

WEBINAR:

Community Engagement and Leadership: Centering Parents and Families

Thursday, May 2, 2019
1:00 pm ET / 10:00 am PT



Networks of
Opportunity for
Child Wellbeing
POWERED BY VITAL VILLAGE

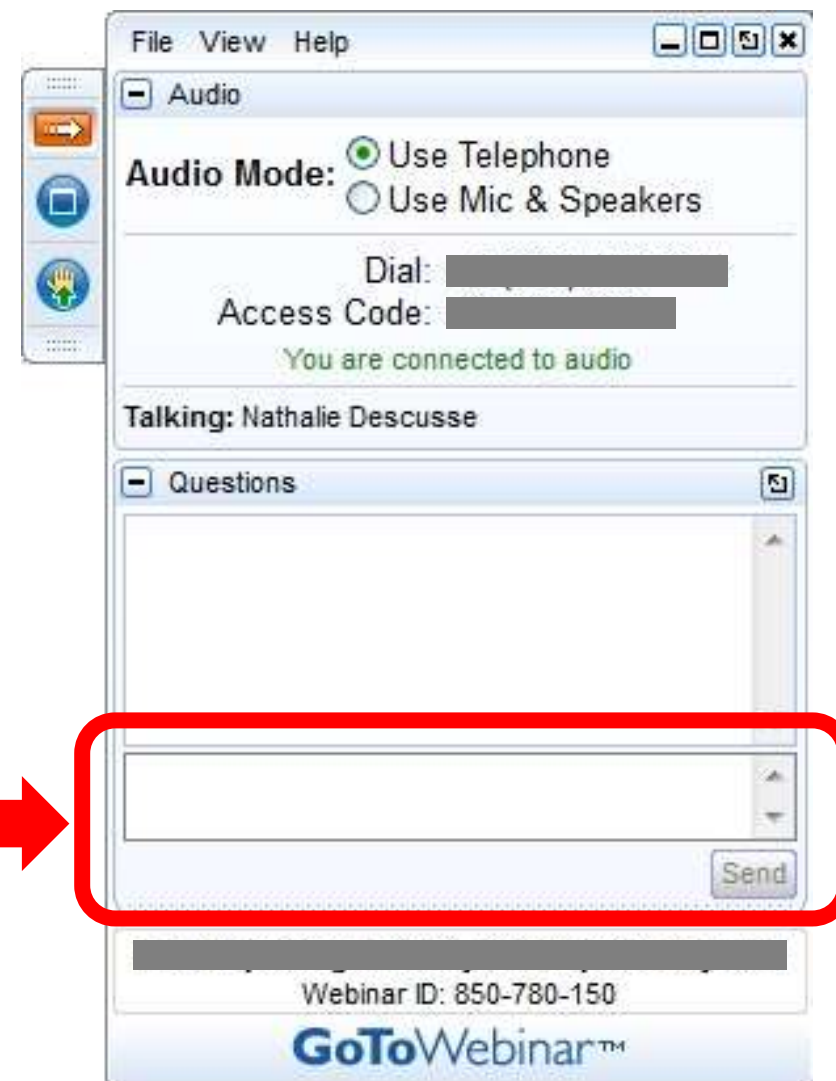


Tips to Remember

- Microphones Muted
- Use chat box
- Submit questions on Dashboard
- Recording and slides will be posted

Q & A

- Submit your questions box on Dashboard



Overview

- Introduction
- About Vital Village and NOW
- Speaker Presentations
 - *Strategies for Engagement – Andrea Serrano, Reaching Our Sisters Everywhere*
 - *Communities Building Power for Health Justice – Xavier Morales, The Praxis Project*
- Q&A
- Closing

About Vital Village

Vital Village Network is committed to maximizing child, family, and community wellbeing. Since 2010, Vital Village has fostered partnerships between residents and organizations designed to improve the capacity of three Boston communities to promote child wellbeing and prevent early life adversities.

- Service learning and leadership model
- Trauma-informed lens to align systems
- Iterative improvement and data sharing



Why NOW?

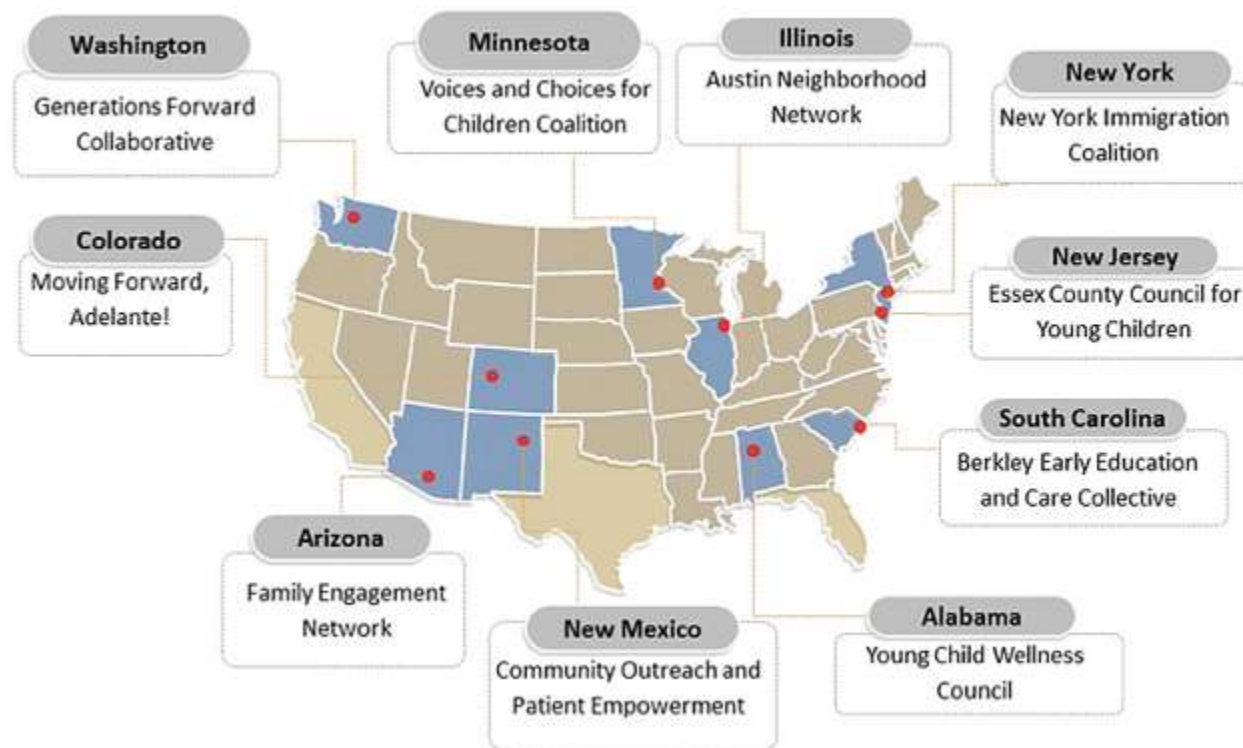
Networks of Opportunity for Child Wellbeing (NOW) is a national initiative led by Vital Village Network to improve the capacity of local communities and coalitions to advance health and educational equity for children.

The **NOW Innovation Forum** is a national network of peer communities working to promote child wellbeing and prevent early childhood adversities.



NOW Learning Community


Supports **10 selected communities** over 18 months to build essential knowledge, skills, and tools to scale and sustain equitable transformation of early childhood, education, and health systems in their neighborhood, city, or county.



Learn more at: <https://www.networksofopportunity.org/learning-community>

NOW Innovation Forum – Sign up to be a member!

<https://www.networksofopportunity.org/>



NOW Networks of
Opportunity for
Child Wellbeing
POWERED BY VITAL VILLAGE

HOME Why NOW? Community Stories Building Local Capacity Connect to NOW

Building community capacity to
promote child wellbeing and
achieve equity.

What would it look like if every child, parent, and family had equitable access to critical resources and opportunities needed to lead healthy, thriving lives – and had a seat at the table to drive the solutions?

Networks of Opportunity for Child Wellbeing (NOW) is a national initiative to improve the capacity of local communities and coalitions to advance equity. The NOW Innovation Forum is a national network of peer communities working to promote child wellbeing and prevent early childhood adversities.

Featured Speakers



Ronda Alexander
Director of Operations,
Vital Village Network
Moderator



Andrea Serrano
Program Director,
Reaching Our Sisters
Everywhere



Xavier Morales
Executive Director,
The Praxis Project



STRATEGIES FOR ENGAGEMENT

Presented by

Andrea Serano, CLC, IBCLC



ROSE
Reaching Our Sisters Everywhere

Mission

Reaching Our Sisters Everywhere (ROSE) Inc. was founded to address breastfeeding disparities for communities of color. ROSE works to normalize breastfeeding by providing resources and networking opportunities for individuals and communities. As a national expert, and in partnership with communities, we build equity in maternal and child health through culturally competent training, education, advocacy, and support.

Revised (Dec. 2018):





**Packaging
Community
Engagement
Approach
Through the
CRASH
Model**



Culture
Respect
Assess/Affirm
Sensitivity
Humility



NOVA = Not going, doesn't move



Empowering a growing cadre of advocacy-oriented “ROSE Community Transformers”

Why Community Transformers

The community *MUST* be engaged in this journey to address maternal and infant health practices, and truly must be engaged by those from within the community!



Listen...



What they do

- ❖ Provide one-on-one peer breastfeeding support
- ❖ Lead breastfeeding gatherings in their community
- ❖ Participate in community engagement activities

Community Baby Shower





ROBE

Reaching Our Brothers Everywhere



Setting up
shop in
front of
the
Barbershop







Stock photos
aren't
necessarily your
friend



Eating on the go!

Breastfeed
Anytime
Anywhere



Photo © Sweet Dreams Photography
www.sweetdreams-photography.com



Over 450,000 people attended
the 2016 Essence Festival

BREASTFEEDING: STRENGTHENING THE HEART OF THE COMMUNITY

Reclaiming an African American Tradition



Golden Milk

*As you grow I flow
With the Golden Mommy Milk
Eat until you're full*

-Briceshanay Gresham



health



BREASTFEEDING
AWARENESS
month



**Healthy Baby,
Healthy Family.**



healthystart
new orleans

health



Healthy Start New Orleans
EATING NOOK



Healthy Start New Orleans
Festival





BREASTFEEDING: STRENGTHENING THE HEART OF THE COMMUNITY

Reclaiming an African-American Tradition



Breastfeeding Benefits

- 1. Provides the best nutrition for your baby.
- 2. Reduces the risk of your baby becoming overweight or obese.
- 3. Reduces the risk of your baby getting sick.
- 4. Reduces the risk of your baby dying from infection.
- 5. Reduces the risk of your baby dying from SIDS.
- 6. Reduces the risk of your baby getting diabetes.
- 7. Reduces the risk of your baby getting asthma.
- 8. Reduces the risk of your baby getting heart disease.
- 9. Reduces the risk of your baby getting cancer.
- 10. Reduces the risk of your baby getting schizophrenia.
- 11. Reduces the risk of your baby getting depression.
- 12. Reduces the risk of your baby getting anxiety.
- 13. Reduces the risk of your baby getting ADHD.
- 14. Reduces the risk of your baby getting autism.
- 15. Reduces the risk of your baby getting intellectual disability.



**HEALTHY START
NEW ORLEANS**
Leading families to a Healthy Start



...eans

BREASTFEEDING: STRENGTHENING THE HEART OF THE COMMUNITY

Reclaiming an African American Tradition



Golden Milk
You grow I flow
Golden Mommy Milk
at until you're full

Gresham

Community Partners

Smith & Wines

BREASTFEEDING: STRENGTHENING THE HEART OF THE COMMUNITY



DIANVAH IRIAT

My heart, My baby,
My motivation, My soul

-Andre Bach

The Dad Lounge

For Dads who support breastfeeding moms

Presented by Healthy Start New Orleans
in partnership with NOLA FOR LIFE





Social Media



To Enhance Not Replace



Black Breastfeeding Week 2016:

"Oh, What A Joy!"



BLACK
BREASTFEEDING
WEEK



Jade Beall Photography

#BlackBFJoy August 25th-31st



Hashtags

ROSE Twitter Activity in 2015-2016

Hashtag/Account	Date	# Of Twitter Accounts Reached
#BLKBFING	2015	1,700,000
#ITSONLYNATURAL	2015	1,000,000
#KEETPITMOVING15	8/20/15	521,600

VIEW PHOTOS AT SMILEBOOTH.COM

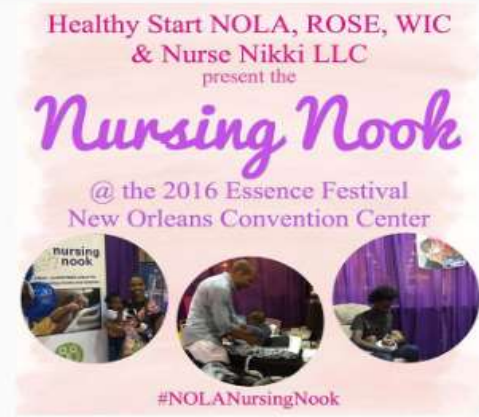
POWERED BY *Smilebooth*



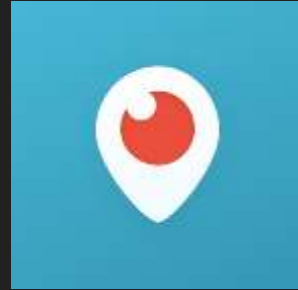
#ESSENCEFEST

NEW ORLEANS & LOUISIANA
2016 ESSENCE
Festival
PRESENTED BY *Coca-Cola*

Hashtags



What about...





Team Work Makes The Dream Work

- Approach community engagement through an equity lens
- Value the voices at the table
- Build trusting collaborative relationships
- Be open to fresh and new ideas
- Let Social Media work for you



Thank you!

Andrea Serano

ASerano@Breastfeedingrose.org



Communities Building Power for Health Justice

Xavier Morales, Ph.D, MRP

The Praxis Project



The Praxis Project -- Goals

- Create space for grassroots organizers to share strategies on building community power to improve health and social justice.
- Continue to make the case with national partners for community-led health equity and authentic partnerships.
- Increase philanthropic and other supporters/partners understanding of how to authentically engage with community organizers to build community power to improve health.



10 Great Public Health Successes in the 20th Century

- Immunizations
- Healthier mothers and babies
- Motor-vehicle safety
- Family planning
- Workplace safety
- Fluoridation of drinking water
- Control of infectious diseases
- Tobacco as a health hazard
- Declines in deaths from heart disease and stroke
- Safer and healthier foods

ZIP CODE 95219

Life Expectancy

73



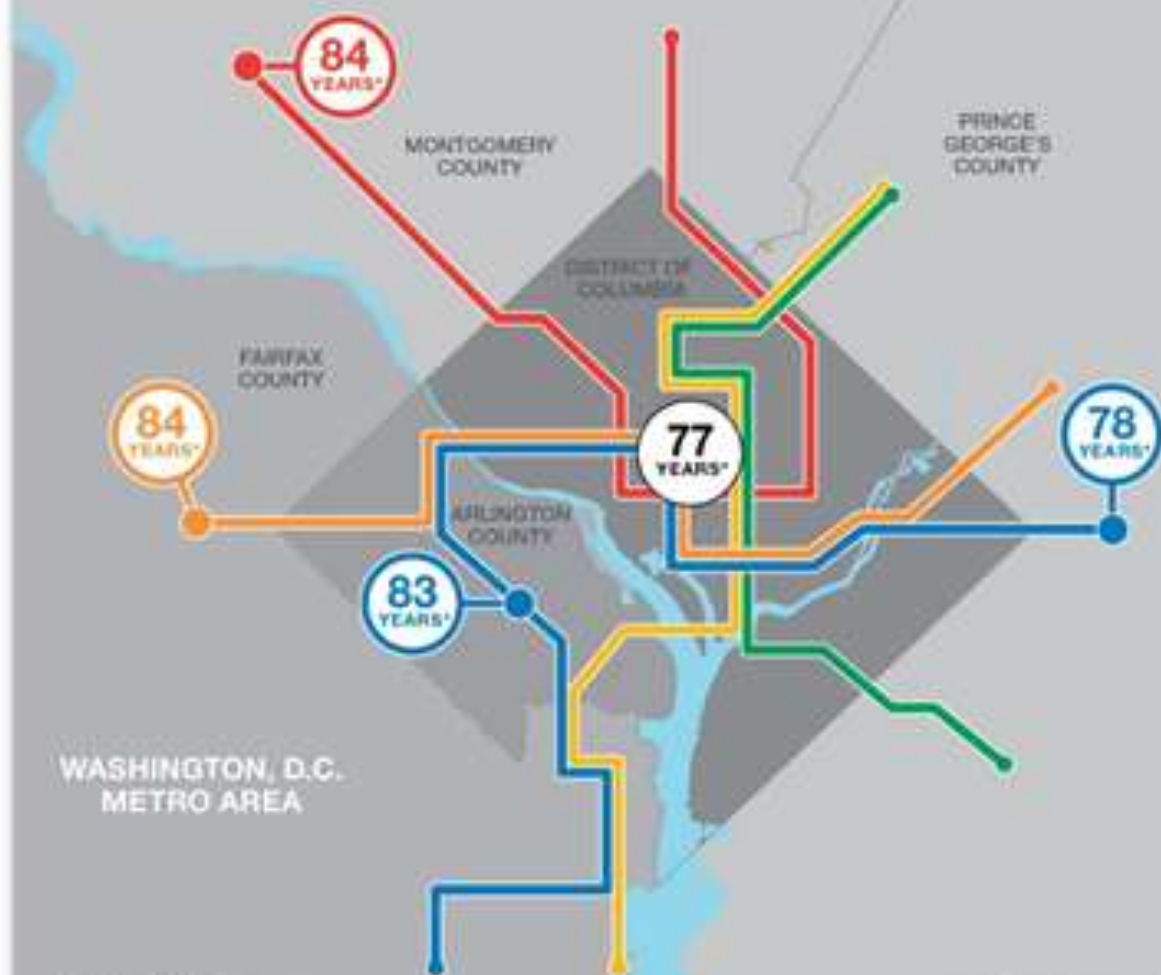
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Life Expectancy

health
happens
here





Ingredients for a Healthy and Long Life

- Food Justice
- Access to Parks & Recreational Space
- Clean water, air, and soil
- Community safety
- Hope & Efficacy
- Connections with Neighbors
- Valued Cultures and Identities
- Transportation Justice
- Reproductive Justice
- Housing justice
- Healthy marketing and retail environment
- Community Infrastructure
- Economic Justice
- Educational Equity
- Equitable Health Care Access
- Immigration Climate
- Fair Justice System

Historical and contemporary race and identity discrimination and oppression impact the robust presence or absence of each of the determinants listed above.

Equality



The assumption is that everyone benefits from the same supports. This is equal treatment.

Equity



Everyone gets the supports they need (this is the concept of "affirmative action"), thus producing equity.

Justice



All 3 can see the game without supports or accommodations because **the cause(s) of the inequity was addressed.** The systemic barrier has been removed.

Reducing Heart Disease & Stroke



Authentic Community Participation and Engagement Tailors Policy to Meet Local Priorities—Example: Soda Tax

Previous Strategy Public Health Perfect/National Org's Policy Bottom Lines Failed 30 times

- 2 cents/ounce
- Dedicated Tax (66%)
- Retail Tax—Felt at the Register
- Focused on rising prices to curb demand/consumption
- Success defined by consumption decrease as prices goes up

Organic Strategy developed by strong authentic community leadership First Local Tax Passed in Nation

- 1cent/ounce
- General Fund Tax (50%+1)
- Distributor Pays Tax
- Panel of Experts
- Focused on generating revenue to address complex roots of diseases by investing in community resilience
- Success defined by behavior changes directly resulting from investments

2014 Berkeley Soda Tax





Authentic Engagement—a short list

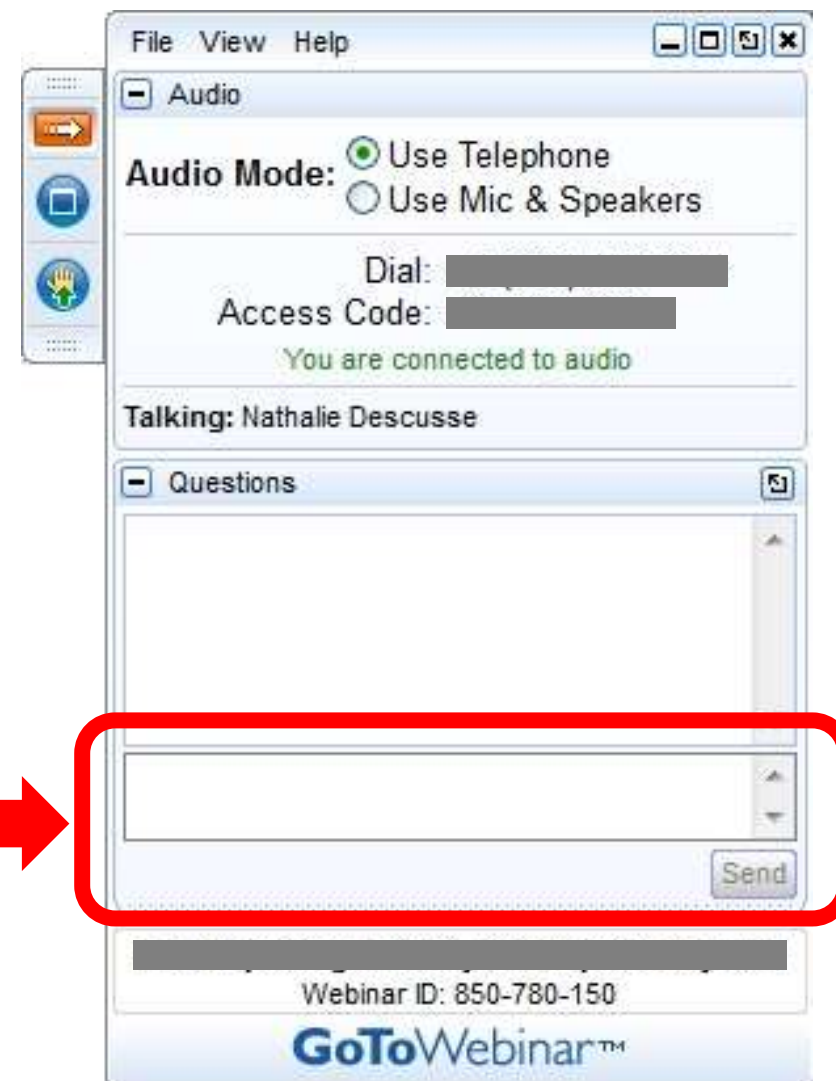
- Show up
- Build trust
- Lead by pushing
- Co---design, produce, implement, propose
- Share capacity
- Develop capacity
- Recognize inherent power

Q & A

Question and
Answer

Q & A

- Submit your questions box on Dashboard



Thank You!

<https://www.networksofopportunity.org/>

projecthope.csc@gmail.com

Follow us on Twitter at:

@NOW_WellChild @Vital_Village