

ANNUAL REPORT 2018

GROWING A COMMUNITY MOVEMENT BLACK CHILD LEGACY CAMPAIGN



**BLACK CHILD
LEGACY**
CAMPAIGN
Uniting Families and Communities
for a Healthy Future



THE CENTER
at Sierra Health Foundation

Black Child Legacy Campaign Annual Report Acknowledgements

Steering Committee on Reduction of African American Child Deaths

Pastor Alice Baber-Banks
Stephanie Bray
Debra Cummings
Dr. Ethan Cutts
Captain Robert Davis
Julie Davis-Jaffe
Gladys Deloney
Paris Dye
Linda Fong-Somera
Steven Garrett
Dr. Albina Gogo
Keith Herron
Chet P. Hewitt, Co-Chair
Pastor Robert Jones
Dr. Olivia Kasirye
Judge Barry Loncke
Aliane Murphy-Hasan
Kim Pearson
Tina Roberts
Essence Webb
Kim Williams
Natalie Woods Andrews, Co-Chair
Marlon Yarber

Community Incubator Leads

Arden Arcade: Mutual Assistance Network
Del Paso Heights/North Sacramento: Roberts Family Development Center
Foothill Farms/North Highlands: Liberty Towers
Fruitridge Stockton: Sacramento BHC

Meadowview: Rose Family Creative Empowerment Center
Oak Park: Greater Sacramento Urban League
Valley Hi: South Sacramento Christian Center

Community Leadership Roundtable

County of Sacramento Multi-Disciplinary Leadership Team
Child Protective Services
Department of Human Assistance
Probation Department

Funding Partners

Board of State and Community Corrections
City of Sacramento
County of Sacramento
First 5 Sacramento
Health Net
Obama Foundation
The Center at Sierra Health Foundation

Partners

Advance Peace
Always Knocking
City of Sacramento Gang Prevention and Intervention Task Force
Innovation Bridge
Putnam Consulting Group

We especially wish to thank Supervisor Phil Serna and the Sacramento County Board of Supervisors for your commitment and leadership.

What if you could reduce the deaths of African American children in Sacramento County by 10-20% in the next two years?

Like an apple tree that needs healthy soil and enough moisture to bear fruit, the Black Child Legacy Campaign nourishes neighborhoods with a community-built movement deeply rooted in a shared vision to decrease the four leading causes of death and improve the life expectancy of African American children and youth in Sacramento County.

A Child Death Review Team report released in 2009 revealed that in Sacramento County, African American children die at twice the rate of any other ethnicity. In April 2013, the Sacramento County Board of Supervisors adopted the recommendations of the Blue Ribbon Commission to address this disparity. That same year, The Center, the

state and local levels to promote health and racial equity in our communities. Through the Black Child Legacy Campaign, we are utilizing a targeted but universal approach to save lives, through community movement building, in what Sierra Health Foundation Senior Program Officer Kindra Montgomery-Block calls, “our communities choosing to be unstoppable.”

“The Center at Sierra Health Foundation is committed to the ideas that drive the Black Child Legacy Campaign and to do what is right by our children and our communities, so that all of Sacramento’s children live vibrant, healthy lives,” says Chet P. Hewitt, President and CEO of Sierra Health Foundation and The Center, and co-chair of the Steering Committee on Reduction of African American Child Deaths.

In 2015, the Steering Committee on

LEADING CAUSES OF DEATH AMONG AFRICAN AMERICAN CHILDREN

- Perinatal conditions
- Infant sleep-related deaths
- Child abuse and neglect
- Third-party homicides

nonprofit intermediary at Sierra Health Foundation, took up the charge to change this trajectory through a strategy that builds community efficacy and power to leverage their assets to effect change. The Center brings people, ideas and infrastructure together to address disparities in health, social and economic status and well-being. The Center focuses its efforts on the national,

Reduction of African American Child Deaths (RAACD) embarked upon an ambitious journey to interrupt the 20-year pattern of disproportionate death rates of African American children in the seven neighborhoods with the highest disparities by launching the Black Child Legacy Campaign. In the third year of its implementation plan, the Black Child Legacy Campaign continues

to expand what Dr. Natalie Woods Andrews, co-chair of the RAACD Steering Committee, calls “a highly networked infrastructure that did not exist before. We do have a system in place for communication, for collaboration, for really wrapping our arms around families who are in crisis.”

Since its inception, the Black Child Legacy Campaign has grown a movement for Sacramento County “to be transformed from the inside out,” says Tasha Johnson, of the Greater Sacramento Urban League’s Youth Empowered for Success program and the Oak Park Community Incubator Lead (CIL). The Black Child Legacy Campaign focuses on seven Sacramento communities, and is anchored by a CIL in each. Every CIL serves as a host site for Multi-Disciplinary teams (MDT), typically made up of Department of Human Assistance (DHA), providers, probation officers, cultural brokers, crisis responders and neighborhood-specific programming for children, youth and families. CILs provide prevention and intervention services and are located in a faith center or community center that is trusted by the community it serves. Resources from the Black Child Legacy Campaign helped to create the infrastructure, practices and relationships needed to form a more accessible delivery system for children and families.

The campaign has connected stakeholders from all corners of the county and strengthened leadership from within the communities, creating a collective effort to uproot the disparities that lead to the premature deaths of too many African American children. Through a holistic

set of strategies that includes grassroots community leaders, law enforcement and probation, education administrators and policymakers, hospitals, and a range of county agencies, nonprofits and other stakeholders in its design, the Black Child Legacy Campaign has established an infrastructure that grows stronger with each passing year.

“Whether it’s moments relating to third-party homicide and young kids losing their lives to violence, to moms [outliving] their babies because of SIDS and because of lack of prenatal care, to child abuse and neglect...Moments like that cause me to be grounded in the work of the Black Child Legacy Campaign in a daily and nightly effort of saving lives,” says Pastor Les Simmons, Director of the Simmons Center and Valley Hi CIL. Valley Hi is one of seven host sites for MDTs that connect neighborhood residents with prevention and intervention services in Sacramento County.

“Whenever there is a call or email sent that someone needs help, there is immediate action,” says Gladys Deloney, RAACD Steering Committee member and Deputy Director of DHA. “People respond quickly when there is a call for help. Our work has enhanced the working relationships of the community.”

Now in the third year of its five-year implementation plan, the Black Child Legacy Campaign works in collaboration with Sacramento County, First 5 Sacramento, the City of Sacramento, and a growing number of community stakeholders and leaders. From its ever-deepening community roots, the Black

Whenever there is
a call or email
sent that someone
needs help, there is
immediate action.

— Gladys Deloney, RAACD Steering Committee member and
Deputy Director of Department of Human Assistance



Community Incubator Lead teams gather together.

We know the faith
community is strong
and active in each of
the communities.

— Dr. Natalie Woods Andrews,
Co-Chair, Black Child Legacy Campaign
and Director, Early Learning Department
Sacramento County Office of Education



Steering Committee for Reduction of African American Child Deaths Co-Chair Dr. Natalie Woods Andrews speaks at the annual GLORY conference.

Child Legacy Campaign continues to expand its reach and wrap around families in crisis while working toward the health and well-being of all children.

This report tells the story of the intricate network of coordinated efforts within seven historically disenfranchised Sacramento County neighborhoods to meet or exceed the goal of reducing African American child death rates from 10-20% by 2020 and to bring the vision for health and well-being for all children to fruition.

COLLECTIVE IMPACT: A FRAMEWORK FOR AUTHENTIC COLLABORATION

The Black Child Legacy Campaign uses a collective impact approach to bring agencies and individuals across multiple sectors together to work toward a shared vision to improve outcomes for African American children in Sacramento County. Underlying this

approach to collaboration is the shared understanding that “not one entity can do this alone,” says Woods Andrews.

The success of the Black Child Legacy Campaign is the result of its highly structured,

collaborative approach to engage stakeholders in mutually aligned activities, agreed-upon measures for tracking progress, and intentional communication processes in the work toward a common goal. The collective impact strategy fosters a culture of collaboration at every level of the Black Child Legacy Campaign and convenes stakeholders who may not otherwise interact, while engaging more organizations and community leaders in its work toward change.

“The relationships that have been developed through all the CILs I know and have been able to get to know through various workshops and getting them set up,” reflects Deloney, has enabled her to have “close relationships with CPS, probation, behavioral health [and others]... I believe that we all work almost like one super agency...We serve the community as one.”

The Steering Committee provides backbone support for the campaign with representation from the Early Learning Department of the Sacramento County Office of Education, the Sacramento County Public Defender’s Office, DHA, CPS, the NAACP, MDT team members and the faith community.

“We know the faith community is strong and active in each of the communities. That representation around the table has been huge. There has been strong

“To be able to pick up the phone or walk to an office... to have our weekly check in and touch base, that’s never happened before on this grassroots level.”

— Pastor Les Simmons, Director of the Simmons Center and Valley Hi Community Incubator Lead

leadership that has come out of that representation,” says Woods Andrews. From community crisis responders who surround families and communities with resources and support, to a neighborhood collaboration with the NBA’s Sacramento Kings that ultimately engaged 1,000 youth and families across neighborhoods to hear the Black Child Legacy Campaign’s message, a spirit of collectivity permeates the campaign. Intentional activities build capacity and leverage the strengths, resources and social capital of stakeholders. The campaign enables agencies and community leaders to move beyond the traditional piecemeal approach to isolated interventions to building trusting relationships across spheres of influence. This bridges gaps between service providers, educators, families, policymakers and grassroots leaders. Tasha Johnson from Oak Park credits the Black Child Legacy Campaign for a growing partnership between area schools and school districts that allow service providers to meet youth at the schools to connect them with a caseworker as a means “to interrupt the violence.”

“To be able to pick up the phone or walk to an office...to have our weekly check in and touch base, that’s never happened before on this grassroots level. Folks are coming out of the corporate space in the big buildings and coming all the way down to where the pain is...to where the trauma is...to where the challenges exist,” says Simmons. He believes the close-knit relationships between CILs, cultural brokers, county agencies and other

service providers contribute to families being treated with dignity and respect, breaking down the stigmas attached to receiving the services they need.

“Every time there is a calling, we as a whole move in the direction we are being called,” says Greg King, founder of Always Knocking and crisis responder for the Black Child Legacy Campaign. Not only does King respond to moments of tragedy and community crisis, he knocks on his neighbors’ doors to check on them, as he learned from his grandmother, a means of building trust with the youth and families in the community. “Through our meetings, the cultural brokers, community intervention workers are all moving in the same direction....When the drum starts drumming, we are answering the [call].”

By placing the most impacted communities at the center of its efforts, the model mobilizes organizations, institutions and grassroots leaders toward lasting and transformative change.

STRATEGIES THAT SAVE LIVES: RAACD PRIORITY STRATEGIES

In the third year of its implementation plan, the Black Child Legacy Campaign continues to expand what Woods Andrews calls “a highly networked infrastructure that did not exist before. We do have a system in place for communication, for collaboration, for really wrapping our arms around families who

are in crisis.”

The campaign has extended its reach to both families most impacted by racialized disparities and advocates for the cause to reduce African American child deaths. Following the Blue Ribbon Commission 2011 report that identified the four leading causes, the Steering Committee on RAACD identified five priority strategies to steer the work over a five-year trajectory toward equitable outcomes for African American children in Sacramento County. These strategies include: 1) Promoting Advocacy and Policy Transformation; 2) Equitable Investment and Systemic Impact; 3) Coordinated Systems of Support; 4) Data-Driven Accountability and Collective Impact; and 5) Communications and Information Systems. RAACD’s integrated strategies have woven a strong root structure, connecting and complementing the work of many organizations, so the work within neighborhoods can flourish.

Furthermore, the five strategies have worked together to deliver positive outcomes for Sacramento County’s African American children and youth.

“Sacramento County has been recognized nationally with the Black Child Legacy Campaign ...We became a model not only locally but also nationally. It

can be done and it can be done successfully. Sacramento County is better for the Black Child Legacy Campaign. Whatever is good for African American children is good for all children,” says Deloney.

STRATEGY 1: PROMOTING ADVOCACY AND POLICY TRANSFORMATION

This year, the Black Child Legacy Campaign has gained statewide and national attention for its model of building a countywide movement, including presentations at the Children’s Defense Fund’s Samuel D. Proctor Institute in Knoxville, TN and the California Black Health Policy Summit in Los Angeles, hosted by the California Black Health Network.

In 2018, volunteers from each of the seven neighborhoods convened bi-monthly at the Community Leadership Roundtable (CLR). Through their respective CILs, CLR members learn new skills, develop neighborhood-specific strategies and participate in community outreach activities. Their work is

primarily in the areas of Quality Assessment, Cultural Brokers and Crisis Response.

“The training has been effective, getting people

“Every time there is a calling, we as a whole move in the direction we are being called.”

— Greg King, Founder, Always Knocking and Crisis Responder for the Black Child Legacy Campaign

BLACK CHILD LEGACY CAMPAIGN JANUARY-JUNE 2018 BY THE NUMBERS AND BEYOND

411

African American individuals and families received intensive case management to reduce the stressors and risk factors that lead to unsafe sleep practices for babies, lack of prenatal care for women, child abuse and neglect and youth violence. Intensive case management allows caseworkers to provide services and supports to address homelessness, food insecurity, substance abuse, lack of Medicaid and other challenges.

461

African American individuals and families received education and referrals for safe sleep practices. Parents, grandparents and other caregivers received community education and participated in forums to learn how to ensure infants are safe when they sleep and referrals for free cribs and Pack and Plays.

160

African American women received perinatal education and support including wraparound direct services, transportation for doctor's appointments, pregnancy and childbirth classes, groups on self-care during pregnancy and stress-relieving practices.

146

African American students grades 9-12 participated in activities focused on child abuse and neglect. A weekly youth-led program provided students with the tools to identify signs of child abuse and neglect, along with the communication skills to intervene when there are signs of children in distress. Youth also participated in a listening session with local leaders and law enforcement.

59

African American mothers and female caregivers participated in activities to reduce stress. Monthly meetings and workshops offered a preventative approach to address the stressors associated with child abuse and neglect.

691

African American individuals and families participated in parenting classes, enrichment activities, and support groups. Programs equipped parents with tools to improve communication and other parenting skills. Other workshops included child abuse laws and family rights.

512

African American youth participated in transformative learning opportunities, data collection through participatory action research (PAR) within their neighborhoods and schools, employment readiness, event planning, public speaking, civic engagement and multimedia technical skills.

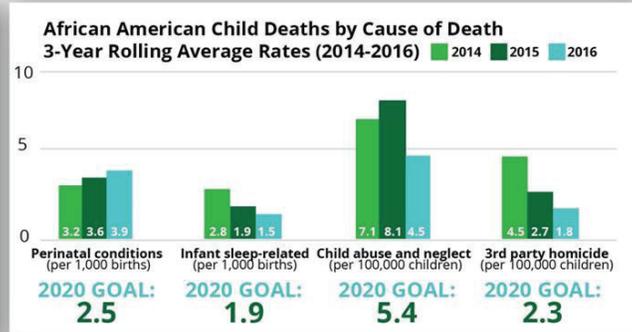
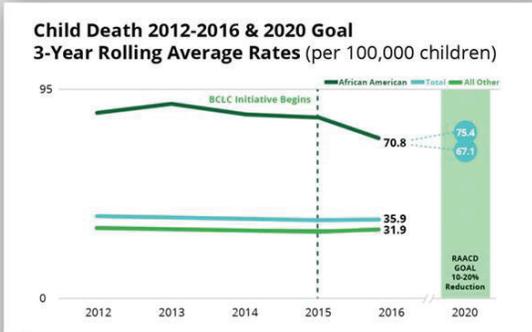
40

Community members participated in the Profound Peace Institute first responder training led by Innovation Bridge and supported by the Urban Peace Institute. The training equipped community stakeholders and outreach workers in violence reduction strategies and first responder protocols to increase community safety.

BLACK CHILD LEGACY CAMPAIGN HIGH LEVEL INDICATOR: REDUCTION OF AFRICAN AMERICAN CHILD DEATHS

Reduction of African American Child Deaths

The overall goal of the campaign is a reduction in African American child deaths from the 2014 baseline rate of 83.8 deaths/100,000 African American children to a rate of at least 75.4 deaths (a 10% reduction).



MOVEMENT BUILDING INDICATORS: COMMUNITY PARTNERSHIP, YOUTH ENGAGEMENT, AND SYSTEMS CHANGES

Local Movement Building

Neighborhood infrastructure is strengthened through partnerships of Community Incubator Leads and local leaders, and the engagement of youth in the reduction of African American child deaths.



- ### Systems Change Wins - 2016-2018
- ✓ Hospital adoption of safe sleep protocols for all births
 - ✓ County out-stationed staff in neighborhood Multi-Disciplinary Teams
 - ✓ County Child Protective Services implementation of cultural broker program
 - ✓ Coordinated county-wide strategy for youth violence prevention, intervention and interruption, including adoption of crisis response protocol

RESOURCE AND CAPACITY-BUILDING INVESTMENTS

Resource and Capacity-Building Investments

With resources from external sources, The Center at Sierra Health Foundation provides capacity-building and other backbone functions needed for the success of the Black Child Legacy Campaign.





The Meadowview Community Incubator Lead team at the 2018 MLK 365 March.

to speak the same language, moving as a whole and in the same direction,” says King.

In addition to enhancing communication between the Steering Committee and community leaders across neighborhoods, members of the Community Leadership Roundtable (CLR) are trained as community first responders and cultural brokers, and participate in quality assessments of CILs. Community Intervention Worker Tanya Bean-Garrett of Fruitridge/Stockton Boulevard and Oak Park describes the power of the Black Child Legacy Campaign in bringing neighborhoods together, “[We are] seeing the community come together again. We were so divided. They took these four focus areas that had turned against each other and brought it together. It makes life worth living again.”

Bean-Garrett lost her own son to gun violence, a third-party homicide. She has found healing

in the work of the campaign and has launched 21 Reasons Scholarship Foundation, a 501c3 named for her son’s uniform number. “I could have waddled in my pain and been mad and angry at the world, and instead I turned my pain into passion.”

SPOTLIGHT ON POLICY: “ENOUGH IS ENOUGH”

In August 2017, Ernie Cadena, a resident of Meadowview Park, was killed by gang violence. A father and innocent bystander who lived around the corner from the park, Cadena’s death sparked community leaders’ determination to “stop the violence.” Requested by Community Incubator Leads and supported by the Black Child Legacy Campaign, a press conference held in the park convened faith leaders, community members, policy makers, law enforcement and other Black Child Legacy Campaign advocates to demand change in their communities.



The training has been effective, getting people to speak the same language, moving as a whole and in the same direction.

— Greg King, Founder, Always Knocking and Crisis Responder for the Black Child Legacy Campaign



Youth attend the Legacy Camp at Grizzly Creek Ranch.

“Last year, there was a series of shootings that caused us to say, ‘enough is enough,’ and we’re going to push the community for programs...that really focus on identifying the drivers of violence and bringing them to the space of outreach and mentorship,” says Derrell Roberts, the Del Paso Heights CIL, of the Roberts Family Development Center.

This is a powerful example of the transformative impact when communities have a platform to give voice to their experiences. The press conference led to the city’s unanimous adoption of Advance Peace in August 2017. Advance Peace is an intensive 18-month program with a proactive approach to preventing gang violence through mentorship, job training and financial incentives. Mentors include former gang members who identify with the experiences of youth most vulnerable to the factors that contribute to gang activity and gun violence. This work will only continue as additional funds are secured to fund crisis response and intervention activities.

In June 2018, the Black Child Legacy Campaign was awarded the California Violence Intervention and Prevention (CalVIP) grant from the Board of State and Community Corrections, which will allow CILs to hire Community Intervention Workers that can provide intensive case management to young people impacted by community violence.

STRATEGY 2: EQUITABLE INVESTMENT AND SYSTEMIC IMPACT

With its great potential for systemic impact, the Steering Committee on RAACD continues to push for the formation of the Interagency Children’s Policy Council (ICPC). Through the establishments of the multi-disciplinary teams, we have made great strides in coordinating with county agencies. However, the higher level planning and budget discussions that would happen at the ICPC level have not come about. This

continues to be an ongoing challenge.

CULTURAL BROKER PROGRAM

Cultural Broker Programs, including Sacramento County's CPS Cultural Broker program invests in people who are actively engaged in their neighborhoods, and whose life experiences echo that of those they are trained to support. These African American cultural brokers leverage established community relationships and trust to help families successfully navigate institutions such as the courts, child protective services, healthcare and schools. By eliminating barriers and increasing access to services, they play a key role in preventing child abuse and neglect. Cultural brokers are able to access communities that are difficult for agencies to enter. Through trusting relationships and culturally responsive

training, cultural brokers bridge the gap between local agencies and families in need of services. With support from Health Net, in 2017-18 the Black Child Legacy Campaign produced a white paper on the foundational competencies needed for a successful Black Infant Health Cultural Broker program.

STRATEGY 3: COORDINATED SYSTEMS OF SUPPORT - COMMUNITY INCUBATOR LEADS

CIL organizations are key to the success of the Black Child Legacy Campaign, serving as hubs for prevention and intervention efforts in their communities. Located in the seven



The Valley Hi Community Incubator Lead team at the 2018 MLK 365 march.

Cultural Broker Margo Santana.



Sacramento neighborhoods with the highest numbers of African American child deaths in the county, each CIL is host to a multi-disciplinary team (MDT) to address the interconnected issues facing African American children and families. MDTs build communication and collaboration between the CILs and entities such as Sacramento County, DHA, Sacramento Police, schools and nonprofit organizations. Reports from the CILs affirm that this approach increases the effectiveness of services through its comprehensive, coordinated, responsive support to families.

“DHA’s ability to reach its resources further and further into the community is enhanced,” says Shybria Louis of DHA. She tells the story of a homeless family of seven to illustrate the impact of strengthened relationships between agencies. “Two or three officers brought them to the [Oak Park CIL] doorstep... The typical department would have told them to get to the other side of town to submit an application [for housing assistance]. With the Black Child Legacy Campaign and the

partnerships that develop through the police and peace walks, I was able to immediately respond and help with housing.”

These coordinated support systems are undergirded by resources such as CIL-directed mini grants. This program uplifts on-the-ground community leaders and influencers and opens windows of opportunity for culturally relevant engagement with the Black Child Legacy Campaign.

Brianna Davis of the Oak Park CIL describes a local barbershop’s entry into the campaign. “The barbershop and barber within the community act as a resource and support. Culturally speaking, barbershops are your therapist, spiritual guidance and confidante, so it has been critical with that particular program that barbers play a role. They have the trust built in the community with the clients they serve.”

A first responder training for local barbers coupled with an incentive program for

“With the Black Child Legacy Campaign and the partnerships that develop through the police and peace walks, I was able to immediately respond and help with housing.”

— Shybria Davis, Department of Human Assistance at the Oak Park Community Incubator Lead

students who make good grades is only one example of CILs' innovative approaches to deploying preventative measures for youth residents while connecting them to the Black Child Legacy Campaign. As first responders, the barbers are trained to intervene and de-escalate potential retaliation following gang-related violence and other violence among youth that could lead to third-party homicide.

Working in partnership with the BCLC's Technical Assistance Resource Center (TARC), in July and December 2017, Steering Committee members, CLR members, CIL staff and Black Child Legacy Campaign staff conducted assessments of each CIL, offering specific feedback on how to refine their efforts. To build skills and connections, TARC hosts Profound Purpose Institutes on a quarterly basis where CILs engage in peer-to-peer

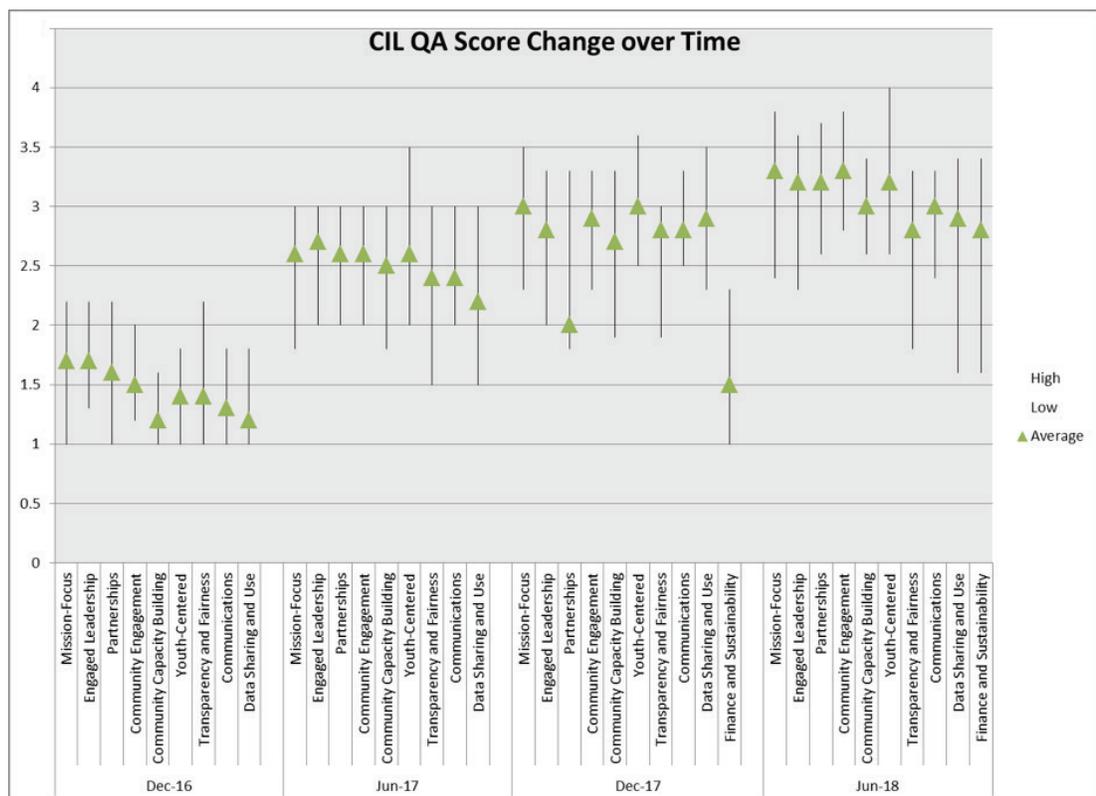
learning. The TARC is comprised of leading experts in their field, including Innovation Bridge, county agencies, and others.

CIL Quality Assessment demonstrates the growth within CILs toward the quality measures defined by the Black Child Legacy Campaign.

STRATEGY 4: DATA-DRIVEN ACCOUNTABILITY AND COLLECTIVE IMPACT

The collective impact framework of the Black Child Legacy Campaign includes ongoing, data-driven evaluation for shared measurement and accountability.

This evaluation takes various forms to track short-term, intermediate and long-term



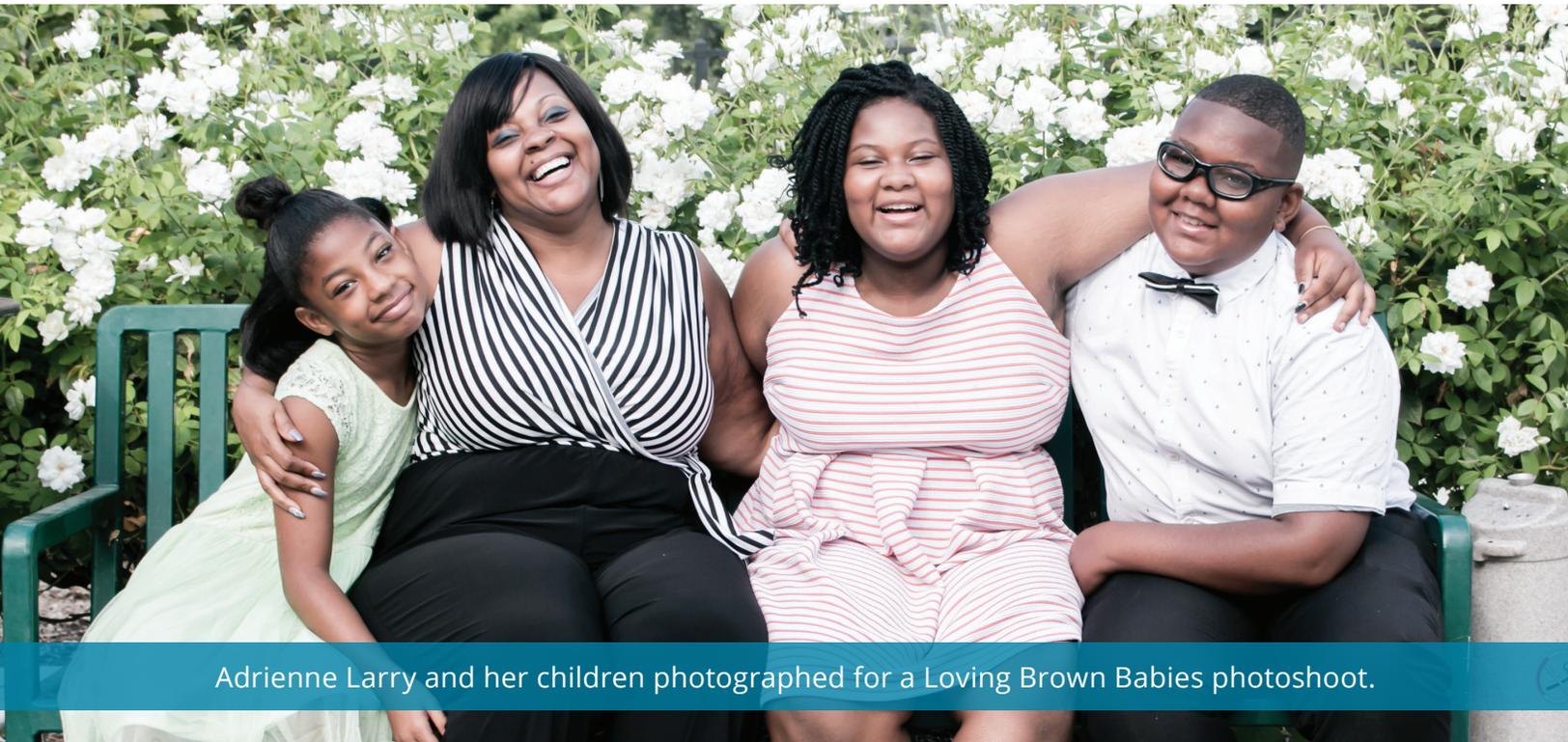
impact. In 2017-18, each CIL formed a team comprised of youth and adult allies to conduct participatory action research (PAR), a method of collecting and analyzing data within their neighborhoods. In preparation for their research, youth learned about the four leading causes of African American child deaths, built leadership and advocacy skills, and examined equity and racism in a historical context. Each PAR team now collects data on one of the four leading causes of African American child deaths by conducting surveys, then creates reports and videos with their findings.

Cassandra Jennings, of the Oak Park CIL and Greater Sacramento Urban League CEO says, “Youth have opinions and their voices matter...[They need a] platform to have agency. A space for them to use their voice to make a change...I think a lot of times we discount youth. When they have access to

make a change they jump on it.” In May 2017, the Black Child Legacy Campaign released the Baseline Community Indicator Report, a critical measurement tool with data on crime and safety in the seven neighborhoods. In 2018, the UC Davis Transformative Justice in Education Center and the UC Davis Office of Research and Policy for Equity were hired for a joint project to evaluate the Black Child Legacy Campaign’s progress on the five strategies. Additionally, the Steering Committee’s Evaluation Workgroup continued their oversight of the project.

STRATEGY 5: COMMUNICATIONS AND INFORMATION SYSTEMS (COMMUNITY MESSAGING)

This year, the Black Child Legacy



Adrienne Larry and her children photographed for a Loving Brown Babies photoshoot.

Campaign launched a multi-tiered media and communications strategy that included a convening of media outlets to engage reporters and other media allies in the effort to reduce child deaths and improve the life expectancy of children and youth in Sacramento County.

In 2017-18, the Black Child Legacy Campaign received unprecedented radio, print and television coverage, with 23 stories in more than nine media outlets. Coverage by media allies, including The Sacramento Bee, The Sacramento Observer, FOX40, Sacramento News and Review, ABC10, KCRA and other news outlets, spotlighted efforts in all four focus areas: perinatal conditions, infant sleep-related deaths, child abuse and neglect, and third-party homicides.

Derrell Roberts of Del Paso's CIL says, "When we are able to tell the story, our local newspaper will pick it up and put it on the front page." This is a testament to strengthened relationships with media allies.

As the communications and marketing strategy effectively works to build public will across the county, throughout the state and nationally, messaging about the Black Child Legacy Campaign within the most impacted communities requires deep knowledge of the culture within each neighborhood and neighborhood-specific tactics to raise awareness of preventative services available for families and other ways to be involved in the campaign.

Shybria Davis, of DHA at the Oak Park CIL, describes one of the many ways that weekly "peace walks" in Oak Park have spread the message of the Black Child Legacy Campaign. "It's been a huge benefit for people in our community...because families know where to come when they need some help." With issues ranging from support with reading court documents to homelessness, the weekly marches are one of the effective messaging strategies that reach neighborhood residents.

A similar approach was used in January, when Black Child Legacy Campaign participants marched on MLK, Jr. Day wearing scarves and sharing stories through social media to kick off the "Wrap Yourself in Love" campaign, encouraging mothers to seek prenatal care for healthy pregnancies. Another strategy is the use of digital communications, reaching audiences using multimedia tools such as the Black Village podcast, which features interviews with partners, and a series of video "poetic service announcements," created in partnership with Sacramento Area Youth Speaks (SAYS) and featuring youth poets addressing third-party homicide. In addition, CILs manage their own targeted social media messaging.

A GROWING COMMUNITY MOVEMENT

As the Black Child Legacy Campaign continues to grow in Sacramento County, its community-driven message is sure to leave a legacy for generations to come. In the third year of implementation, the work of



“The community is really asking and calling on the Black Child Legacy Campaign in these critical moments.”

— Jackie Rose, Executive Director of Rose Family Creative Empowerment Center and the Meadowview Community Incubator Lead

Youth from the Arden Arcade Community Incubator Lead tally data for their participatory action research project

Probation Officer Larry King and Community Leadership Roundtable Member Tanya Bean-Garrett at a neighborhood outreach event in Fruitridge Stockton.



[Black] children are dying at a rate that is two times more than any other race...It is important that we do our part and make sure black children leave a legacy.

— Katrina Simmons, South Sacramento Christian Center and Valley Hi Community Incubator Lead



the Black Child Legacy Campaign has shown results through its intentional strategies to strengthen coordinated efforts among organizations, institutions, neighborhoods and other stakeholders in a collective effort to reduce African American child deaths in Sacramento County. The result is a growing movement that brings community members together for kids – in good times and in bad.

“The community is really asking and calling on the Black Child Legacy Campaign in these critical moments,” says Jackie Rose, Executive Director of Rose Family Creative Empowerment Center and the Meadowview CIL. “The community has called us and said, ‘we really need some folks to be in this space with us and bring resources and support and comfort and healing. Help us navigate through these tough and challenging moments.’”

In light of Stephon Clark’s death on March 18, 2018, a tragedy that drew national attention, the Clark-Thompson family held a ribbon cutting ceremony to honor his legacy and to show appreciation to community leaders and organizations who have been a source of support to the family since his death. The ceremony was held at the Clark-Thompson home, the place where Clark was killed by police.

“We have been proud to wrap the Clark-Thompson family with support following a tragedy that no family should have to endure,” said Rose, executive director of the Rose Family Creative Empowerment Center. “It has been an honor to create a space that we hope brings peace to this family and honors the life of Stephon.”

Through a powerful partnership of the Black Child Legacy Campaign, BUILD.BLACK.Coalition and other organizations, the renovation and beautification project at the Clark-Thompson home is the result of a pilot program to combat intergenerational poverty through economic development within neighborhoods that need them most.

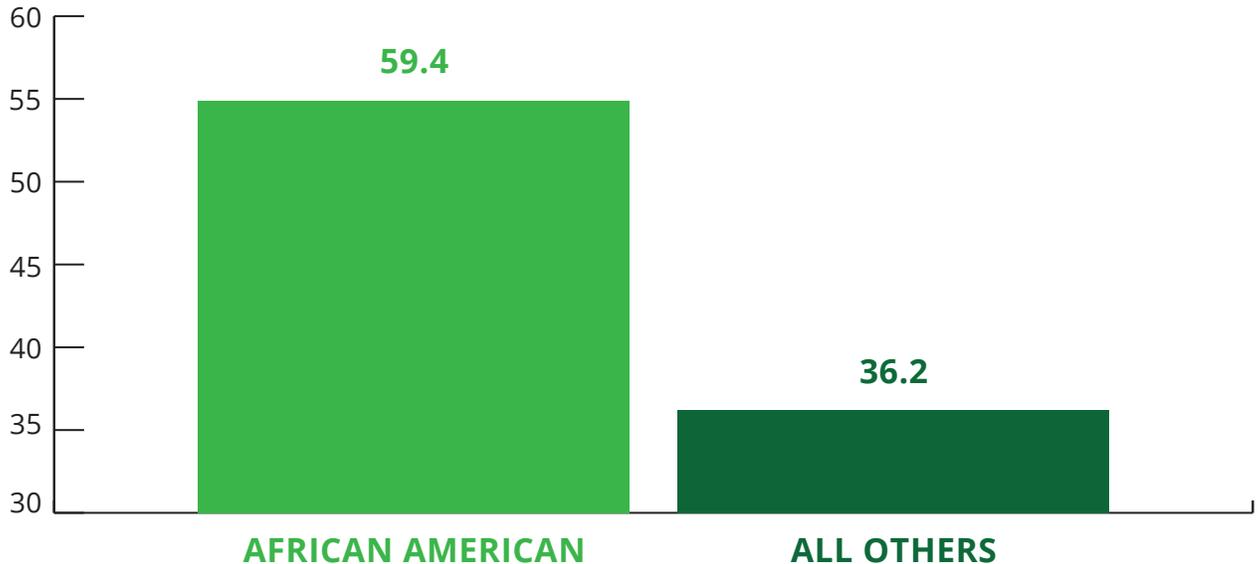
The beautification project at the Clarke-Thompson home is still another example of the Black Child Legacy Campaign collaborative efforts to uproot the disparities that lead to child deaths. This continued call to action, combined with the early results of the campaign, shows that continued investment in our communities holds great promise to nourish the most impacted neighborhoods. As the Black Child Legacy Campaign continues to grow and flourish, it will benefit African American children and, by extension, all families of Sacramento County.

“MAKING GOOD ON THE PROMISE”

Following its analysis of child deaths reported in 2016, the Child Death Review Team (CDRT) recently released key findings and recommendations that address third-party homicide and are supported by the Black Child Legacy Campaign stakeholders and the Steering Committee on RAACD. The child population of Sacramento County includes 10 percent African American children, yet African American children accounted for 15 percent of all child deaths in 2016, a decrease from 24 percent, reported in 2015. However, in 2016 African American children died at a rate of 54.9 per 100,000 children in 2016, compared to 36.2 child deaths for all Sacramento County children.

2016 DEATH RATE OF AFRICAN AMERICAN CHILDREN

(PER 100,00 CHILDREN)



Katrina Simmons of Valley Hi says, “[Black] children are dying at a rate that is two times more than any other race...It is important that we do our part and make sure black children leave a legacy.”

To ensure continued results toward addressing this disparity, CDRT provided a host of

recommendations. These included expansion and enhancement of neighborhood-based programs, and that county departments increase support for the Black Child Legacy Campaign and its county-wide infrastructure that focuses on

strategies to prevent, intervene and interrupt violence within neighborhoods most impacted by third-party homicide. Additionally, CDRT recommends the county and local law enforcement agencies adopt consistent procedures and protocols in response to third-party homicides and support efforts such as Healing the Hood Community Intervention workers and

case management interventions that provide culturally appropriate services, including trauma-informed support for mental health and substance abuse treatment.

In 2018-19, the Black Child Legacy Campaign is headed into

“A successful future for California requires the vision, talent and contributions of all our young people.”

— Chet P. Hewitt, President and CEO of Sierra Health Foundation and The Center, and co-chair of the Steering Committee on Reduction of African American Child Deaths

an exciting two-year partnership with My Brother's Keeper (MBK) Alliance, an Obama Foundation initiative dedicated to improving life outcomes for boys and young men of color. One of 19 communities in the nation and among five across the state selected to receive funding and technical assistance, the Sacramento MBK Collaborative will receive \$425,000 from the MBK Alliance and \$75,000

from the California Funders for Boys and Men of Color.

MBK funding will galvanize such efforts as the Black Child Legacy Campaign's Healing the Hood Initiative, at the seven CIL sites, the MBK Youth Fellowship Program and the Positive Youth Justice Initiative and programs such as Advance Peace, Sacramento City Unified School



Kids attend a screening of Black Panther hosted by Sierra Health Foundation.

District's Men's Leadership Academy, Improve Your Tomorrow and other programs.

"A successful future for California requires the vision, talent and contributions of all our young people," says Chet P. Hewitt. "While we are proud of the collective work that is happening in Sacramento and throughout the state to improve outcomes for boys and young men of color, there is much more to be done. Building upon our partnerships with community organizations and young men themselves, we can make good on the promise of a more hopeful future for all young people."

CASTING OUR VISION WIDER: RESULTS MATTER

Moving forward, we're excited to continue to develop strategies that will save lives. We are focused on four major next steps:

Violence Prevention, Intervention and Interruption: In addition to our continued leadership toward violence prevention, intervention and interruption, the Black Child Legacy Campaign will spend the next year with a deep focus on systems transformation that will impact policy and change for our community.

Documenting Our Community-Led Best Practices: In partnership with a research team from the University of California, Davis, we will continue our comprehensive evaluation efforts that showcase the on-the-ground stories of our community members and leaders to create change.

Maternal Health: We are embarking on a Black Maternal Health digital storytelling and policy project to further lift up the stories and system transformation needs for healthy birth outcomes for African American mothers.

A Framework to highlight the Black Child Legacy Campaign Infrastructure: In partnership with Sacramento County agencies, including the Department of Human Assistance, Child Protective Services and the Probation Department, we will work to document the infrastructure practices, policies and relationships needed to form a more accessible delivery system for children and families.

The growth and impact of the Black Child Legacy Campaign is exciting. Now, with solid evidence proving the effectiveness of our investments, we are even more committed to creating a Sacramento County where African American children will grow up safe and healthy, nurtured by a community that cares.

"Building upon our partnerships with community organizations and young men themselves, we can make good on the promise of a more hopeful future for all young people."

— Chet P. Hewitt, President and CEO of Sierra Health Foundation and The Center, and co-chair of the Steering Committee on Reduction of African American Child Deaths

Pastor Les Simmons presents at the annual GLORY conference.





BLACK CHILD LEGACY

C A M P A I G N

Uniting Families and Communities
for a Healthy Future

blackchildlegacy.org

Facebook: @RAACDSac

Twitter: @RAACD_Sac

Instagram: @Raacd_Sac



T H E C E N T E R

at Sierra Health Foundation

shfcenter.org

Facebook: @TheCenterSHF

Twitter: @TheCenterSHF

Instagram: @thecentershf



Putnam Consulting Group

Authored by Putnam Consulting Group:

Tamiko Ambrose Murray, MSW

Elizabeth Russell

Kris Putnam-Walkerly, MSW