



# BLACK CHILD LEGACY

C A M P A I G N

Uniting Families and Communities  
for a Healthy Future

**ANNUAL REPORT | 2016-17**

# BLACK CHILD LEGACY CAMPAIGN BY THE NUMBERS

## A YEAR OF MOVEMENT

**OVER 3,000** people reached with resources on the **4** leading causes of death:

1. Infant Sleep Related Deaths
2. Perinatal Conditions
3. Child Abuse and Neglect
4. Third Party Homicides

Strengthened the capacity of the **7 COMMUNITY INCUBATOR LEAD (CIL)** organizations to provide intervention and prevention services, advocacy and grassroots mini-grants within their neighborhoods

Over **100 YOUTH AND 100 ADULT VOLUNTEER LEADERS** across Sacramento County working on the grassroots Black Child Legacy Campaign

Over **100 PROFESSIONAL DEVELOPMENT TRAINING** hours deepening the knowledge, skill and ability of CIL staff and community partners to expand impact at the neighborhood street level

A **171% INCREASE** in number of stakeholders within CILs to build the infrastructure for better, more efficient and sustainable community-based services

Over **500 YOUTH ENGAGED** through festivals, out-of-school programming, social justice youth strategies, youth internships, Legacy Camp and participatory action research teams

**ONE MILLION DOLLARS** in additional funding secured for direct service and cultural broker support

**25** news articles, segments and features on **13** media outlets, changing the narrative around child mortality and youth



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## BACKGROUND

Sacramento County's Steering Committee on Reduction of African American Child Deaths (RAACD) began execution of its implementation plan, a five-year initiative referred to as the RAACD plan in this report, in the fall of 2015. The effort works in collaboration with Sacramento County, First 5 Sacramento, the City of Sacramento and multiple community stakeholders.

The Black Child Legacy campaign is the centerpiece of the RAACD's effort to build the capacity of impacted communities to effectively engage in, and ultimately lead, efforts designed to reduce child death rates and promote child well-being.

In this report, RAACD refers to the Steering Committee on Reduction of African American Child Deaths and the Black Child Legacy Campaign refers to the community-driven activities, built out of the strategic and implementation plans.

## 2016-2017 RESULTS

- Established skill development opportunities for Community Leadership Roundtable (CLR) members that included quality assessment training and technical assistance to launch the infrastructure required to align a cultural broker system of care.
- Led advocacy efforts for the Interagency Children's Policy Council (ICPC). This included technical assistance to County staff and community leaders.
- Built the Technical Assistance Resource Center (TARC) and Profound Purpose Institutes (PPI) as a forum for community learning to identify and share resident-held knowledge and aspirations with Community Incubator Leads (CIL). We continue to provide CIL access to best practices garnered from national and local experts.
- Spearheaded the implementation of outstation County Multi-Disciplinary Teams (MDT), with the goal of institutionalizing accessible and culturally relevant services in all seven RAACD neighborhoods.
- Established a quality assessment leadership team to measure the programmatic benchmarks of the CIL grantees to improve capacity, expand collective impact opportunities, overcome barriers and engage the community as partners.
- Executed the production of timely data to the Steering Committee on RAACD and CILs about the seven neighborhoods through the work of the data hub and Participatory Action Research (PAR) teams.



# RAACD PRIORITY STRATEGIES

The work of the Black Child Legacy Campaign is built upon five strategies described in the RAACD strategic and implementation plans

## STRATEGY 1: PROMOTING ADVOCACY AND POLICY TRANSFORMATION

### COMMUNITY LEADERSHIP ROUNDTABLE (CLR)

The CLR, composed of 17 volunteer community members, meets every other month to develop strategies to best serve their neighborhoods. CLR members serve as leaders in the community in one or more of the following roles:

- Volunteer cultural brokers to help augment wraparound child-welfare practices with African American families;
- First responders to support community and families that are experiencing trauma-related child/youth death and violence; and/or
- RAACD quality assessment team member to support the continuous improvement of CIL grantees.

CLR members received additional training in restorative justice and as critical incident responders to connect residents to support, resources and information in times of crisis.

### FAITH-BASED STRATEGY

We are connecting the African American faith community to the Black Child Legacy Campaign to increase their access to resources and information to benefit the people they serve.

#### HIGHLIGHTS:

- Pastors and faith leaders came together to discuss and create strategies and the RAACD Annual Prayer Breakfast in February 2017.
- Over 400 people joined together to connect faith to action at the Gathering for GLORY (Giving Love to Our Rising Youth) conference in April 2017.
- CILs organized peace walks in Oak Park and Meadowview in collaboration with the faith community. The foundation built through the engagement of the faith community throughout the year led to swift and well-organized responses to tragic incidents of gun violence.

## STRATEGY 2: EQUITABLE INVESTMENT AND SYSTEMATIC IMPACT

### INTERAGENCY CHILDREN'S POLICY COUNCIL (ICPC)

The Steering Committee on RAACD has researched the political advocacy and leadership connections related to the planning, implementation and design of the County's ICPC.

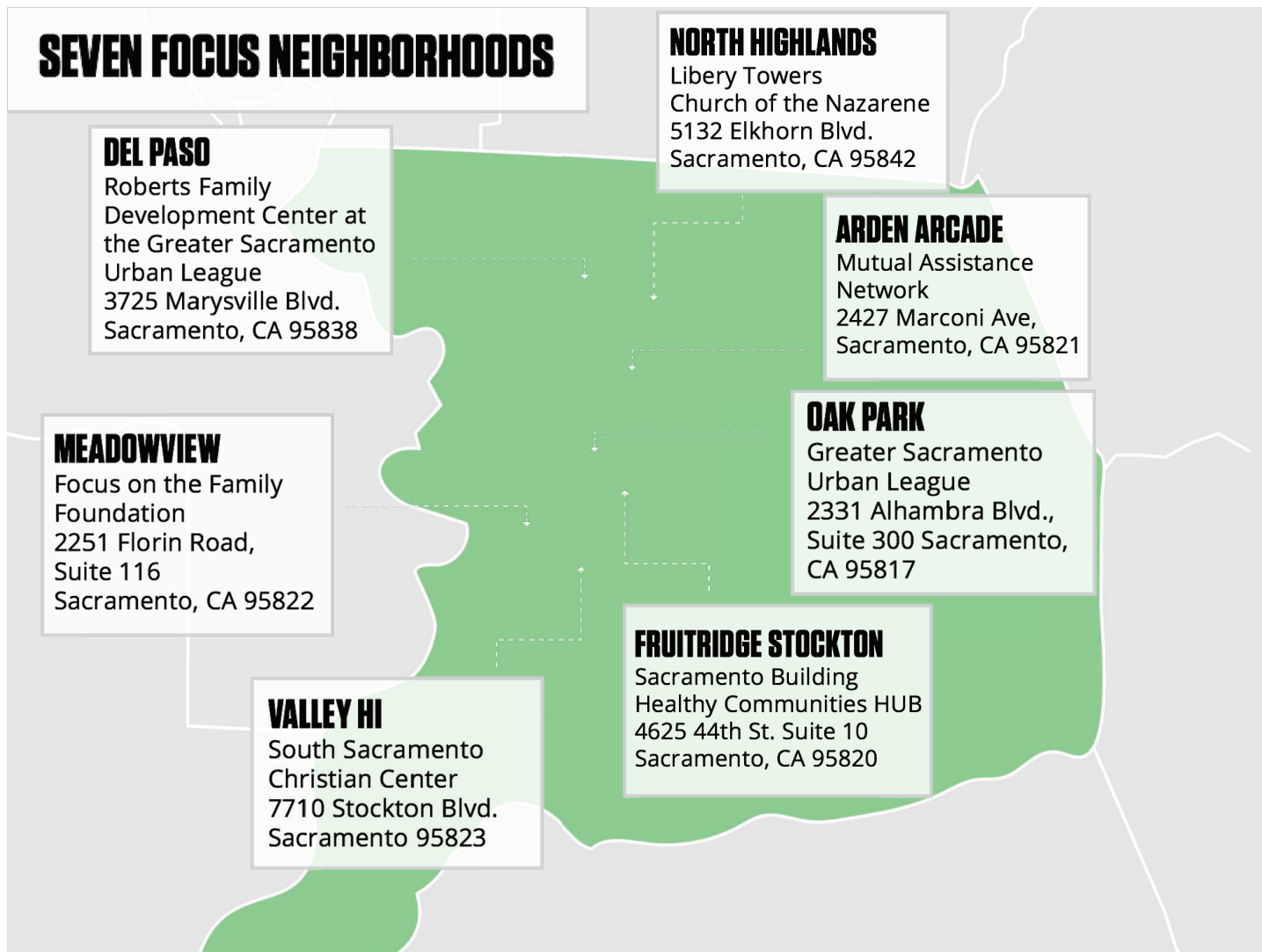
#### HIGHLIGHT:

RAACD Results-Based Accountability Community Summit held in November 2016. This training, attended by more than 100 people, brought child-, youth- and family-serving organizations together to learn the practice of Results-Based Accountability and how it can be applied in the effort to reduce African American child deaths in Sacramento County. Results-Based Accountability uses a data-driven, decision-making process to help communities and organizations move beyond talking about problems to taking action to solve them.

### CULTURAL BROKER PROGRAM

- Child Abuse and Neglect Prevention: Cultural Broker services provided to Del Paso Heights/North Sacramento and North Highlands/Foothill Farms, funded by Sacramento County
- Black Infant Health: Cultural broker services to prevent perinatal conditions in the 95823 zip code, funded by Health Net





## STRATEGY 3: COORDINATED SYSTEMS OF SUPPORT

### COMMUNITY INCUBATOR LEAD

- Prevention and intervention services in seven targeted neighborhoods
- Co-location of county multi-disciplinary teams (MDTs) at each site

### TECHNICAL ASSISTANCE RESOURCE CENTER (TARC) PROFOUND PURPOSE INSTITUTES (PPI)

TARC's professional learning community gatherings, known as the Profound Purpose Institute (PPI) are held on a quarterly basis with the goal of building CIL, CLR and community stakeholder capacity, sharing best practices and informing communities of local resources. In 2016-2017, the PPIs focused on the four leading causes of African American child deaths in Sacramento County, including infant sleep-related deaths, perinatal conditions, child abuse and neglect, and third-party homicides.

### ADDITIONAL TRAININGS

- Results-Based Accountability training
- Child Protective Services Overview
- Mandatory Reporter Training
- Quality Assessment Training
- Restorative Justice Training

### HIGHLIGHT:

Restorative justice training for the CLRs focused on creating, managing, supporting and strengthening a community network and reinforcing the community's capacity to dialogue, problem-solve, take action and ultimately promote healing focused on child health and well-being.

## STRATEGY 4: DATA-DRIVEN ACCOUNTABILITY AND COLLECTIVE IMPACT

The Evaluation Workgroup developed a plan to assess and monitor the implementation and short-term, intermediate and long-term outcomes of the Steering Committee on RAACD's work and the activities in the communities. The RAACD implementation plan includes the collection of secondary data (numbers and rates of African American child death) and its compilation in a data hub, participatory action research, quality assessments and other approaches.

Additionally, we have developed a framework for data collection and analysis, conducted capacity assessment visits with each CIL, and designed a series of forms that enable the CILs to easily upload data, including neighborhood asset scans. These scans allowed CILs to analyze local allies, businesses, organizations and services in their neighborhoods to better coordinate services and work together. LPC also produced neighborhood profile reports using secondary sources of data on topics related to mother and infant health, youth vulnerability and neighborhood well-being. The Black Child Legacy Campaign has partnered with other organizations and agencies to collect this secondary data.

### PARTICIPATORY ACTION RESEARCH (PAR)

CILs have formed teams comprised of youth and adult allies who are currently working on their participatory

action research projects. Each group is using a research question to survey their communities. PAR activities will be the foundation for social justice youth development action plans in 2017-18.

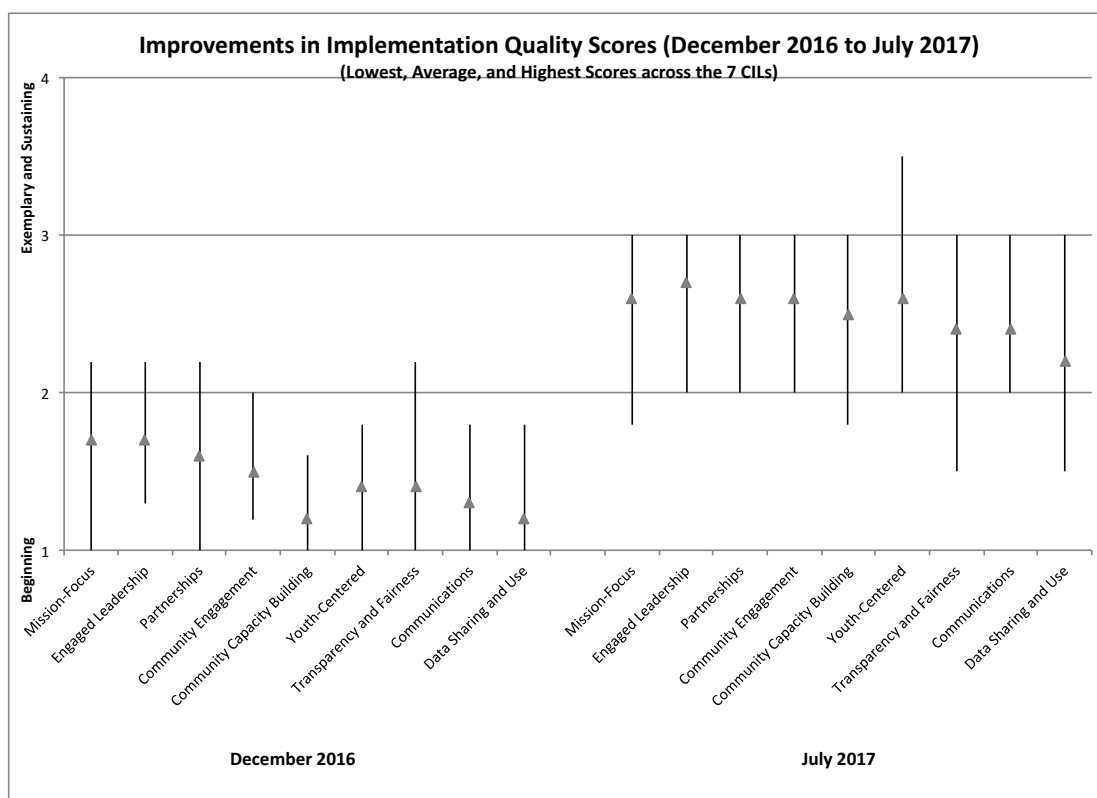
### QUALITY ASSESSMENT (ADD THE ADDITIONAL GRAPHIC/CHART THAT WILL BE SENT SOON)

A Quality Assessment team comprised of Steering Committee on RAACD members, TARC members, CLR members and staff visited each CIL to conduct an assessment of competency in nine indicator areas.

These indicators included:

1. Mission-focus
2. Engaged leadership
3. Partnerships
4. Community engagement
5. Community capacity building
6. Youth-centered
7. Transparency and fairness
8. Communications
9. Data collection, sharing and use

Following the visit, each CIL received a report highlighting areas of successes and needed improvements. These reports will inform the next years' PPI agendas, as the technical assistance teams begin to learn where capacity building is needed within the CILs.





## STRATEGY 5: COMMUNICATIONS AND INFORMATION SYSTEMS (COMMUNITY MESSAGING)

### BRAND STRATEGY

*Black Child Legacy Campaign: Uniting Families and Communities for a Healthy Future.*

At the start of the 2016-17 year, the Black Child Legacy Campaign brand was launched.



Although the formal name of the Steering Committee on RAACD did not change, as it is chartered through the Sacramento County Board of Supervisors, the campaign name embodies the focus of the community strategy moving forward. A brand manual was provided to Steering Committee on RAACD members and CILs and the new web site launched: [www.blackchildlegacy.org](http://www.blackchildlegacy.org).

The Black Child Legacy Campaign has created both neighborhood-specific and county-wide communication strategies identifying audiences, crafting targeted messages and developing specific tactics to deliver those messages. The Black Child Legacy Campaign continues to provide communication backbone support to the CILs as they manage their traditional and social media outreach. In 2017-18, this work will include more nontraditional efforts, such as podcasts, inserts in the Sac Cultural Hub magazine and youth-led public service announcements.

### LOVING BROWN BABIES

Additionally, leveraging funding from the City of Sacramento, the Sac Cultural Hub was contracted to develop and launch the Loving Brown Baby Campaign, which features a series of stories showcasing families in our neighborhoods. Stories can be viewed at [www.blackchildlegacy.org/loving-brown-babies](http://www.blackchildlegacy.org/loving-brown-babies).

The Steering Committee on RAACD and The Black Child Legacy Campaign were featured in a number of traditional and nontraditional media outlets, including



# RELATIONSHIPS MATTER: COMMUNITY ENGAGEMENT AND EVENTS

To further the community messaging strategy, the Black Child Legacy Campaign also has utilized community engagement and event strategies to increase awareness of its efforts and the services offered in the focus neighborhoods through the CILs.

## MLK 365

On January 16, 2017, more than 400 people joined the MLK 365 March for the Dream and the North Sacramento MLK March under the banner of the Black Child Legacy Campaign. With representatives from each of the focus neighborhoods, the Black Child Legacy Campaign chose to “walk boldly” in honor of Dr. King. Additionally, the Black Child Legacy Campaign hosted a vendor booth at the MLK 365 Resource Fair, reaching hundreds of people interested in the campaign.

## GATHERING FOR GLORY: GIVING LOVE TO OUR RISING YOUTH

On April 20, 2017, more than 400 people attended the Black Child Legacy Campaign GLORY Conference. This conference bridged the wisdom, perspectives and experiences from the faith-based community to institutions and individuals participating in the campaign. Visit The Center’s YouTube channel to view a video of the event.

One participant noted, “I thoroughly enjoyed every aspect of this conference. Each guest speaker was better than the last and I left feeling inspired and excited to make change in my community... I think what this campaign has done is getting people out of their silos and working together.”

## JUNETEENTH

In partnership with Juneteenth, Inc., the Black Child Legacy Campaign hosted JuneTEENth, an inclusive safe and fun festival exclusively for the youth of Sacramento on June 15, 2017 at Cesar Chavez Park. This festival took place during Sacramento’s 15th annual Juneteenth celebration and featured a slam spoken word competition, youth activities, education resources and summer employment for youth. This event built on the March 22 PPI, where CILs received training on social justice youth development as they begin to launch their summer community violence prevention plans. Visit The Center’s YouTube channel to view a video of the event.

## BEACON ART INSTALLATION

The Black Child Legacy Campaign was featured in an art installation, BEACON, on the corner of K and 10th streets the week of June 19-24, 2017. Images from the Black Child Legacy Campaign were projected on window bays of a building in the heart of downtown Sacramento.

## PRESENTATIONS AND OTHER FEATURED EVENTS

The Black Child Legacy Campaign participated in additional events including: First 5 Sacramento Pride and Joy Baby shower, the Black Expo, the Urban League Western Summit, the Sacramento City Gang Summit: You(th) Can Impact Sacramento, 100 Black Women Legislative Day Panel and the Children’s Defense Fund’s Samuel D. Proctor Institute. Additionally, CILs hosted and coordinated a number of events, including monthly meetings, such as Arden Arcade’s Neighborhood Link; youth activities, such as Black Girls Rock, youth groups in Del Paso Heights and hip hop classes in Valley Hi; large events, such as the Fruitridge Stockton Black Child Legacy Campaign Kick-Off and a field trip to see the play “Trigger,” which was coordinated and attended by multiple CILs.

## AWARDS

The Steering Committee on RAACD received multiple awards for the work of the Black Child Legacy Campaign, including:

- The NAACP’s Healthy Communities Award on April 14, 2017.
- The Greater Sacramento Urban League’s Community Impact Award on April 20, 2017
- California State Proclamation by Senator Richard Pan on June 15-17, 2017.







# MOVING AHEAD: CREATING A COMMUNITY MOVEMENT 2017 2018

The Black Child Legacy Campaign is excited to further implementation in 2017-2018. As the RAACD implementation plan moves forward, we will continue to:

- Utilize the TARC and PPIs as a forum for engaged community learning, building upon the quality assessments to move into a phase of peer-to-peer learning, with each CIL working with a “sister” site, as well as sharing their sites expertise with all seven neighborhoods;
- Build the capacity of the CILs and build on the work of the PAR teams by creating social justice youth development action plans with each CIL;
- Document the efforts of the Black Child Legacy Campaign through the data hub and quality assessment;
- Spearhead working partnership with the City of Sacramento to develop and provide crisis response certificated training to community members in each of the seven target neighborhoods;
- Work collaboratively with DHHS CPS to develop and implement the SCCB in the Del Paso Heights/North Sacramento and Foothill Farms/North Highlands neighborhoods;
- Lead local cultural broker system of care innovations. Work collaboratively with Health Net and community partners to develop and implement the Black Infant and Maternal Health , Cultural Broker 95823 collaborative;







- Rotate and convene Steering Committee on RAACD meetings at the community level by utilizing community-based locations;
- Expand communication activities, to include targeted proactive press and media narrative change activities: news meetings, press conferences, radio, TV, print and online activities. Additionally, including a quarterly spread in a local community magazine and online, podcasts featuring each of the CILs, video of each of the CILs and their neighborhoods and other innovative activities;
- Lead the comprehensive community-driven Black Child Legacy Campaign community research agenda, formed on collective impact strategies of one campaign;
- Foster the ICPC political stakeholder engagement as it applies to the work of the Black Child Legacy Campaign. This will include the development of an ICPC Black Child Legacy Campaign stakeholder group with a variety of pathways to engage in system change.



The Steering Committee is funded by the County of Sacramento, City of Sacramento and First 5 Sacramento and is managed by The Center.



For more information contact: [raacd@shfcenter.org](mailto:raacd@shfcenter.org)  
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