
UPSTREAM: COMMUNITY BUILDING AND PARENT EDUCATION AND MENTORING

Summary of Results from Community Planning Session on July 15, 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
- Referral system
- Clearinghouse to link services by area or need
- Build a coalition to share between programs

MEASURABLE RESULTS

- Set SMART goals that are specific, measurable, achievable/attainable, results-focused/realistic, and timely (like the polio or smallpox elimination campaigns)
- Develop common data set for long-term annual evaluation
- Pull data on infant mortality- it's a hook for groups to work more closely together

MEASURABLE RESULTS

- Conversations around community issues with teens
- Create and develop a think tank with local experts and include teens

EDUCATION, AWARENESS, AND EMPOWERMENT

- Create more sex education programs, including goal setting and self-esteem building
- Share messages with civic groups and come up with a plan to discuss social determinants of health with youth and adults

- Community engagement for high school students

SOUTH SIDE AMAZING LEADERS

- Utilize community “watchdogs”, liaisons, or connectors
- Develop neighborhood health ambassadors of all ages
- Coordinate care referrals to best meet needs
- Leadership academy for all ages to develop people with a passion for relationships with neighbors
- Have women from the program become mentors and leaders in the community
- Hyper localized parent education groups
- Identify women in the community who need navigators