



EQUITY COMMITTEE

Tuesday, June 13, 2023

from 2:00 – 4:00

Zoom Registration: <https://homebaseccc.zoom.us/meeting/register/tZEtceihqTkpG9EJtPcklOi-MBqwyOb4vdtF>

In Person Location: 2120 Diamond Blvd. Concord (McMorrow Training Room)

PUBLIC ACCESS AND PUBLIC COMMENT INSTRUCTIONS: The public may attend this meeting in person at the above location. The public also may attend this meeting remotely via Zoom or call-in. Click the Zoom registration for meeting link and call-in information.

HOW TO PROVIDE PUBLIC COMMENT: Persons who wish to address the Council on Homelessness Equity Committee during public comment on matters within the jurisdiction of the Council on Homelessness that are not on the agenda, or who wish to comment with respect to an item on the agenda, may comment in person, via Zoom, or via call-in. Those participating in person should come to the podium when called upon. Those participating via Zoom should indicate they wish to speak by using the “raise your hand” feature in the Zoom app. Those calling in should indicate they wish to speak by pushing 9 on their phone. All public comments will be limited to 2 minutes per speaker. For assistance with remote access contact: Jaime Jenett, Staff to the Council on Homelessness at contracostacoc@cchealth.org or call/text 925-464-1052. Public comments may also be submitted before the meeting by email at contracostacoc@cchealth.org or by voicemail at 925-608-6700. Comments submitted by email or voicemail will be included in the record of the meeting but will not be read or played aloud during the meeting.

Committee Members: Janae Thomas, Jo Bruno, Juno Hedrick, Keva Dean, Leslie Gleason, Pat Mims

AGENDA

TIME	AGENDA ITEM	PRESENTERS
5	I. Welcome and Roll Call	Jaime Jenett, H3
5	II. Review purpose of Key Messages	Jaime Jenett, H3
60	III. Review Draft Key Messages	Jaime Jenett, H3
10	IV. Finalize Key Messages for Focus Groups	Jaime Jenett, H3
20	V. Finalize Equity Definitions [ACTION ITEM]	Jamie Schecter, H3
10	VI. Plan Agenda for July meeting	All
5	VII. Next Steps	All

Next full Equity Committee meeting will be Tuesday, July 11th from 2 pm – 4 pm.

Online registration: <https://homebaseccc.zoom.us/meeting/register/tZEtceihqTkpG9EJtPcklOi-MBqwyOb4vdtF>



COUNCIL ON HOMELESSNESS EQUITY COMMITTEE

June 13, 2023

WELCOME AND ROLL CALL

Jaime Jenett, H3

Just Cause

- A need to care for a child, parent, grandparent, grandchild, sibling, spouse, or domestic partner
- A contagious illness that prevents a member from attending in person;
- A need related to a physical or mental disability that is not otherwise accommodated for; or
- Travel while on official business of the body or another state or local agency.

Emergency Circumstances

- A physical or family medical emergency that prevents a member from attending in person.

VIRTUAL ATTENDANCE EXEMPTION

Janae Thomas

Juno Hedrick

Keva Dean

Leslie Gleason

Pat Mims

Wayne Earl

COMMITTEE
MEMBERS

ACTION ITEM

If Emergency Circumstances invoked:

- Approve Councilmember's use of Emergency Circumstances to attend the meeting.



REVIEW MINUTES FROM APRIL 2023

Jaime Jenett, H3

PUBLIC COMMENT

Jaime Jenett, H3

REVIEW PURPOSE OF KEY MESSAGES

Jaime Jenett, H3

VENDOR CART EXAMPLE

Goals

- 2-3

Audience 1

- 3-5 key messages

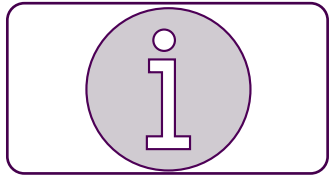
Audience 2

- 3-5 key messages

REVIEW DRAFT KEY MESSAGES

Jaime Jenett, H3

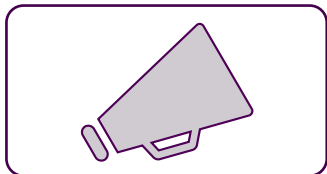
GOALS



Provide outreach and education to Latine or indigenous populations re: homeless/housing services to increase knowledge of and access of services



Address common questions and fears and set reasonable expectations



Encourage Amplifiers to share new materials with populations they serve.

AUDIENCES FOR KEY MESSAGES

People Seeking Services

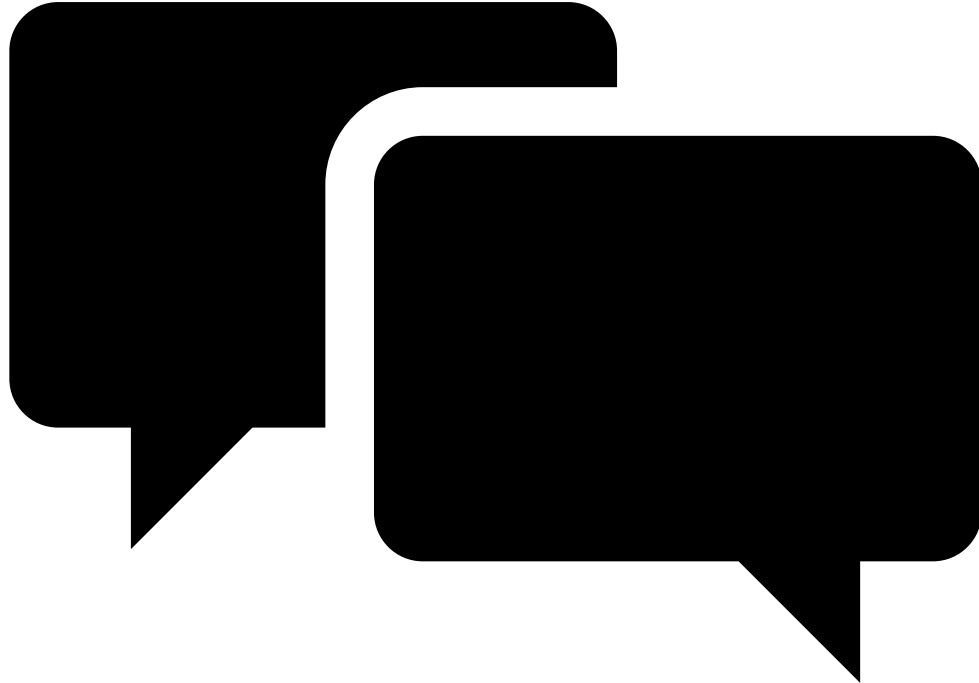
Amplifiers

FINALIZING KEY MESSAGES

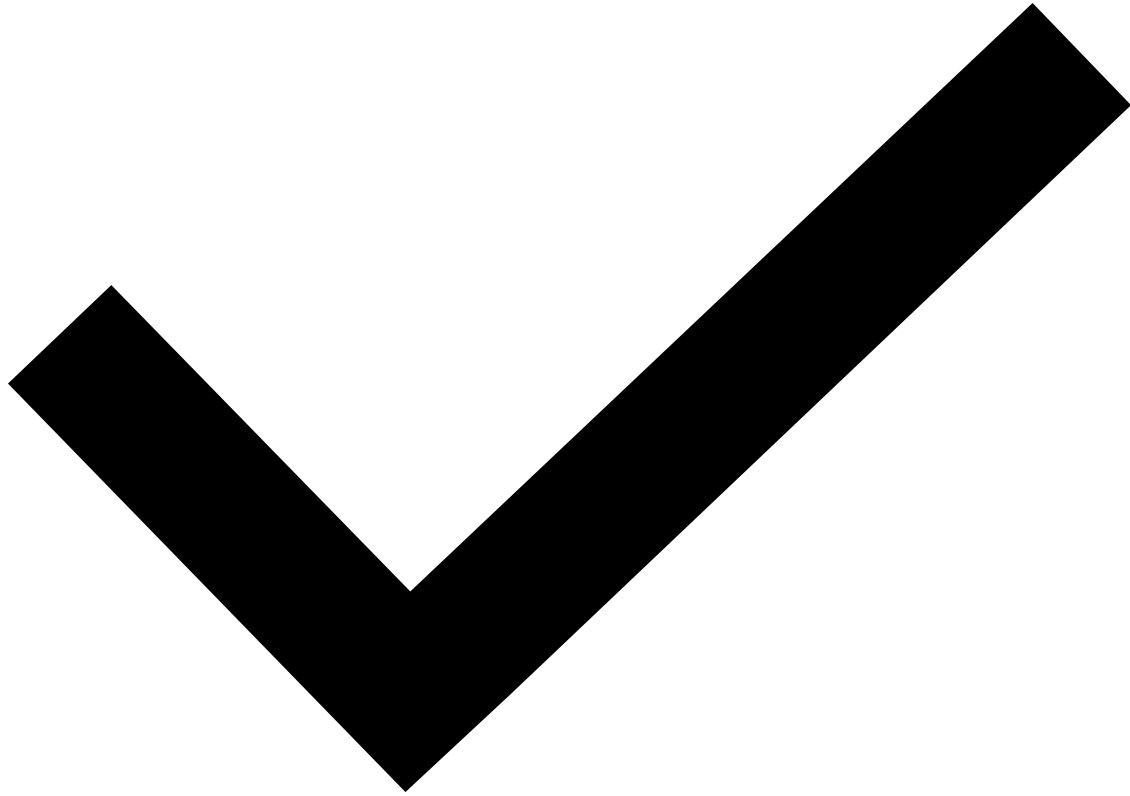
Select 2-3 options for wording for each message

Hold focus group/survey to help identify best message

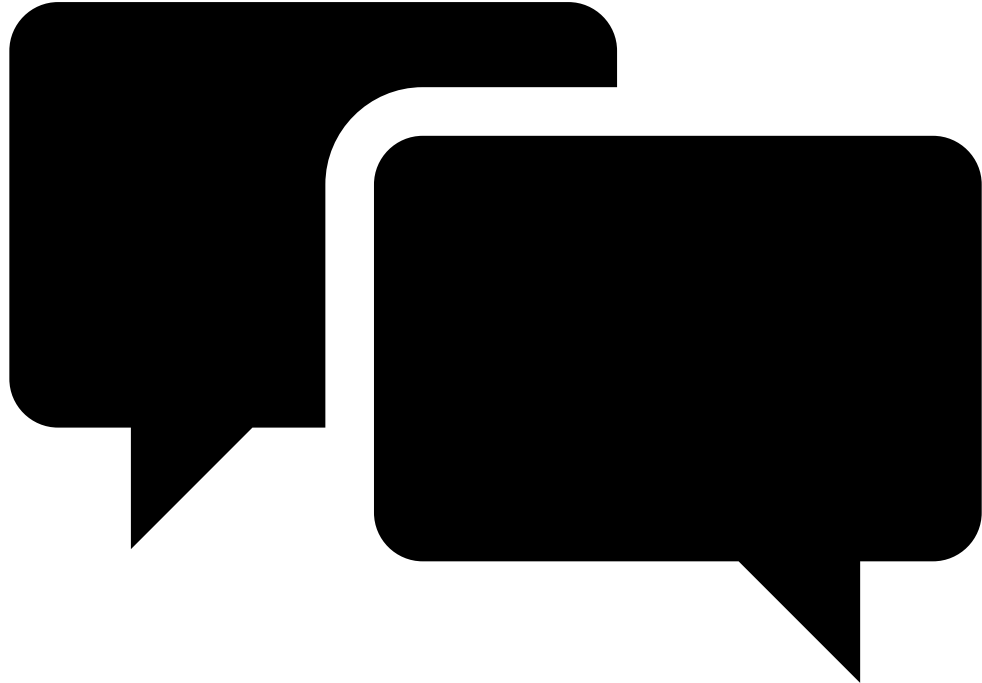
Begin drafting materials



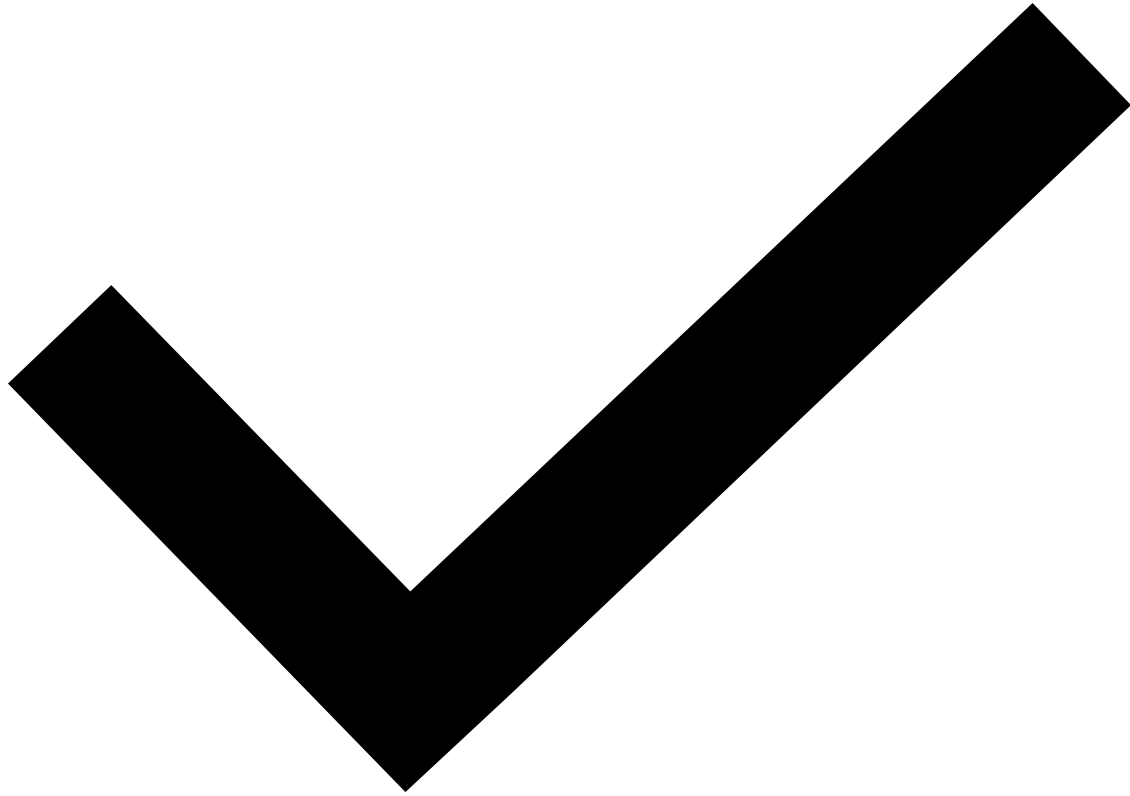
REVIEW WORD DOCUMENT



CHOOSE BEST
2-3 VERSIONS



REVIEW WORD DOCUMENT



CHOOSE BEST
2-3 VERSIONS

EQUITY DEFINITIONS

Jamie Schechter, H3

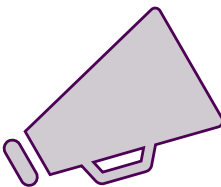
GOALS



Review previously discussed definitions



Address updates based on feedback from Equity Committee and community members



Ask Council on Homelessness to adopt working definitions so we speak as one voice

Term	Definition - adapted from C4 Innovations	Updates made after March Meeting
Race	<p>A social construct created in the 17th century by white Europeans to justify the enslavement of Africans and the spread of colonialism. Understanding of race as a concept has changed over time, but the outcomes of discrimination based on race remain entrenched in our systems.</p>	<p>Removed quotation in definition for easier reading</p>
Racism	<p>A system of institutional, systemic oppression, and practices of society that shape cultural beliefs and values that support racist policies and practices.</p>	
Racial Equity	<p>The condition where one's racial identity does not predict their social, health, or economic outcomes. Racial equity is a process of eliminating racial disparities and improving outcomes for everyone. It is the intentional and continual practice of changing practices, systems, and structures by prioritizing the measurable change in the lives of people of color.</p>	<p>Incorporated components from Race Forward</p>
Race Equity Lens	<p>A way of viewing the world in an integrated and holistic manner, taking into account past and present racial injustices and seeking to address them through more equitable practices and structures.</p>	

Term	Definition - adapted from C4 Innovations	Updates made after March Meeting
White Fragility	White fragility refers to feelings of discomfort a white person experiences when they witness or engage in discussions around racial inequality and injustice. Their engagement in conversations about racism may trigger a range of defensive actions, feelings, and behaviors, such as anger, fear, and silence. These behaviors function to reinstate white racial equilibrium.	Di Angelo, Robin. (2011). White Fragility.
Racial Bias	Implicit and explicit bias that influence the attitudes and behaviors when interacting with people or situations.	
Microaggressions	Brief, everyday exchanges that send denigrating messages to certain individuals because of their group membership	

Term	Definition - adapted from C4 Innovations	Updates made after March Meeting
Individual Racism	A person's beliefs and actions that serve to perpetuate oppression. This can be conscious and unconscious. This may be externalized or internalized	
Interpersonal Racism	The interactions between people - both within and across difference	
Institutional Racism	Policies and practices at the organization (or "sector") level that perpetuate oppression. It involves unjust policies, practices, procedures, and outcomes that work better for White people than people of color, whether intentional or not.	Incorporated components from Race Forward
Structural Racism	How these effects interact and accumulate across institutions and across history. . Structural racism highlights how racism operates as a system of power with multiple interconnected, reinforcing, and self-perpetuating components which result in racial inequities across all indicators for success.	Incorporated components from Race Forward
Systemic Racism	infrastructure of rulings, ordinances or statutes promulgated by a sovereign government or authoritative entity, whereas such ordinances and statutes entitles one ethnic group in a society certain rights and privileges, while denying other groups in that society these same rights and privileges because of long-established cultural prejudices, religious prejudices, fears, myths, and Xenophobia's held by the entitled group	

ACTION ITEM

- Recommend Equity Committees working racial equity definitions to the full Council on Homelessness



NEXT STEPS

Jaime Jenett, H3

NEXT STEPS

Focus Group/Survey Team

Equity Committee meeting

- Tuesday 7/11 from 2 pm – 4 pm
- 2120 Diamond Blvd, Concord (McMorrow training room)
- <https://homebaseccc.zoom.us/meeting/register/tZEtcEihqTkpGgEJtPcklOi-MBqwyOb4vdtF>



EQUITY COMMITTEE

Tuesday, April 11 2023

from 2:00 – 4:00

Recording: <https://youtu.be/GSqFh-HIQIE>

In Person Location: 2120 Diamond Blvd, Concord (McMorrow Training Room)

Committee Members: In person: Jo Bruno, Juno Hedrick, Leslie Gleason, Wayne Earl Virtual: Janae Thomas, Keva Dean Absent: Pat Mims

Other: Alex Atkinson (Hope Solutions); Araba Andoh (Hope Solutions); Brittany Goldman (CCH), Elain Kociolek (CC Libraries), Jill Ray (Supervisor Anderson’s Office), Jose Cordon (Monument Impact), Karl Fischer (CCH), Lynna Magnuson (Caminar), Rachel Rosekind (Community Member), Sara Garetz (Community Member), Sarah Abdallah (Hume Center), Theresa Karr (State Senator Dodd’s Office)

Staff: Jaime Jenett, Jamie Schecter, Caroline Miller

MINUTES

TIME	AGENDA ITEM	PRESENTERS
5	I. Welcome and Roll Call	Jaime Jenett, H3
Janae and Keva utilized Just Cause exemptions to attend virtually.		
2	II. Public Comment	Jaime Jenett, H3
None		
2	III. Review Minutes from March 2023 meeting	Jaime Jenett, H3
No comments.		
30	I. Best Practices in Materials Development and Social Media Campaigns	Brittany Goldman and Karl Fischer, Community Educations and Information (CEI) team, Contra Costa Health

Karl provided information on what the Community Education and Information (CEI) department of Contra Costa Health can do to support the Council's Work. Karl is the Coordinator and Brittany is the Social Media Manager and Community & Media Relations Specialist for Contra Costa Health.

Brittany provided an overview of best practices on Social Media campaigns.

- CCH is on Facebook, Twitter, Instagram and LinkedIn
- Provided information on best uses for each platform (see slides)
 - o Facebook: can do paid advertising and can really help target populations we want to reach
 - o Twitter: best for getting info out FAST
 - o Instagram: mostly video sharing, and visuals really imp
 - o LinkedIn: Best for recruiting to fill positions, business to business
- Explained how to create a social media strategy
 - o Define audience
 - o Determine platforms to use
 - o Create content
 - o Set goals and measure results
 - o Adjust tactics as you go
- Best Practices
 - o Engaging audiences- CCH staff manages responding to comments and helps create the content.
- What CEI can help with
 - o Create graphics
 - o Recommend budget
 - o Create posting schedule
 - o Suggest demographics
 - o Write social copy
 - o Provide analytics

Questions:

- **Juno:** Youth Action Council can help inform materials for young people and do outreach to Amplifiers
- **Jamie Schecter:** how much capacity/time does each of the 4 channels take to manage and how do we right size our efforts? **Brittany:** have stuck with those primary 4 channels is that we don't have capacity to create content, manage and create strategy for others. **Karl:** everything is measurable so can see how did to inform next steps. CEI doing work to make sure there are followers to the CCH channels and also does creative things like buying paid ads on certain platforms.
- **Leslie:** process and timeframe for things to get approved to go out on social media. Karl: Communications Officer approves all that we publish but we'd have a communications plan and draft materials built and then can likely get approved the same day.
- **Jo:** How do we decide what content to post?

- **Jo:** How do we know if people experiencing homelessness are seeing things on social media? **Brittany:** can target by zip code or can do ad algorithms so people who are on lots of pages related to homelessness/homeless services can be targeted.
- **Jo:** Where do you get graphics? **Brittany:** have graphic designers on staff, would draft and then bring back to the group for final approval. **Karl:** We set a communications/social media plan in advance.
- **Jaime J:** Branding support from CEI of CoC materials. Will seek guidance from CEI re what things are best covered in video v FAQ. Have 2 key audiences. **Karl:** They can help us create Communications Plan. ID key audiences and key messages. Then get into strategy and tactics within strategies. **Brittany:** if another org works with our pops and wants to share/post our materials, CEI can help get those to them.
- **Jamie S:** Best practices in reaching sub-populations. **Karl:** We have access to Equity Team in Health services Leadership, teams that do targeted outreach to help figure out right way to do messaging that is culturally and linguistically appropriate. Engage Ambassador's program!
- **Juno:** How can we extract demographic data from social media re outreach? **Brittany:** can't get specific info about experience of homelessness. Could maybe do a poll or survey as part of a post. Could create trackable links and see where people are geographically. **Karl:** analytics from social media is rough.
- **Jaime:** Will need to build landing page that has clear calls to action and can build different links from different platforms to see where clicks are coming from.
- **Wayne:** create landing page that uses low bandwidth for people with low/no data.
- **Jo:** Blogging as way to engage people. Does CCH website have a blog? **Karl:** H3's web hub can have a landing page.

Next Steps

- What does CEI need from us? **Karl:** What are the different audiences? What are the 3-5 most important 25 words or less messages we want them to receive? Could create slightly different campaigns for different audiences. Don't worry about colors, tactics, images right now.

	<p>II. Best Practices in Working With People with Low Literacy</p>	<p>Elaine Kociolek, Adult Literacy Program Manager, Contra Costa Libraries</p>
<p>See slide deck. Jaime: should CEI be well versed in this or should we consult with her once our messaging is close to done? Elaine: happy to consult! Jamie S: Social media is so brief and messages can be complex. How navigate that? Elaine: Fewer characters can use can make it hard. Twitter users tend to be higher literacy. Instagram might be more used by folks with less literacy b/c more visual.</p>		
<p>5</p>	<p>III. Report back from Materials Development Working Group</p>	<p>Juno Hedrick, Working Group Member</p>

<p>Juno provided a brief overview of the work the Materials Development Working group accomplished when they met 3/22/23.</p>		
25	<p>IV. Update on Survey Results</p>	<p>Jaime Jenett, H3</p>
<p>Jaime presented information on the survey results so far.</p>		
10	<p>V. Review Amplifier List</p>	<p>Jaime Jenett, H3</p>
<p>Reviewed Amplifier List.</p> <ul style="list-style-type: none"> - Prioritizing transit agencies including BART, Food Bank and NAMI <ul style="list-style-type: none"> o Keva will reach out to Food Bank o Jo: could she just show up at places that do food distribution and try to get people to fill out surveys (clients or staff). Group: not recommended without advance coordination with staff. Also, we might not want to spend a lot of energy gathering more surveys right now. o Rachel: which supervisors shared surveys in newsletters? Anderson and Burgis for sure. o Do focus group with other agencies that we're trying to do more outreach with o Share survey results with Homelessness Awareness Month. Ideally we'll have our tools to launch by then. o Maybe in a year we do a big survey push to check to see how our efforts worked. 		
15	<p>VI. Equity Definitions</p>	<p>Jamie Schecter, H3</p>
<p>Continuing to look at definitions to be approved by COH as working definitions for our system. These are a starting point.</p> <p>Race Equity:</p> <ul style="list-style-type: none"> - really focus on outcomes - Outcomes often connotes "end results". Racial Equity is also about day to day experience. <p>Race Equity Lens:</p> <ul style="list-style-type: none"> - No comments <p>White Privilege:</p> <ul style="list-style-type: none"> - It can be hard/painful for people with white privilege to face this and white fragility is real. - Add "white fragility" to definitions <p>Racial Bias</p> <ul style="list-style-type: none"> - Noting language for this is high level/complex - Who is audience for these? COH members. - Incorporate implicit/Explicit racial bias on systemic AND individual level <p>Microaggressions</p> <ul style="list-style-type: none"> - Noting language for this is high level/complex 		

- Also lack of group membership

Understanding Levels of Racism

- As we begin creating Equity materials, how do we incorporate these principles?
- There are Equity checklists that can be used when making decisions.

Systemic Racism

- Very complex definition on the slide! Needs work
- Q: how do we guard against this ourselves?
 - o System level and individual
 - o We can use tools that help us assess our decisions.
 - o We've had an outside agency conduct equity assessment
 - o We're gathering survey data from PWLE, creating compensation policies
- How do individual, esp white people, raise their awareness of the ways they may be perpetuating inequities?

Set a timeline for when to revisit these

Add these to orientation

5	VII. Next Steps	All
<ul style="list-style-type: none"> - Will have CoC Training on Equity in June - Materials Development Working Group - Equity Committee meeting - Comments <ul style="list-style-type: none"> o Would like to bring these conversation to full Council re: how work with equity. o People are concerned about participating in system level work b/c they don't want to be outed as having lived experience or wear it as a "badge" o Want to spend their time building away from homelessness - Jo could report out at COH meeting 		
-		

Next meeting will be Tuesday, May 9th from 2 pm – 4 pm.

Online registration: <https://homebaseccc.zoom.us/meeting/register/tZEtceihqTkpG9EJtPcklOi-MBqwyOb4vdtF>

CART VENDOR EXAMPLE

Cart Vendor Communication Plan	Equity Plan
Goals	
<ol style="list-style-type: none"> 1. Provide outreach and education to vendors of limited food, packaged fruit and whole produce carts about the need for commercial food permits to operate. 	<ul style="list-style-type: none"> • <i>Provide outreach and education on homeless/housing services to underserved and/or previously unreached communities in Contra Costa County, with a specific focus on the Latinx community.</i>
<ol style="list-style-type: none"> 2. Streamline and potentially incentivize the permitting process in ways that address language, cultural and economic barriers. 	<ul style="list-style-type: none"> • <i>Address common questions and provide information to help allay fears and set reasonable expectations</i>
<ol style="list-style-type: none"> 3. Encourage the public to patronize permitted cart vendors who sell healthy foods, particularly in communities where access to healthy foods is limited (food deserts). 	<ul style="list-style-type: none"> • <i>Encourage Amplifiers to share new materials with populations they serve.</i>
Key Messages:	
Audience 1: Vendors	Audience 1: PWLE
<ul style="list-style-type: none"> • Contra Costa Environmental Health makes it fast, easy and affordable to get a permit. 	<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • Getting a food permit is an investment that opens doors for more business. 	<ul style="list-style-type: none"> •
<ul style="list-style-type: none"> • Cart vendors who sell fresh fruit and vegetables can be heroes in communities where it is hard to find healthy food – but they must follow safe food practices. 	<ul style="list-style-type: none"> •
Audience 2: Public	Audience 2: Amplifiers
<ul style="list-style-type: none"> • CCEH is partnering with community produce cart vendors to ensure a safe supply of healthy food in neighborhoods where it is hard to find fresh fruits and vegetables. 	
<ul style="list-style-type: none"> • Look for the Environmental Health placard to know which carts sell safe produce. 	
<ul style="list-style-type: none"> • Steer clear of produce from unpermitted vendors – it may not be safely prepared or stored. 	

Campaign Goals and Key Messages

Drafted in Materials Development Working Group 5/9/23

GOALS

1. **Provide outreach and education to Latine or indigenous populations re: homeless/housing services to increase knowledge of and access of services**
 - a. **Reason:** Data shows that Latine are under-represented in service access data and may be missing out on help
2. **Address common questions and fears and set reasonable expectations**
 - a. Reason: Unmet/false expectations cause HARM
 - b. Latine population may have specific challenges that need to be addressed up front like language access, documentation concerns, cultural factors that may inhibit seeking help outside a social/family network
3. **Encourage Amplifiers to share new materials with populations they serve.**
 - a. Reason: Amplifiers have connections and contacts we may not have in our system
 - i. Note: create tips for amplifiers re: how to build trust and show respect
 - ii. Create guidance for amplifiers re cultural sensitivity when doing outreach with Latine
 - iii. Some sort of campaign for amplifiers to be branded as a place to get info on homeless services. We care. (like having pride flag to show being a safe place for LGBTQI+)
 - iv. Check in with St. Vincent De Paul and Catholic Charities re outreach to Latine

Other notes

- Protecting Immigrant Families has some great messages, resources for communities, advocates: <https://pifcoalition.org/find-resources>
- Elders who are at risk to lose their housing or who are couch surfing or who are in their car/RV/street. Did the PIT show an uptick as it did in Sonoma County?
- I feel this is the same for trans people experiencing homelessness

KEY MESSAGES

Audience: People Seeking Services

#1. Cue our audience

1. We think everyone deserves help with housing
2. Everyone deserves help with housing
3. Everyone deserves housing, regardless of immigration status
4. Struggling with housing? There may be help for you
5. No papers? Refugee? Immigrant? Undocumented? Okay...we can still help.

6. Need somewhere to stay?
7. You're not alone
8. You don't have to live on the streets to be homeless
9. Everyone deserves a roof over their head

Notes:

- NAME the services people are looking for like: shelter, rental assistance, showers/laundry, diapers, clothes, food

#2 Action to take

1. Call 211 or go to a CARE Center to start the conversation.
2. Take the first step by calling 211 or going to a CARE Center to learn more about your options
3. Call 211 or go to a CARE center to find out what your options are
4. Call 211 or go to a CARE center to learn what your options are
5. Call 211 or go to a CARE Center. We may be able to help.
6. Calling 211 or going into a CARE center is the first step
7. 211 is free

#3 Set expectation re what will happen

1. Staff will ask you questions to find the best options
2. Staff will ask questions to better understand your needs
3. Your immigration status does not matter.
4. Your immigration status is not a barrier to help
5. Immigrants welcome
6. Immigration status is not a factor in getting help
7. Undocumented? That's ok!

#4: Setting expectation re length of time

1. Getting help may take time.
2. There is not enough money, shelter and housing.
3. People are here to help navigate this complicated system
4. CORE/CARE centers are not crisis response services
5. Getting help may take time but we are here to help.

#5 There is hope.

1. People are getting and staying housed. Learn more here.
2. People are getting help. Find out more here.
3. Stories of what people are getting connected to including but BEYOND housing like medical, legal, basic needs, recovery services

Notes:

- Make sure stories feature Latine people
- Have stories in other languages

- Video content: visual of a success story but document length of time it took or key markers or non-linear path
- Catholic Charities: Navigating resources can be hard, but we can help you figure out your options.
- Something about “together we will...”

Audience: Amplifiers

#1. Cue our audience

1. There is help for people struggling to get housing.
2. Helping someone in a housing crisis? Connect them to 211 or a CARE center
3. Trying to help someone find housing?

#2 Action to take

1. Help someone take the first step.
2. Help is available in multiple languages
3. Help someone take the first step by connecting them to 211 or a CARE Center.

#3 Immigration status

1. Immigration status does not matter

#4: Setting length of time expectations

1. Getting help may take time.
2. CORE/CARE centers are not crisis response services

#5 There is hope.

1. People are getting and staying housed. Learn more here.
2. People are getting help. Find out more here.

Notes:

- La Clinica de la Raza (Concord & Oakley)
- Monument Impact
- Create a key message in MULTIPLE languages on card for outreach/amplifiers to ID preferred language of client
- Create care packages for amplifiers to give out with flyer/messaging to build trust?
- Don't use Hispanic/Latinx. Use Latine
- Consider doing materials in indigenous languages
- Trafficked population- collaboration re: language for people who can't get own housing b/c are trapped