



**Commission Meeting
MINUTES**

Monday, June 1, 2015, 6:00 pm
1485 Civic Court, Suite 1200
Large Conference Room
Concord, CA

1.0 Call to Order and Roll Call

The meeting was called to order at 6:07 PM by Secretary/Treasurer Gareth Ashley.

Commissioners in attendance were: Gareth Ashley, Maria Fort, John Jones, Supervisor Candace Andersen, Kathy Marsh for Joan Miller, and Wanda Session for Dr. Walker.

Alternate present was: Matt Regan.

Also present was Deputy County Counsel, Keiko Kobayashi.

Absent: PJ Shelton, Kathy Gallagher, Barbara Cappa, Belinda Lucey, Katharine Mason, Joan Miller, Mister Phillips, Toni Robertson, Supervisor Karen Mitchoff, Dr. William Walker.

2.0 Public Comment

Sharon Bernhus of Shelter Inc. announced their agency's Open House on June 3, 2015 4:30 – 6:30 PM at 1333 Willow Pass Road, Suite 206, Concord CA 94520.

3.0 Approval of Consent Calendar

Chairman Gareth Ashley removed item 3.4.26 and 3.4.27 from the consent calendar for consideration under item 4 due to anticipated recusal by John Jones.

A motion was made by John Jones and seconded by Candace Andersen to approve the remaining items on the consent calendar.

AYES: Gareth Ashley, Maria Fort, John Jones, Candace Andersen, Wanda Session for Dr. William Walker, and Kathy Marsh for Joan Miller.

NOES: None

ABSTAIN: None

Motion was **APPROVED**.

4.0 Consider for discussion any items removed from the consent calendar.

Items 3.4.26 and 3.4.27:

Commissioner John Jones read the following statement: I have an interest in Agenda items 3.4.26 through 3.4.27 because I am employed by Contra Costa Child Care Council and these items directly impact my department. I am recusing myself from these items and will be leaving the room. Please record my disclosure in the Commission's minutes. **Commissioner John Jones then left the room.**

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A motion was made by Gareth Ashley, and seconded by Wanda Session, to approve the items 3.4.26 and 3.4.27 from the consent calendar.

AYES: Gareth Ashley, Maria Fort, John Jones, Candace Andersen, Wanda Session for Dr. Walker, and Kathy Marsh for Joan Miller.

NOES: None

ABSTAIN: None

Motion was **APPROVED**.

Dr. Walker entered the meeting at this time. John Jones returned to the meeting at this time.

5.0 Consider becoming an official partner to The Raising of America campaign.

The Raising of America is a five part documentary series and public engagement campaign that explores how a strong start for all our children can lead to a healthier, safer, better-educated and more prosperous and equitable America. The video release is June 2015 on-line with the hope of airing on PBS in the near future.

The campaign is soliciting partners to joining their list of National Partners to help bring attention and awareness to the national need for early learning and family support. Sean asked the Commission to support becoming a partner to the national campaign. He would also like to organize one or more screening of the videos in Contra Costa.

Gareth Ashley asked if there were financial responsibilities involved with the partnership. Sean responded that there is no cost, only the use of the First 5 Contra Costa logo and website for the purpose of campaign. First 5 Alameda, and the First 5 Association of California are among the First 5s that had already partnered with Raising of America. Other current partners to the campaign can be found on this website: <http://raisingofamerica.org/?q=partners>

Candace Andersen made, and John Jones seconded, a motion for First 5 Contra Costa to become an official partner of The Raising of America Campaign.

AYES: Gareth Ashley, Maria Fort, John Jones, Candace Andersen, Dr. William Walker, and Kathy Marsh for Joan Miller.

NOES: None

ABSTAIN: None

Motion was **APPROVED**.

6.0 Presentation from First 5's Regional Community Groups on their work to reduce childhood obesity in Contra Costa

Program Officer Rhea Laughlin, West County Regional Group Chair Tomasa Espinoza, East County

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Regional Group Chair, Janet Costa and Priscilla Nzessi, Central County Regional Group Chair Alex Jair Chavez and Healthy and Active Before 5's Tonya Love presented the work and results so far of the First 5 Regional Groups' parks advocacy project. The overall goal for the Regional Groups is to foster and develop leadership and advocacy skills for families in West, Central and East Contra Costa neighborhoods. For several years the groups have been educating themselves about childhood obesity prevention, particularly in physical activity for children and limiting intake of sugar-sweetened beverages. In 2012, the groups started to develop their method for assessing the suitability of local parks for families with young children. Since then, the groups have assessed 75 parks in six cities. The Group members engage in data analysis, very often with city staff at their side. More recently, this spring the cities of Antioch, Concord and San Pablo, are considering writing the Regional Groups' recommendations into their capital improvement budgets for the coming year.

Matt Regan asked what the standard cost of quality play structure these days? Rhea reported that the group heard quotes ranging from \$8,000 to \$275,000.

Rhea was asked how the Regional Groups reports were received by the cities? She replied that it varied depending on the city. However, the project had invited cities to work in partnership with the community. Even in cities' that initially were skeptical of the Groups' processes and findings, staff and elected officials eventually came around to appreciating the work that local residents had done.

7.0 Presentation from the Healthy and Active Before 5 Collaborative

Emily Warming, Director of Healthy and Active Before 5, updated the Commission on the Healthy and Active Before 5 Collaborative, the goal of which is to prevent early childhood obesity in kids ages 0-5, by building partnerships and environments for healthy eating and play.

The Collaborative's policy agenda addresses three areas with clear overlap with First 5: Reduced sugary beverage consumption, improved parks and playspaces and breastfeeding accommodation.

8.0 Executive Director's Report

Sean Casey gave the following Executive Director report:

- 1) The State Budget is now in the hands of the budget conference committee to reconcile the two houses' visions of state spending. They include the varied proposals for increasing spending in early learning, from a Senate increase of \$332 million to the Assembly's recommendation of \$605 million.
- 2) The Commission will soon receive a brief survey from our state Association. The Association's communications contractor, PR and Company, has created the seven-item survey for county commissioners, to gather commissioners' knowledge about First 5's role and perception at the local level. They are hoping to have input from as many Commissioners as possible, to inform our growing communications work.
- 3) Salud America, the Robert Wood Johnson Foundation Research Network to Prevent Obesity Among Latino Children, has been very impressed with our Sugar Bites work, and will be on site on June 2, 2015 to interview Healthy and Active Before 5 members and others on how we produced and rolled out the campaign. We are pleased that such an influential entity is taking an interest in this work. The Sugar Bites ads are on TV, by the way; staff had seen them on several channels.
- 4) On May 27 and 28, 2015, Zero Tolerance for Domestic Violence, the RYSE Center, the Niroga Institute and First 5 Contra Costa co-sponsored the two-day Trauma Summit, looking at the impact

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of childhood trauma on adults. We heard from Jessica Richards on early brain development and simple system for assessing early childhood behavior, Derek Clark on how his childhood in foster care has affected his adult life, and Joy DeGruy on the multi-generational impact of slavery on African-Americans. Commissioner Mister Phillips attended the second day of the Summit.

- 5) Two weeks ago, the Ensuring Opportunity Campaign convened to catch up on campaign accomplishments and particularly to hear from Anat Shenker-Osorio, the communications consultant who is guiding the campaign's approach to talking about poverty. Her presentation touched on many of the values-laden terms associated with poverty – including the word poverty itself. Commissioner Wanda Session, Camilla Rand Director of Community Services Bureau, and Gayle Israel from the office of Supervisor Andersen were among the attendees.
- 6) Our auditors were in the office three weeks ago for their spring review. Their typically one-week session ended after only three days because they found our staff's preparation so comprehensive and well-organized. Kudos to Marnie, Marianne, Shawn, Lisa Johnson and everyone else who helped in that effort.
- 7) Lastly, Sean noted the e-cigarette article included in the packet under communications.

Maria Fort requested some brief highlights from the May 13, 2015 Commission Strategic Plan Retreat.

Sean reported that he felt the Commission as a whole had a high level of discourse thinking “high level” and long term and very strong strategic interests. He also informed that the staff is now constructing a plan around the ideas and will have more details by the September 2015 Commission Meeting.

Gareth Ashley reported that he felt the group was very inclusive and very open and participants were collaborative and not afraid to speak their minds. He commended the staff for being thorough and prepared with the reports.

John Jones added that this recent strategic plan retreat was focused on a five year plan as opposed to the previous one where decisions were for a more immediate projection of its needs.

10.0 Commissioner F.Y.I. Updates

Matt Regan announced that on May 21, 2015, the Bay Area Council hosted a meeting on May 21 with California Governor Brown, SF Mayor Ed Lee, Oakland Mayor Libby Schaaf and San Jose Mayor Sam Liccardo on regional solutions to the Bay Area housing supply and affordability crisis, public safety and public congestion.

He also noted that Nadine Burke Harris, Founder and CEO of Center for Youth Wellness gave a riveting talk about how traumatic childhood experiences related to poverty, family dysfunction and other causes can lead to future costly health problems and derail opportunities to participate fully in the workforce and economy.

Photos and videos of the conference can be found on the Bay Area Council Website:

<http://www.bayareacouncil.org/china/a-governor-three-mayors-and-a-secretary-of-state-walked-into-a-conference/>

11.0 Adjourn

The meeting was adjourned at 7:24 PM.

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