



# CYBHI Local-Level Campaigns Testing, Sharing, and Learning Lab

January 28, 2025

*Public Relations (PR)*

# General Housekeeping

## Chat Feature

Use the chat feature to submit your questions.



## Assistance

Reach out with any additional questions at [CYBHI.Local@wellness.phi.org](mailto:CYBHI.Local@wellness.phi.org).



## Video Recording

This meeting will be recorded and shared with all Grantees.



# Agenda



- Welcome & Agenda
- Warm-up Energizer and Purpose
- General Announcements
- Rescue PR Presentation
- **WELLNESS BREAK**
- **CORE LA Fires Response Efforts**
- **Grantee Spotlights:**
  - Safe Passages
  - Sacramento Native American Health Center (SNAHC)
- **WELLNESS BREAK**
- Breakout Groups
- Next Steps and Wrap-up



# Warm Up/Energizer

Zoom Polls



# Why Are We Here Today?



## **Purpose:**

To build upon connections and explore potential collaborations and partnerships among grantees

## **Meeting Objectives:**

- Share grant activity updates, timeline and next steps
- Engage with two grantees and learn more about their projects and campaigns
- Receive Public Relations 101 Media Training by Rescue Agency and Rally
- Explore and share media and public relations approaches through small breakout group discussion

# General Announcements



Progress Report Due 1/31



Financial Report Due 1/31



Slack is a safe space



In-Person Convening: May 1-2 At  
Doubletree Hotel in Anaheim



Update your process evaluation data



HOLD

# Rescue & Rally

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PR 101



**BREAK**

Please return in 5 minutes





# Click to start



# CORE

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# CALIFORNIA WILDFIRE RESPONSE

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## Shelter & Recovery Centers



Pasadena and Westside  
Child Friendly Space / Charging Stations



## Cash and Voucher Assistance (CVA)

\$250K to Date



## Items Distributed

Masks, Air Purifiers, Menstrual Kits,  
Hygiene Kits, more...



Rapid Response  
within 24 hours

# CORE

Community Organized Relief Effort

# Grantee Spotlights

## GRANTEE 1



**SAFE**  
passages

## GRANTEE 2





# Safe Passages

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# SAFE PASSAGES' YOUTH DEVELOPMENT PROGRAM

## DISRUPTING CYCLES OF POVERTY

We envision a community where all young people have the opportunity to realize their full potential. Evidence-based approach to poverty intervention.





# SAFE PASSAGES' GET ACTIVE PROGRAM

## WORK WITH OAKLAND YOUTH AND FAMILIES:

- AGES 14-30
- YOUTH DEVELOPMENT
- CAREER READINESS
- HEALTH AND WELLNESS
- PATHWAY PROGRAM
- DUAL ENROLLMENT
- AFTERSCHOOL PROVISION

## The Agency disrupts cycles of poverty through:

- *Community & Economic Development*
- *Economic Self Sufficiency and Social Enterprise Programming*
- *Pathways to Career and College*
- *School Community Leadership and Support*
- *Early Childhood Intervention*
- *Juvenile Justice Advocacy*
- *Family Engagement Services*
- *Public Health Program*
- *Behavioral Health Program*

GET ACTIVE PROGRAM  
**MANAGER**  
DISRUPTING THE  
CYCLE OF POVERTY

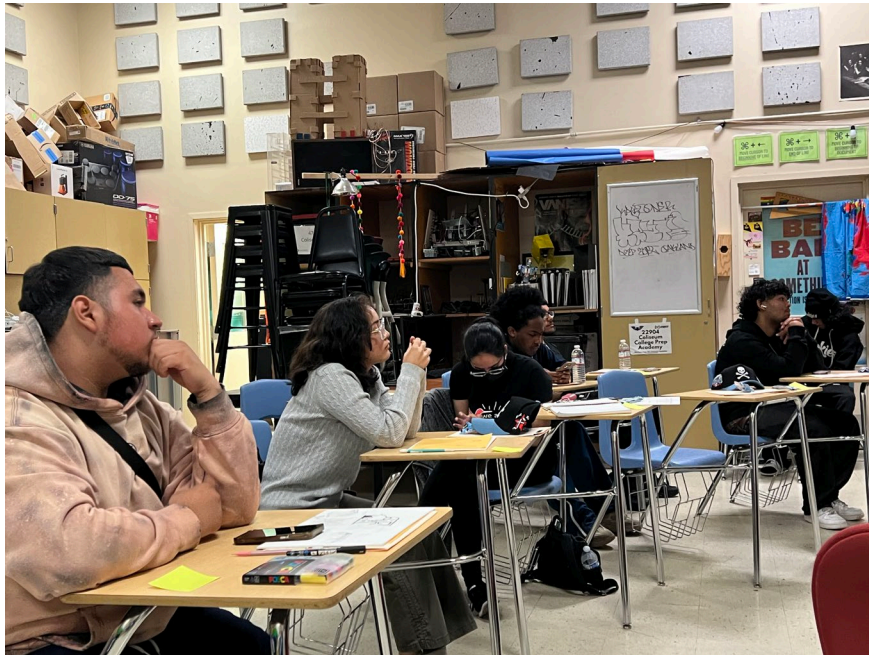
# PROJECT OVERVIEW

## Key components include:

- A 'Project Reimagine Oakland' campaign
- Curriculum development and deployment in after-school programs
- Provide youth with service-learning opportunities



# YOUTH



## CURRENT ACTIVITIES AND NEXT STEPS

- Leadership skills development and project management training.
- Determining effective strategies for executing project deliverables and communicating with internal and external stakeholders.
- Service-Learning projects that enhance their understanding of behavioral health issues relevant to themselves and their communities
- Develop and test mental and behavioral health curriculum for after-school programs

# THANK YOU

- Contact info:
  - Youth Behavioral Health Outreach Coordinator – Duane Horton
  - [dhorton@safepassages.org](mailto:dhorton@safepassages.org)

# Sacramento Native American Health Center (SNAHC)





# SPARK SUMMER YOUTH PROGRAM 2024

Igniting Change In Our  
Community



*"IT STARTS WITH YOU"*  
*"TAKE THE FIRST STEP"*  
*"NEXT GEN OF LEADERS"*





## Who is SNAHC?

The Sacramento Native American Health Center Inc. (SNAHC) is a non-profit 501 (c)(3) (Federal [Federally Qualified Health Center](#)), located in Sacramento, CA. The health center is committed to enhancing quality of life by providing a culturally competent, holistic, and patient-centered continuum of care. There are no tribal or ethnic requirements to receive care here.

## Services Offered:

- Medical
- Dental
- Vision
- Behavioral Health
- Community Health
- Specialty Care



## What is SPARK?

SPARK is a summer program for Native youth ages 14-18 where youth are trained in social marketing principles to ignite change in their community. This program features field trips, guest speakers, creating marketing campaigns, and supporting community outreach. This past summer SPARK youth created 3 campaigns.



### Objectives of SPARK:

- Mentoring Native Youth
- Learning the IGNITE Social Marketing Curriculum
- Building campaigns around mental health and substance abuse
- Attending community events





# SNAHC's Approach To Mentoring SPARK Youth



Our approach is not only rooted in Native values and traditions, but also personal experience. We view these youth not just as participants, but as family.



## Sharing knowledge and experience

SNAHC's Communications team has over 8 years of experience in the field of marketing. More than half of our staff is Native which helps make our program culturally competent.



## Providing personalized guidance

In SPARK we do teach a curriculum called IGNITE. This was co-authored by SNAHC's previous Communications Manager. Outside of the curriculum we connect our youth to marketing professionals. I.e. RSE, The Social Changery, etc.



## Aligning campaign/messaging with community needs

SPARK youth and the SNAHC Comms team create campaigns based off what they've seen in their community and through conversations with local elders.





# Summer Projects

SPARK youth developed 3 campaigns in summer 2024. The first being a coloring book designed to be a resource and amplify the “For us, By Us” model. The second and third were videos with one exploring intergenerational trauma and the other the signs of self-harm.

## Next Generation of Leaders

Coloring to a brighter future!

## It Starts With You

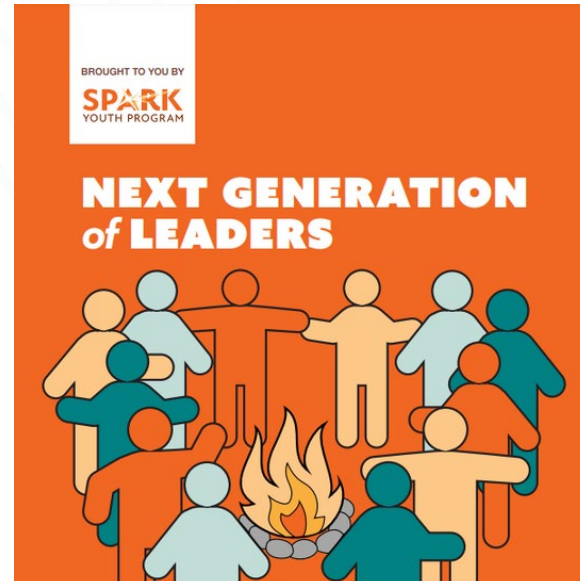
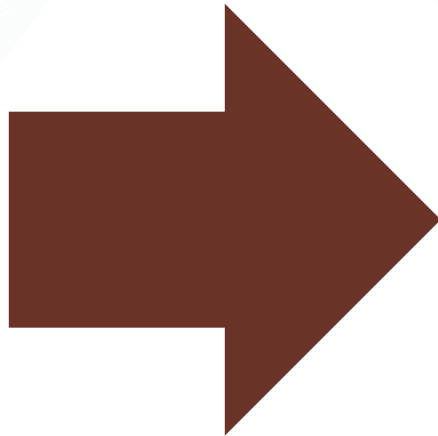
Exploring Intergenerational trauma through symbolic storytelling.

## Take the First Step

The signs of self-harm and that when you take the first step you are not alone.

# Next Generation of Leaders!

At the Sacramento Native American Health Center (SNAHC), we believe that every Native youth has the power to shape their destiny and uplift their community. Project Next Gen is more than just a coloring book—it's a testament to the resilience, creativity, and hope of our SPARK youth.




# Next Generation of Leaders! Cont.

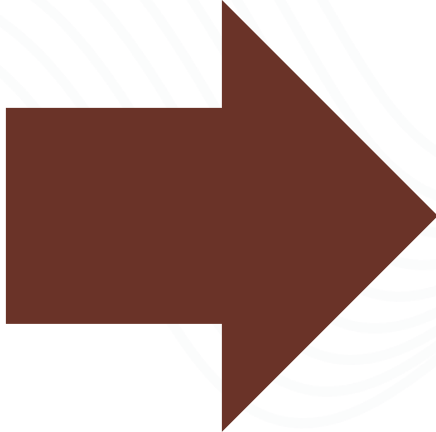


Live your life to the fullest!  
**You are awesome!**

If you are struggling with a mental health crisis or thoughts of suicide, please call or text 988 to be connected with a mental health professional.



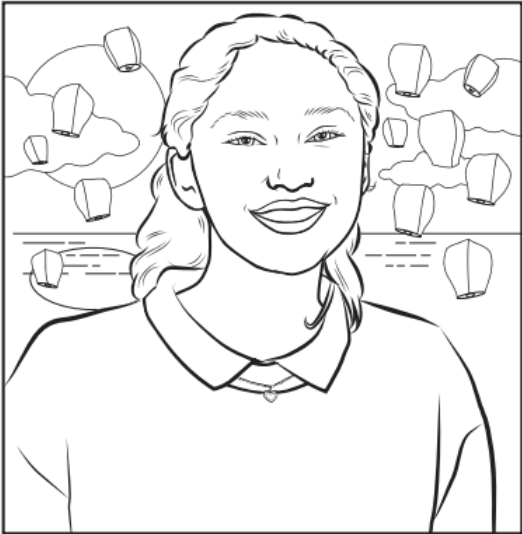
The block contains a white rectangular area with a light blue border. It features the text 'Live your life to the fullest!' and 'You are awesome!' in a sans-serif font. Below this is a smaller line of text providing a mental health crisis resource. At the bottom are two logos: SNAHC (Southwest Native American Health Center) and 'Life is Sacred' with a heart icon.



## LUCERO VALLE

**TRIBAL AFFILIATION:** YAQUI, CARRIZO, ZAPOTEC, ISLETA PUEBLO  
ATHLETE, LITTLE SISTER, COMMUNITY MEMBER

**"Hope shines like lanterns over still waters, leading us to brighter days."**



## *It Starts With You*



<https://www.youtube.com/watch?v=QEkHe7AnMNkt>



## *Take The First Step*



<https://www.youtube.com/watch?v=QEkHe7AnMNkt>

# Campaign Success

We launched these campaigns in three phases which screening these videos at our biggest community events, posting to social media in honor of Native Heritage Month, and finally The Road Show (coined by Jesse Tedrick) to ensure campaign awareness in the Native community.



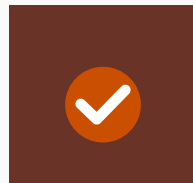
Campaign Launch at Fall Gathering



Presented to key stakeholders



Accumulated almost 20k views along with 500 copies being distributed of coloring book



Displayed in SNAHC's waiting rooms



# What's Next?



The program will resume again in May 2025 and a new campaign will be created.

In an effort to continue to push our why SPARK will be developing a local commercial with Hearst TV.

This project will be the first of it's kind for SNAHC & SPARK. Prior videos will serve as a runway for this.

More short content will developed for SNAHC's social media accounts.

## Follow Us!



@SacNAHC



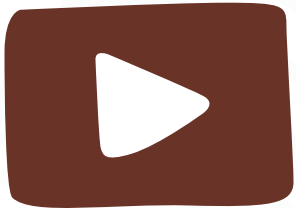
@SacNAHC



/SNAHC



@SNAHC

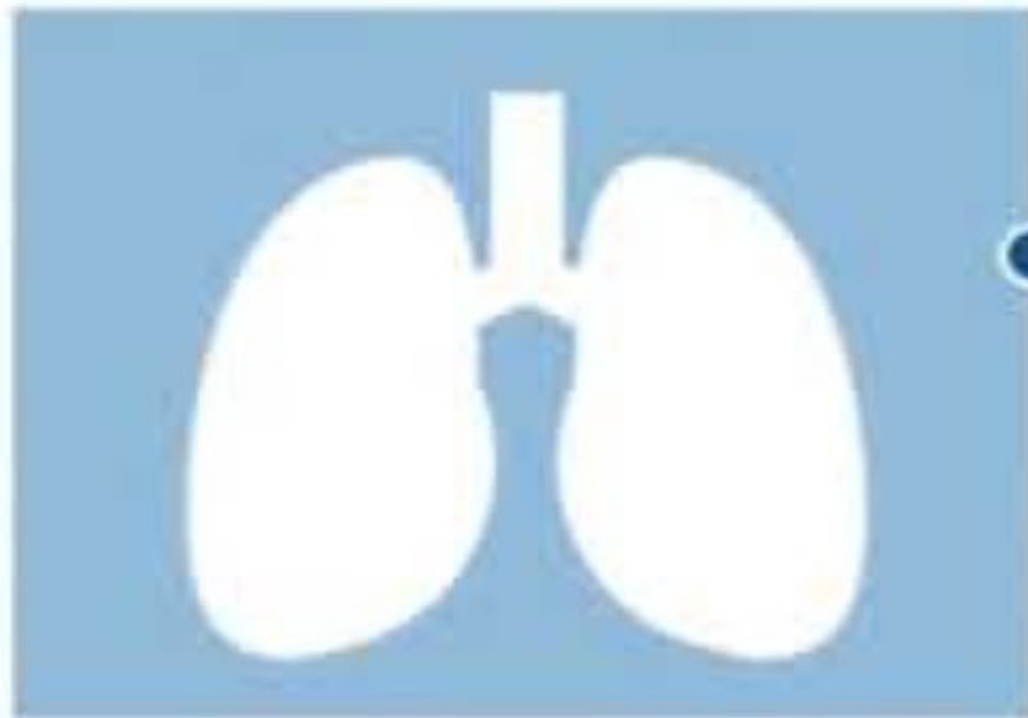


@SNAHC



HOLD

INHALE



EXHALE

HOLD

# Breakout Room Activity

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Conversations on PR

# Breakout Groups

01

Grantees will have opportunity to participate in a breakout group.

02

Each breakout group will have approximately 40 minutes for discussion. A few guided questions will be provided.

03

The goal is to *continue building collaborative partnerships among CYBHI grantees through a peer-to-peer sharing approach.*

# Breakout Groups

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**Please select the room that corresponds  
to your PHI TA Provider.**

Room 1 | Cassie

Room 2 | Jeannette

Room 3 | Koi

Room 4 | Jesse

Room 5 | Katherine

Room 6 | Sai



# Breakout Room Activity

1. What upcoming campaigns, events, or topics are you hoping to bring to public attention?
2. What types of media do you think will be the most helpful for sharing this news?
3. What channels and/or strategies do you use to promote your work?



# Breakout Room Report

What did you learn?

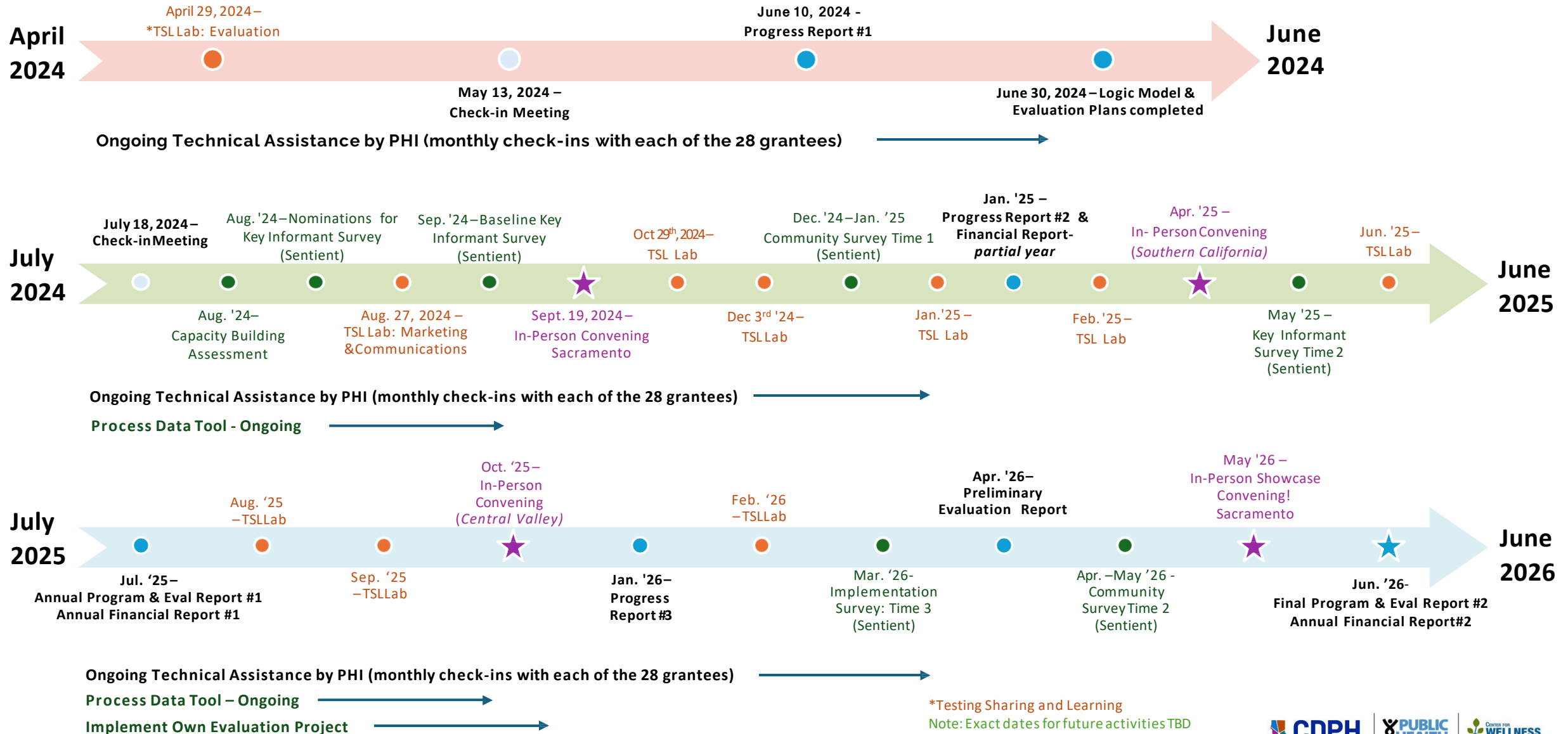
What are you excited about?

Are there any actionable next steps that you want to share?

# Next Steps & Wrap Up

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# CYBHI Local Level Campaign: FY24-26 Grantee Partner Activity Timeline



\*Testing Sharing and Learning  
 Note: Exact dates for future activities TBD  
 Updated 10/21/2024





# Word Cloud

Create a hashtag based on your impressions of today's event, e.g., #dope411.

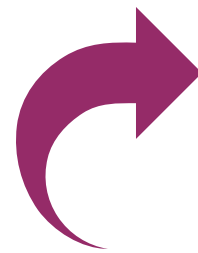
<https://www.menti.com/alo ydzwe7viz>



# Feedback Survey

**We want to hear from  
you!**

Scan the QR code or  
follow the link in the chat



**Scan Me**



# Thank You

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Follow us on Twitter - Take part in our interactive events! **@phi\_wellness**



Connect to like-minded partners by joining us on LinkedIn  
**[linkedin.com/company/center-for-wellness-and-nutrition](https://www.linkedin.com/company/center-for-wellness-and-nutrition)**



Have a question? Write to us at **[info@wellness.phi.org](mailto:info@wellness.phi.org)**

