

# ACHIEVE/REACH Meeting

Action Communities for Health, Innovation and Environmental Change

Racial and Ethnic Approaches to Community Health

Wednesday, August 4, 2021

9:00 am-11:00am

Location: Virtual

**Attendees:** Charlene McGee, James Demry, Stephanie Blume, Tameka Brazile, Fern Dalton, Nick Rivas, Derek Smith, Kristina Mucker, Kendahl Batiste-Ball, Sonja Hendrix, Quete Capuia, Linda Bryant- Daaka, Hawa, Ed Hill, Royal Harris, Lisa Strader, Lale Strader, Johari Huggins, Tonya Smith, Ron Weaver, Cathay Kauffman, Kyouhee (Kay) Choi, Shonda Burch, Jessica Kendahl-Ball, Ashley Weatherspoon

| Agenda Item   | Key Discussion Points   | Next Steps/Action Items |
|---|---|-------------------------|
| <p><b>Welcome &amp; Introductions</b></p> <ul style="list-style-type: none"> <li>Roll Call (Enter Name, Organization)</li> </ul>                        | <ul style="list-style-type: none"> <li>Please put your name, organization in the chat</li> </ul>  |                         |
| <ul style="list-style-type: none"> <li>Introduce New Reach Staff<br/>Stephanie Blume, Nick Rivas</li> </ul>   | <ul style="list-style-type: none"> <li>Stephanie Blume-Covid Community Partnership specialist Stretch assignment to support the REACH program</li> <li>Nick Rivas- REACH Communications Specialist supporting the REACH team help partners elevate voices</li> </ul>  |                         |
| <ul style="list-style-type: none"> <li>New people to ACHIEVE in today</li> </ul>  | <ul style="list-style-type: none"> <li>Ashley Weatherspoon-Imagine Black</li> <li>Christina Mucker - Imagine Black, Operations Coordinator</li> <li>Jessica Kendahl - OHA</li> <li>Cathy Kauffman- OHA</li> <li>Tonya Smith- OHA Project manager for the Ground Game</li> <li>Kay Choi - New ground canvassing</li> <li>Shonda Burge- New Ground Strategies</li> </ul>  |                         |
| <ul style="list-style-type: none"> <li><a href="#">REACH Agenda Request Form</a></li> <li>REACH Partner Updates - Click <a href="#">Here</a></li> </ul> | <ul style="list-style-type: none"> <li>Beyond Black's Germaine Flentroy reported that they will continue to have Farmers Markets on Thursday 4-7pm at the Sunrise Center</li> <li>Summer camps 10-2 Mon-Thurs at Nadaka Park and Nez Park</li> <li>Next week youth Baseball camp</li> <li>Quete Capuia from MCHD reported that the Youth Advisory Board (YAB) reported about the upcoming Youth Summit on the 14th of August all welcome - RACE VIP partners will be participating, any youth in your organization BEYOND RACISM. We will also have Spanish translation at the summit</li> <li><a href="https://bit.ly/MultcoBeyondRacism">https://bit.ly/MultcoBeyondRacism</a></li> </ul> |                         |

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|  | <ul style="list-style-type: none"> <li>● Lutheran Community Services- Ron Weaver reported on an event on the 29th of July with Somali Wellness, 18 participants who graduated there will be “Conversations about Decolonization”</li> </ul>  |  |
| <ul style="list-style-type: none"> <li>● Discussion: Healthy Kids Meals in Multnomah County <ul style="list-style-type: none"> <li>○ Adding default healthy options in Multnomah County to help combat diabetes, heart disease, and other diet related chronic conditions.</li> </ul> </li> </ul>  | <ul style="list-style-type: none"> <li>● Haoua Dogo- <a href="mailto:haoua.dogo@upstreampublichealth.org">haoua.dogo@upstreampublichealth.org</a> reported on Upstream Public Health - Healthy Active Oregon</li> <li>● Currently working to reforming children’s kids meals</li> <li>● The drinks that children consume are about 143 calories from sweetened beverages.</li> <li>● 33% in oregon is pre diabetic</li> <li>● 4.3 billion dollars each year with diabetes costs</li> <li>● 24.34% children 10-17 are overweight</li> <li>● Requesting the lowering of children's calories, fat and sodium for kid’s meals on the menus</li> <li>● Changing sides, and dairy and adding fruits or veggies</li> <li>● This is passing across the nation one state at a time</li> <li>● Overall to reduce cavities, healthcare cost, racial and economic disparities for food access</li> </ul> |  |
| <ul style="list-style-type: none"> <li>● Discussion and Inform: PBOT Safe Routes to School Campaign</li> <li>● Back to School safety campaign metro-wide to let the whole community know to watch out for kids as they walk, bike, etc. to/from school. We also have messaging and a student/family activity around using active transportation to get to school - walk, bike, skate, remote drop-off locations. We are hoping partners will help us get the word out to their communities.</li> </ul> | <ul style="list-style-type: none"> <li>● PBOT- Lale Santelices reminded us about the work that is being done around Safe Routes to Schools. Kids are back in in person learning Sept 1, 2021</li> <li>● Let’s come back stronger!</li> <li>● #DriveLikeIt</li> <li>● Try your route</li> <li>● Reduce traffic</li> <li>● Starting August 16-Sept 30th - Campaign to Alert people to help make routes to school safer</li> <li>● Using e-mail, social media etc</li> <li>● Student Family connection August 23rd - Sept 30th</li> </ul>   |  |
| <ul style="list-style-type: none"> <li>● Black Parent Initiative</li> <li>● REACH &amp; BPI Oncall Lactation Program</li> <li>● Certified Lactation Counselors Training</li> </ul>   | <ul style="list-style-type: none"> <li>● Linda Bryant Daaka, Johari Huggins - Sacred Roots Doula and Lactation program</li> <li>● Cultural Specific doula services, sharing education, presenting options around breast feeding, and postpartum services</li> <li>● Free Services to the Black and African, multi racial families</li> </ul>   |  |

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| <ul style="list-style-type: none"> <li>• Upcoming Black Breastfeeding week Activities</li> <li>• African American Breastfeeding Coalition of Oregon Updates</li> </ul>   | <ul style="list-style-type: none"> <li>• Continuous services during the pregnancy and throughout the breast feeding process.</li> <li>• Partnership with REACH</li> <li>• Creating an on-call lactation services</li> <li>• Creating a training for lactation education (Oct 2020 virtual training) - Certified Lactation Counselor</li> <li>• They can visit moms immediately after they leave the hospital.</li> <li>• Johari Huggins-</li> <li>• 20 women received the first scholarships to go through the training</li> <li>• Longer than 52 hours when the training was virtual</li> <li>• Office hours were difficult to get answers to questions and follow the agenda</li> <li>• The course normally takes 6 months to complete. REACH only gave them 6 weeks but there was mentorship from Linda and someone from the WIC program</li> <li>• BPI paid for some of the women to retake the course for those who needed additional support</li> <li>• 6 women passed and are ready from the original 20 who entered the program</li> <li>• African American Breastfeeding Coalition of Oregon reinstatement</li> <li>• 8/5, 8/12 - momma yoga</li> <li>• HBI- Community Action Network</li> <li>• NW Breastfeeding - donor milk</li> <li>• World Breastfeeding Week 1st week of August, Black Breastfeeding week is the Last week of August so now we have National World Breastfeeding Month</li> <li>• linda.bryant-daaka@thebpi.org or 503-430-9072 for any questions or joining AABCO</li> </ul> |  |
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| <ul style="list-style-type: none"> <li>• Overview presentation on plans and discussion on:</li> <li>• Coordinated approach (including canvassing around REACH vaccine events starting in mid-August)</li> <li>• Recruitment of canvassing staff</li> </ul> | <ul style="list-style-type: none"> <li>• Cathy Kauffman- OHA</li> <li>• “Get out the VOTE”</li> <li>• Ground Game Campaign- using this platform formerly used for voting to present a vaccine effort.</li> <li>• Starting in the Rockwood Neighborhood starting August 23rd</li> <li>• Trying to coordinate with the vaccine clinics that are being set up in that area</li> <li>• They are recruiting for canvassers, community partners are being asked to help spread the word about the recruitment.</li> <li>• Vaccine safety and direct them to local vaccine sites.</li> <li>• Messaging- We have a canvassing staff script up for review</li> </ul>  |  |

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| <ul style="list-style-type: none"> <li>● Script /materials to be used</li> </ul>                                 | <ul style="list-style-type: none"> <li>● Door hanger for door knobs</li> <li>● Handout to leave with people if there is a conversation</li> <li>● Pledge card “yes, I am willing to get the vaccine, or no, not yet”</li> <li>● Shonda will be the point person here for strategies here in Oregon</li> <li>● Spanish is the only language so far that they are using as bilingual services</li> <li>● Hiring from the area they will be working.</li> <li>● Canvassers will be paid \$20 an hour</li> <li>● How is this being evaluated? and how do you rate success? Weekly metrics are looked at. How many doors are knocked on, how many people have decided to become vaccinated</li> </ul> |  |
| <ul style="list-style-type: none"> <li>● March Against Murder Rally</li> </ul>                                   | <ul style="list-style-type: none"> <li>● Royal Harris reported on “March Against Murder Rally” the event is this Saturday and we will be highlighting youth voices about the issue of murder. The focus is murder instead of guns to focus on the thought process of taking a life.</li> </ul>   |  |
| <ul style="list-style-type: none"> <li>● Review action items and next step</li> <li>● Adjourn Meeting</li> </ul> | <p><b>Next meeting will be Sept 1, 2021</b></p>  |  |