

December 11, 2009

eNewsletter Flash

BUILDING HEALTHY COMMUNITIES

EAST SALINAS



OUR NEW ALISAL

LEND YOUR VOICE TO THE BUILDING HEALTHY COMMUNITIES PLANNING PROCESS [FOLLOW THIS LINK TO COMPLETE OUR SURVEY](#)

With [Building Healthy Communities](#), The California Endowment embarks on a new, 10-year strategic direction with the goal of supporting the development of communities where children and youth are healthy, safe and ready to learn. [Ten Outcomes](#) provide the basis for measurement of The Endowment's overall success over the next decade and of the success of this endeavor in the [fourteen communities](#) selected as partners in this Initiative. Those outcomes are:

1. All children have health coverage.
2. Families have improved access to a health home that supports healthy behaviors.
3. Health and family-focused human services shift resources toward prevention.
4. Residents live in communities with health-promoting land use, transportation and community development.
5. Children and their families are safe from violence in their homes and neighborhoods.
6. Communities support healthy youth development.
7. Neighborhood and school environments support improved health and healthy behaviors.
8. Community health improvements are linked to economic development.
9. Health gaps for young men and boys of color are narrowed.
10. California has a Shared Vision of Community Health.

The first step in the Initiative is the development of a community plan that will guide the work over the next ten years. A Steering Committee (see Page 2 for more information) was convened in June and has been working diligently to prepare to engage the rest of the community in this significant effort.

Although the California Endowment has asked the fourteen communities to consider all ten outcomes in developing their ten-year plan, they asked that three to five priority outcomes be selected as the focus of the work over the first three years, and to consider some potential next steps for the remaining outcomes. To identify the priority outcomes, local communities were asked to guide their selection process using the following criteria:

- Readiness to address each outcome
- Ability to impact local change
- Relevance of each outcome to the community

The Steering Committee spent countless hours in intensive study over the past two months to prepare for the community engagement effort. Community dialogues are now being held in many settings to prioritize the outcomes. If you would like to organize or participate in a dialogue, please e-mail Administrative Assistant Jazmin Mesa at jazmin@cfmco.org. You can also participate by

completing the [survey attached](#) by January 8, 2010.

Visit the Building Healthy Communities in East Salinas ~ Nuestro Nuevo Alisal Website
At <http://www.cfmco.org/BHC/BHC.html>

News From The Steering Committee -Meet Us!



As a community and stakeholder-led planning process, Building Healthy Communities has convened a Steering Committee that represents key sectors and institutions that work for the health and well-being of that community. More importantly, the Committee has strong resident participation, with over 80% of its members being residents of East Salinas. Over twenty percent of the members are youth. The young leaders are high school

and college students, or have graduated recently and are employed by organizations serving their community. Institutional partners represented in the Committee include nonprofit organizations (Alisal Center for the Fine Arts, CHISPA, Boys & Girls Clubs, Girls Inc., Boy Scouts, Partners for Peace, CRLA, Second Chance Youth and Family Services, BizComm, Sun Street Centers, among others), media partner Radio Bilingue, Poder Popular, the Monterey County Health Department and the Department of Social and Employment Services, the Probation Department, the City of Salinas Parks & Recreation, First 5 Monterey County, the Salinas Soccer League, Hartnell College, the Alisal Family Resource Center and schools, and representatives of the faith community and neighborhood organizations, such as Alianza LUDA, Padres Creando Soluciones, Eagle Drive and Bison Way Neighborhood Association and Building for Change.

The role of the Steering Committee is to oversee, provide guidance and coordinate the Building Healthy Communities planning process in East Salinas, from June 2009 to February 2010, and to use the knowledge, skills and experiences shared by the members, and the wisdom of the community, to ensure the success and accountability of the planning process. The Committee's diversity of experiences and perspectives ensures that the planning process brings together the wisdom, knowledge, experience and aspirations of the community of residents with the knowledge, information and experience of institutional partners. The numbers of hours dedicated to intense study and thoughtful discussion demonstrates the commitment and dedication of those involved.

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