



CONTRA COSTA COUNTY

AGENDA

African American Holistic Wellness Hub Feasibility Study Steering Committee

Monday, November 18, 2024 **5:30 PM** **1026 Escobar St, Room 238, Martinez |
1800 Woodland Drive, Antioch | 260
Broadway, Richmond | 323 Brookside
Drive, Richmond | Zoom:
[https://cccouny-us.zoom.us/j/851608125
88](https://cccouny-us.zoom.us/j/85160812588) | Call in: (214) 765-0478 Access code:
544753**

Agenda Items: Items may be taken out of order based on the business of the day and preference of the Committee

Roll Call and Introductions

1. RECEIVE and APPROVE Record of Action for the October 14, 2024 meeting of the Steering Committee for the African American Holistic Wellness and Resource Hub Feasibility Study, with any necessary corrections. [24-3957](#)
Attachments: [AAHWRH Steering Committee Record of Action 10.14.24 \(draft\)](#)
2. RECEIVE update and preliminary survey and listening session insights and DISCUSS the planning and next steps for the feasibility study. [24-3958](#)
Attachments: [Wellness Hub 11.18.24 Survey and Listening Session Update](#)

Public comment on any item under the jurisdiction of the Committee and not on this agenda (speakers may be limited to two minutes).

The next meeting is currently scheduled for December 9 at 5:30pm.

Adjourn

The Committee will provide reasonable accommodations for persons with disabilities planning to attend the Committee meetings. Contact the staff person listed below at least 72 hours before the meeting. Any disclosable public records related to an open session item on a regular meeting agenda and distributed by the County to a majority of members of the Committee less than 96 hours prior to that meeting are available for public inspection at 1026 Escobar Street, 2B, Martinez, during normal business hours. Staff reports related to items on the agenda are also accessible online at www.contracosta.ca.gov. If the Zoom connection malfunctions for any reason, the meeting may be paused while a fix is attempted. If the connection is not reestablished, the committee will continue the meeting in person without remote access. Public comment may be submitted via electronic mail on agenda items at least one full work day prior to the published meeting time.

For Additional Information Contact:

Kendra Carr, kendra.carr@oresj.cccounty.us
Peter Kim, peter.kim@oresj.cccounty.us



CONTRA COSTA COUNTY

1025 ESCOBAR STREET
MARTINEZ, CA 94553

Staff Report

File #: 24-3957

Agenda Date: 11/18/2024

Agenda #: 1.

Advisory Board: African American Holistic Wellness and Resource Hub Feasibility Study Steering Committee

Subject: Record of Action

Presenter: Peter Kim

Contact: Peter Kim, peter.kim@oresj.cccounty.us

Information:

County Ordinance requires that each County body keep a record of its meetings. Though the record need not be verbatim, it must accurately reflect the agenda and the decisions made in the meetings.

Referral History and Update:

Attached for the Committee's consideration is the draft Record of Action for its October 14, 2024 meeting.

Recommendation(s)/Next Step(s):

Steering Committee review and provide any edits/corrections, if necessary, before approval.

African American Holistic Wellness and Resource Hub (AAHWRH) Steering Committee
Record of Action for Monday, October 14, 2024

Attendance:

Steering Committee Members:

- In-person (CAO Building, Martinez): Rohanna Moore; Phil Arnold; Taylor Sims; Mark McGowan; Jacqueline Smith
- In-person (Black Parent Resource Center, Richmond): Sheryl Lane; Zelon Harrison
- In-person (Genesis Church, Antioch): Desirae Herron; Ashley Green
- Online: N/A
- Absent: Chinue Fields; Vanessa Blum; Patt Young; Alfonzo Edwards

County Staff:

- In-person: Kendra Carr and Peter Kim, Co-Directors, Office of Racial Equity and Social Justice (ORESJ)
- Online: Jill Ray, BoS District 2 Representative

Public Attendees:

- In-person: N/A
- Online: Kerby Lynch; Tonia Lediju; Randi Dean; Ryan Drake Lee; Shantell Owens; Rhonda James; Liliana Gonzalez; Stephanie Taddeo; Traci Henderson

1. Roll Call and Introductions

(Staff announced that meeting would begin once a quorum of members were in attendance.)

Staff convened meeting at 5:38 PM, took a roll call attendance, and welcomed those in attendance. Staff reviewed the meeting agenda.

2. RECEIVE and APPROVE Record of Action for September 9, 2024 meeting of the Steering Committee for the African American Holistic Wellness and Resource Hub Feasibility Study, with any necessary corrections.

Public Comment:

None.

Taylor Sims made the motion to receive and approve the Record of Action. Mark McGowan seconded the motion.

Conducted roll call vote to receive. 8 members voted yes (all present at time of vote). Item passed.

3. RECEIVE update from the ad hoc listening sessions and survey logistics workgroup and DISCUSS the planning and next steps for the feasibility study listening sessions that will take place in November 2024.

Dr. Kerby Lynch, of Ceres Policy Research, provided updates on the outreach, engagement, and planning for the feasibility study listening sessions and survey dissemination. (See attached PPT slide deck.)

Listening Session Highlights:

- *Will conduct survey focused on wellness within Black communities, access to services, and vision around how the Hub will allow access to needed supports.*
- *Relied on Key Performance Indicators and feedback from Steering Committee, additional general research, ORESJ survey data (which reflected % of Black-identifying residents).*
- *7 target populations (families/parents of K-12 youth; elders; unhoused; males; justice-impacted; women of child-bearing years; mental-health and SUD impacted)*
- *5-7 (possibly more) Listening Sessions (Nov 7-20) tailored to meet unique needs of the 7 identified populations*
 - *A shift away from focusing on areas/regions*
- *Looking to Steering Committee to partner and support the process in following ways:*
 - *inform the questions*
 - *outreach and spreading to networks*
 - *support with hosting and/or co-facilitation*
 - *notetakers*
- *Have reached out and connected with 16+ community organizations to talk about outreach, co-hosting, etc.*
 - *See attached slide deck for list of organizations*
 - *Also partnering with NAMI/40 Voices to conduct 2 listening sessions*
 - *Nov 2 at Los Medanos College*
 - *TBD in West County*
- *Will also hold District-specific Community Salons (i.e. larger listening sessions) in Jan/Feb to discuss initial findings.*

Community Survey Highlights:

- *Goal is to reach 1000-1500 respondents*
 - *will distribute through Google Form and have prepared a QR code*
 - *will also have hard copies available, please request; will also provide stamps and envelopes*
- *Would like Steering Committee approval to release this week (10/16); would close on 11/20.*
- *Looking for support from the Survey Committee to disseminate and spread the word*

Research around site selection and feasibility

- *Already underway, looking at different sites that have been recommended*
- *As mentioned at last meeting, looking at real estate, availability, cost analysis, transportation/access, proximity to impacted communities, capacity*
- *Asking for more suggestions*

Questions from Steering Committee:

Mark McGowan: Can these listening sessions occur any where in County, as long as focused on priority sessions.

Phil Arnold: Have we considered reaching out to those in custody, and potentially their families? Also, loneliness among elders is unhealthy...; veterans also have unaddressed needs

- *Staff: We can reach out to our County partners at the Sheriff's Office and Probation Dept for access to detention centers, and Healt Right 360, Reentry Success Center, and Rubicon; EHSD programs who serve Black elders; and the Veterans Affairs Dept.*
- *Ceres can reach out to Senior Centers*

Public comment:

Liliana Gonzalez: Would like to offer feedback from First 5 of CC around early childhood prevention and early school years.

- *Ceres Policy Research: Yes, let's talk on this.*

Stephanie Taddeo: Suggests we reach out to ACE Contra Costa

Shantell Owens: Just clarifying that the outreach and engagement will be for Black-led organizations, that we are soliciting their feedback, and that ultimately that Black-led organizations will be funded to provide the services; Other groups cannot tell us what we need.

- *Ceres: Yes, while also looking to other organizations who serve Black communities for their particular insights as it applies to Black communities; being clear when talking with service providers that the interest is to understand how best to engage, serve, and meet the needs of Black communities.*

Steering Committee agreed to combine this item with next item and will make a motion to accept or deny altogether.

4. REVIEW and PROVIDE feedback on the feasibility study survey draft, and DISCUSS the launch, timeline and logistics of the survey.

Dr. Kerby Lynch, of Ceres Policy Research shared a draft of the community survey for review and feedback from the Steering Committee. Walked through each question and asked for feedback.

Suggested edits/additions:

- *Edited the introduction to clarify the goal of establishing multiple sites over time.*
- *Heard mixed reactions around length (some said it felt long, others said it felt right).*
- *Walked through the survey questions and invited feedback from Steering Committee:*
 - *Age categories need to add "65-75 years old," "75-85 years old," and "85+"*
 - *Racial and Ethnic categories are nuanced and represent the diversity of Black communities, as well as diversity of other groups*

- Gender Identity also represents the diversity of gender within the Black community
- For income level, add “No-Income”
- Under “Gov’t Assistance” question, include examples (i.e. EBT, CalWorks, Section 8, etc)
- Under “Lived Experience” can we ask for relationship or positionality of a person (i.e. daughter, uncle, grandmother, etc)?
- Can we capture “parents/caregivers caring for children who are under age of 5 and/or in pre-school”?
- Ask if someone is a caregiver for an elder, or a disabled child?
- Regarding shifting to “I or a family member” some feel it feels lengthy and may deter folks from completing.
 - Potentially remove “I or a family member” from each question since it is articulated in the overarching question?

Steering Committee comments:

Mark McGowan: I would like a question that speaks directly to a desire or need for services that support economic development. Would also like a PDF version of the flier.

Rohanna Moore: Could you ensure consistency across the fliers and survey?

Taylor Sims: Would like JPEG or picture form to post on social media.

Zelon Harrison: This will be an issue for those of us who do not identify as African American, it feels not inclusive. I identify as Black, and will also include “descendants of slavery”. Would like to add a question to the survey that asks the question of what the community would prefer.

Desirae Herron: This raises question if whether we have the autonomy to change from African American to Black given the BOS direction when this project was approved.

- *Staff: we will ask Equity Committee this question.*

Ashley Green: I would like to ensure that we do not go over 25 questions.

Next Steps –

- *Community Outreach and Engagement*
 - *Have developed flier to help disseminate community survey*
 - *First 1000 respondents will receive \$15 gift card*
- *Listening Sessions*
 - *Steering Committee members have until Nov 6 to provide feedback on Listening Session questions*

Public Comment:

None.

Taylor Sims made the motion to accept the updates Ceres Policy Research, as well as approve the Survey (along with edits discussed today which will be shared with the group by 10/15) for release on 10/16, and agreed to provide feedback on listening sessions questions and complete a form with volunteer tasks/activities before 11/ 6, with proposed next steps regarding the listening sessions and survey implementation; also made the motion to accept the changes/edits to the community survey and to move forward with next steps as agreed. Mark McGowan seconded the motion.

Conducted roll call vote to approve item. 9 (all present at time of vote) voted yes. Item passed.

5. Public Comment

None.

6. DETERMINE the date, time, and location of future meetings

The next meeting is currently scheduled for November 18, 2024 from 5:30-7:00PM.

The meeting will take place at County Administration Building at 1026 Escobar Street, 2nd Floor, Martinez, CA 94553. Additional locations to be confirmed when agenda is posted.

7. Adjourn

Taylor Sims made motion to adjourn. Jacqueline Smith seconded the motion.

Conducted roll call vote to adjourn. 9 voted yes (all present at time of vote).

Meeting adjourned at 7:25 PM.



CONTRA COSTA COUNTY

1025 ESCOBAR STREET
MARTINEZ, CA 94553

Staff Report

File #: 24-3958

Agenda Date: 11/18/2024

Agenda #: 2.

Advisory Board: African American Holistic Wellness and Resource Hub Feasibility Study Steering Committee

Subject: Feasibility Study Listening Sessions and Survey

Presenter: Dr. Kerby Lynch

Contact: Dr. Kerby Lynch, klynch@cerespolicyresearch.com <mailto:klynch@cerespolicyresearch.com>

Information:

At the September 9 and October 14, 2024 Steering Committee meetings, Dr. Kerby Lynch shared updates related to the community needs assessment phase of the feasibility study. Steering Committee members shared feedback about the survey questions, listening session protocol and partnerships to support community reach.

Referral History and Update:

The survey will close on November 20th and most listening sessions have been conducted. Dr. Kerby will share insights and emerging themes from the survey and listening sessions.

Recommendation(s)/Next Step(s):

RECEIVE update and preliminary survey and listening session insights and DISCUSS the planning and next steps for the feasibility study.



AAHWRH FEASIBILITY STUDY STEERING COMMITTEE MEETING: PRELIMINARY SURVEY & LISTENING SESSION INSIGHTS

November 18, 2024

Kerby Lynch, PhD | Ceres Policy Research

klynch@cerespolicyresearch.com

A trusted space for community solutions.

Amplifying strategies that cultivate social change through research, facilitation, and education.



Community Engagement: Overview

Our efforts to understand and address community needs for the wellness hub have included:

- Presentation at ECCCA: Shared project goals with the East County Central Community Alliance, gathering feedback and partners for collaboration.
- Collaborative Listening Sessions: Partnered with community organizations to conduct listening sessions, reaching a diverse range of participants:
 - *Organizations Involved: Keyz to the Future, Motivated 2 Help Others, HealthRight 360, Rubicon Richmond, Rubicon Antioch, Young Women's Freedom Center, Black Parent Resource Center, Genesis Church, Richmond Senior Center, First 5 (Pittsburgh & Antioch), Rubicon Concord, CoCo Family Justice Center, Fierce Advocates*
 - *Community Insights: Engaged justice-impacted individuals, Black women, Black men, Black elders, and K-12 families, capturing a comprehensive view of community priorities.*
- High Survey Engagement: Strong survey responses have further reinforced these findings, providing thorough data to guide our service model.
- Next Steps: We will refine the preliminary service model based on these insights for presentation at the December Steering Committee meeting and deliver a preliminary site selection update at the November 25th Equity Committee meeting.

Preliminary Insights from Survey Data

- Respondent Demographics:
 - Majority of respondents are aged 25-34 and 35-44, we are seeing the biggest gap with our 55+ community who are around 4%.
 - Top locations: Antioch and Richmond.
- Community Priorities:
 - There is a clear preference for an approach that integrates both personal wellness services and collective healing opportunities. Respondents highlighted the value of community-based activities, such as support circles, alongside individual-focused services like counseling.
 - Access to essential social services, including housing and healthcare assistance, was also frequently cited as a critical need.
 - Accessibility, affordability, and culturally relevant support emerged as primary concerns, emphasizing the need for trusted and inclusive services.
 - High-impact needs identified: improved mental health outcomes, culturally competent healthcare, economic empowerment, and stronger community connections.

Insights from Listening Sessions

- Access to Quality Care and Services
 - *Community members highlighted a need for culturally competent, timely, and respectful healthcare services.*
 - *Quote: "I work in the medical field, so I get to, like, firsthand see people who look like me not receiving the best care. It's disheartening."*
 - *Quote: "If you have people who don't understand your background, you won't get the help you need."*
- Holistic Wellness Needs
 - *Feedback emphasized the importance of a wellness model that integrates mental, physical, and spiritual health.*
 - *Quote: "If your mental health is not good, you can't take care of anything else – it has to be holistic."*
 - *Quote: "We need spaces for meditation and healing, not just for physical fitness."*
- Systemic Barriers and Reentry Challenges
 - *Participants noted significant systemic barriers, including discrimination and lack of reentry support for justice-involved individuals.*
 - *Quote: "Coming back into society is hard – no one wants to give you a chance."*
 - *Quote: "There's discrimination at every turn; it's like you're marked for life."*

Insights from Listening Sessions

- Community-Centered Design
 - *Many responses underscored the importance of a hub designed around community needs, with continuous feedback loops.*
 - *Quote: "It has to be for us, by us – people need to feel like their voices are heard."*
 - *Quote: "If the services don't adapt to our needs, then it just won't work."*
- Inclusive and Accessible Services
 - *Inclusivity and accessibility, both physical and financial, were noted as essential for reaching diverse community groups.*
 - *Quote: "Everyone should be able to come here – young, old, those with disabilities."*
 - *Quote: "Make it affordable; wellness shouldn't be a privilege."*
- Education and Awareness
 - *There is a strong need for educational programs to increase awareness about wellness and available services.*
 - *Quote: "We need workshops to show people what's out there and how to take care of themselves."*
 - *Quote: "So many people don't know where to go for help – education is key."*
- Support for Economic and Social Empowerment
 - *Economic empowerment programs, such as financial literacy and job training, were frequently requested.*
 - *Quote: "If we're struggling financially, wellness feels like a luxury."*
 - *Quote: "Teach us how to build businesses, manage money – that's wellness too."*



Help Shape the
FUTURE
of African American Wellness
in Contra Costa!

JOIN US IN SHAPING A NEW AFRICAN AMERICAN HOLISTIC WELLNESS AND RESOURCE HUB DESIGNED TO MEET THE SPECIFIC NEEDS OF OUR COMMUNITY. YOUR VOICE MATTERS!

TAKE THIS **15-20 MINUTE** CONFIDENTIAL SURVEY TO SHARE YOUR THOUGHTS ON THE SERVICES AND SUPPORT THAT WILL BEST SERVE THE AFRICAN AMERICAN COMMUNITY IN CONTRA COSTA COUNTY.

- YOUR INPUT WILL DIRECTLY INFLUENCE CRITICAL DECISIONS ABOUT SERVICES AND THE LOCATION OF THE HUB.
- WE'RE EXPLORING OPTIONS FOR MULTIPLE LOCATIONS ACROSS THE COUNTY TO MAKE THE HUB ACCESSIBLE TO ALL.
- THE FIRST 1,000 RESPONDENTS WITH VALID EMAIL ADDRESSES WILL RECEIVE A **\$15 DIGITAL VISA GIFT CARD** AS A THANK-YOU FOR YOUR TIME.



TAKE THE SURVEY TODAY!

VISIT [HTTPS://TINYURL.COM/AFAMHUB24SURVEY](https://tinyurl.com/afamhub24survey) TO PARTICIPATE TODAY!

Service Model Development: Community-Based Healing

Community-Informed Service Approach

- Core Services: Initial insights from listening sessions suggest a range of essential services could address identified community needs:
 - *Mental Health: Potential for culturally competent counseling and trauma support to fill gaps in existing behavioral health services, especially for those not reaching crisis levels.*
 - *Physical Wellness: Possibilities include preventive care, chronic disease management, and fitness programs focused on community health disparities.*
 - *Family Support: Based on feedback, services could include reproductive health, child and adolescent care, and support for caregivers, emphasizing holistic wellness.*
 - *Cultural Affirmation: Exploring programs to foster cultural pride, identity, and community belonging may meet expressed community desires for culturally rooted care.*

Service Model Development: Community-Based Healing

Suggested Values and Design Principles

- **Accessibility:** Services would aim to be physically and financially accessible, with considerations for sliding scale options and transport support.
- **Inclusivity:** Preliminary feedback suggests inclusivity, with a model that serves various groups, including justice-involved individuals, the elderly, and people with disabilities.
- **Trauma-Informed Care:** Early plans consider a trauma-informed approach, respecting cultural and lived experiences while lowering barriers to care.

Cultural and Community Engagement

- **Culturally Competent Staffing:** Preliminary feedback suggests prioritizing staff who reflect community backgrounds, with proposed cultural competency training for all staff.
- **Ongoing Community Feedback:** Regular forums and surveys could adapt services to meet evolving needs, ensuring the hub remains community-centered and responsive.

Site Selection Progress Update

Summary of Potential Sites

- *Multi-Use Community Spaces: Exploring buildings that can be adapted for a variety of uses, providing both private and community rooms. These spaces offer flexibility but may require renovations to meet wellness hub needs.*
- *Established Institutional Sites: Considering larger, established facilities that are well-known in the community. While these sites offer ample space, they may involve complex political considerations and potential zoning requirements.*
- *Mobile Service Options: Community feedback strongly supports mobile service options, such as health vans, to reach populations facing transportation barriers and increase accessibility across regions.*

Timeline for Full Site Selection Presentation

- *A comprehensive update on site selection, including site evaluations and community input, will be presented to the Equity Committee on November 25th.*