



# UPSTREAM INVESTMENTS

*It is easier to build strong children than to fix broken lives.*

## Policy Committee Meeting Agenda

May 14, 2014, 9:00 – 11:00 a.m.

3033 Cleveland Ave., Santa Rosa

All supporting documents are available at [www.SonomaUpstream.org](http://www.SonomaUpstream.org) and at the Board of Supervisors office at 575 Administration Drive, Room 100A, Santa Rosa, CA, during normal business hours. For accessibility assistance with this agenda or supporting documents, please e-mail [Info@SonomaUpstream.org](mailto:Info@SonomaUpstream.org) or call 707.565.5800.

- 9:00 Welcome, Introductions, Agenda, Minutes, ACTION ITEM** Jerry Dunn
- 9:10 Progress Report** Angie Dillon-Shore  
*Portfolio progress*  
*Workshops, presentations, technical assistance*  
*Collaboration with the Department of Health*
- 9:20 New Member Oath of Office** Jerry Dunn
- 9:30 Upstream Champions Toolkit DISCUSSION ITEM** Angie Dillon-Shore  
*Review and amend summary of February sector discussions*  
*Expectations for Upstream Champions*  
*Draft an elevator speech*  
*Champion's Kit – August*
- 10:50 Public Comment** Public  
*Please limit comments to 3 minutes*
- 11:00 Adjourn**

### Upstream Investments Policy Committee 2014 Meetings

August 13, 2014, 9:00 to 11:00 a.m. – 3033 Cleveland Ave, Santa Rosa  
November 12, 2014, 9:00 to 11:00 a.m. – 3033 Cleveland Ave, Santa Rosa



**Wednesday, February 19, 2013 Policy Committee Meeting Minutes**

**9:00 a.m. – 11:00 a.m.**

**3033 Cleveland Ave., Santa Rosa**

**Attendees (listed alphabetically)**

Amber Twitchell, On the Move – VOICES Sonoma  
 Andrea Pena, Economic Development Board  
 Angie Dillon-Shore, Project Manager  
 Barbara Fitzmaurice, County Counsel  
 Carley Moore, Drug Abuse Alternatives Center  
 Carol Simmons, Child Care Planning Council  
 Christina Rivera, County Administrator’s Office  
 Chuck Fernandez, Catholic Charities  
 Craig Schwartz, Santa Rosa Police Department  
 Cynthia King, Project Staff  
 David Koch, Probation  
 Efren Carillo, Board of Supervisors  
 Gigi Myrtle, Department of Child Support Services  
 Heidi Keith, Sheriff  
 Jen Lewis, Health Action  
 Jerry Dunn, Human Services Department  
 Jim Nantell, Regional Parks  
 John Hartwig, Information Services Department  
 Joni Thacher, Project Staff

Jynx Lopez, Russian River Resources and Advocates  
 Kathleen Kane, Community Development Commission  
 Kathleen Pozzi, Public Defender  
 Lisa Wittke Schaffner, John Jordan Foundation  
 Marianne McBride, Council on Aging  
 Mick Menendez, Pacific Advisors  
 Jennifer O’Donnell, United Way  
 Oscar Chavez, Project Manager  
 Peter Rumble, County Administrators Office  
 Robin Bartholow, North Coast Builders Exchange  
 Spencer Brady, District Attorney’s Office  
 Susan Gorin, Board of Supervisors  
 Tammy Chandler, Department of Health Services  
 Tim Reese, Community Action Partnership

**Members of the Public(listed alphabetically)**

Jill Nielson, BASSC  
 John Fong, BASSC

<b>Topic</b>	<b>Discussion</b>	<b>Decision</b>	<b>Next Steps</b>
<b>Welcome, Introductions</b>	Jerry welcomed the Policy Committee and facilitated introductions.	None	None
<b>Upstream Investments Progress Report</b>	Angie introduced Cynthia King as Upstream’s new analyst and technical assistant. She reviewed recent additions to the Portfolio of Model Upstream programs. There are currently 23 Tier 1 programs, 26 Tier 2 programs, and 22 Tier 3 programs. There are 71 unique programs on the Portfolio representing 85 implementers and 48 local funders.	None	None
<b>Sonoma County’s</b>	Oscar introduced Peter Rumble. Peter outlined the ways Upstream aligns with the County’s 2014 Legislative Platform. As a County, our goals for 2014 are to build community in new ways by investing in communities,	None	None

Topic	Discussion	Decision	Next Steps
<b>Legislative Platform</b>	<p>families, and individuals. A Legislative Platform provides a vehicle for us to call out priorities, secure funding, and shape the conversation at state and federal levels. Peter highlighted the recognition the Sonoma Developmental Center has received at the State level because it was included in the Platform.</p> <p>Upstream aligns with two of the County’s guiding principles: Creating safe, healthy caring communities and Investing in the Future. New to 2014 is holistic community-wide focus on prevention. The County wants to prevent crisis not just provide a safety net.</p> <p>At the state level the Platform addresses three new issues: gun and weapon regulation, the Sonoma Developmental Center, and a soda/sweetened beverage tax. The County is working to invest in local food systems that will enhance the access to local food, get local food into our schools, and open up county land for food production.</p> <p>At the federal level the Platform addresses work force development and the need for universal access to early childhood education. Sonoma County is advocating for more robust universally available systems. To reimagine economic development and invest in families we will need to changes systems at the federal level.</p> <p>The Legislative Platform is adopted at the end of each year. Issues for inclusion are considered during the last quarter of each year. However, the Board’s door is never closed. They will hear new issues anytime they arise.</p>		
<b>Genuine and Authentic Youth Participation</b>	<p><b>Tamera Agard and Amber Twitchell presented on how to meaningfully engage youth in County committees.</b> V.O.I.C.E.S. is working with youth to develop a manual on how to encourage civic engagement with youth. They are working with community partners to develop and support the creation of youth seats on boards and committees. Tamera talked about the importance of including the perspective of youth as we make choices that will shape their future. There is a need to create an open environment, use language that is understood by all participants, and actively engage youth in decision making processes.</p>	None	None
<b>Crafting a Champions Message</b>	<p><b>Policy Committee members broke into sector based groups and answered the following questions:</b></p> <ol style="list-style-type: none"> <li>1. In what ways is your sector already investing Upstream?</li> <li>2. What would motivate your sector to invest in and promote evidence-informed practice?</li> <li>3. What specific information do you need to effectively share Upstream principles with your colleagues?</li> <li>4. What materials can we give you to facilitate effective dissemination of Upstream principles?</li> </ol> <p><b>Community Health and Wellness:</b></p> <ul style="list-style-type: none"> <li>• Catholic Charities offers homeless services, housing, senior services, and children’s services. They are purchasing and developing property to help prevent homelessness and break the cycle of poverty.</li> <li>• Health services is prevention focused across the lifespan. Most of the Department of Health Services is invested along a prevention continuum. The focus is “what do I want as a citizen?”</li> <li>• Parks and Recreation addresses emotional and psychological health. “Healthy parks, healthy people.”</li> </ul>	None	Staff will craft sector based outreach materials.

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	<p>They partner with healthcare providers to invest in long term health. Environmental programs at Spring Lake are long term investments in health and environment.</p> <ul style="list-style-type: none"> <li>• DAAC offers Triple P and a prerinatal program that support the Upstream framework.</li> <li>• Child Support educates on income and medical self-sufficiency. They offer research to help participants know their fathers.</li> <li>• The biggest challenge is finding the capacity to serve due to funding limitations. This often leads us to look at using less rigorous interim models.</li> <li>• There is a lack of information and resources to put systems in place and implement/manage efforts that are based on research.</li> <li>• Future funding is an incentive for improved capacity. If we're not receiving funding now to develop capacities then we will lose future funding opportunities.</li> <li>• Accountability and helping others value collecting metrics, tracking data, and demonstrating outcomes are challenges.</li> <li>• Buy in is based on tracking trends and communicating value.</li> <li>• Data feels like it's a long ways away from clients and services.</li> <li>• Finding a balance between a long term perspective and urgent needs is challenging.</li> <li>• We need to reeducate constituents and stakeholders.</li> <li>• We need to convey the importance of understanding collective impact and investing early for return on investment.</li> <li>• We need to track data today to show progress toward tomorrow across sectors.</li> <li>• We need the fortitude to invest in the capacity of training, data analysts, hardware, and software.</li> <li>• Look at different evaluation models – program impacts plus long term outcomes/impacts versus “bubbles” of discreet evaluations.</li> <li>• The concepts aren't simple, but the messaging needs to be. Focus on health, vulnerability, and alleviating poverty.</li> <li>• There is a need for a balanced strategy that shifts over time.</li> <li>• Evidence based is only useful if it demonstrates a benefit and creates change over time. Evidence-based practices must evolve over time by improving to meet real and differing needs for places and populations.</li> <li>• We need orientation and information for new committee members. For example, the Upstream/Health Action presentation to the Board in January was hard to follow because of all the acronyms.</li> <li>• We need to really understand collective needs and how to implement collective impact strategies. For example, income alone does not improve health outcomes.</li> <li>• We need to know what each program does and how we measure collective impact.</li> </ul>		

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	<ul style="list-style-type: none"> <li>• We need to see how the indicators connect. A strategy map that shows how they all relate in the short and long term.</li> </ul> <p><b>Law Enforcement and Criminal Justice</b></p> <ul style="list-style-type: none"> <li>• Santa Rosa Police Department has school resource officers in every Santa Rosa school.</li> <li>• CHOICES, Schools of Hope, MGPTF, Youth Mentoring, Elder Abuse Prevention, Mobile Response</li> <li>• The D.A. sponsors the Safe Neighborhood project.</li> <li>• As stewards of public money we need to focus on evidence-based programs</li> <li>• Probation has grants to evaluate evidence-based programs.</li> <li>• Community improvement requires a commitment to evidence-based practice.</li> <li>• We want to show results/success. How are our investments paying off?</li> <li>• We need stories to share the information.</li> <li>• We need brief talking points – what does Upstream mean?</li> <li>• We need to identify our audience.</li> <li>• We need to identify opportunities to get staff involved.</li> <li>• We need a cultural push to mentor, to get involved, to coach.</li> </ul> <p><b>Funders</b></p> <ul style="list-style-type: none"> <li>• United Way</li> <li>• We are responsible to support the sustainability of programs. The Portfolio is a way to do this.</li> <li>• Encourage grantees to get help with Upstream and invest in some ways as an incentive.</li> <li>• Our RFP’s ask about alignment with Upstream and the Portfolio, but it doesn’t influence their score. It promotes the initiative and message.</li> <li>• We could host workshops on the Portfolio.</li> <li>• We need a short power point that shows why Upstream is important for grantees (sustainability, grant money, and impact)</li> <li>• We could use a blurb for our website and Facebook</li> <li>• We need a link to the Upstream website on our website</li> <li>• Talking points could include: effective investments, eliminate duplication, and prevention focus. Language should be concrete and succinct.</li> </ul> <p><b>Seniors and Housing</b></p> <ul style="list-style-type: none"> <li>• Upstream is about doing things sooner, not just serving people at young ages.</li> <li>• Senior games showed us what it takes to thrive as a senior – resources, health, and community connections.</li> <li>• Family Justice Center offers evidence-based senior programs.</li> <li>• Loans to low income seniors to modify their homes to allow them to stay in them</li> <li>• Longevity workshops to 50+ year old individuals to help them prepare for future</li> </ul>		

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	<ul style="list-style-type: none"> <li>• Affordable housing</li> <li>• There is a need for intergenerational housing models with flexible funding.</li> <li>• Seniors need to know that the community values them – Healthy Aging Collaborative.</li> <li>• Care Transitions Programs</li> <li>• We need resources and money.</li> <li>• Something you could keep in your wallet with talking points could be useful.</li> </ul> <p><b>Business</b></p> <ul style="list-style-type: none"> <li>• CHOICES, Sonoma County Alliance and SCOE, Economic Development Board, Workforce Investment Board, Private donations, Vintners and Growers literacy donation</li> <li>• We need more “Oscars.” We need relationships with the business community.</li> <li>• Include the Upstream message on the back of our business cards.</li> <li>• We need 4 – 5 power point slides to take to our boards.</li> <li>• We need to see the ROI. We need metrics and data.</li> <li>• We need more ambassadors from within and outside of the business community.</li> </ul> <p><b>Education and Youth</b></p> <ul style="list-style-type: none"> <li>• Santa Rosa City Schools host a youth forum on how to improve education, help youth voices be heard, and engage the media.</li> <li>• CAP has many programs for youth.</li> <li>• Best motivator for evidence-based practice is money.</li> <li>• We need to raise awareness and understanding.</li> <li>• Need to use common terms in and out of our sector.</li> <li>• We need to raise understanding about “why?” Why is evidence-informed practice important?</li> <li>• We need to know how to incorporate innovation. For example, there aren’t a lot of evidence-based programs for foster youth.</li> <li>• There may not be an evaluation in place, but we can still build from a science based foundation. We need funders to see the value of innovation. We need resources to build.</li> <li>• We need funders to invest in agencies to build their internal infrastructure.</li> <li>• There may not be evidence at the start, but we can collect evidence as we go and tweak the program to make it relevant to our population.</li> <li>• Early childhood programs need ways to engage parents. They are the ones who will ultimately provide us with the strongest evidence.</li> <li>• The child is the vehicle by which we engage the parents.</li> <li>• We need to educate high school students on how to be better parents.</li> <li>• We need ways to communicate with the community at large</li> <li>• We need technical assistance for implementers. How can we show them the value of collecting data?</li> </ul>		

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	<ul style="list-style-type: none"> <li>• We need money or consultants to offer in-service trainings.</li> <li>• We need ways to show youth that there are alternatives and that their choices do matter.</li> <li>• It's all personal. The people that we sway will be swayed through relationship.</li> <li>• Even within our sector we need messages for multiple groups: implementers, pre-k parents, parents of high school students, youth, funders, and teachers.</li> <li>• We need to give youth a voice. Give them control. Show them that they are important to our community.</li> <li>• We need meeting times that allow youth and educators to be present at the table.</li> <li>• We need to target all levels within our organization.</li> <li>• We need three messages: elevator speech, rotary speech, and an in-service speech.</li> <li>• We need "Upstream for Dummies" or a simple matrix.</li> <li>• We need data points, ROI.</li> <li>• Who gives the message is as important as the audience. The messenger needs to be the champion. They need to communicate heart and intellect.</li> <li>• We need an app.</li> <li>• We need a 1 page hand-out that isn't too dense.</li> <li>• We need County staff to offer trainings.</li> <li>• It's all about relationships and connecting value to the individual.</li> <li>• We need an ongoing conversations with a "how and what." These need to be followed up with support – people to help us implement. We need staff time to offer technical assistance and outreach to the uninvested community. Help them understand they are invested.</li> </ul>		
<b>Public Comment</b>	None	None	None
<b>Adjourn</b>	Meeting adjourned at 11:00 a.m.	None	None

### Upstream Investments Policy Committee 2014 Meeting Schedule

May 14, 2014 from 9:00 – 11:00 a.m.

August 13, 2014 from 9:00 – 11:00 a.m.

November 12, 2014 from 9:00 – 11:00 a.m.