

**Rural People Power Moves Mountains**  
**Wednesday, October 26, 2011 ■ 9:00am – 3:30pm**

**Meeting Notes**

**Purpose:** Build a shared identity and capacity as a Far North Region within the California Convergence.

**Meeting Outcomes:**

- Improve our understanding of the California Convergence statewide network and the collaboration opportunities among the 'Far North' region
- Create a shared agreement on our common strengths and common challenges as regional partners
- Build capacity for policy advocacy and awareness of technical assistance, tools and training available to support community action
- Confirm Far North Regional Priority topics for potential "policy" action: coalesce a larger support network behind health equity issues that are important to this rural region
- Identify next steps for CA Convergence Far North Regional Action in 2012

Topic	Lead	Notes
<b>Networking Breakfast and Registration</b>		
<b>Welcome</b> <ul style="list-style-type: none"> <li>▪ Introductions</li> <li>▪ Overview of Agenda and Meeting Outcomes</li> </ul>	Barbara Jackson	<ul style="list-style-type: none"> <li>▪ Barbara Jackson, with the Anderson Partnership for Healthy Children and CA Convergence Regional Lead to the Far North, opened the meeting and provided an overview of the meeting outcomes and agenda.</li> <li>▪ Barbara facilitated introductions of participants who were asked to provide their names and organizations/communities they represent. There were 41 people in attendance, representing 8 Far North counties and several statewide policy advocacy/resource organizations.</li> <li>▪ Barbara facilitated a group activity to address commonalities participants share across the Far North region. Participants were asked to share what they feel identifies the Far North region.</li> </ul>
<b>Sharing Success: The Central California Regional Obesity Prevention Program Experience</b>	Genoveva Islas-Hooker	<ul style="list-style-type: none"> <li>▪ Barbara introduced Genoveva Islas-Hooker, Regional Program Coordinator with the Central California Regional Obesity Prevention Program (CCROPP).</li> <li>▪ Genoveva highlighted ways in which challenges faced by stakeholders in California's Central Valley mirror those of the Far North.               <ul style="list-style-type: none"> <li>○ Genoveva offered the following assessment questions when considering challenges to improving Food and Beverage and Physical Activity environments: 1. What are the challenges to eating better? What could make it easier? 2. What are the challenges to being more physically active? What could make it easier?</li> <li>○ When comparing challenges, Genoveva noted local food systems with the inability to keep local produce in the region, poor infrastructure, and socioeconomic barriers to accessing shared physical activity spaces and healthy food.</li> </ul> </li> <li>▪ Genoveva shared the CCROPP model used in the Central Valley: a community-driven, bottom-up approach to driving policy change. She emphasized the importance of partnership as well as education coupled with targeted systemic change.</li> <li>▪ Genoveva highlighted CCROPP focus areas and local community successes including: Community Leadership Development, Educating Decision Makers, Media Advocacy, Improving Access to Healthy Foods (including expanding EBT and WIC healthy food choices, school farm stands, small store conversions), and Increasing Opportunities for Physical Activity (making parks safer, improving park amenities, adding health elements to general built environment planning, joint use of schools and recreational facilities).</li> <li>▪ Genoveva shared lessons learned:               <ul style="list-style-type: none"> <li>○ Policy and environmental change work takes time</li> <li>○ Residents are the experts</li> </ul> </li> </ul>

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		<ul style="list-style-type: none"> <li>○ Leadership development works</li> <li>○ Working to reverse obesity will require everyone in every sector working together</li> <li>○ Invest in educating and building relationships with decision makers</li> <li>○ Diversify funding</li> <li>○ Maximize assets of rural communities</li> <li>▪ For more information: CCROPP Regional Office 1625 E. Shaw Avenue, Ste. 146 Fresno, CA 93710 P: (559) 228-2140 <a href="http://www.ccropp.org">www.ccropp.org</a></li> </ul>
<p><b>Setting the Far North Context of CA Convergence</b></p> <ul style="list-style-type: none"> <li>▪ Why/How to become part of Convergence?</li> <li>▪ Why create (a) Far North region/s</li> <li>▪ What does the data tell us: Share Far North E-Profile Analysis</li> </ul>	<p>Jennifer Rice</p> <p>Lara Weiss</p> <p>Robin Dean</p>	<ul style="list-style-type: none"> <li>▪ Jennifer Rice with Humboldt Area Foundation &amp; Humboldt Partnership for Active Living (HumPAL) and Lara Weiss with Humboldt County Department of Health and Human Services, Public Health Branch, both CA Convergence Steering Committee members, provided an overview of California Convergence and the role of the Far North region.             <ul style="list-style-type: none"> <li>○ Lara explored the benefits of joining CA Convergence highlighting the CA Convergence regional organizing context, support of the local voice, bottom-up approach, peer support and learning opportunities, and practice of silo-busting.</li> <li>○ Jen provided an overview of ongoing CA Convergence work:                 <ul style="list-style-type: none"> <li>▪ Policy campaigns – policy advancement and wins (with AB581: Healthy Food Financing initiative and AB516 Safe Routes to School).</li> <li>▪ Increased peer-to-peer learning opportunities</li> <li>▪ Support of civic engagement opportunities and events – CA Convergence seeks to work with people on the ground and lift up their voices in Sacramento to allow a 2-way exchange between legislatures and communities to emphasize real community needs for policy improvements.</li> </ul> </li> <li>○ Lara introduced the organizational structure of CA Convergence and Jen reviewed the benefits of using this structure to support collaboration across the Far North:                 <ul style="list-style-type: none"> <li>▪ Ability to magnify our voice for policy change</li> <li>▪ Ability to elevate rural priorities</li> <li>▪ Ability to help and support one another</li> </ul> </li> <li>○ Lara closed with an invitation for attendees to consider:                 <ul style="list-style-type: none"> <li>▪ How do you want to be part of CA Convergence?</li> <li>▪ How does the Far North want to be represented on the Steering Committee?</li> <li>▪ Would you like to participate in a workgroup?</li> <li>▪ What are our policy priorities as a region?</li> <li>▪ What characteristics are we looking for in a regional coordinator to advance Far North efforts?</li> <li>▪ Do you need TA?</li> <li>▪ Do you have any ideas for funding support for regional organizing?</li> <li>▪ Who else should be here today?</li> </ul> </li> </ul> </li> <li>▪ For more information: Lisa Hershey, Program Director of California Convergence Coordinating office: <a href="mailto:lhershey@partnershipph.org">lhershey@partnershipph.org</a> 180 Grand Avenue, Ste 750 Oakland, CA 94612 P: (510) 451-8600 <a href="http://www.californiaconvergence.org">www.californiaconvergence.org</a></li> <li>▪ Barbara introduced Robin Dean, Resource Development and Evaluation Coordinator for the California Convergence Coordinating Office. Robin presented healthy community assessment</li> </ul>

		<p>results for the Far North.</p> <ul style="list-style-type: none"> <li>▪ <b>Background:</b> this summer, the California Department of Public Health (CDPH) asked CA Convergence to survey its place-based statewide partners to see which community collaboratives have been implementing portions of the California Obesity Prevention Plan (COPP). The survey also sought to determine what skills and resources can be shared across initiatives, and what types of capacity-building opportunities could address community needs.</li> <li>▪ CA Convergence partnered with CDPH and the Center for Applied Research and Environmental Systems (CARES) and initiated an assessment through the electronic platform CommunityCommons.</li> <li>▪ Robin shared the CommunityCommons map of initiatives. She noted that there were 113 initiative profiles up as of the end of September. As of October, there are 250 initiative profiles posted from across the state. Robin took participants on a tour of the CommunityCommons site exploring an initiative profile, and identifying tools that can support advocacy work.</li> <li>▪ Robin shared key findings from the COPP assessment:             <ul style="list-style-type: none"> <li>○ Policy priorities currently engaged in: a number of Far North initiatives are actively working to address current CA Convergence policy priorities with an emphasis on sugar-sweetened beverages/soda tax; land use/climate change; and safe routes to school.</li> <li>○ Strategies employed to advance work: results for the Far North are consistent with findings from other regions. Focus has tended to be around working in communities and neighborhoods, schools, and workplaces. Additionally, almost all communities are working with youth.</li> <li>○ Opportunities for collaboration: assessment revealed opportunities for resource-sharing across all sectors, particularly in promoting access to fruits and vegetables, increased physical activity and decreased access to sugar-sweetened beverages.</li> <li>○ Skills to share: skills to share with other organizations were present in almost all areas surveyed. The top 5 responses were in youth engagement; facilitating groups; mobilizing communities; coaching (in person, by phone, or email); and training (in person or through webinars).</li> <li>○ Capacity-building needs: respondents identified the greatest need for capacity-building in policy advocacy; resource development (i.e. grant writing, fundraising); creating toolkits and other resources; training (in person or through webinars); and collecting and analyzing information. Robin noted the areas for which skills to share and capacity-building needs implied opportunities for collaboration across the region.</li> </ul> </li> <li>▪ Robin shared comments made by respondents around benefits and challenges to working collectively as a region:             <ul style="list-style-type: none"> <li>○ Benefits: sense of unity, commonality, and strength in numbers; peer learning and leveraging resources to advocate for policy and environmental change; and fundraising were common themes.</li> <li>○ Challenges: characteristics of the region or locality (size, demographics of communities); dilution of resources; and distance from other regions were common themes.</li> </ul> </li> <li>▪ Robin concluded, encouraging participants to return to the CommunityCommons site to complete an e-profile.</li> <li>▪ For more information: Robin Dean, Resource Development and Evaluation Coordinator for California Convergence Coordinating Office: <a href="mailto:rdean@partnershipph.org">rdean@partnershipph.org</a> P: (510) 302-3371 <a href="http://www.californiaconvergence.org">www.californiaconvergence.org</a> <a href="http://profiles.communitycommons.org/preregister.aspx?cohortid=10">http://profiles.communitycommons.org/preregister.aspx?cohortid=10</a></li> </ul>
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		<ul style="list-style-type: none"> <li>▪ Jennifer Rice and Lara Weiss direct participants to sheets of poster paper on the walls around the room, and encouraged everyone to provide feedback or indicate ways they would like to become more involved in California Convergence.</li> </ul>
<p><b>Creating a Shared Vision</b></p>	<p>Genoveva</p>	<ul style="list-style-type: none"> <li>▪ Genoveva Islas-Hooker guided the group in the process of creating a word cloud to visually depict the interests and goals of the Far North region.</li> <li>▪ Genoveva sought responses to the following questions:             <ul style="list-style-type: none"> <li>○ Q: What are themes that identify the Far North as a region? Responses: natural beauty; cohesiveness/community-oriented; accountability and mobilization around health (healthy places and people); farming community</li> <li>○ Q: What are the stories we are told about our communities? Responses: population has given up/apathetic; suffer from brain drain; there is no money in farming and agriculture (vs. marijuana); unemployment; limited funding; population more sedentary; streets not safe for children; decision-making has economic focus.</li> <li>○ Q: What are the challenges to increasing or improving access to healthy food and physical activity? Responses: high costs of healthy foods; limited opportunities for daily physical activity; lack of infrastructure; lack of resources (education, financial, etc.); geography (weather, highways as main roads); terms of elected officials (small windows of opportunity);</li> <li>○ Q: What are changes we could make to improve access to healthy food and physical activity? Responses: complete streets; limit government support dollars for unhealthy foods; increase engagement of residents; engage politicians; promote clean water in schools; improve infrastructure</li> </ul> </li> <li>▪ Genoveva created a Word cloud from responses to exemplify how to collectively promote change across the region.             <ul style="list-style-type: none"> <li>○ Most emphasized words included: Health (healthy, healthier); regional; funding (as a need); voice and power (commitment to engaging community voices in change); policy; food; local systems.</li> </ul> </li> <li>▪ Given the emphasis on developing a regional voice, participants were encouraged to identify who (people, counties, organizations) was missing from the discourse. Participants shared the following responses:             <ul style="list-style-type: none"> <li>○ Community members/residents</li> <li>○ Trinity – Human Response Net.</li> <li>○ City Council &amp; County Supervisors</li> <li>○ Superior California Economic District</li> <li>○ Super COG</li> <li>○ Del Norte</li> <li>○ Parks and Recreation representatives</li> <li>○ Planning Department representatives</li> <li>○ Regional (or local) foundations</li> <li>○ Health care providers</li> <li>○ Yuba County</li> <li>○ Butte County</li> <li>○ Health Officers/Directors</li> <li>○ School representatives</li> <li>○ WIC</li> <li>○ First 5 – Sutter &amp; others</li> <li>○ Indian Health Services</li> <li>○ Higher Education</li> <li>○ Youth</li> </ul> </li> </ul>

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		<ul style="list-style-type: none"> <li>▪ Barbara Jackson stated a goal of holding future meetings to foster these relationships and further this work: two face-to-face meetings per year and four via teleconference.</li> </ul>
<b>Physical Activity Break</b>	All	
<b>CA Convergence 2011 Policy Update:</b> State and local successes and opportunities	<p>Patti Horsley</p> <p>Jen Rice</p> <p>Emily Sinkhorn</p> <p>Sarah Mercer</p> <p>Melinda Shaffer</p>	<ul style="list-style-type: none"> <li>▪ Barbara Jackson introduced Patti Horsley with the Safe Routes to School Technical Resource Center. Patti provided an update and shared resources for implementation of Safe Routes to School policies.</li> <li>▪ Patti emphasized active transportation as one key opportunity for safe everyday activity to engage in through SRTS. It makes physical activity an everyday habit and is important in rural areas and small towns where there is limited access to parks, fitness centers, etc. Active transportation provides almost 30 minutes per day of additional physical activity for improved health outcomes for children and families, improved academic performance, and improved traffic and air quality in school zones.             <ul style="list-style-type: none"> <li>○ The challenge is that nobody wants to walk or bike if it is not safe.</li> <li>○ Complete Streets policies encourage active transportation, but we must question: What could this look like? Must consider: 1. Are areas and sites accessible? 2. Are curb cuts adequately marked? 3. Are there zebra crossings? 4. Are there bike lanes? 5. Is there in-street parking? 6. Is there a bus loading zone? Etc.</li> <li>○ The SRTS Program is one option for working to create complete streets that facilitate active living. However, Patti noted that SRTS may not provide the best solutions for all communities, because it does require some specific capacities and conditions to be an effective strategy.</li> </ul> </li> <li>▪ Patti shared what SRTS strategies can do, noting: roadway improvements, pedestrian and bike safety education, the creation of incentive programs, and working with local police enforcement to promote safety, etc.</li> <li>▪ Patti shared some effective strategies that have supported SRTS improvements:             <ul style="list-style-type: none"> <li>○ Walking school bus – allows for safety in numbers as groups of students can be escorted by 1 or more adults, formal or informally, and supports community involvement – if you cannot walk with your child, perhaps a neighbor can.</li> <li>○ SRTS programs can include assisting children who live far away from their schools through park and walk sites (families can park and drop kids off to walk with faculty members/teachers), SRTS bus stops, etc.</li> <li>○ Patti stated that success starts small: grants can be competitive and most effective when groundwork has been laid out first. Can initiate work with: procurement of small community grants, education and encouragement, SRTS Task Forces, mobility audits, engineer meet-and-greets, complimenting existing planning efforts, and seeking opportunities to build community capacity.</li> </ul> </li> <li>▪ Currently, funding is allocated proportionately by student population (\$1million each for districts 1&amp;2 and more for district 3). There is Federal SRTS funding (\$23 Million to CA annually) and State SR2S funding (\$24.25 Million annually).             <ul style="list-style-type: none"> <li>○ AB 516: specified public participation process and consideration of benefit to low-income schools. It included no change to district allocations but may help prioritize needs of low-income schools. Changes to be incorporated into next Caltrans state funding call.</li> </ul> </li> <li>▪ Opportunities for the Far North Region:             <ul style="list-style-type: none"> <li>○ On-site or phone Technical Assistance</li> <li>○ No-cost Safe Routes to School workshops for low-income schools</li> <li>○ No-cost tailored trainings</li> <li>○ SRTS Resource Toolkit for Rural/Small Towns</li> <li>○ Monthly regional networking calls – to share strategies, lessons learned, etc.</li> <li>○ The SRTS Technical Resource Center can provide some information around strategies for funding applications and opportunities</li> </ul> </li> </ul>

		<ul style="list-style-type: none"> <li>▪ For more information: Patti Horsley, Safe Routes to School Technical Resource Center – Northern California <a href="mailto:Patti.Horsley@cdph.ca.gov">Patti.Horsley@cdph.ca.gov</a> (916) 208-1955 <a href="http://www.CAsaferoutestoschool.org">www.CAsaferoutestoschool.org</a></li>   <li>▪ Jennifer Rice was joined by Emily Sinkhorn with the Humboldt Partnership for Active Living (HumPAL) to share a local SRTS success story             <ul style="list-style-type: none"> <li>○ HumPAL, founded in 2004, sought to build capacity and motivation of local organizations and agencies to address healthy environment challenges, engage communities, and identify areas for collaboration. They have established a multi-disciplinary approach to connect stakeholders across sectors around strategic thinking and action.</li> <li>○ The challenge they face is that schools tend to border state highways. This is compounded by a lack of infrastructure (i.e. sidewalks) and affects access to complete streets and transportation to schools. Consequently, HumPAL members sought to work directly and extensively with Caltrans.</li> <li>○ They defined their need as: safe, basic, and equitable access to education services for all people of all means and abilities.                 <ul style="list-style-type: none"> <li>▪ HumPAL emphasized the importance of socioeconomic equity – in Eureka, 89% of pedestrian- and bicycle-auto collisions occur in neighborhoods with 49%-91% low income households.</li> </ul> </li> <li>○ Grant Elementary served as a key step in the formation of an Eureka SRTS Task Force which allowed for multidisciplinary collaboration between the school PTA and stakeholders.                 <ul style="list-style-type: none"> <li>▪ Grant Elementary PTA had a supportive administrator and principal, providing momentum and capacity around improving safe routes.</li> <li>▪ Southern Eureka demographically contains 12% of families who are not native English speakers and average school lunch assistance program participants at a rate higher than the county average.</li> <li>▪ Experienced lack of safe crossings and increased traffic during pick-up and drop-off times.</li> <li>▪ SRTS Task Force conducted a walkability assessment of the school and began to implement changes: improvements to mobile traffic speed monitor, changes to intersections and cross walks, and painting curbs.</li> </ul> </li> <li>○ Outcome: members in the community collaborated to provide both infrastructure and a SRTS program to support change.                 <ul style="list-style-type: none"> <li>▪ The PTA received a mini-grant through the Humboldt Community for Active Living and Nutrition.</li> <li>▪ 54% of students participated in “International Walk to School” movement, using social media and door-to-door visits to promote the event.</li> <li>▪ Still considering additional opportunities: i.e. implementing a crossing-guard program through SRTS grant.</li> </ul> </li> </ul> </li>   <li>▪ For more information: Emily Sinkhorn, HumPAL <a href="mailto:Emily@nrsrcaa.org">Emily@nrsrcaa.org</a> (707) 269-2061 <a href="http://www.humpal.org">www.humpal.org</a></li>   <li>▪ Barbara Jackson introduced Sarah Mercer, Director of Government Affairs with the California Pan-Ethnic Health Network (CPEHN). Sarah provided an update on healthy food and beverage access policy.             <ul style="list-style-type: none"> <li>○ Sarah emphasized the energy and enthusiasm felt by advocates around healthy eating and active living, and ongoing efforts to prioritize this work under the current</li> </ul> </li> </ul>
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		<p>administration.</p> <ul style="list-style-type: none"> <li>○ This enthusiasm is complimented by CTG funding across California to address these needs and priorities.</li> <li>○ Sarah shared a handout that highlights statewide work around SRTS and Healthy Food Financing (HFF) councils, and established fund that addressed food desert and swamp issues. Sarah noted that these councils present advocacy opportunities and encouraged communities to become involved with advisory committees.</li> <li>○ Currently, AB669 (Soda Tax) has advanced. Communities can still consider ways to move this effort forward through advocacy. Locally, for example, this initiative could bring \$1Million into Del Norte.             <ul style="list-style-type: none"> <li>▪ Some successes include local agencies, counties and cities establishing vending machine policies, removing soda from schools. These changes exemplify that local level work feeds what the state can and should be doing. Sarah stated that it is important to work side by side, as many initiatives working nationally, statewide, and locally can support one another's work.</li> </ul> </li> <li>○ Sarah also passed out a packet of materials listing potential funding for local areas.</li> </ul> <ul style="list-style-type: none"> <li>▪ For more information: Sarah Mercer, Director of Government Affairs, CPEHN <a href="mailto:smercer@cpehn.org">smercer@cpehn.org</a> (510) 832-1160</li> <li>▪ Melinda Shaffer with the Healthy Shasta Collaborative shared a local HFF success story:             <ul style="list-style-type: none"> <li>○ Healthy Shasta Collaborative is a community collaborative with 5 initiative areas, food systems being one. They provide support of access to local foods and farmers' markets within communities through collaboration between residents and leaders.</li> <li>○ To advance Healthy Shasta Collaborative's 5-year plan, in 2010 they partnered with Shasta County Health and Human Services Agency and the Shasta Growers Association to promote their ongoing work promoting EBT access in farmers' markets.                 <ul style="list-style-type: none"> <li>▪ In 2010, Healthy Shasta Collaborative mailed vouchers to 10,000 households that were registered for EBT/CalFresh benefits at two points during the summer. Vouchers could be redeemed at Saturday farmers' markets for \$25 worth of wooden tokens for fresh produce. → 2,931 vouchers were redeemed for \$66,394 in support of local farmers.</li> <li>▪ In 2011, efforts were expanded through collaboration with the Mountain Growers Association with the goal of allow vouchers to be redeemable in all markets that accept EBT. 11,000 \$25 vouchers were mailed that could be redeemed at 5 different farmers' market locations. → 3,878 vouchers were redeemed, and as of October 22<sup>nd</sup>, \$81,926 worth of tokens spent at farmer's markets.</li> <li>▪ Total for both years has resulted in \$168,505 worth of Market Money tokens spent.</li> </ul> </li> </ul> </li> <li>▪ For more information: Melinda Shaffer, RD. Dietician and Public Health Nutritionist with Healthy Shasta <a href="mailto:mshaffer@co.shasta.ca.us">mshaffer@co.shasta.ca.us</a> (530) 225-5351</li> </ul>
<p><b>Lunch and Physical Activity Break</b></p>	<p>All</p>	
<p><b>Building Policy Advocacy Strengths</b></p> <ul style="list-style-type: none"> <li>▪ Policy advocacy 101</li> </ul>	<p>Sarah Mercer</p>	<ul style="list-style-type: none"> <li>▪ Sarah Mercer with CPEHN presented attendees with strategies for advocating for social change and capacity building. She provided participants with a handout detailing several advocacy strategies, while speaking at length about three.</li> <li>▪ Sarah provided an overview of CPEHN's 20-year history. CPEHN has four priority areas for</li> </ul>

<p>interactive training</p> <ul style="list-style-type: none"> <li>▪ Getting Equity Advocacy Results – Building Equitable Policy Change tool</li> </ul>	<p>Jme McLean</p>	<p>promoting health equity: 1. all Californians will have equal access to affordable health care; 2. cultural competency will be integrated into quality care; 3. social and environmental conditions will promote the health of communities of color; 4. all health institutions and agencies will address differences in access, utilization, and outcomes among racial, ethnic, and language groups.</p> <ul style="list-style-type: none"> <li>▪ Sarah provided an overview of 5 advocacy strategies: Legislative Advocacy, Administrative Advocacy, Media Advocacy, Policy Analysis, and Community Organizing. She stressed that even in the absence of lobbying dollars to be allocated to this work, community members can still advocate and encourage the participation of residents in communicating needs for change.</li> <li>▪ Sarah focused discussion around the first 3 strategies: Legislative, Administrative and Media Advocacy.</li> </ul> <p><u>Legislative Advocacy:</u> A way to create or change policy through an elected body.</p> <ul style="list-style-type: none"> <li>▪ Sarah reviewed past successes in the use of this type of advocacy, commenting that it is the right of residents and tax payers to influence legislatures to bridge gaps between community needs and those of decision-makers; to use and apply our limited resources effectively; and to influence government priorities.</li> <li>▪ Legislative Advocacy is rooted in an understanding of how communities can use the legislative process to their advantage through identifying where in the legislative process community members have the most influence:             <ul style="list-style-type: none"> <li>○ House:                 <ol style="list-style-type: none"> <li>1. When a Bill is introduced in Assembly (AB) or Senate (SB)</li> <li>2. Committee Hearings</li> <li>3. Floor Action – whether or not local politicians are the ones proposing the bill, residents can still get information on how they plan to vote.</li> </ol> </li> <li>○ Senate:                 <ol style="list-style-type: none"> <li>1. Committee Hearings</li> <li>2. Floor Action</li> <li>3. When a Bill goes to the Governor</li> <li>4. When statutes take effect</li> </ol> </li> </ul> </li> <li>▪ Sarah reviewed the stages of Legislative Advocacy:             <ul style="list-style-type: none"> <li>○ Research and draft</li> <li>○ Identify an author</li> <li>○ Work with legislative staff</li> <li>○ Gather supporters</li> <li>○ Lobby your bill</li> <li>○ Develop alternative strategies</li> </ul> </li> <li>▪ Sarah shared tools for Legislative Advocacy:             <ul style="list-style-type: none"> <li>○ Letters of support</li> <li>○ Calls to elected officials</li> <li>○ Meetings with representatives</li> <li>○ Testifying at committee hearings</li> </ul> </li> <li>▪ Sarah noted that even if an individuals or organization cannot directly advocate or support policy work, people can still get involved through holding press conferences, or passing information to residents and advocates who can drive the issue home.</li> <li>▪ Sarah shared tips for Legislative Advocacy:             <ul style="list-style-type: none"> <li>○ Remember constituents matter</li> <li>○ Learn about your legislator/author</li> <li>○ Explain why legislatures should care</li> <li>○ Make it real</li> <li>○ Know your opposition</li> <li>○ Don't lose your cool</li> </ul> </li> <li>▪ For more information on tracking bills: <a href="http://www.leginfo.ca.gov">www.leginfo.ca.gov</a></li> </ul>
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	<ul style="list-style-type: none"> <li>▪ Taking a survey of attendees, Sarah noticed that a majority of participants have met with legislatures in the past. She emphasized the importance of maintaining relationships with policy-makers who do not support their work now, but may in the future.</li> </ul> <p><u>Administrative Advocacy</u>: influencing policies and decisions made by administrative agencies (regulations, budgets and grants, program operations, internal policies).</p> <ul style="list-style-type: none"> <li>▪ Administrative Advocacy can take place during any state of the legislative process; anytime during the year.             <ul style="list-style-type: none"> <li>○ It can be useful <u>before</u> pursuing legislation, after a law has been passed, during bad budget years, and when there is a new administration – when a law is not being implemented, when the details of implementation still need to be negotiated, or when you disagree with a policy set by an administrative agency to ensure laws are implemented in ways that local communities need them to be.</li> </ul> </li> <li>▪ Sarah shared types of Administrative Advocacy:             <ul style="list-style-type: none"> <li>○ Submit written comments on draft regulations</li> <li>○ Meet with agency to develop a relationship with staff</li> <li>○ Serve on a state board or commission</li> <li>○ Testify at an administrative hearing</li> </ul> </li> <li>▪ Sarah stressed the importance of knowing the rulemaking process and developing relationships.             <ul style="list-style-type: none"> <li>○ Public meeting times and locations are accessible on online or through local organizations. They are opportunities to connect residents and present local data that can address issues and allow for continued conversation off-line. We can encourage residents and advocates to help form agendas or propose issues to be discussed.</li> <li>○ Community members can also serve on Formal Committees i.e. Medi-Cal Advisory Committee, Healthy Families Quality Advisory Committee, Department of Public Health Advisory Committee, OSHPD Health Policy and Data Advisory Commission.</li> <li>○ These efforts can also be complimented by an inside-out strategy to create and build personal relationships while also participating in letter writing and other efforts to drive it home.</li> </ul> </li> <li>▪ Sarah shared tips for effective Administrative Advocacy:             <ul style="list-style-type: none"> <li>○ Do your homework</li> <li>○ Aim high</li> <li>○ Build relationships</li> <li>○ Know various stakeholders</li> <li>○ Be able to provide specific recommendations and information/data - bring expertise to committees and comment on draft regulations. Governments need to hear about how their interpretations of laws do/do not impact people on the ground.</li> <li>○ Be able to rapidly mobilize and respond</li> <li>○ Be patient</li> </ul> </li> <li>▪ Sarah also mentioned some obstacles that communities and advocates can experience through Administrative Advocacy: there are a number of stakeholders weighing in during this process (i.e. industries, companies or others with opposing interests). Community advocacy is just one part of what staff consider and they may not be fully receptive certain interests. Furthermore, there are committees and commissions that have different requirements for involvement, but service on these bodies to gain clout and a presence is a great strategy.</li> <li>▪ Sarah mentioned specific resources to assist in supporting Administrative Advocacy efforts. She mentioned that organizations such as Urban Habitat can offer training around serving on committees. CPEHN can also: identify draft regulations for comments, nominate individuals to serve on boards and commissions, invite individuals to meetings with state agency staff, and help prepare testimony at hearings.</li> </ul> <p><u>Media Advocacy</u>: the strategic use of mass media to support community organizing to advance a social or public policy initiative.</p> <ul style="list-style-type: none"> <li>▪ Media and news feed us both information and misinformation; sets the agenda and shapes the</li> </ul>
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debate. Media Advocacy allows for communities to advance social justice in public policy through using media to reflect local priorities.

- It is not just based upon consumption of news, but upon targeting legislative bodies and noting how individuals are affected by initiatives (humanizing issues) and reducing power gaps, which does not typically happen in the legislative process. It allows power to reframe issues and set the agenda.
- Sarah mentioned that, when framing Media Advocacy Campaigns, is it important to consider: what is the problem or issue? What is the solution or policy? Who has the power the make the necessary change? Who must be mobilized to apply the necessary pressure? What do the targets need to hear? Sarah also identified this framework as being very helpful for legislative and administrative advocacy as well.
- Sarah shared an overview of the state budget and processes for applying advocacy efforts.
- Sarah concluded by emphasizing quick tips for all types of Advocacy:
  - Know the players – understand what’s important to them and how to speak their language.
  - Know the process and who should be involved.
  - Know your ask.
  - Know your opposition – who they are, how they are operating and what the discussion looks like.
  - Know your partners
- Sarah led participants in the following group activities:
  - Challenge – Group 1: Meet with your Assembly Member on AB669 (Soda Tax) to ask her to support the bill
    - Group Resolution: Researched councilman. Created talking points, noting that 8,000 children in Shasta County are overweight or obese and the cost of each child to the county due to health costs. They also presented the rates of local unemployment. Presented the bill through stating that the tax could produce revenue and jobs while also reducing healthcare costs.
  - Challenge – Group 2: Meet with council members to adopt an ordinance for healthy food in vending machines.
    - Group Resolution: Gathered information, data, and sample ordinances to provide guiding principles for what healthy food access looks like. Conducted research to prepare for opposition from city staff and vendors. Developed a clear process that included gathering surveys and support from residents and providing previously successful healthy food guidelines as evidence that there is a clear desire for healthy communities.
  - Challenge – Group 3: Meet with Secretary of Dept. of Agriculture to get a Far North food financing council
    - Group Resolution: Emphasized interest in local food production and showed benefits to local communities through the creation of more jobs and local infrastructure to allow for access to food financing. They sought to demonstrate that a market exists for specialty crops that are grown locally.
  - Challenge – Group 4: Create a media event on why soda tax is good for your county.
    - Group Resolution: Hold a press conference at local park with a contest for youth to develop videos of how they could potentially spend \$3million to promote SSB work.
- For more information:  
California Pan-Ethnic Health Network  
[info@cpehn.org](mailto:info@cpehn.org)  
(510) 832-1160  
[www.cpehn.org](http://www.cpehn.org)

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	<ul style="list-style-type: none"> <li>▪ Barbara Jackson introduced Jme McLean, Senior Program Associate with PolicyLink. Jme shared a sneak peek of a newly developed model for getting equity advocacy results.</li> <li>▪ Jme provided an overview of PolicyLink and the organization’s work around equity. “PolicyLink is a national research and action institute advancing economic and social equity by Lifting up What Works”. PolicyLink focuses on: economic and social equity, low-income people, communities of color, policy impact, and partnership.</li> <li>▪ Jme discussed the importance and impact of highlighting equity and offered the following definition: equity means just and fair inclusion; “an equitable society is one in which all can participate and prosper. The goals of equity must be to create conditions that allow all to reach their full potential. In short, equity creates a path from hope to change” – Angela Blackwell, Founder and CEO of PolicyLink. Jme further explored the difference between equity and equality. She emphasized that equity can be viewed in relation to race, economic status, geography, etc.</li> <li>▪ Jme reviewed historical and projected statistics of California’s demographic makeup, projecting an increase in communities of color and youth.</li> <li>▪ Jme stated that applying equity to policy levels the playing field and promotes systems change efforts. Advocacy is key in this process because:             <ul style="list-style-type: none"> <li>○ There are many voices in policy change</li> <li>○ There are many types of policy change</li> <li>○ There are many strategies for policy change                 <ul style="list-style-type: none"> <li>▪ When pursuing policy change, it is important to consider: Who benefits? Who pays? Who decides?</li> </ul> </li> <li>○ Jme defined Policy and Policymakers:                 <ul style="list-style-type: none"> <li>▪ Policy = the rules</li> <li>▪ Policymakers: elected officials, appointed officials, judges, corporations, media, faith leaders, community leaders, voters, and community leaders, advocates and residents.</li> </ul> </li> </ul> </li> <li>▪ Jme reviewed types of policy change:             <ul style="list-style-type: none"> <li>○ Legislation</li> <li>○ Litigation</li> <li>○ Administrative</li> <li>○ Regulatory</li> <li>○ Ballot initiatives</li> <li>○ Organizational</li> </ul> </li> <li>▪ Jme also provided strategies for policy change:             <ul style="list-style-type: none"> <li>○ Research</li> <li>○ Education/awareness</li> <li>○ Leadership development</li> <li>○ Development of policy</li> <li>○ Engage partners, allies, constituents</li> <li>○ Climate readiness</li> <li>○ Build public will</li> <li>○ Implement campaign</li> <li>○ Monitor, evaluate</li> </ul> </li> <li>▪ Jme stated the importance of community involvement in the process and successes (policy wins) that have resulted from such involvement.</li> <li>▪ Jme reviewed the following steps in PolicyLink’s developing model for Getting Equity Advocacy Results:             <ol style="list-style-type: none"> <li>1. Build the case: identify issues, visions, organizing efforts.</li> <li>2. Name and frame solutions: research and frame objectives, identify allies and negotiate change proposals</li> <li>3. Engage in the Strategy: introduce change proposal, launch campaigns, re-evaluate change</li> </ol> </li> </ul>
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		<p>proposal</p> <ol style="list-style-type: none"> <li>4. Build, Protect and Defend: implement, enforce, monitor, and develop change proposal and equity improvements</li> <li>5. Ongoing: community organizing, capacity building, leadership development, research, strategic planning, communications.</li> </ol> <ul style="list-style-type: none"> <li>▪ Jme underlined the importance of the use of benchmarks and community engagement in advancing policy “wins”.             <ul style="list-style-type: none"> <li>○ Sustainable change is evidenced by: increased community ownership of solutions, strengthened and expanded partnerships, development of local leaders, improved community readiness, increase capacity to adapt the changing local needs and political climate.</li> <li>○ Successful advocacy strategies include: meeting with legislatures, providing information to legislative offices, testifying in committee, and creating advances in negotiations with policymakers and lobbyists.</li> </ul> </li> <li>▪ Jme shared resources for further information, directing attendees to access reports and training materials online at <a href="http://www.policylink.org">www.policylink.org</a>.</li> <li>▪ Jme lead participants in the following group activity:             <ul style="list-style-type: none"> <li>○ For each scenario, participants were asked to consider the following:                 <ul style="list-style-type: none"> <li>▪ What are your community issues and/or change goals?</li> <li>▪ What equity considerations are relevant?</li> <li>▪ What policy/systems changes can you advocate for?</li> <li>▪ What promising signs will you look for (short- and long-term)?</li> <li>▪ How will you get there? What are your strengths and assets? What are your challenges and needs?</li> </ul> </li> <li>○ Challenge – Group 1: Work to improve public transportation, expand to areas not currently being served.                 <ul style="list-style-type: none"> <li>▪ Group Resolution: forge relationships with partners – public transportation companies and neighborhood councils</li> </ul> </li> <li>○ Challenge – Group 2: create healthy fund raising options for low income schools; present healthy options for communities that need to do fundraising.                 <ul style="list-style-type: none"> <li>▪ Group Resolution: work to shift school wellness policies – align goal to do fundraising with school’s core mission of creating health families. Create partnerships and identify resources with agencies who already work in this area and connect with parent champions, businesses, and local vendors. Proposed outcome would be to create healthier families and children through efforts to reduce the amount of sugar sold to kids through fundraising.</li> </ul> </li> <li>○ Challenge – Group 3: address joint use challenges (disparities between incorporated and unincorporated areas; access to playgrounds/schools, etc.)                 <ul style="list-style-type: none"> <li>▪ Group Resolution: work to improve joint use. Prioritize smaller, more rural schools, and address mythical concerns about liability</li> </ul> </li> <li>○ Challenge – Group 4: address healthy food access; consider group just finished collecting data via CX3 regarding environmental walkability and accessibility to healthy food in low income neighborhoods and found food was very expensive in local county.                 <ul style="list-style-type: none"> <li>▪ Group Resolution: present strategy to increase local production and improve distribution infrastructure of food. Determine if and where people are buying healthy food. Support policy that will allow for more local procurement of domestic produce and goods (i.e. in large institutions like schools and hospitals). Research possible agreements between producers and buyers to lower costs. Partner with local food policy council members, farmers, food service directors, etc.</li> </ul> </li> <li>○ Challenge – Group 5: consider opportunities to support volunteer crossing guards. Take into account equity considerations, as low income schools may not have access</li> </ul> </li> </ul>
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		<p>to resources to pay for crossing guards.</p> <ul style="list-style-type: none"> <li>▪ Group Resolution: promote school district policies to support volunteer crossing guards. Prioritize low-income and rural school districts.</li> </ul> <ul style="list-style-type: none"> <li>▪ For more information: Jme McLean, Senior Program Associate, PolicyLink <a href="mailto:jme@policylink.org">jme@policylink.org</a> <a href="http://www.policylink.org">www.policylink.org</a></li> </ul>
<b>Physical Activity Break</b>	All	
<b>Identify Next Steps</b>	<p>Genoveva</p> <p>Far North Team</p>	<ul style="list-style-type: none"> <li>▪ Barbara Jackson, Genoveva Islas-Hooker, Jennifer Rice, and Lara Weiss lead participants in a discussion of next steps in determining how Far North communities can work together as a region. <ul style="list-style-type: none"> <li>○ Barbara emphasized considerations of not only how to do community work, but policy work as well.</li> </ul> </li> <li>▪ Genoveva observed: <ul style="list-style-type: none"> <li>○ How important health and wellbeing are to participants in attendance – she noted a strong sense of commitment to raising healthy families and creating healthy spaces.</li> <li>○ Engagement of residents is a large part of what people want to see happen.</li> <li>○ Funding identified as a means of creating a unified region.</li> <li>○ Importance of transportation.</li> <li>○ The importance of maximizing assets with local farmers and leveraging the history and culture of farming and production.</li> <li>○ Common themes identified that members sought to prioritize and collaborate around: <ul style="list-style-type: none"> <li>▪ Transportation – lack of public transportation and safety.</li> <li>▪ Equity issues around access to funding.</li> <li>▪ Isolation with restricted access to healthy foods.</li> <li>▪ Promoting healthy behaviors</li> <li>▪ Utilizing climate and energy to have local food be a large percentage of consumed goods.</li> </ul> </li> </ul> </li> <li>▪ Input from facilitators/observers: <ul style="list-style-type: none"> <li>○ There is a need for community engagement and the promotion of ways to empower communities in the process as well</li> <li>○ See great enthusiasm for this work</li> <li>○ See a need to have more engagement with educated decision-makers</li> <li>○ People want to do this work across the region together - common areas of interest can maximize energies of different groups of people across the region which is large but sees many commonalities.</li> </ul> </li> <li>▪ Genoveva asked the members in attendance: “Do you want to work as a region? Do you see yourselves as part of this region and do you see the benefits to working cooperatively?” <ul style="list-style-type: none"> <li>○ Participants were encouraged to use consensus (through gradients of agreement) to determine interest. <ul style="list-style-type: none"> <li>▪ One participant commented that there is a desire to work as a region, but individuals and organizations face local challenges on their own. Two concerns raised were: the time and resources required and the possible dilution of resources away from local initiatives. Genoveva responded highlighting the benefits of creating a unified voice to add value to ongoing efforts. Collaboration should allow for more resources to support local work. She supported peer-learning as a great asset to supporting local work.</li> <li>▪ Another participant raised the issue of the size of the region, noting that CCROPP operates across 8 counties, whereas the Far North region includes 19 counties – feasible to create one regional movement? Genoveva and Lisa</li> </ul> </li> </ul> </li> </ul>

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		<p>Hershey commented that regional boundaries would need to be determined through consensus once the region is able to convene. Lara Weiss and Geneveva noted that a regional coordinator could play a role here to interface between all stakeholders so no matter the size of the region – 8 or 19 counties – the process could be the same. Barbara Jackson also noted that CA Convergence partners in the Gold Country region could serve as potential partners in renegotiating borders and regional structure.</p> <ul style="list-style-type: none"> <li>○ After some discussion, participants reached consensus with the majority indicating an interest in working regionally.</li> <li>▪ Jennifer Rice asked participants for input for desired characteristics for a potential regional coordinator and invited attendees to indicate ways they would like to become more involved in the regional effort and California Convergence. Funding to resource a regional coordinator position was presented as a desirable asset to further momentum across the Far North.</li> </ul>
<b>Closing</b>	Far North Team	<ul style="list-style-type: none"> <li>▪ Barbara Jackson, Jennifer Rice and Lara Weiss closed the meeting and invited participants to complete evaluation surveys.</li> </ul>
<b>Adjourn</b>		