

PEACE PROMOTION
CA ENDOWMENT MOMENTUM TEAM
MINUTES from July 14, 2010

At the East African Cultural Community Center, Co-Chair Dana Brown initiated our momentum team meeting at 5:10 pm

Introductions

Welcoming our team, we graciously appreciate our brilliant opportunity to impact systems change and advocacy through the Building Healthy Communities initiative. Excitedly looking forward to our upcoming capacity building phase following our present reflection phase, we appreciatively honor our process to date. Briefly sharing an overview of our work to date, Dana reiterated the 67 page Data Report, Vision Statements/Strategic Directions from All Teams, and the 152 page Community Plan.

Thank You cards were requested to be signed on behalf of Mid-City CAN and our Co-Facilitators, Paul Watson and Daphyne Watson. Their steadfast support and hard work on behalf of Peace Promotion is tremendously appreciated.

Review of our Ground Rules

Jeannel King read our Ground Rules established in an earlier meeting at the inception of our momentum team.

Early Wins – “Low Hanging Fruit”

“Light Up City Heights” – by Rosa Olascoaga and Stephanie Sites

Amazing youth community leaders, Rosa and Stephanie shared their creation of a youth-driven opportunity to replace burned out street light bulbs throughout City Heights. They epitomize the incredible teenagers in City Heights. Guiding them with the proper procedures to have the bulbs replaced, Rosa and Stephanie took the initiative to request the replacement of bulbs, and they created an opportunity for other youth to have that impact on their street in their neighborhood. Rosa and Stephanie are exemplary role models for their peers.

Peace Promotion Reflection Phase

Logic Model Plan Overview – by Author William “Bill” Oswald, PhD

Sharing the process of drafting the Logic Model, Bill reflected on how each of the 10 Outcomes of the BHC (Building Healthy Communities) Initiative necessitated strategies on what needs to change, and the resources/capacities on supporting that change. Of the 39 Change Strategies noted within the entire BHC Initiative, 35 of those strategies are reflected within the Logic Model.

To date, 3,000 individuals have been involved with our process. The initial surveys created conversations for residents to focus on a set of five questions, thus, the opportunity for insight was far more indicative than national polls. With City Heights having 30 languages with over 80 dialects, the House Meetings were a powerful opportunity for those that normally do not feel comfortable sharing their concerns/solutions.

The California Endowment requested an Integrated Model. Throughout the logic model process, six themes came to light. The strongest theme, **Resident-Driven**, was reflected by 80% of the participants. The community has a deep desire to impact social climate change through linguistic, multi-cultural, cohesive collaboration.

With respect specifically to Peace Promotion, Bill shared it is imperative we build trust with the community. The residents do not trust agencies and do not feel they are in City Heights for the community. The common perception is that when the money leaves, so does the agency. Conversely, the professionals don't trust residents to know how to accomplish goals.

Another theme, **Resident/Agency Collaboration**, was reflected by 31%. Shifting from a Service Model to a “Community Development Model” is paramount. The role of the professionals is to “facilitate”. Residents direct the conversation ...and... the agencies are ready to listen. The paradigm shift is how we “think” about doing business.

Peace Promotion Reflection Phase (cont'd)

Logic Model Plan Overview – by Author William “Bill” Oswald, PhD

Bill shared that nearly every concern clarified by residents is inclusive within the Logic Model. Specifically, the multi-cultural community center is not noted at this time.

Where does our team go from here?

- Communicate with neighbors
- Create opportunities for resident engagement
- Look at Targeted Changes
- Look at Strategies
- Which ones require policy/procedure changes?
- Which ones are “early wins”?

PPMT can partner with resident groups on creating a peaceful, safe community and connect with their agency and resources in capacity building.

Comments shared from our team;

Gabriel/Mark – Create opportunities for other youth clubs to be involved and have their voices heard, i.e. Key Club, Builders Club

Armando - Creating a vehicle to unify all clubs and bring them together for one united purpose

Jim - Inviting key city stakeholders to our team, i.e. Superintendent of SDUSD, the Board of Education President, Captain Lawrence McKinney of the Mid-City Police Station, and the City Schools Police, Chief Don Braun

Dana - Confirming those individuals are on our master email distribution list of over 175 email addresses, we have diligently recruited on behalf of PPMT.

Bill - Reiterating how women are afraid to be out at night, and men are afraid to be out in the daytime, Bill shared compelling insight from the Data Report.

Wai - Students seeing families talking more would give them more courage and confidence on speaking out.

Elia - Sharing the Serra High School riot a few years ago, the opportunity of creating clubs on campuses can diminish the racial barriers.

Mark - Stop being reactive, and start being proactive.

Yasmin - The word “snitch” is debilitating. There is a disconnect between youth, schools, and the residents.

Bill - Youth do not trust adults. We need “cultural brokers” to bridge the youth world and adult world.

Alex - How did youth get to the point of disconnecting with their parents? We need to connect youth and small children together. We are mentoring the next generation of parents.

Jeannel - Bringing generations together to relate more effectively, their organization, Oaks & Acorns, will be identifying their programs needs at their next Board Meeting on July 28th.

Elia - It takes time to build trust with others in life.

Bill - Agencies and professionals have to give up control and the residents need to gain control.

Steve - Appreciating “resident-driven”, if the money does go away, will the agencies leave the community?

Armando - The community feels the agencies just want to use them and their “numbers” for their deliverables, but do not truly care. When money is NOT the issue, it is about trust.

Bill - Creating a cohesive community is about ownership and having a voice in the process.

Wai - The immigrant community is not feeling inclusive within City Heights.

Bill - The immigrants are either pushed here, or pulled here. Their assimilation is a different interaction.

Gabriel - Immigrant parents encourage their children to succeed. Impressively, their children have 25% higher graduation rates than children born here.

Peace Promotion Reflection Phase (cont'd)

Tremendously appreciating Bill Oswald's engaging, insightful presentation and overview of the Logic Model Plan he authored, Peace Promotion is grateful for Bill's time, talent, and expertise. With rousing applause, we honored Mr. Oswald.

Capacity Building

Our Homework for our August meeting.

- How is Peace Promotion "Resident-Driven"?
- Define how Peace Promotion is "Resident-Accountable"?
- How do we create our "Common Language"?

Next Meeting

Thanking everyone for attending, Co-Chair Dana Brown, confirmed the next Peace Promotion Momentum Team will be on **Wednesday, August 11th, from 5:00 pm to 7:00 pm.**

Our meeting was adjourned at 7:10 pm