

CP Meeting 11/30/07

**Note: Please address any corrections, changes, or formatting suggestions to Maggie Anderson at maggie.anderson@kingcounty.gov*

Attendees: (37 attendees)

Name	Organization
Maggie Anderson	KCFFI (WSU-King County extension)
Sylvia Kantor	WSU-King County extension
Steven Dahl	21 Acres
Caren Adams	PHSKC
Phil Bors	Active Living by Design (and Kellogg TAP)
Kathleen Perez H	PSNHC
Amy Schumann	PHSKC
Ruth Egger	HPRC
Laura Raymond	Seattle Department of Neighborhoods
Rebecca "Becca" Deehr	Feet First
Julie Salathe	Cascade Bicycle
Amy Elling	WA DOH
Colleen Brandt-Schluter	City of SeaTac
Val Allen	Highline School District
Merina Hanson	City of Kent
Laura Strichert	UW-CPHN
Laura Niemi	Seattle Tilth
Karen Snyder	PHSKC
Erin MacDougall	PHSKC
Heather Paves	Children's Hospital (also connected to Odessa Brown Clinic)
Sue Lerner	WSU-King County Extension 4-H program
Michelle Bates-Benetua	Solid Ground
Aviva Vikstrom	Solid Ground
Amy White	YMCA of Greater Seattle
B Sanders	City of Federal Way
Anne Bikle	PHSKC
Jon Gould	Children's Alliance
Welling Savo Justin	Pyramid Communications (TAP team)
Diana Vergis Vinh	PHSKC & Healthy and Active Rainier Valley Coalition
Barbara Mutch	Michigan State University (TAP team)
Joan Schoenhals	ACCESS Inc. (TAP team)
James (Jim) Muldavin	California Center for Civic Participation (TAP team)
Renee Bayer	University of Michigan (TAP team)
Laurie Lachance	University of Michigan (TAP team)
Willie Austin	Austin Foundation

Allen Cheadle	CCHE
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Introductions

TAP Team Introductions:

What is the TAP (Technical Assistance Providers) team?

W.Justin: As TAP members, we are partners in YOUR success.

Goals that advance positive change

- Create the policy and system changes necessary to make our vision a sustainable reality for all communities
- Engage in a set of strategies that—combined—will result in our vision becoming a sustainable reality for all communities
- Create community environments that support access to local, healthy, and affordable food, and safe places for physical activity and play for families and children

We're not your funder—we're a grantee just like you. Our interaction depends on your needs.

Clarity in vision: The Kellogg Foundation's grand and bold vision is to create vibrant communities where kids and families have access to local foods as well as safe inviting places to play (list other FFI locations)

- 2 year planning grant with possibility of 8 more years.
- We address policy in food & physical activity. Influence communities where health disparities are the greatest.
- Focused on Systems Change (environmental and policy change at a systems level) ie a "Larger Vision"
- Collaboration is CORE. Focusing on building relationships in communities and across counties.
- Kellogg believes that all communities have the inherent ability and wisdom to affect change assuming they are empowered to do so.
- Our work percolates up to influence how Kellogg goes from there (greater policy change)

The two year study? What's the process right now? Less or more communities??

Two year planning period is to build the "community action plan". Relationships are in place to execute plan effectively. We're not sure what implementation will look like, but it provides an opportunity to create a unique community driven plan. After two years the foundation will assess and make sure that all systems are addressed and that relationships are in place.

Is there research set aside to address those unique plans?

We're expecting that all communities will succeed. We have the expectation that every community will have baseline data (assessment & understanding) so they can get right going.

Is the TAP (technical assistance provider) team available to help as the plan evolves?

Yes. We're partners here to help you build capacities around your goals. We can't right the plan but will help define it.

What's the menu of possibilities for TAP?

We'll cover that in the next exercise.

Jim Muldavin (TAP): I've been involved in other initiatives in California but I am here to look, listen and help you by supporting not saying "here's what I know and have seen". We are sitting back and listening to your need. As you develop, we'll step in and help as opposed to dictate. Other initiatives have the "you lead" rhetoric, but we're actually living that.

Welling Justin (TAP): Our value add is that we're engaged at a national level and partnering with CDC, Robert Wood Johnson, California endowment etc... We take an asset based approach in all of our work.

Sylvia: ACTIVITY

Share name, organization, role, and what brings you to the meeting/ keeps you engaged.

TAP intros



Laurie Lachance

Laurie Lachance is an assistant research scientist in the Department of Health Behavior and Health Education and Director of Evaluation at the Center for Managing Chronic Disease. Laurie's research focuses on the prevention and management of chronic disease, community-based interventions and patient-centered measures. She has considerable experience working with community-based public health partnerships, and has worked closely with interdisciplinary teams of public health professionals and academic researchers to integrate research findings into the development and implementation of community-based interventions. Laurie is directing the University of Michigan's Food & Fitness evaluation efforts and is a member of the Holyoke, Northeast Iowa, Seattle, Tohono O'odham and Oakland TAP teams to provide technical assistance related to planning and evaluation.



Welling Savo Justin

Welling Savo Justin specializes in developing strategies and tactics for initiatives, nonprofits and foundations. A former journalist, she writes extensively for print and the web, helping organizations to hone key messages, craft stories, produce materials and build relationships to further their causes. She also serves as director of the Active Living Network for the Robert Wood Johnson Foundation, a national project to promote healthier, more walkable communities by stimulating coordinated action and collaboration across diverse professional sectors. Welling is a member of the Boston, Holyoke, Oakland and Seattle TAP Teams.



Joan Schoenhals

Joan Schoenhals has served as associate director of programs and as a lead consultant for VISIONS. Joan provides training and consultation in diversity and multiculturalism to a wide range of groups and organizations. Having emigrated to the U.S. in the 1980s from Canada, she has been an invaluable resource helping others to see the nuances of difference from a non-U.S., North American perspective. She is drawn to exploring the intersection of the dynamics of external and internalized oppression with faith, spirituality and healing—for the benefit of self, others and organizations. Joan also serves as project director of ACCESS: A Multicultural Approach to End of Life Care, offering workshops and consultation on end of life care from a multicultural perspective to health care and social service providers. Joan is a member of the Boston, Holyoke and Seattle TAP teams to provide technical assistance on issues/needs related to multiculturalism/diversity at the personal, interpersonal, institutional and cultural levels.



BARBARA MUTCH

Barbara Mutch is an outreach specialist in the Department of Community, Agriculture, Recreation and Resource Studies at Michigan State University. Her current position with the C. S. Mott Group for Sustainable Food Systems focuses on working with communities to assess and strengthen their local food system. She has worked as a consultant focusing on peer and paraprofessional education models and community engagement in low-income communities in the areas of food, nutrition, health and community/economic development. Barb is a member of the TAP Group and may be accessed for specialized technical assistance as appropriate.



JAMES C. MULDAVIN

James C. Muldavin is the founder and executive director of the California Center for Civic Participation and Youth Development, established in 1980. In that capacity, Muldavin has developed dozens of civic education and youth engagement programs including Capitol Focus, Political Discovery, the Youth Action League, CATAPULT, the Policy Leadership Program, Women in Politics and the North American Youth Leadership Project for a Sustainable Future. All California Center programs are distinguished by their inclusion of a cross-section of young people, especially youth who might be struggling for a variety of reasons, by their high expectations for youth participants, and by their ability to mobilize and connect hundreds of caring adults to support those youth. Muldavin will serve on the Seattle TAP Team and will coordinate overall youth engagement technical assistance in response to the vision and needs of each community.

Policy change means – ‘beyond programs’ basically, a lasting change which can be local, inter-organizational. Operate at that level!

Planning resources: KCFFI Planning document, www.wkkf.org/faf,

Questions:

How do we contact the tap team?

Through co-conveners or through WK Kellogg Foundation website (www.wkkf.org/faf)

What is policy? A bit more clarification---a policy might be that “we don’t have soda in the house”. Let’s keep policy in the conversation at all times. What is your UNIT of change?

Let’s go back to the engagement issue as well because we need decision makers at the table? Who’s here/not here that needs to be here?

Let’s remember communication ‘terms’ and develop a common language because terms like “local” and community

What’s the timeline for site selection?

February. We aren’t more specific than that.

Are we submitting a proposal?

We decided to make a site selection committee (applications being accepted). For more information about the site selection committee, please contact Maggie Anderson (maggie.anderson@kingcounty.gov or 206-205-3186)

In neighborhoods who will submit the proposal (if no municipality exists as would be in a formal “city”)?

Not decided yet, but a neighborhood services provider is a possibility. It’s somewhat undefined.

SMALL GROUP ACTIVITY:

A) If KCFFI is successful, from the point of view of your organization what would be ONE thing that would look different in King County in 10 years? List one response from each group.

B) Indicate one statement to work on as a group and list who needs to be involved in the collaborative to make this vision statement a reality. You can name specific individuals or the kinds of people that need to be engaged, such as the director of food services for the schools, community leaders, etc.

Group Members: Laura Raymond, Amy Ellings, Amy White, Aviva Vikstrom, B Sanders, Michelle BatesBenetua

A) Families have enough resources & time to eat and play together in their own communities

B) People/Groups to be involved:

Policy people: labor unions, service industry employers, policy makers (local/state/regional), transportation, school district, safety, churches

People also need: access, income, safety, knowledge, and help from program people.

Group Members: Anne Bikle, Steve Dahl, Jon Gould, Laura Niemi

A) Neighborhoods we live in are close together (walkable), have easy access to healthy foods, and inspire us to engage in physical activity with our neighbors and take care of this place.

B) People/Groups to be involved:

Political leaders, Zoning and permitting departments within cities, architectural groups, landscapers, planners, sustainable workforce, church groups, historical societies, child care, & other community groups.

Group Members: Rebecca Deehr, Martha Aitken, Maggie Anderson, Heather Paves

A) Our collaborative is cohesive and respected: legislative bodies turn to KCFFI for guidance in policy making.

B) People/Groups to be involved:

Mayors of cities, directors of public works/transportation, people on the upper echelon, big business, faith based community representatives, Group Health Cooperative, Odessa Brown Clinic representative.

Group Members: Ruth Egger, Sue Lerner, Laura Streichert, Merina Hanson

A) Every community & city would have a commission focusing on health & fitness.

B) People/Groups to be involved:

Poverty/welfare organizations, schools, public health department, transportation department, universities.

Group Members: Willie Austin, Julie Salathe, Diana Vinh, Val Allen, Colleen Brandt Schluter

A) More access to physical activity & nutrition awareness—broad engaged community with equal access to food/health resources.

B) People/Groups to be involved:

City municipality representatives, representatives of underserved ethnic groups, schools, contractors, public works, food growers, nutrition experts, religious organizations, economic development organizations, public safety officers.

Group Members: Allen Cheadle, Patrick Green, Caren Adams, Kathleen Perez-Hureaux

A) Healthy food is as accessible as fast food.

B) People/Groups to be involved:

Suburban cities (i.e. Federal Way), City permit agency (facilitate permits for fruit stands), local entrepreneurs, zoning officials, non profits supporting local stores in getting more healthy food.