento County, as well serve as a platform for community member to share their views and concerns about the issues.

- The Steering Committee will work to strengthen the partnership between the community based organizations sector and government, philanthropic, and other relevant private sector entities.

**Comments:**

- Gina Roberson shared that it would be a good idea to involve businesses and hospital systems, not just public entities.
  - In regards to categorical funding, policy decisions are made with allowable costs. It could be very beneficial for the Steering Committee to have high-level discussions with department heads.

- Keith Herron suggested that we review the county budget so that we are able to make recommendations that are reasonable.
  - Whatever we are trying to reduce should be in proportion to what they are spending.
  - We need to know the appropriate verbiage to use so that we so we know how to request the funding.
  - Keith is working with districts (school districts, county, city, and special districts). At the end of the year, it can become a free for all and people are scrambling to spend money if there is money left over.

- Kim Pearson shared that DHHS receives funding from the county, state, and federal levels.
  - The internal fiscal officers at her division may be able to help advise the Steering Committee.

- Lyn Corbett commented that budgets have been cut in the past several years, and that funding may not just be given directly back to the department. It is important to have discussion about how money is distributed in the future as budgets are restored.

- All budget information will become available on June 18th at the Budget hearings.

- It was suggested to partner with Tim Gage and Matt Newman of Blue Sky Consulting and engage them with budget questions. They may be able to provide information that is easily digestible.

*Action item: There were no action items at this time.*

**Steering Committee Timeline and Expectations**
Presenter: Robert Phillips

- We need to review the current timeline and address items that the Steering Committee has not touched yet. Two items that need to be addressed:
  - Establishing benchmarks
  - Beginning the Evaluation Process
- Robert asked the group if they felt like we needed to request more time to work on these outstanding items and adjust the timeline. If the Steering Committee decides that we need to add some time to the timeline we need to ask for permission from the Board of Supervisors for that leeway.
  - Darcel Lee commented that it seems like the Steering Committee will not be able to get everything done that is listed on the January to June timeline.
  - Gladys Deloney suggested using the objectives from the Blue Ribbon Commission Report as benchmarks.
  - After discussing the proposed idea of adjusting the timeline, the Steering Committee agreed to move forward with the timeline as it stands and to work diligently to take on the outstanding items that need to be done.

Comments:
- Pastor Banks commented that she needs clarification about details for reaching out to the faith-based community. She was under the impression that she would receive a summary from each workgroup, and she has not received these summaries yet. She also though that she needed to get a document approved by the Steering Committee.
- Tony Moore suggested that the first task should be to build awareness. She suggested that we could create a one-page document of highlights that are concrete items that can be used to inform the community. This document could be given to pastors as a guideline for distributing information to their congregation.
- Kim Pearson commented that the workgroups can share community resources that community members aren’t aware of.
- Gina Roberson suggested that it could be more beneficial for the Steering Committee to work together collaboratively and map out the long term plan instead of spending time on training about logic models
  - Robert Phillips reminded the group that we are not recreating a strategy. We already have a target, data, and goals. What we are doing is refining the strategy into the areas of advocacy, engagement, organizing, and communications.
  - Tyrone Netters commented that training of the logic model will give the Steering Committee structure and enable us to connect our efforts to the bigger picture.
- Several members expressed that a connection between the Executive Board and the Evaluation workgroup is missing.
  - A proposed solution is to calendar a meeting.
- Judge Loncke asked about the community outreach effort. He wanted to know if this was something the workgroups could move forward with and go out into the community and complete.
Reminders:

- The Leadership Summit is being held on Tuesday, May 27th, from 8:30am to 11:30am.
  - This event is more focused on perinatal conditions. It is an event that will bring folks together to learn about things that are happening to reduce African American child death. The education campaign is also going to be launched.
  - Community members will be engage in dialogue and asked to consider what they can do to take information back to their community to share.
- The June 18th Steering Committee meeting is cancelled.
  - Steering Committee members are encouraged to attend the Budget hearings on June 18th at 2pm.
- Paris Dye announced that a dinner will be held in the Foothill Farms community on June 12th to discuss the building of the complex and dorms.
- A portion of July’s Steering Committee meeting will be devoted to learning about the logic model. There will be individual follow up in workgroups.

Meeting adjourned:
4:29pm
Reduction of African American Child Deaths in Sacramento County

Steering Committee Meeting

May 21, 2014
Workgroups

1. Third-Party Homicide;

2. Infant Sleep-Related Deaths;

3. CAN/Homicide;

4. Perinatal Conditions

5. Evaluation and Assessment
Steering Committee Strategy Timeline

Goals:
Reporting Guidelines determined by Charter

✓ Develop Strategic Plan
✓ Annual Report to Board of Supervisors

January – June
✓ Develop Committee structure, procedures
✓ Begin workgroup meetings and strategy development
✓ Establish benchmarks
✓ Begin Evaluation process
✓ Reports from First5 Grantees to inform process

July - December
✓ Continued Reports from First5 Grantees
✓ Finalization of Evaluation and Communications Plans
✓ Development of Annual Report
✓ Presentation to Board of Supervisors
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