

# HEALTHY FOOD FOR ALL COALITION DECEMBER MEETING NOTES

DECEMBER 15, 2015 | STOCKTON BLVD PARTNERSHIP

## OVERVIEW

The Healthy Food for All Coalition met on Tuesday, December 15, 2015 at the Stockton Blvd Partnership. A full list of participants can be found at the end of this document. The goals and objectives for the meeting included:

- **Celebrate** points of pride and success from 2015;
- **Utilize** Coalition time and space to move the conversation about collaboration forward; and
- **Deepen** the understanding of how a shared measurement system can help inform the Coalition's work.

## NOVEMBER ACTION ITEM REVIEW

As part of the Coalition meeting structure, each meeting will begin by reviewing the previous month's action items. Please see below for the ongoing Action Item list and the status of each item as of December 15<sup>th</sup>.

## Action Item Matrix

Description	Owner	Date Assigned/Due Date	Status
<b>Existing/Ongoing Items</b>			
Mapping Tool Development <sup>1</sup>	Shawn + Team	April 21/ Fall 2015	In Progress/Ongoing ( <i>see below</i> )
Share opening date (once it exists) for Maple Elementary	Rangineh	Sept 15/ TBA	In Progress
Follow up with Erik @ SFBFS re fruit distribution in the community	Shawn	Dec 15/Jan 19	In Progress
<b>New Items</b>			

N/A

### <sup>1</sup> Mapping Tool Development

During the April meeting, upon adding the Pathways Program as an official engagement criteria in the Neighborhood Roadmap [matrix], Coalition partners requested an enlarged school map to visually inform them about the schools that are connected to the Pathways Program. Partners also noted the need and interest in having additional maps that provided information about other engagement criteria including elected officials for each neighborhood, county vs. city boundaries, food access activities, etc. Rather than creating several separate maps, a small group of folks will work together to create one interactive, dynamic map that contains all of the aforementioned layers. Given the magnitude of the map in question, it will likely take a few months to create. Update: Mapping team is still waiting to hear back from UC Davis about moving forward collaboratively.

## **ANNOUNCEMENTS, RESOURCES, AND OPPORTUNITIES FOR COLLABORATION**

Prior to commencing the content portion of the meeting, the Coalition members provided the following announcements, resources, and opportunities for collaboration:

### Announcements

- **Pacific Elementary Orchard Replanting Event** (*Shannon Hardwicke*) The GoFundMe account that was set up to fundraise money to replant the school orchard after it was vandalized in November raised close to \$2800. The dollars will be spent on a combination event featuring a ceremonial replanting of the orchard and a gleaning event (possibly supplemented by other student activities) on Saturday, January 30<sup>th</sup> from 9 AM – 2 PM at Pacific Elementary School. The event will also include a soup lunch. The Coalition is encouraged to be present and participate. For more information or to get involved, please contact Shannon Hardwicke at [sacgardenchica@gmail.com](mailto:sacgardenchica@gmail.com).
- **Imprinta Communications Contract** (*Isaac Gonzalez*): The California Endowment recently contracted with the communications company “Imprinta” to support PR/media coverage for BHC activities. Soliciting PR/media coverage for events is open to all BHC grantees. Those interested in receiving such support or in learning more about this option should contact Christine Tien at [CTien@calendow.org](mailto:CTien@calendow.org).

- **Farm to ReFork & Kresge Grant Application** (*Matt Read*): Oak Park Sol will be holding a Farm to Refork event on September 10, 2016 and is looking for support on marketing and PR. Oak Park Sol will also be applying for a Kresge Grant and is open to collaborating with any partners who are interested. For more information on either announcement, please contact Matt Read at [mread@sacbreathe.org](mailto:mread@sacbreathe.org).
- **Sacramento Food Policy Council** (*Todd McPherson*): A new group that recently formed is called the Sacramento Food Policy Council. The Council will be looking at policy implications of the food system in Sacramento. The group has a subgroup specifically focused on food-access, which Todd is leading and looking for others who may be interested in joining him. The group will likely meet quarterly with each subgroup rotating taking leadership of the meeting. For more information or to join the subgroup, please contact Todd McPherson at [todd@sccsc.org](mailto:todd@sccsc.org).
- **Food Systems Happy Hour** (*Todd McPherson*): An informal happy hour has been created for folks working within the food systems world and who are interested in connecting with others in the field in an informal, social setting. The happy hours are on the second Wednesday of each month with a rotating location. For more information, please check out the groups' Facebook page or contact Todd McPherson directly at [todd@sccsc.org](mailto:todd@sccsc.org).
- **Legal Support Services for CalFresh** (*Hillary Hansen*): Legal Services of Northern California has seen less cases related to CalFresh and want to make sure that Coalition partners know they are available to help with any issues related to CalFresh (e.g. denials, terminations, amount received, etc.). They can also help with education and cases related to the Affordable Care Act. For more information, please contact Hillary Hansen at [hhansen@lsnc.net](mailto:hhansen@lsnc.net).
- **Farmer Training Program** (*Shawn Harrison*): The California Dept. of Food and Ag in partnership with Center for Land-Based Learning and Soil Born Farms received a grant to support a Farmer Training Program. The program will include be multi-form certification with options for 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> year learning. Participants may take an individual class or be in a more formal training program class. There will be scholarships available for individuals who would like to take classes for free so long as they assist in finding others who would benefit from the program as well. Classes will be offered in different areas for those with limited transportation. For more information, please contact Shawn Harrison at [sharrison@soilborn.org](mailto:sharrison@soilborn.org).
- **Harvest Sacramento** (*Dominic Allamano*): The fruit harvest kick-off for gleaning season will take place on Saturday, January 9<sup>th</sup> at Colonial Heights Library with subsequent gleaning events every Saturday in January, including a huge event MLK weekend. For more information or to sign up to volunteer at any of these events, please contact Dominic Allamano at [dallamano@soilborn.org](mailto:dallamano@soilborn.org).
- **Sacramento Tree Foundation Grant** (*Shawn Harrison*): Soil Born Farms will be moving forward with a Sac Tree Foundation Grant to do fruit tree planting. Schools in the specific zip codes (namely 95824, 95823, 95828) will be eligible and will serve as launching points for the initial round of fruit tree planting. For more information about this activity, please contact Shawn Harrison at [sharrison@soilborn.org](mailto:sharrison@soilborn.org).
- **New Coalition Orientation Packet** (*Rangineh Azimzadeh Tosang*): A new orientation packet has been created and will be available for any new Coalition members with the aim of helping to ease the onboarding process. The packet will include an overview document, HFAC graphic vision, 2015-2016 Work Plan, latest HFFA Evaluation Report, map of the BHC target area, and access to previous meeting notes. For more information or to get a copy of the packet, please contact Rangineh Azimzadeh Tosang at [rangineh@solhresolutionsinternational.com](mailto:rangineh@solhresolutionsinternational.com).

- **2016 Location for Coalition Meetings** (*Rangineh Azimzadeh Tosang*): Starting in January 2016, ALL Coalition meetings will be held at the Fruitridge Collaborative (4625 44<sup>th</sup> Street) in Room 11 at the regular day and time (3<sup>rd</sup> Tuesday of each month from 10 AM – 12 PM). For more information about the Coalition or this change in location, please contact Rangineh Azimzadeh Tosang at [rangineh@solhresolutionsinternational.com](mailto:rangineh@solhresolutionsinternational.com).

**Resources**

- **Meeting Rooms Resources** (*Meeting space for Coalition partners has been offered at the following locations*):
  - Fruitridge Collaborative Meeting and Conference Rooms– To reserve space please contact Diane Truong at [bhc@asianresources.org](mailto:bhc@asianresources.org).
  - Colonial Heights Library Conference Room (*Available free for non-commercial, non-profit, open to the public events, capacity of room is 90 people, but may increase or decrease after renovation*) – To reserve space please contact Alicia Doktor at [adoktor@saclibrary.org](mailto:adoktor@saclibrary.org).

**SUCCESS STARS: 2015 POINTS OF PRIDE AND SUCCESSES!**

Given that the December meeting was the last meeting in 2015, partners were asked to take a few minutes to reflect and identify 1-2 successes that they were deeply proud of from 2015. Partners wrote their successes down on individual golden stars and shared with each other during an interactive opening round. At the end of the activity, they were asked to post their stars together to create a “Galaxy of Success” as indicated below.

**Healthy Food for All Coalition  
2015  
Galaxy of Successes!**

Completing 6<sup>th</sup> year of Oak Park Farmers Market

Sac BHC Policy Wins! Urban Ag Ordinance & Health4All@ the County Clinic

Moving family onto farm

Changes in homeschool approach!

\*MLK Harvest = 150 people, 8,000 lbs

\*Academic & Clergy validation, 22 edible city visits

Expanding health access for transgender clients in Medic-Cal & Medicare sphere

Helped on Urban Ag Ordinance passing!

Won a “Beauty without Water” landscape contest I forgot I entered ☺

Helped initiate Food System Action Plan

The completion of the school garden curriculum – seeing it in use

Started rehabilitating fire site @ old home/farm

Started store tours that went really well

“Food for Thought” Chef Cooking Series

\*B.U.G Progress \*Farms \*Programs CLBC

Surprise 23 year old sister & 2 nephews

Quadrupling Market Match at MRVHFM

Tore out all of the grass in my yard and landscaped and installed the irrigation system

Making serendipitous community connections

Distributing 11,400 turkeys throughout Sac County

Expanding from 70 partner agencies to 219

Passed the Bar Exam

Partnership with Oak Park Sol Garden Cooking Class Incentive

Pacific: Garden education participation has increased significantly (w/ the help & push from Shannon)

## SHOWCASE SUBCOMMITTEE REPORT BACK

In November, the Coalition decided to move forward the idea of doing an event to showcase the work of Coalition partners over the last five years with external stakeholders and partners. As a result, a subcommittee made up of seven Coalition partners was formed to develop and envision options for the event. Between the November and December meetings, the Showcase Subcommittee met twice and drafted an event purpose, outlined draft objectives, and created three options for what an event could look like at a small, medium, and large scale (*please see below*). Showcase Subcommittee member, Joany Titherington, volunteered to present the three options (*as seen below*) with the aim of soliciting feedback and questions as well as determine which option the Coalition was initially leaning toward. The Subcommittee will then take back the feedback and questions and further flesh out the option(s) around which the Coalition has the greatest interest. Please see below for the feedback and questions that were shared in response to the presentation, as well as the results of the \*Fist-to-Five Vote on the option with which to move forward.

*\*Fist-to-Five Vote: A voting method in which each participant holds up anything from a fist to five fingers in order to indicate where they fall on a scale of agreement with the proposed idea. The scale is an informal way of quickly assessing a group's general sentiment toward a chosen topic. The scale breaks down as follows: Fist = Cannot move forward with the idea presented; One = Can move forward but with strong hesitation or concern; Two = Can move forward but with some hesitation or concern; Three = Can go in either direction, not necessarily for or against the idea; Four = Will move forward in support of the idea; Five = Will move forward in strong support of the idea.*

### Draft Showcase Purpose

- **Celebrate** the last 5 years of the Coalition's achievements;
- **Share** what the Coalition is aiming to do the next 5 years; and
- **Model** telling the story in a way that residents can connect to AND telling the broader story to Sacramento about what's been accomplished and the relevance of this engagement to other Sac neighborhoods.

### Draft Showcase Objectives

- **Attract** additional funders and funding opportunities;
- **Motivate** the community to stay engaged over the next 5 years; and
- **Connect** external stakeholders and synergize them around food access work.

Showcase Option A	Showcase Option B	Showcase Option C
<p><b>Type:</b> SMALL (2 hours; 50-100 people)</p> <p><b>Format:</b> Award Ceremony &amp; Highlight Reel (which would include history &amp; BHC impetus)</p> <p><b>Description:</b> Present awards to food-access allies and show highlight reel</p> <p><b>Audience:</b> Local government, partners (key BHC supporters, business owners), Philanthropy, Media</p> <p><b>Approach (Activities):</b></p> <ul style="list-style-type: none"> <li>• MC/Narrator (Shawn?)</li> <li>• [Structured] interactive/networking/mixer component</li> <li>• Talking Points: <ul style="list-style-type: none"> <li>- Showcase what is here now and what wasn't here previously</li> <li>- History</li> <li>- ASK for the next 5 years/commitments to/from stakeholders</li> </ul> </li> </ul> <p><b>Resources Needed (from HFAC &amp; Beyond):</b></p> <ul style="list-style-type: none"> <li>• Footage for reel</li> <li>• Venue</li> <li>• Food</li> <li>• Contact info for audience</li> <li>• Media list</li> <li>• Official Awards Subcommittee</li> <li>• Program write-up</li> <li>• HFAC: <ul style="list-style-type: none"> <li>- Help writing/obtaining \$ to fund event</li> <li>- Someone to create budget</li> <li>- Chair/Treasurer/Secretary</li> </ul> </li> </ul>	<p><b>Type:</b> MEDIUM (1/2 day; 150+(ish) people)</p> <p><b>Format:</b> "Symposium" (name may need to be changed) that includes:</p> <ol style="list-style-type: none"> <li>1. Highlight Reel/History/Story</li> <li>2. Food</li> <li>3. Structured Interactive Component/World Café that's intended to generate discussion and some information (e.g. revisiting the BHC vision)</li> </ol> <p><b>Description:</b> See above</p> <p><b>Audience:</b> Funders, decision-makers/policy-makers (BHC and beyond), resident leaders (BHC &amp; beyond), partners</p> <p><b>Approach (Activities):</b></p> <ul style="list-style-type: none"> <li>• Historical overview</li> <li>• Partner tables</li> <li>• *Find significant location IN the BHC</li> </ul> <p><b>Resources Needed (from HFAC &amp; Beyond):</b></p> <p>Same as Option A plus:</p> <ul style="list-style-type: none"> <li>• Professional Facilitator (Jessica)</li> <li>• Contacts for resident leaders</li> <li>• Larger venue with tables and chairs</li> <li>• HFAC: <ul style="list-style-type: none"> <li>- Prepare tables</li> <li>- Involved Design Team</li> </ul> </li> </ul>	<p><b>Type:</b> LARGE (1 day/8 hour)</p> <p><b>Format:</b> Bus/Bike Tour + Option B + Park Party</p> <p><b>Description:</b> *Holding Idea: Consider using buses for resident transportation</p> <p><b>Audience:</b></p> <ul style="list-style-type: none"> <li>• Bus/Bike Tour: <ul style="list-style-type: none"> <li>- Funders</li> <li>- Media</li> <li>- Chefs</li> <li>- Resident leaders</li> <li>- Educators</li> </ul> </li> <li>• Option B Portion: <ul style="list-style-type: none"> <li>- Same audience as listed in option B</li> </ul> </li> <li>• Park Party: <ul style="list-style-type: none"> <li>- Food Trucks</li> <li>- MC (Big Name)</li> <li>- Sol Collective</li> <li>- Residents</li> </ul> </li> </ul> <p><b>Approach (Activities):</b></p> <ul style="list-style-type: none"> <li>• Interactive partner tables (beyond just handing out papers/flyers)</li> <li>• Fun!</li> <li>• Kid friendly-interactive activities</li> </ul> <p><b>Resources Needed (from HFAC &amp; Beyond):</b></p> <ul style="list-style-type: none"> <li>• Special buses (with video playing option)</li> <li>• \$\$\$</li> <li>• HFAC: <ul style="list-style-type: none"> <li>- Logistics Committee</li> <li>- Bus Tour Committee</li> <li>- Design Team</li> <li>- Planned activities</li> </ul> </li> </ul>

### Showcase Subcommittee Presentation Feedback and Questions

- What is the timeframe? → Sometime between December 2015 and December 2016
- What are the outcomes? → Interactive discussion piece; history
- Eight hours feels like a lot; like the idea of bus tours (SHA is also doing them) – Option A is good
- So much of the park party is already happening – would be one or the other

### Fist-to-Five Vote Results

Option A							Average Score
Scale	0	1	2	3	4	5	
# of Votes	0	0	0	(6)	(5)	(2)	<b>3.69</b>

Option B							Average Score
Scale	0	1	2	3	4	5	
# of Votes	(2)	0	0	(3)	(3)	(5)	<b>3.76</b>

Option C							Average Score
Scale	0	1	2	3	4	5	
# of Votes	0	(1)	(5)	(3)	(4)	0	<b>2.79</b>

## COLLABORATION CAFÉ

Over the last few months as partners shared their announcements, they were also asked to specifically identify any opportunities that might be ripe for collaboration. To this end, a running list of *Opportunities for Collaboration* was created and showcased at each of the subsequent meetings. This past month, in response to partners request for in-meeting time to discuss such opportunities, the group was designated time to discuss the opportunities on the list using a world café methodology. The aim of the activity was not to resolve how collaboration would exactly happen, but rather identify tangible points for collaboration, which could then be used as a springboard for the follow up discussion that would presumably take place outside of the Coalition meeting. Overall, partners indicated the time to discuss opportunities for collaboration was helpful and requested that future meetings include a designated time to discuss new and evolving opportunities. Please see below for the notes that came out of the December Collaboration Café activity.

### Pacific Orchard Planting/Harvest

*Group Members: Shannon (Lead), Isaac, Nailah*

- Info-community engagement – assembly
- Parent coffee – parent meetings
- Raffle tickets for RSVP/event participation
- Bayside – contact for support
- Patrick Kennedy

### Promise Zone

*Group Members: Davida (Lead), Shawn, Hillary, Sharon*

- Action: Soil Born, NeighborWorks and Alchemist to schedule meeting with SHRA to build connection and strategy with community groups

### Farmers Market Partnership

*Group Members: Todd (Lead), Joany, Mike, Judith, Alicia*

- Competition
- Market Orientations
  - Produce/forms
  - Food truck value add
  - Access (?) community
- \$ for extra produce/glean?
  - Cross market
  - Vendors
  - Marketing
- Winter CSA Box (for off season)
  - Pick up at site
  - Take CalFresh/MM

## SHARED MEASUREMENT SYSTEM PRESENTATION

Tiffany Wilson, LPC Consulting, presented an overview of a Shared Measurement System (SMS) as an option for the Coalition to consider adopting and implementing as part of its evaluation toolkit. A Shared Measurement System is a component of the Collective Impact paradigm and essentially engages a group in determining what data to collect in order to measure their collective progress. The key principles of the system include:

- Provides a means for collaborative/coalitions to measure their success with reaching agreed upon goals or outcomes (including community and participant level indicators)
- Fosters collaboration as partners focus shifts from their individual programs to also include the attainment of group level goals



- Provides an opportunity for group learning and dialogue as partners periodically review the data to discern their progress and enter into discussions about what the data is revealing

Implementing an SMS would provide the Coalition with an opportunity to tangibly measure its progress on activities *collectively*, versus individually. It would also allow more timely access to data through the use of a “Data Dashboard”, which would provide the Coalition with regular [data] updates versus waiting to receive data at the end of the year through the evaluation report. Upon the conclusion of the presentation, Coalition partners were invited to share initial thoughts followed by a closing round where partners were asked to share the degree to which the idea resonated with them and what, if any, additional information might be needed. Please see below for their responses. The Coalition’s feedback will be used to reflect how to move this component forward.

### General Comments/Questions

- Could help present data to stakeholders
- Would like to talk about larger, meta-level measurements moving into 2016
- This group could come up with a shared theory of change

### Closing Round (*How did the info resonate with you, if at all, and what, if any, additional information do you need?*)

- Fantastic tool, powerful story told simply, something I’d like to be a part of
- Great, what brings numbers to life is what they mean in the community
- Love the data!
- Sometimes there’s an offset of data that doesn’t get captured – could be helpful to collect it collaboratively
- Am a social worker and need to marinate on it and think about what this means in the bigger picture of my other work
- Appreciate LPC’s support in collecting data and how it can actually be detrimental – appreciate how they’ve helped us navigate that system
- On board, like the simplicity [*referring to the sample “Data Dashboard”* *handout*]
- Really supportive, the simplicity and how easy it can be broken out and show *how* a lot of the work happens
- Puts everything in an easy to read program – shows the different programs
- Our org already collects a lot of data – like this as the story of the collaboration that’s going on
- Dig it and look forward to making this into an animation
- Like it

## CLOSING REMARKS & REMINDERS

The **next Coalition meeting** will take place on **Tuesday, January 19, 2015 from 10 AM – 12 PM at its NEW location, Fruitridge Collaborative (4625 44<sup>th</sup> Street), Room 11.**

## PARTICIPANTS

Name	Affiliation/Organization
Rangineh Azimzadeh Tosang	Solh Resolutions International
Diane Truong	Sac BHC
Tiffany Wilson	LPC Consulting
Shawn Harrison	Soil Born Farms
Isaac Gonzalez	Access Sacramento
Dauida Douglas	Alchemist CDC
Michael Myers	Alchemist CDC
Judith Yisrael	Yisrael Family Farms
Christine Tien	The California Endowment
Todd McPherson	SCCSC
Sharon Eghigian	NeighborWorks Sac
Rosie Cerna	Sacramento Food Bank and Family Services
Dominic Allamano	Soil Born Farms
Joany Titherington	Oak Park Farmers Market
Shannon Hardwicke	Soil Born Farms
Alicia Doktor	Colonial Heights Library
Hillary Hansen	Legal Services of Northern California
Matt Read	Sacramento Urban Ag Coalition
Nailah Kokayi	SCUSD – Pacific Elementary School