



## Healthy Mendocino Leadership Team

March 25, 2021 1PM-3PM Zoom Meeting

### Minutes

#### Key Takeaways:

- Tammy Moss Chandler has been hired as the new Community Action Development Director at NCO, overseeing all Community Wellness programs, and will provide program development, budgetary, collaboration and fundraising support. She starts full-time in April.
- NCO Community Wellness has collaborative applied for a large CDPH equity grant to launch a youth leadership and civic engagement pilot project targeting Latinx and Tribal Youth. Healthy Mendocino has been written into the project for research and equity assessment work.
- Healthy Mendocino is in contract negotiations with the County. The request \$100k has been approved and will now be proposed to the Board of Supervisors.
- Healthy Mendocino will be partnering with League of Woman Voters on a community conversation this June about youth mental health. LWV reached out to HM after the president attended the DEI task Force webinar in December 2020.
- Patty Bruder, NCO Executive Director, made a presentation about the community action work of NCO programs and the organization structure.

**Present on Call:** Miranda Ramos, Patrice Mascolo, Molly Rosenthal, Roseanne Ibarra, Clinton Maxwell, Tammy Moss Chandler, Stacy Pollina-Millen, Donna Schuler, Victoria Kelly, Patty Bruder, Debra Ramirez

**Absent:** Jill Damian, Mary J. Norris

Meeting Commenced: 1:00PM

### Introductions

Miranda introduced the new NCO Community Action Development Director, Tammy Moss Chandler. Tammy shared out about her new role, which has not been filled within NCO since 2013. She is working part time until April when she will dive into the position full-time. She shared that this is the most exciting works she has done in a while. Tammy shared that it has been fun to learn about NCO from a different perspective from a partner perspective. There are a lot of grant funding opportunities for Community Wellness programs right now and she is excited to dive in.

Miranda introduced the new LT member joining today: Debra Ramirez, Chairwoman of the Redwood Valley Band of Pomo Indians. Debra shared she is interested in being involved and making sure communities are healthy and continue to stay healthy. Debra is also the Shelter Director at Project Sanctuary.

## **Financials**

### **Fundraising Update**

This fiscal year, HM received the Community Foundation Non-Profit Relief grant in the full amount of \$5,000. We applied under the Preservation category to support the continuation of our core programming and collaboration work. This grant has increased our actual funds for this fiscal year to \$134,275.

Molly has been working part time in other projects –the COVID Awareness Project and Volunteer Network to help with the vaccination clinics. Molly has a background in volunteer management and engagement work, so it's been a perfect fit. This has reduced her to half-time with HM and saved on salary expenses for the last few months.

### **CDPH Equity Grant**

HM had the opportunity to apply collaboratively with other NCO Community Wellness programs for a California Department of Public Health Pilot Project Grant.

Tammy, who wrote the grant narrative and helped shape the project proposal, shared with the group about this opportunity. The money for this grant comes out of COVID money allocated to the state from the federal government. CDPH carved out funding specifically for non-profits working on health equity. This grant is unique in that it aims to fund very upstream approaches to equity and projects that would move the needle on COVID disparities in the short-term and the SDOH in the long term.

The NCO group applied for a pilot project within Leadership Mendocino to do a youth leadership civic engagement program targeting Latinx and Native youth. These youth classes within Leadership Mendocino will focus on civic engagement, advocacy work, and mentorship around Latinx and Tribal partners. The project would bring in HM as a partner to provide research work and equity assessments. The funding cycle for this grant is 18 months and NCO will find out soon if we were awarded the money.

Donna is excited to hear more about what HM is doing for this project. Donna is serving on the work group that is rating the grants this week. This is really grassroots work and will tie us together. She is working with youth in the Interact club through Rotary in the schools and suggests we consider reaching out to Rotary in our communities. They seem like they would be good partners to include in this project.

### **Fundraising FY 21/22**

Healthy Mendocino has gone into contract negotiations with Public Health. The \$100K we asked for was approved by Mary Alice Willeford, Interim Public Health Director, and will go to the Board of Supervisors this month. Donna helped Patrice hone down the County contract, which has some good deliverables. Patrice now feels more optimistic about going to HM funding partners to continue their funding with us to maintain at least 1.5 FTE staff members.

The fundraising letter is in draft form and will go out along with the annual report by April 1<sup>st</sup>.

### **Fundraising Letter Discussion and Feedback:**

Clinton suggested putting the funder logos in a more prominent spot. This will help reassure the reader immediately that there are people behind us. Take out part that mentioned a “decrease in funding levels.”

Roseanne suggested making the ask farther up in the letter. Add a sentence at the beginning that lets people know this is a funding request.

## **Healthy Mendocino Updates**

### **Website Update**

Molly gave an update on platform/website changes: new, original articles celebrating local projects, including Project Sanctuary’s Youth Advocate training and The Promotores de Salud de Nuestra Alianza; new data indicators around arrests, teen vaping and more; new tutorials on how to navigate the website and build a custom dashboard.

### **In the Media:**

Patrice and Molly were interviewed on March 4<sup>th</sup> on KZYX for the program Putting Down Roots which celebrates non-profit work in the county. The theme for the March 4<sup>th</sup> broadcast was Community Health. Megan Barber Allende of Community Foundation and Jocelyn Borato of The Botanical Bus: The Bilingual Mobile Herb Clinic were also interviewed.

### **CalFresh:**

Patrice shared that Healthy Mendocino is assisting with the CalFresh county contract deliverables. We will be updating the CalFresh page regularly, writing articles about the program and who uses it to dispelling the myths and dissolve the stigma.

- Jennifer O’Donnell asked which organizations on the call completes CalFresh applications. MCC does through its patient advocate program (an individual does not have to be a patient of MCC to use these services). Mendocino College also helps their students apply for CalFresh.

### **Funders/Partners Survey**

Staff plans to create an end-user survey for the community to take when they visit our website so we can ensure usability and collect feedback from the community on website features. This survey will likely be a pop-up when users visit the homepage.

We also plan to create a Funder/Partner survey to collect more qualitative feedback of HM work and see where we can better support partner work going forward.

### **Google Analytics:**

January page views were 2,528, and February had 2,192. The COVID Resource Library for Where to Get tested is in the top 5 pages visited for both months. There were several large peaks in February and on January 25<sup>th</sup>. Staff will track how social media posts correlate to jumps in website visitation.

### **Healthy Mendocino Roundtable Meeting, 3/11/21:**

At the March 11<sup>th</sup> Roundtable Meeting, we discussed recovery from the pandemic, what it looks like for organizations at the table. Much of what was discussed was how employers are navigating vaccine

hesitancy and bringing staff back into the offices after a year of remote work. Trust of one another trust of the vaccine. Looking at their organizations may have a huge shift in how they work now. Leaders discussed what this shift back to in-person work will mean for working parents and how their organizations can work together to support our local parent workforce who are navigating complex hybrid schooling programs for their children. Leaders also discussed how healthcare organizations must take on the onus of high standards for reopening and had to culturally adapt a bit more than other industries.

[Click here to read the full Roundtable minutes from March 11<sup>th</sup>.](#)

Miranda encourages all LT members to attend Roundtable meetings. They take place quarterly, in the last quarter on the month. The next meeting is June 10<sup>th</sup> at 1PM.

### **League of Women Voters Collaboration:**

Molly asked for input and guidance on a potential collaboration opportunity with league of Women Voters. LWV approached HM about collaborating on a community conversation or educational opportunity around law enforcement treatment of POC and/or law enforcement treatment of individuals experiences mental health crisis. Our hope is to engage law enforcement in this conversation.

Many LT members felt HM and LWV should tread lightly, as many law enforcement leaders are on the defense about both these topics, particularly subjects that intersect race and mental illness. Many LT members have experienced roadblocks and barriers to engaging law enforcement around these issues withing their own agencies.

This type of conversation will be challenging without a very skilled facilitator. Historically, once law enforcement feels cornered, they get defensive and will shut down for the rest of the interview/conversation.

It is also essential to have a champion in law enforcement for these types of issues, which we do not currently have in our county. Often, law enforcement boycotts these types of meetings. Without a champion, we run the risk of a boycott or, if we can get law enforcement involved, we run the risk of perpetuating their messaging we've heard from them for many years.

LT members suggested engaging law enforcement in an arena in which they are already present, such as the Whole Person Care meetings. This is a space with behavioral health and law enforcement have already partnered and could be a less threatening avenue for holding these conversations, a first step in chipping away the barriers. Perhaps HM should focus on a private conversation with law enforcement or moving the needle on training as opposed to a public conversation. This would still require buy-in from champions in law enforcement.

The group suggested HM participate in ongoing work to build trust with law enforcement to hold a fruitful public conversation with them on race and use of force in the future. Instead, many LT members suggested we focus on LWV collaborative conversation on youth mental health, leveraging LWV's partnership with the Rotary clubs.

We are dealing with serious mental health issues for adolescents and the situation is not going to magically go away once everything is back to "normal." Between 2019-2020 there was a 48% increase in suicide mostly among teen males. It was unclear whether this includes attempts or just deaths. Educators will be seeing even more depression as students begin to come back to class.

Resources suggested for this youth mental health conversation:

- FBUSD's suicide prevention curriculum
- The Trevor Project
- Podcast: Last Day (season 2)

## **NCO Community Wellness Presentation—Patty Bruder, NCO Executive Director**

Patty gave an overview of NCO and its programs and how Healthy Mendocino fits into the Community Wellness Group. It was well received, and members commented that they learned things they did not know previously. It inspired them to look at partnerships with NCO in their own programs. Patty answered questions on how NCO will be supporting HM now that it is a program of NCO, what rope the new Community Action Development Director will have with HM and if there will be future projects and collaborations for HM with other Community Wellness programs.

- The new director will function in staff support and mentoring, help in looking for grants and program development.
- The LT will still be the main governance body to give HM direction and input and do the Program Manger evaluation
- HM staff may pick up some pieces of new or ongoing projects within different programs at NCO as needed and to help with staff salaries

Click [HERE](#) to view the Power Point Presentation.

## **Next Meeting-- April 23<sup>rd</sup> at 1PM**

Meeting Adjourned 2:30PM

*Respectfully Submitted by Molly Rosenthal, Healthy Mendocino*