

## Consensus Workshop July 2014

### Marketing Campaign

- Social and Public Media Campaign (buses, benches, billboards, grocery carts, texts, smart phone banners, etc.)

### Celebration of Successes

- First birthday club (for parents)
- Community gardens

### Collaboration

- A fundraiser to create a network of programs (211)
- Referral system
- Clearinghouse to link services by area or need
- Build a coalition to share between programs

### Measurable Results

- Set smart-specific, achievable, et al. – like polio or smallpox
  - Useless we tackle issue, will have serious problems
- Develop common data set – for long-term annual evaluation
- Pull data on infant mortality
  - Hook for groups to work more closely
  - Incentives
  - Ongoing
- Inspiring think-tank
  - Create design think tank w/ local experts (best thinking)
  - Conversation about community issues with teens

### Education Awareness + Empowerment

- More sex education programs, including goal setting and self-esteem building
- Spread the word to civic groups and come up with word to civic groups and come up with a plan!
  - SDOH
  - For youth and adults
- Community engagement for high schoolers

### Southside Amazing (Leaders) (SAL) ?

- Utilize community “watchdogs”/liaisons
- Neighborhoods health ambassadors, of all ages
- Coordinated referrals to best meet needs
- Amazing if...had local leaders with a passion for relationships with neighbors (and access to resources) e.g. community voices
- Leadership Academy (accessible to all people)
- Teen leadership training camp
- Have women from the programs become mentors and leaders in the community
- Hyper-localized parent education groups
- Identify women in community who need navigator