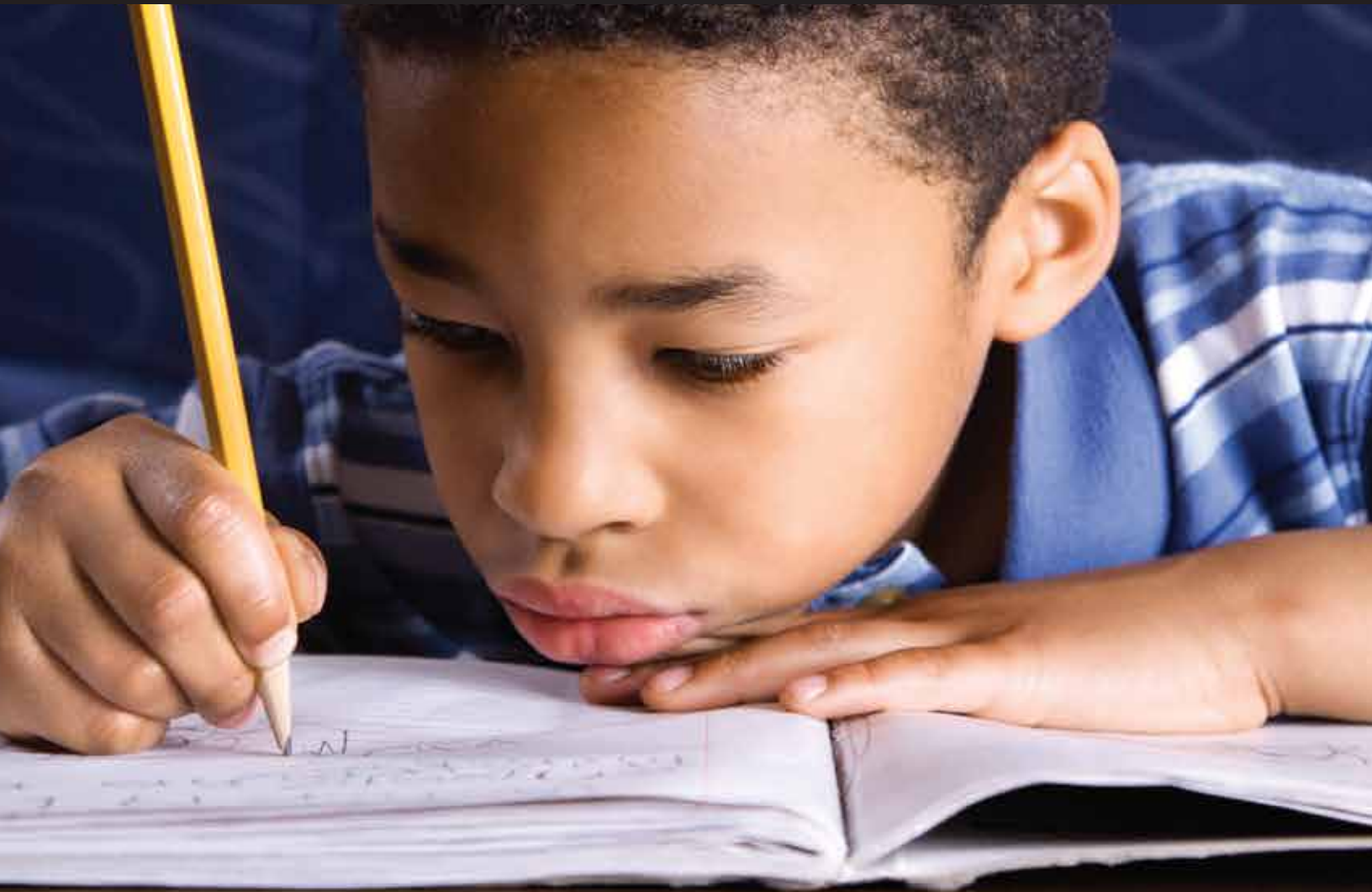


STEERING COMMITTEE ON REDUCTION OF AFRICAN AMERICAN CHILD DEATHS

**BLACK CHILD
LEGACY**

C A M P A I G N

Uniting Families and Communities
for a Healthy Future



2015-2016 ANNUAL REPORT

THE STEERING COMMITTEE IS FUNDED BY THE COUNTY OF SACRAMENTO, CITY OF SACRAMENTO AND FIRST 5 SACRAMENTO, AND IS MANAGED BY THE CENTER.

SACRAMENTO
COUNTY



THE CENTER
at Sierra Health Foundation



**BLACK CHILD
LEGACY**
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BACKGROUND

In spring 2011, the Board of Supervisors received a 20-year report on Sacramento County child deaths for the period 1990 through 2009. The report included a consistent finding that African American children die at twice the rate of Caucasian children. In response, Supervisor Phil Serna formed a Blue Ribbon Commission in October 2011 to better understand the disproportionality and to form recommendations to decrease African American child deaths. On May 7, 2013, a series of recommendations for the top four causes of disproportionate death were presented to and

endorsed by the Board of Supervisors. The recommendations included the formation of an ongoing Steering Committee.

On October 22, 2013, the Board of Supervisors approved a Charter for the Steering Committee and appointed initial members to the Committee.

On April 14, 2015, the Board of Supervisors approved a Strategic Plan for the Steering Committee.

On October 6, 2015, the Board of Supervisors approved an Implementation Plan for the Steering Committee.

HISTORY & TIMELINE

FORMATION
OF STEERING
COMMITTEE

2014

BOS APPROVAL
OF STRATEGIC
PLAN (APRIL)

2015

ICPC SACRAMENTO
CITY & COUNTY
TEAMS TOUR

2016

2013

RELEASE OF
STEERING COMMITTEE
RECOMMENDATIONS

2015

BOS APPROVAL
OF IMPLEMENTAION
PLAN (OCTOBER)

2016

SELECTION OF
SEVEN COMMUNITY
INCUBATOR LEADS

ANNUAL REPORT

Sacramento County's Steering Committee on Reduction of African American Child Deaths (referred to as the RAACD in this report) began execution of its strategic implementation plan, a five-year initiative, in fall 2015 in collaboration with Sacramento County, City of Sacramento, First 5 Sacramento and multiple community stakeholders. The following 2015-16 benchmarks as described in the RAACD plan have been fully met:

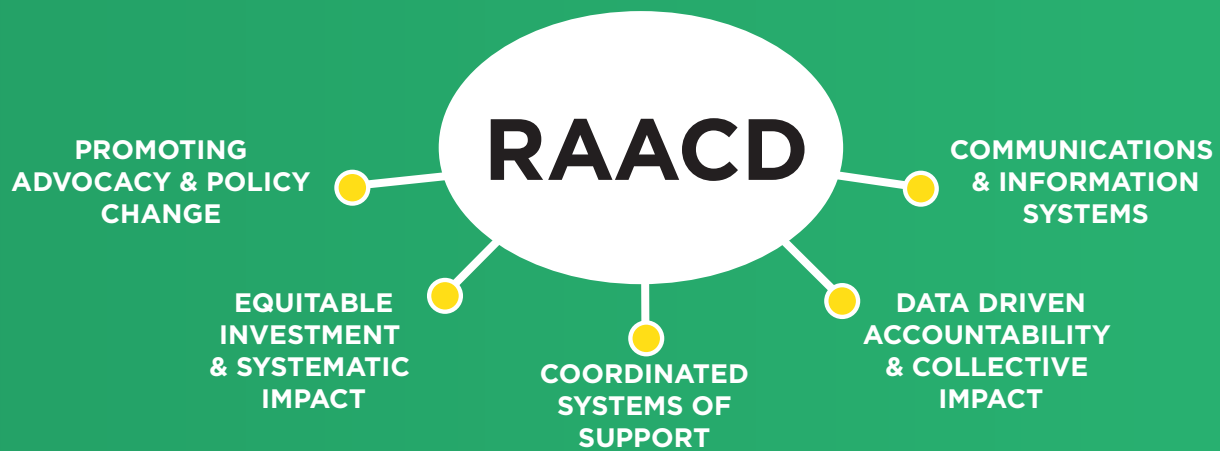
BENCHMARK	COMPLETED
Launched the Community Leadership Roundtable	<input checked="" type="checkbox"/>
Evaluation plan is finalized in consultation with RAACD stakeholders	<input checked="" type="checkbox"/>
Conducted field studies for the Interagency Children's Policy Council (ICPC)	<input checked="" type="checkbox"/>
Organized the Technical Assistance Resource Center (TARC)	<input checked="" type="checkbox"/>
Community Incubator Leaders (CILs) are selected through a competitive Request for Proposal (RFP) process	<input checked="" type="checkbox"/>
Community Incubator Leaders (CILs) are trained and engage with Multi-Disciplinary Teams (MDTs)	<input checked="" type="checkbox"/>
Community media campaign launched	<input checked="" type="checkbox"/>

STRATEGIES

Additionally, the Steering Committee took three early steps to strengthen community influence needed to begin the scope of work that were not included in the approved plan. First, the Steering Committee worked with Sacramento County Child Protective Services (CPS) staff to plan and host a cultural broker training workshop to learn effective practices from Fresno County's Cultural Brokers, Inc. Second, the Steering Committee hosted a Community Incubator Lead (CIL) and Communications Proposers' Conference, which served as the launch

of the community grant making program. The conference was attended by more than 60 diverse stakeholders of community-based organizations, faith-based organizations and Sacramento County staff. Third, the Steering Committee presented the RAACD plan in partnership with Sacramento County executive staff to the Sacramento City Council, which voted unanimously to support first year implementation of the plan with \$750,000. The city has indicated interest in supporting RAACD in future years. These achievements have established a strong foundation for continued implementation of the RAACD plan and strategies.

5 INTERDEPENDENT STRATEGIES



RAACD PRIORITY AREAS

Equipped with success on the ground and Sacramento City and County partnerships supporting the goals of the RAACD plan, the Steering Committee and RAACD staff at The Center spent the remainder of the year working with stakeholders to develop and implement the five priority areas and foster new types of collaborations with grantees, community partners and policymakers. Key outcomes in the five priority areas during year one (2015-2016) are as follows:

PRIORITY 1: PROMOTING ADVOCACY AND POLICY TRANSFORMATION

After developing the Community Leadership Roundtable (CLR) application, community outreach events were held to inform the RAACD focus neighborhood members of the opportunity to serve and help lead in this effort. Currently, 15 CLR members have been selected and an orientation was held in May 2016. The CLR members will serve as leaders in the community in one or more of the following roles:

- Volunteer cultural brokers to help augment wraparound child-welfare practices with African American families
- First responders to support community and families that are experiencing trauma-related child/youth death and violence
- RAACD quality assessment team member to support the continuous improvement of CIL grantees

PRIORITY 2: EQUITABLE INVESTMENT AND SYSTEMATIC IMPACT

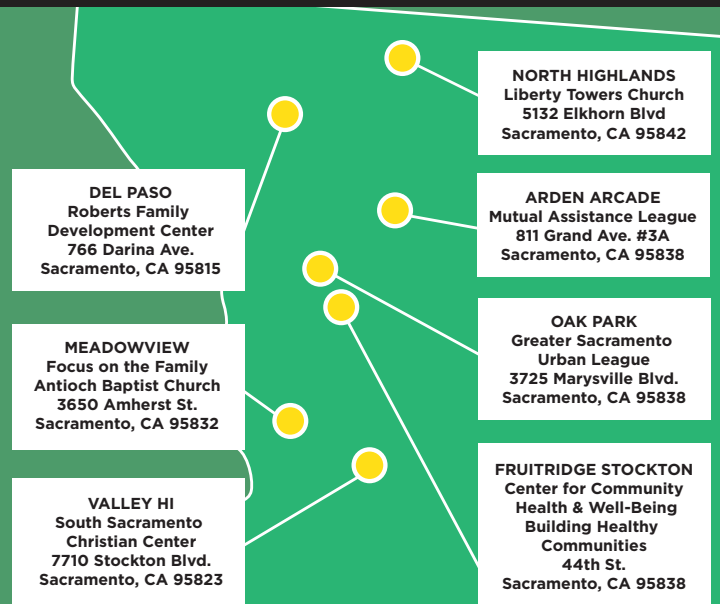
The Steering Committee's co-chairs have worked closely with the Sacramento County Chief Deputy Executive to research and find best practices related to the development of the County's Interagency Children's Policy Council (ICPC). A 20-member collaborative of city and county leadership staff visited Los Angeles County in April 2016 and Alameda County in May 2016 to learn more about their ICPC programs. The study missions enabled partners to learn about similar ICPC initiatives. The coordinated goal is to bring effective practices to the development of the Sacramento County ICPC.

PRIORITY 3: COORDINATED SYSTEMS OF SUPPORT

In February 2016, the Steering Committee released applications for six Community Incubator Leads (CILs) to serve as hubs in each of the RAACD focus neighborhoods. In April 2016, following a review process and site visits, the Steering Committee voted on the approval of six CILs. After some discussion, review of the data and a fiscal analysis of additional funding support from the City of Sacramento, the Steering Committee agreed to separate the combined communities of Valley Hi/ Meadowview. Valley Hi and Meadowview are two very distinct neighborhoods that require an intense and targeted approach to deliver services and support. In August 2016, the Steering Committee selected the Meadowview CIL.

Seven CIL grantees were selected and awarded funding.

7 FOCUS NEIGHBORHOODS



SACRAMENTO COUNTY

WORKING INFRASTRUCTURE

Sacramento County
Interagency Children's
Policy Council (ICPC)

**STEERING COMMITTEE ON REDUCTION
OF AFFICAN AMERICAN CHILD DEATHS**

Community
Leadership
Roundtable (CLR)

RAACD Technical Assistance Resource Center (TARC)

Valley Hi
South
Sacramento
Christian Center
+
Multi-
Disciplinary
Team

Arden Arcade
Mutual
Assistance
Network
+
Multi-
Disciplinary
Team

**Del Paso/
North
Sacramento**
Roberts Family
Development
Center
+
Multi-
Disciplinary
Team

Oak Park
Greater
Sacramento
Urban League
+
Multi-
Disciplinary
Team

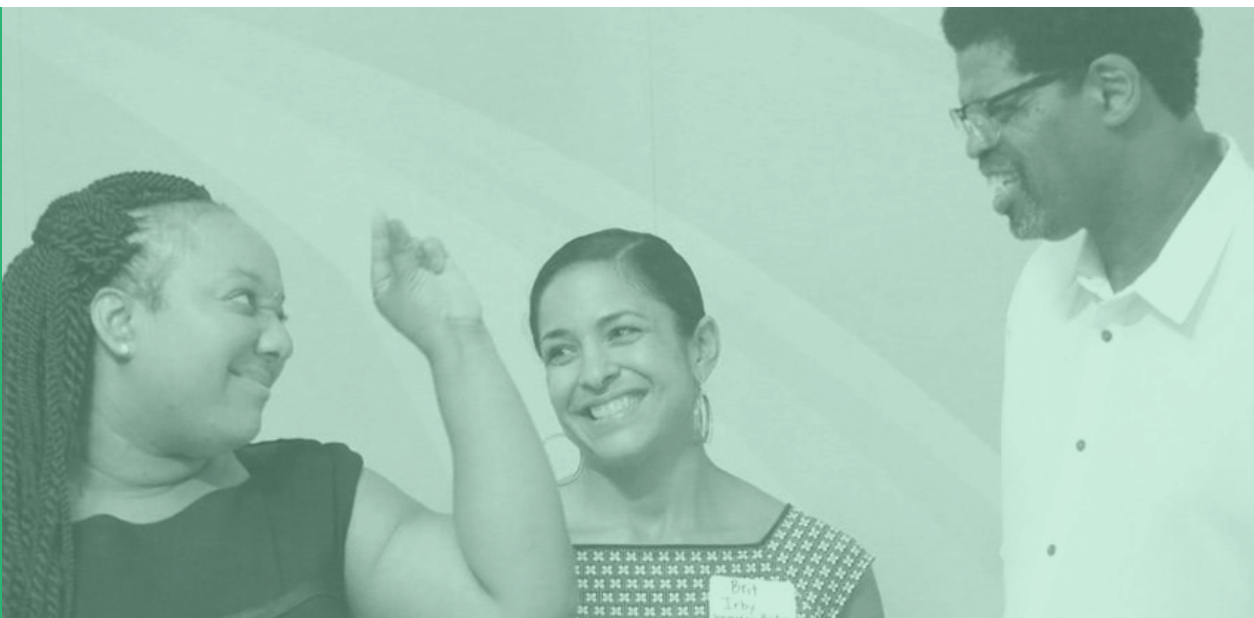
**North Highlands/
Foothill Farms**
Liberty Towers
Church
+
Multi-
Disciplinary
Team

**Fruitridge
Stockton**
Center for
Community
Health and
Well-Being/
Building Healthy
Communities
+
Multi-
Disciplinary
Team

Meadowview
Focus on
the Family
Foundation,
Antioch
Baptist Church
+
Multi-
Disciplinary
Team

A key strategy in building and strengthening the CILs is the development of the Technical Assistance Resource Center (TARC). The TARC implementation is core to the development, collaboration and capacity building of the CIL grantees and RAACD community stakeholders. The TARC professional learning community gatherings, known as the Profound Purpose Institute (PPI), are held on a quarterly basis with the goal of building CIL, CLR and community stakeholder capacity, sharing best practices and

informing communities of local resources. In 2016-2017, the PPI's are focused on the four leading causes of African American child deaths in Sacramento County, including infant sleep-related deaths, perinatal conditions, child abuse and neglect and third-party homicides. The first PPI was held on August 18, with a focus on safe infant sleep. The TARC is coordinated by Gina Roberson of FRIENDS and faculty has included Margaret Jackson of Cultural Brokers, Inc., Dr. Ethan Cutts, Diane Galati and presenters from First 5 Sacramento and the Child Abuse Prevention Council. National expert Erika Clark Jones from Celebrate One presented at the October 24 PPI.



PRIORITY 4: DATA-DRIVEN ACCOUNTABILITY AND COLLECTIVE IMPACT (EVALUATION)

The evaluation workgroup developed a plan to assess the implementation and short-term, intermediate and long-term outcomes of the Steering Committee's work and the activities in the communities. The RAACD implementation plan includes the collection of secondary data (including numbers and rates of African American child death) and its compilation in a data hub, participatory action research (PAR), quality assessments and other approaches. To implement the data hub and PAR components of the evaluation, the workgroup developed two requests for qualifications. Based on the statements that were submitted, two organizations were asked to prepare full proposals. After a systematic review process, LPC Associates was selected for both the Data Hub Manager and the PAR Coordinator. For the data hub, LPC Associates has developed a framework for data collection and analysis, outlined a plan to use technologies that will enable the CILs to easily upload data, and is expected to produce quarterly neighborhood updates. The PAR component of the evaluation will get underway in early 2017. With the support of The Center, the evaluation workgroup will continue its monitoring of the quality of the contractors' work and deliverables, and will coordinate reporting of results with the Steering Committee.

PRIORITY 5: COMMUNICATIONS AND INFORMATION SYSTEMS (COMMUNITY MESSAGING)

A request for proposals seeking a communications firm or organization was released in February 2016. In April 2016, the Steering Committee voted to approve the Observer Media Group, led by the Sacramento Observer with partners Blanket Marketing Group, KDEE, Hill & Company and CBC Communications to lead the RAACD communications strategy. The RAACD communications plan includes the development of an overall, county-wide project brand strategy, a robust media campaign that includes both traditional media (print, radio, billboards, etc.) and non-traditional (social media, web) approaches, and an outreach strategy that will train young people through a multi-media academy starting in spring 2017. The new name for this body of work is the Black Child Legacy Campaign. Additionally, leveraging funding from the City of Sacramento, the Sac Cultural Hub has been contracted to develop and launch the Loving Brown Babies Campaign from fall 2016 through winter 2017. This campaign is designed to provide resources and information for African American women to create a positive and healthy environment for themselves during pregnancy.

LOOKING FORWARD

“CONTINUE THE WORK OF THE BLUE RIBBON COMMISSION BY ESTABLISHING A STEERING COMMITTEE TO PROMOTE A COORDINATED PUBLIC-PRIVATE PARTNERSHIP WITH DIVERSE REPRESENTATION TO ENGAGE AND EMPOWER THE AFRICAN AMERICAN COMMUNITY, EFFECTIVELY IMPLEMENT RECOMMENDATIONS, AND EVALUATE PROGRAMS TO BUILD SUSTAINABLE SYSTEMS WITH LASTING IMPACT.”

- BLUE RIBBON COMMISSION 2013

NEXT STEPS: 2016-2017

The goal of reducing the African American child mortality rate in Sacramento is daunting, but we are confident that the systemic strategies and collaborative partnerships put in place are creating the necessary infrastructure to make an impact in Sacramento's most vulnerable communities. As the RAACD plan moves forward to the next phase of work, we will:

- Provide strong support to the CLR members by providing training and technical assistance to strengthen the infrastructure of the cultural broker activities and protocols to align with the county child welfare implementation model.
- Continue to develop the design and implementation strategies of the ICPC elements. This includes technical assistance to county staff and community leaders. We will cultivate a forum for interagency collaboration and enact a vision to ensure maximum participation with city and county departments.
- Continue to utilize the TARC and PPIs as a forum for engaged community learning, with a goal of having them utilized fully by CILs and community stakeholders. We will provide grantee support by sharing best practices that are garnered from national and local experts, including follow through on new strategies for partnership development throughout Sacramento County.
- Continue the work of the county multi-disciplinary teams (MDTs) and institutionalize the approach in all of the RAACD neighborhoods. We will ensure that the CIL and MDT services are fully proficient, and provide technical assistance and assessment in meeting coordinated RAACD plan benchmarks.
- Convene Steering Committee members and community stakeholders to establish a quality assessment leadership team to measure the programmatic benchmarks of the CIL grantees to improve their capacity and work to expand collective impact opportunities, overcome barriers and engage the community as partners.
- Provide timely data to the Steering Committee and CILs about the seven neighborhoods through the work of the data hub and participatory action research teams.



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