



<p><b>Update and Confirm Policy Action Steps</b></p> <ul style="list-style-type: none"> <li>▪ Update and Action on CAC 2011 Legislative Priorities - Soda Tax, Healthy Food Financing Initiative, Safe Routes to School</li> <li>▪ Introduce California Coordinated Advocacy System             <ul style="list-style-type: none"> <li>○ Explore opportunities for specific projects/actions that CAC and Strategic Alliance can do together now</li> </ul> </li> </ul> <p><u>Action:</u></p> <ul style="list-style-type: none"> <li>➤ Confirm next action steps for the 3 CAC state legislative priorities</li> <li>➤ Create a snapshot of elements for a coordinated policy advocacy system</li> <li>➤ Identify projects or actions that CAC and SA can do together to galvanize collective policy/administrative action</li> </ul>	<p>Susan Elizabeth</p> <p>Linda Shak</p> <p>All</p>	<ul style="list-style-type: none"> <li>▪ Co-chair Susan Elizabeth reviewed the California Convergence Summary of Accomplishments.</li> <li>▪ Susan noted the transformation of CAC to a “community-governed network” and the visibility of CAC in the field. She added: “CAC is an organization that is growing and learning and responding to this dynamic field.”</li> <li>▪ Highlights:             <ul style="list-style-type: none"> <li>○ ENACT DAY support and presence around three policy areas. CAC outreached and sponsored engagement of 31 community leaders, including 26 residents.</li> <li>○ Two Learning and Action teleconferences: CAC has developed the ability to host teleconferences and webinars on policy action opportunities in partnership with policy advocates quickly as the need arises.</li> <li>○ Policy Priorities: Taylor briefly discussed DRAFT policy prioritization criteria and mechanism which would help regions understand and determine where to focus.</li> <li>○ Resources: There have been vigorous efforts to secure additional resources. SC members have been active in this process.</li> <li>○ CAC is beginning to establish what it would take to institute a “Policy Advocacy System” → Please refer to Summary of Accomplishments Document for more complete highlights.</li> </ul> </li> <li>▪ Update around 2011 Legislative Priorities was provided. The purpose of this update was (for each of the three bills) to:             <ul style="list-style-type: none"> <li>○ Identify where each bill is in the legislative process.</li> <li>○ Determine how CAC can use its assets at the state and local level to provide education and advocacy.</li> <li>○ Share a menu of options (e.g. tools and TA) for each bill that communities can access to engage on the ground, and support what is happening at the state level.</li> </ul> </li> <li>▪ <b><u>Policy Priority AB 669 Soda Tax Bill:</u></b> Lisa Hershey provided information on behalf of Stefan Harvey with CCPHA.             <ul style="list-style-type: none"> <li>○ AB 669 is on the suspense file of the Assembly Appropriations Committee, where it will stay for the remainder of this year. Since this is the first year of the legislative session, technically the bill will be “alive” when the Legislature convenes in late December/ early January 2012.</li> <li>○ Although there is currently little for CAC members to do for AB 669 during the remaining months of 2011 at the state level, members should be pushing policy at the local level. Local policy action will build support for a state soda tax and for local soda taxes.</li> <li>○ <b><u>MENU OF OPTIONS:</u></b> <ul style="list-style-type: none"> <li>• Advocate for adoption of local soda policies, including local soda taxes. → CCPHA plans to release a report in the fall indicating how much money cities could generate through implementing soda taxes. This could serve as a resource for community members.</li> <li>• CCPH has invited CAC Co-Chairs Susan Elizabeth and Anthony Taylor to serve on an advisory council for the soda campaign work.</li> </ul> </li> </ul> </li> <li>▪ A number of CAC community leaders indicated that they are currently working on local policies related to the soda tax.</li> <li>▪ <b><u>Policy Priority AB 516 Safe Routes to School:</u></b> this bill would increase the scope of “Safe Routes to School” construction to specifically consider disadvantaged communities (V. Manuel Perez).             <ul style="list-style-type: none"> <li>○ Before providing an update on AB 516, Linda Shak provided an overview of Strategic Alliance and their work. Linda noted that Strategic Alliance facilitates a network of statewide advocates that have their own legislative agendas. Strategic Alliance does not carry or present legislation, but rather keeps “a steady drumbeat in the media” around selected policy initiatives.</li> </ul> </li> </ul>
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		<p>intended to be used for?</p> <ul style="list-style-type: none"> <li>▪ A number of CAC community leaders indicated that they are currently working on local policies related to Food Systems.</li> <li>▪ <b>California Coordinated Advocacy System:</b> Co-Chair Susan Elizabeth introduced s draft diagram of a “Coordinated Policy Advocacy System”. This diagram captured how CAC would facilitate the strategic use of assets across the state to increase the probability of advancing policy.             <ul style="list-style-type: none"> <li>○ Susan explained that the purpose of this process is to create a Seamless Advocacy System: “to look at what that means, how does that wok, and what is the role California Convergence can play in this”.                 <ul style="list-style-type: none"> <li>• Need to consider how CAC and Strategic Alliance can work together to increase probability of policy change.</li> <li>• Susan clarified that CAC not only wants to express interest in policies at the state level, but also wants to makes it easier for partners to implement policies at the local level.</li> </ul> </li> </ul> </li> <li>▪ QUESTIONS: How do we enable residents to become part of the process? How can we help improve or change the system? What is difficult? What is working? What is needed? How can we move forward?</li> <li>▪ CAC members offered the following <b>RESPONSES:</b></li> </ul> <p><b><u>How to do we increase the probability of policy change while identifying and implementing policy at the local and regional level?</u></b></p> <ul style="list-style-type: none"> <li>○ Keep in mind, issues don’t change for communities. Focus should be on lifting up what is happening on the ground: “Residents know how the issues affect them”.</li> <li>○ Can be proactive and inform policy agendas for upcoming year</li> <li>○ When discussing policy at the National and State level, need to consider how these policies relate to ground level issues already underway.</li> <li>○ For areas and communities where discussing policy is new, start the conversation where community members are. Consider: What are their issues? If there is a communication disconnect, start where residents are, and help them understand policy processes. Ultimately, policy processes need to be driven by the people</li> <li>○ Consider how we can relate the issues and bring them together under one goal.</li> </ul> <p><b><u>How do we support the work on the ground to create “critical mass”?</u></b></p> <ul style="list-style-type: none"> <li>○ One challenge is that organizations are not allowed to advocate – need residents. Residents, however, often feel like “mouthpieces”. We need to change our work to address resident needs, as opposed to changing their words to suit organizational demands.</li> <li>○ Residents need information: “If we provide the tools and resources, residents can take the work into their own hands”.             <ul style="list-style-type: none"> <li>• To increase resident participation, can outline the policy processes with options (e.g. templates for letters, talking points) that indicate what strategies are most effective and provide summaries of legislative bills.</li> <li>• Information should be multi-lingual.</li> <li>• Residents need space to tell their own stories and talk from the heart.</li> <li>• LA Success: 1) Find community passion 2) Give them the tools to set residents up for success and to secure policy wins 3) Policy Adoption Model (as in the case of LA) taking the mystery out of the process – i.e. 5 Step Tobacco Model (followed by CCPHA)</li> </ul> </li> <li>○ Consider the impact of the shift in power when community members are able to convene with one another before taking their discussions and activism to the state level.</li> <li>○ To support bottom-up initiatives, organizations can focus on leadership training in areas that allow members to advocate for themselves – e.g. media advocacy training. The key is to tailor resources to accommodate what training communities need.</li> </ul>
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Physical Activity Break	All	
Update and Discuss Technical Assistance and Financial Resources for Regionalization	Anthony Taylor	<ul style="list-style-type: none"> <li>▪ PPH Staff, working with the CAC Resource Development and Sustainability Committee, is striving to acquire additional resources for regions and CAC in general. <ul style="list-style-type: none"> <li>○ To date, core funding for the California Convergence has been received from Kaiser Permanente (Northern and Southern California), and The California Endowment.</li> <li>○ An application has been submitted to the National Convergence Partnership which would</li> </ul> </li> </ul>

# CALIFORNIA CONVERGENCE

Working together to improve food and physical activity environments.

<ul style="list-style-type: none"> <li>▪ Update and discussion re:             <ul style="list-style-type: none"> <li>○ CCROPP TA to regions to stimulate and support regional organizing for policy action</li> <li>○ Funding</li> <li>○ July “Welcome to Convergence” Webinar</li> </ul> </li> </ul> <p><u>Action:</u></p> <ul style="list-style-type: none"> <li>➤ Confirm next steps for CCROPP TA meetings with Regions, funding, and July Webinar</li> </ul>	<p>Genoveva Islas-Hooker</p> <p>Maria Casey</p> <p>Anthony Taylor &amp; Coire Reilly</p>	<p>provide \$75,000/year for two years. Money would be used to promote regional organizing in three regions (Far North, Bay Area, and South including LA), and augment TA support being provided by CCROPP.</p> <ul style="list-style-type: none"> <li>▪ <u>Survey Findings (Survey sent to Regional Leads in April):</u></li> <li>▪ Resource/Funding Needs:             <ul style="list-style-type: none"> <li>○ Funding to support current grant work when grants end. (Funding needs ranged from \$20,000 to \$200,000 per year)</li> <li>○ Funds to continue to participate as Regional Leads/Steering Committee Members ranged from \$0 to \$55,000 per year and about .25FTE.</li> <li>○ Steering Committee Members would like help from PPH to develop resources for the regions including:                 <ul style="list-style-type: none"> <li>• Grant writer</li> <li>• Developing relationships with funders</li> <li>• Identifying grant opportunities</li> <li>• Regional strategic planning assistance</li> </ul> </li> </ul> </li> <li>▪ Other Resource Needs:             <ul style="list-style-type: none"> <li>○ Support to become trainers themselves</li> <li>○ Assistance with translating policy messages that are more engaging and understandable by residents</li> <li>○ Assistance with translation and interpretation</li> <li>○ Webinar and conference line availability</li> </ul> </li> <li>▪ TA Needs:             <ul style="list-style-type: none"> <li>○ Support with developing a plan for regional organizing and recruitment</li> <li>○ Support for regional convenings and other community events</li> <li>○ Support specifically from CCROPP RE: Regional Model (Infrastructure)</li> </ul> </li> <li>▪ Other Support Needs:             <ul style="list-style-type: none"> <li>○ Policy translation</li> <li>○ Teleconferencing</li> <li>○ Strategic and purposeful planning to coalesce policy priorities, as well as projects the regions could simultaneously implement</li> <li>○ Models of resident engagement/leadership development</li> <li>○ Outreach presentation by CAC staff and staff presence at outreach meetings when necessary</li> <li>○ Materials that educate without straying into lobbying</li> <li>○ Brief summary of how to pass a bill and where/how community members can most effectively insert themselves into the process</li> <li>○ Sample letters to state legislatures</li> <li>○ Point person/organization in each county to take responsibility for preparing fact sheets and formula press releases. (Also get word out to local media about state legislation/policy actions and build capacity of local media to understand the issues.)</li> </ul> </li> <li>▪ <u>Next Steps for Regional Organizing:</u> <ul style="list-style-type: none"> <li>○ Interviews will be set up with site leads during the month of July.</li> <li>○ Ultimately, a TA plan will be developed and implemented for each region.</li> <li>○ PPH will be working with current funders and regional leads to expand the funder consortium. Conversations have already begun with four community and family foundations.</li> <li>○ Promote the “Welcome to Convergence” Webinar to be presented in August, 2011. This will be a springboard for the regionalization effort.</li> </ul> </li> </ul>
<p><b>Update on Evaluation</b></p> <p><u>Action:</u></p> <ul style="list-style-type: none"> <li>➤ Kick off and Connect</li> </ul>	<p>Shené Bowie</p> <p>Emily Bourcier</p>	<ul style="list-style-type: none"> <li>▪ Shené Bowie introduced herself as the CAC Steering Committee liaison to the CCHE evaluation and introduced Emily Bourcier as an evaluator on behalf of Group Health/CCHE.             <ul style="list-style-type: none"> <li>○ Emily explained about the background of Group Health/CCHE and their role in evaluating CAC outcomes achieved over the past four years.                 <ul style="list-style-type: none"> <li>• Shené Bowie and Anthony Taylor were identified as key CAC representatives in</li> </ul> </li> </ul> </li> </ul>

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<p>SC to CCHE Evaluation</p>		<p>supporting this process.</p> <ul style="list-style-type: none"> <li>○ The Evaluation will focus on the following three <u>questions areas</u>: <ul style="list-style-type: none"> <li>● CAC synergy and collaboration</li> <li>● Increased sense of ownership</li> <li>● Extent to which policy impacts achieved.</li> </ul> </li> <li>○ CCHE will conduct 30 interviews and write 2 case stories. <ul style="list-style-type: none"> <li>● Interviews will be conducted with 6-7 funders, 4 statewide policy advocates, and 20 grassroots organizations. They will be chosen to represent all levels of CAC work and involvement.</li> </ul> </li> <li>○ They are seeking to coordinate with the Aspen Institute's Learning Dialogue to minimize the impact on CAC members and other partners</li> </ul> <ul style="list-style-type: none"> <li>▪ <u>Next Steps</u>: <ul style="list-style-type: none"> <li>○ Consider how best to communicate and disseminate lessons learned.</li> </ul> </li> </ul>
<p>Provide Input for August SC Teleconference Agenda</p>	<p>Susan Elizabeth</p>	<ul style="list-style-type: none"> <li>▪ Co-Chair Susan Elizabeth invited participants to provide input on Agenda Items for the next Steering Committee meeting to be held <u>August 25, 2011 2-4pm</u> via teleconference. The following were listed as possible topics: <ul style="list-style-type: none"> <li>○ Update on outcomes of Learning Dialogue</li> <li>○ Update on Policy Workgroup around advocacy system development</li> <li>○ Update on Regional Support and CCROPP TA work</li> <li>○ Specific policy updates</li> <li>○ Updates on Funding</li> <li>○ Revisit Bylaws – Consider keeping as a standing Agenda Item, and address the mission statement.</li> <li>○ Set aside 20 minutes to discuss Food Day with Strategic Alliance (to be held October 24) and the role of CAC</li> <li>○ Prepare to elect SC members and Co-chairs in September</li> </ul> </li> <li>▪ It was emphasized that the goal for the next SC meeting is to have <u>at least</u> two members from each region present to enable a quorum to vote on any matters that should arise.</li> </ul>
<p>Update on CA Convergence Calendar – Upcoming Events</p>	<p>Anthony Taylor</p>	
<p>Adjourn</p>		