

**Petaluma Youth Network  
Ready by 21**

**ALIGNING RESOURCES & POLICIES, COMMUNICATION, AND COMMON MEASURES**

**Strategy Team Meeting**

**Date and Time:** February 11, 2010 3:30Pm—5:00pm

**Location:** Petaluma Health Care District, 1425 N. McDowell Blvd

**Attendees:**

Pat Landrum, Healthy Community Consortium (HC2)

John Milburn, Healthy Community Consortium (HC2)

Dory Escobar, St. Joseph's Health System (SJHS)

Darlene Fiscus, United Way (UW)

Ron Kirtley, Petaluma People Services (PPSC)

Jennie Tasheff, First Five (FF)

Scott Brodhun, City of Petaluma

**Next Meeting:**

TBA

**Executive Summary:**

Representatives from First Five and United Way acknowledged the relevance of the Petaluma Ready by 21 framework to Sonoma County and statewide initiatives. Members agreed that we are the core team to advocate for aligning resources within a common framework rather than continuing the historical pattern of linking new programs to common problems. We were aligned on our desire to put our focus on children 0-5 yrs and their families as well as the transitions into kindergarten and elementary school. We believe it is the most important area for us to focus on in light of our current capacity.

**DRAFT Notes from meeting presented in bullet points below:**

Several of the change makers for aligning resources and policies attended this meeting. The following is a brief introduction to each organization concentrating on relevant points to Petaluma Ready by 21:

- **St. Joseph's Health System** is a supporter of the healthy communities model in Petaluma
  - Long-term supporter of HC2
  - Community organizers on the ground
  - Petaluma Youth Network (PYN) assistance
- **Petaluma People Services** is a program provider in Petaluma area
  - 34 contracts bundled into 5 departments
  - Youth services – invested with Petaluma City Schools
    - Work readiness programs
      - Summer stimulus
      - Year round WIA program
    - Mental Health services
      - Triple P: New program at McDowell for 0-5 yrs
        - Hard to staff: bilingual mental health workers offered better pay in San Francisco jobs
  - Difficulty in helping youth within schools—it's complicated to work within school day to provide in-class learning
- **City of Petaluma**

## D R A F T

- Immediate concern about resources being drained from the city and the need to keep a basic safety net
- **First Five** is strengthening its presence in Petaluma especially in the McDowell and McKinley areas
  - New strategic plan July 1, 2010
  - Continue to be invested in prenatal - 5 years of age
  - Needs assessment completed this year suggests focusing on several special populations:
    - Latino
    - Native American
    - Low income families
    - English language learners
  - *School Readiness Zone*
    - We need parent participation with low-achieving students
      - Parents are stressed too
    - SCOE *Jump Start* Program has funding released this year to ensure some preschool experience for those children without quality preschool
      - 4 week program for 0-5 yrs children and their parents
      - Facilitate transition into kindergarten
      - FF and UW want to track this intervention and prove results
- **United Way**
  - UW is seeking to align resources and policies
    - United Way of America priorities:
      - Education
      - Income
      - Health
    - County wide (and region wide) effort has surfaced similar needs and challenges
    - Community Aspirations program (UW external scan) found education and economic revitalization to be top issues for entire region
    - *Partnership for Children* is a collaborative effort concentrating on supporting 0-18 years
      - *Schools of Hope* model is implemented here in Sonoma County moving forward as action of *Partnership for Children*
      - Advocacy for parenting, health and education with an emphasis on education primarily
    - *UW Aiming High* promotes students successfully graduating high school
      - We have a high school graduation crisis here
      - We need to align resources, advocate systems change, and invest/engage money, people and thought leaders in overcoming challenge
  - UW is interested in highlighting what PYN and RB21 are doing in Petaluma
    - Next Statewide meeting in Santa Rosa in August 2010
    - UW of California is determining priorities for advocacy around education
    - There is consistency between what UW is doing and what PYN is doing
    - UW wants to share what PYN is doing
      - Ready for Kindergarten
      - Reading proficiency by 4<sup>th</sup> grade
      - Algebra proficiency by 8<sup>th</sup> grade
      - High School graduation
    - UW can be vehicle for county, state, and federal representation of PYN/Rb21

D R A F T

- We need integrated, systematic communication campaigns—UW may be able to provide that
  - Business has a place at the table and it is the UW goal to get them there
  - Kansas City No 1 Question: “Is it good for the children?” (social marketing campaign)
    - Funders went to direct services (versus social marketing) when recession hit
- **First Five and United Way want to support Petaluma**
  - FF offering funding in targeted school districts for mental health services—will let us know which Petaluma School districts are interested
  - UW received inquiries from several Petaluma school districts for *Schools of Hope* and will let us know which districts called
  - UW may provide the funding to get *Schools of Hope* started in Petaluma for the first few years
  - NEED:
    - Which non-profits already have volunteers in place to staff *Schools of Hope*?
    - How to work with businesses to allow employees to take time off (paid/unpaid?) to volunteer at schools

**ACTION PLAN**

What	Who	When
Identify which elementary school/communities qualify for First Five and inform team	Jennie Tasheff	March 1
Identify schools that requested Schools of Hope information and inform team	Darlene Fiscus	March 1
Assess the need for emergency non-profit, school, and city meeting for safety net planning	Scott Brodhun	March 1
Identify volunteer linkages to staff <i>Schools of Hope</i>	Pat Landrum John Milburn	March 1

*All are welcome to attend Petaluma Youth Network and Ready by 21 strategy meetings and we encourage you to invite others who need to be included in these meetings.*