

SEPTEMBER
2014

CVCC in 2013-2014

CVCC Vision: A Healthy Community of Chula Vista Residents

In October 2014, CVCC celebrated its 20th anniversary! We are thrilled to be able to continue making collaboration happen in Chula Vista. We are grateful to our partners and stakeholders for their support and caring of our families and community. This past year, the support and advocacy of our partners has been especially important and evident. **CVCC.....Connecting Chula Vista!**



2013-2014 ANNUAL REPORT

CHULA VISTA COMMUNITY COLLABORATIVE—SEPTEMBER 2014

CVCC continues to host monthly **Partner Meetings** to advance collaboration and networking opportunities. Attendance continues to grow and soon we will need an even bigger meeting space! Average attendance is 70 attendees monthly. The meetings offer partner presentations and allow local service providers to stay in touch with who is doing what services, thereby leveraging opportunities and avoiding duplication. The meeting agenda is filled months in advance and the meeting continues to be recognized as an excellent opportunity to ensure we are all aware of the many services and programs available to families in Chula Vista and the South Bay. We are thankful to Turning The Hearts Center for the meeting space.

Last year, the CVCC overcame a major challenge of losing funding. This would have meant that one Family Resource Center would have closed, and more importantly that hundreds of families would have lost access to needed services. CVCC worked diligently to advocate for continued support, however, our partners and stakeholders stepped up and aggressively advocated and voiced the value of FRCs in our community. Special recognition to Mayor Cheryl Cox for her support and advocacy. We are grateful to Chula Vista Elementary School District and Sweetwater Union High School District for their support and commitment to students and their families.

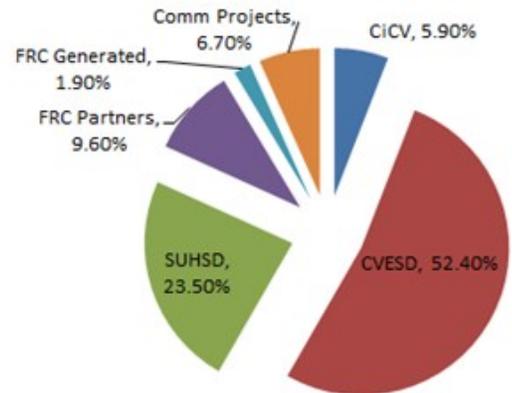
CVCC Taking the "labor" out of Collaboration

Supporting Families

Individuals Assisted	10,247
Families Assisted	3,119
Referrals Received (CVESD/SUHSD)	893
Students Assisted (CVESD/SUHSD)	3,518
Food Boxes Provided	301
Individuals provided clothing assistance	551
Children/youth provided holidays toys/gifts	510
Holiday Adopted Families	10
CalFresh application screenings/assistance	967

CVCC Mission:

Enhancing community partnerships to develop and implement coordinated strategies and systems for future generations.



CVCC Steering Committee:

Allison Boyer, Health & Human Services Agency
 Kendra Brandstein, Scripps Mercy Hospital Chula Vista
 Tony De los Santos, Family Health Centers of San Diego
 Paula Guerra, Home Start
 Nancy Kerwin, Chula Vista Elem School District
 Steven Lizarraga/Victor Tapia Sanchez, Sweetwater Union High School District
 Maria Masis, South Bay Family YMCA
 Kristi McClure City of Chula Vista
 Mauricio Torre, South Bay Comm Services

Collaborative Initiatives

Day of the Child Community Fair (DOTC) was celebrated on Saturday, April 19, 2014. **DOTC hosted 108 booths, with over 95 organizations and programs** offering free resources and services to approximately **6,000 fair participants**. Many of the booths offered free on site health screenings, including dental screenings, blood pressure, diabetes, health and developmental, and many more.



Immunizations and physicals were also given at the fair's mobile medical unit. A total of **847 people received health services or screenings on site at the event**. A special feature this year was our Easter Egg Hunt. VIPs included: City of Chula Vista Mayor Cheryl Cox, Councilwomen Pamela Bensoussan, Mary Salas, and Chula Vista Elementary School District Superintendent Francisco Escobedo. We sincerely thank our sponsors for the wonderful

services they help bring to our community. **DOTC 2014 Sponsors included:** First 5 San Diego, Walmart, GOYA Foods, San Ysidro Health Center, UC San Diego Health System, Molina Healthcare, Community Health Group, Radio Latina 104.5, DIEGO 99.3, and El Latino. **We welcomed four new Sponsors in 2014:** Family Health Centers of San Diego, UCSD Radiation Oncology South Bay, San Diego Gas & Electric, and Pacific Western Bank. **Save the Date: DOTC 2015 will be April 18, 2015**

CVCC's new **Community Closet** continues to gain support and usage. We are grateful for the multitude of donations that our closet has received. Through these donations and the support from our friends and partners, the closet provided **clothing to 551 people**. Each family gets to choose an average of 2-3 outfits for each family member.



CVCC hosted our first annual **Adopt-A-Family program** in December 2013. The program offered an opportunity to share in the spirit of the holidays and giving. **Ten families**, identified by our FRCs, were adopted by individuals and organizations and provided with lots of gifts, clothing, money, and food. Thanks to our Adopt-A-Family sponsors families celebrated joyfully the holidays!

The **South Bay Teen Pregnancy Prevention Coalition (SBTPPC)** continues in its mission to build awareness about teen pregnancy. CVCC co-facilitates the Coalition with San Ysidro Health Center. The SBTPPC hosts a minimum of two events each year; in partnership with Sweetwater Union High School District we host a "U Chuze" event at a high school. This event features a fair in which youth play games and conduct activities that motivate them toward making responsible choices. Our second event is a "Let's Talk" event and is typically held at a middle school. The intent of "Let's Talk" is to bring parents and teens together and provide them with tools and ideas to have conversations about sexuality and positive teen choices.

CVCC facilitates the **South Bay Homeless Advocacy Coalition (SBHAC)** and works to ensure the issue of homelessness remains in the forefront. The SBHAC participates in the annual homeless count and presents annually to the Chula Vista City Council. The SBHAC hosted its second annual "Homeless Connect" event in November 2013 during the National Hunger and Homeless Week. The Connect event drew **97 homeless individuals** who were provided with showers, clothing, food, flu shots, health exams, and a multitude of services to engage them in the process of stability and exit out of homelessness.

Santa Shop was held on December 18th. The families were identified by our FRCs and schools as families who needed assistance and support during the holidays. **Santa Shop offered toys and gifts to 510 children and youth**. Parents had the option of choosing a gift card for high school youth. Volunteers gift wrapped all the items and turned the event into a celebration of generosity. Families were also provided with a bag of groceries. The families were extremely moved and appreciative of the help. This is all possible due to our principal sponsor, Chula Vista Cares, and our many partners and supporters.



Food Drive/Food Distribution

CVCC continues to have a strong partnership with the Chula Vista Welfare Council (CVWC); together we organize the annual food drive through the Chula Vista Elementary School District and collect food to **pack over 600 boxes of food**. About half of the boxes are given away to families identified through school nurses, and the rest are stored by CVCC and used throughout the year for emergency food for families. The CVWC also fundraised to provide each family with a gift card for perishable food items.

Family Resource Centers

Our network of five **Family Resource Centers (FRCs)** continue to provide a safe, accessible, and friendly place for families to connect to comprehensive and coordinated services. The intent of FRCs is to strengthen families towards self-sufficiency and stability. Programs at each of our five FRCs are tailored to the unique needs of the community each serves. Our FRCs adhere to the Standards of Quality for Family Strengthening and Support. CVCC developed a new outreach flyer to better identify the purpose of FRCs and the services offered.

FRC Families

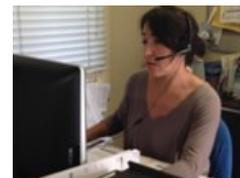
98% of FRC families are low/very low income
92% of FRC families are Latino
67% of FRC families live in 91910 & 91911
49% of FRC clients do not have health insurance

"Thank you very much for your help... the treatment you have shown me and my children has made this time just a little more bearable. Sometimes we don't realize how much we impact people in our day to day lives and I just wanted to let you know that your kindness was so meaningful to us." FRC Client

CVCC is a member of the San Diego Family Strengthening Network (SDFSN). The SDFSN is a member of the California Network of Family Strengthening Networks who developed the **Standards of Quality for Family Strengthening & Support**, which are the first and only standards in the country to integrate and operationalize the Principles of Family Support Practice with the Strengthening Families Approach and its research-based evidence-informed 5 protective factors. The Standards have been adopted nationally and are taking off across the country. In 2013, all of the CVCC staff were certified on the Standards and began implementing them to help ensure that families are supported and strengthened through quality practice. The CVCC offers one day Standards certification training for all levels of family strengthening programs. The Standards Participant Survey results illustrate the level of quality practice from the families' point of view:

94% of clients report that they were asked about their strengths, needs, and interests
90% of clients report that staff understand their cultural traditions and values
96% of clients report that staff connected them with information about community issues, activities, events
98% of clients report that the FRC's provided valuable support for them and their family

Through our **Family Engagement Project**, CVCC continues to identify best practices in the process of engaging families. One of the main reasons we are unable to engage 18% of the school referrals is a result of not being able to contact families who have no phone, no voice mail or temporary housing situations. One strategy used to address this challenge has been to mail postcards to their address to inform them that we have been trying to connect with them using family friendly language. The Family Engagement Promotora spends much of her time problem solving with parents to eliminate any barriers that may be preventing families from visiting the FRC.



In response to receiving **107 referrals for grief and loss** in the 2013/14 school year, the CVCC partnered with VITAS Hospice to hold ongoing **Bereavement Groups** at the FRC. Participants gain support from others who are suffering from grief & loss and are seeking ways to cope with day to day challenges that occur during this difficult time. Groups are held once a month in English and Spanish. The Spanish group became so popular that participants asked for it to be expanded to meet twice a month.

FRC Services Include:

- ◇ Family advocacy/service navigation
- ◇ Parenting classes/support groups
- ◇ Health insurance enrollment assistance
- ◇ Employment resources
- ◇ Emergency food and clothing
- ◇ Information and referral to other agencies
- ◇ Application for SDG&E CARE Program
- ◇ CalFresh application assistance & retention
- ◇ Adult education classes
- ◇ Volunteer/community service opportunities
- ◇ Paperwork assistance (simple)
- ◇ Safety & Health Information

Family Strengthening is a research-based, cost-effective strategy to increase family stability, enhance child development, and reduce child abuse and neglect Strategies 2011

Special appreciation to our **FRC Partners:** Chula Vista Adult School, Child Welfare Services, Catholic Charities, Family Health Centers, Head Start, Health & Human Services Agency, Home Start, San Diego Adolescent & Parenting Program, San Ysidro Health Center, South Bay Community Services, and Vitas Hospice. We are also thankful to USD School of Social Work, San Diego State University, United Education Institute and University of Phoenix for our partnership and Interns.

Thank you to our dedicated CVCC Staff:

FRC Community Referral Specialists: Rosalba Anaya, Rebecca Enriquez, Maria Orozco, Joanna Ramirez, and Elsa Servin

FRC Service Coordinators: Joe Buselt, Jose Lopez, Mary Olivarez, and Angelica Ruiz

Promotoras: Isela Castañeda, Leticia Gutierrez, Patricia Lomeli, Lilian Villarreal, and Coordinator Maria Torres

Administrative Staff: Margarita Holguin, Barbara Lugo, Heather Nemour, and Christina Ross

Family Resource Center Initiatives

CVCC started a **Book Club** for parents this year that ended up building a small community of twelve parents from various schools. Some of the parents acknowledged they did not like to read but still came in every week ready to participate. The book focused on parenting and culture, which led to discussions around parenting and self-esteem. You could see some personal transformations take place among some of the parents who started off shy or depressed and at the end were actively sharing. For example, there was one parent who was very quiet, rarely shared, or commented and did not put much attention in her own appearance. Towards the last couple of weeks she started coming in with make-up, hair done, nicely dressed, and with a big smile. She was actively sharing and commenting. Before participating in the book club, 57% of participant's knowledge on the subject level was high. After completion of the book club, **100% of participants reported their knowledge on the subject was high**. Additionally, all participants reported that the content, discussion and materials were very useful.



¿Es Difícil ser Mujer? (EDSM) "Is It Difficult being a Woman?" is an eight week program that uses a research based curriculum from Mexico City. The group helps participants identify signs of risk for domestic abuse and depression and learn to develop prevention strategies. Unique to this project is the fact that the workshops are facilitated by Promotoras. Participants receive Spanish language materials including community resources, identify needed interventions and learn health enhancing strategies to communicate more effectively in intimate relationships and with family. A session was held at Lauderbach Elementary in the fall 2013 and another was held at Montgomery Elementary in the winter 2014. At the end of eight weeks, a graduation ceremony is held and participants receive a certificate and a book. The testimonials that are shared during graduation illustrate the impact this group has on woman that are experiencing depression. We often hear how it saved their life, their relationship with their spouse and repaired their relationship with their children.

*EDSM Class participants say..... "The class helped me overcome challenges by paying more attention to my needs"
"The class helped me have a better attitude towards myself and my family"*

In asking families that visit FRCs to identify what their biggest need is, they prioritized the following:

1. Health/medical
2. Counseling
3. Food
4. Employment, and
5. Housing

FRC Trends: Each year the CVCC tracks the referral reasons from the schools to identify specific trends in the school communities and ensure we have needed services in place for families. Last year, mental health continued to be the leading reason for school referrals. The top three underlying issues that trigger mental health referrals are 1) anxiety/stress 2) student behavior 3) social skills. The second leading reason for referrals was health insurance and the third was a tie between academics and financial support. The CVCC will use this data to inform our coordination efforts this year.

98% of families report FRCs have helped them understand healthy family development

Family Resource Centers

Beacon FRC

Vista Square Elem. Campus
540 G Street
Chula Vista, CA 91910
(619) 422-9208
Fax (619) 422-9209

New Directions FRC

Rice Elem. Campus
915 Fourth Ave.
Chula Vista, CA 91911
(619) 691-5301
Fax (619) 425-7416

Fair Winds FRC

Loma Verde Elem. Campus
1450 Loma Lane
Chula Vista, CA 91911
(619) 420-0468
Fax (619) 420-5669
Closed Monday

Rayo de Esperanza FRC

Otay Elem. Campus
1671 Albany Ave.
Chula Vista, CA 91911
(619) 425-4458
Fax (619) 425-0017

Open Door FRC

Palomar High School Campus
480 Palomar St.
Chula Vista, CA 91911
(619) 407-4840
Fax (619) 407-4841

Special **THANK YOU** to Sponsors and Donors:

Chula Vista Sunrise Rotary,
Sweetwater Women's Club,
Chula Vista Women's Club,
Chula Vista Cares,
Chula Vista Welfare Council,
Church of Christ,
St Rose of Lima,
Chula Vista Elementary School District,
Sweetwater Union High Sch District,
All of our Adopt a Family Sponsors,
and all our wonderful partners and friends.

CVCC Community Promotores Programs

Our **Community Promotoras Program** continues at full force. CVCC's Promotora program has two components, our volunteer program, Promotoras Active for Community (PAC) and our project Promotoras.



The **Mission** of the CVCC Promotora Program is to assist community residents in achieving optimal levels of health, wellbeing, and community safety through neighborhood and school outreach strategies that focus on prevention and education. Promotoras work to ensure residents have access to health and family support services/programs. Promotoras serve as a bridge between health/social services and the community. Promotoras reflect the community and offer culturally and linguistically appropriate services.

Our **Promotoras Active for Community (PAC)** program is a grassroots group of residents working together to stimulate volunteerism and strengthen community ties, respond to the concerns and unmet needs of the community, create more caring relationships among community members, and generally improve community well being. PAC develops projects and activities that benefit our community. Last summer, PAC Promotoras wanted to make sure all girls in Chula Vista had a beautiful dress they could wear to the prom or graduation. Promotoras conducted a dress drive and **collected 109 new and gently used formal dresses**. In addition they secured a donation for the cost of cleaning and alteration services. Through their effort and hard work, CVCC was able to offer prom dresses to SUHSD girls.



Promotoras have been critical in helping CVCC get the word out about our events and programs. PAC and TPAC Promotores went out to various communities, schools, and business to invite residents to our Day of the Child Community Fair. Due to the Promotoras outreach efforts and our marketing strategies, DOTC attendance was estimated at an all-time high of over 6000 attendees.



PAC Promotoras volunteer their time toward community service. When Promotoras see the need, they readily work to help. PAC Promotoras proudly sponsored the South Bay Homeless Connect event and provided undershirts, underwear, and socks for the homeless who came to the event. This allows the individuals to change into clean, new underclothes after their shower!

PAC Promotoras organized community yard sales and Loteria nights to fundraise for their community events. Promotoras volunteer at the annual food packing, Santa shop, and the Community Closet.

PAC Promotoras: Isela Castañeda, Carolina Caldera, Eva Garcia, Cecilia Guzman, Angelica Lee, Blanca Leos, Guadalupe Limon, Patricia Lomeli, Socorro Lopez, Dayanara Marin, Aida Meza, Carolina Perez, Maria V. Ramirez, Lia Reid, Maria Torres, Rosa Vazquez, and Lilian Villarreal

Teen Promotores Active for Community (TPAC)



was started last year. Teens from local high schools came together to work on civic engagement, leadership, and community projects. Volunteer youth were provided trainings and opportunities to share and learn. TPAC youth were trained on poisoning prevention, and TPAC Promotores then went out and conducted ten presentations to other youth groups. TPAC adopted Hilltop Park and scheduled monthly clean ups and graffiti removal at the park. TPAC participated in DOTC, food packing, and Santa Shop as well as various outreach events. Due to funding limitations for coordination, TPAC is currently not meeting; However, we hope to continue our TPAC group in the near future.

In our effort to continue to **advance the work of Promotoras**, CVCC is hosting Quarterly Promotores Meetings for Promotores from our partner organizations to ensure Promotores are aware of the many resources available for their community and also to provide an opportunity to network, share, and learn. CVCC continues to participate in the Countywide Promotores Education Committee and in the planning of the annual County's Promotores Conference in October.

CVCC also provides training and support for Promised Neighborhoods Promotores (SBCS) as well as offering and advocating for training opportunities for all Promotores.

**When Promotoras Lead,
Communities Succeed!**

CVCC Community Promotores Programs

CVCC Project Promotoras continue to outreach to the community and educate residents on health and safety topics. Promotoras have been helpful in assisting CVCC cover outreach events at local schools and community sites. They extend our reach into the community and link families to the FRCs and other services. CVCC currently has four project Promotoras who work on various projects including breast health outreach and linking women to get screenings and mammograms. Promotoras reached **over 9,000 women** last year and provided them with resources and one-on-one breast health education. CVCC also hosts health fairs featuring free screening and mammograms throughout the year. Project Promotoras have also worked to educate our community on how to prevent childhood poisoning, and hosted a health fair in March 2013 in celebration of National Poison Prevention week.

CVCC continues to work with the California Family Resource Association to ensure residents have access to health care. Promotoras have been reaching out to the community at schools, apartment buildings, churches, and stores to ensure residents have the opportunity to enroll in health insurance through Covered California. Through the first nine months of our contact, **Promotoras and FRCs contacted over 18,000 individuals** to offer health insurance resources. Through our partnerships with San Ysidro Health Center, Family Health Centers of San Diego, and Catholic Charities, we have been able to enroll families through our FRCs. CVCC partnered to host an "enrollment fair" in March 2013, where hundreds of families enrolled in health insurance.



Promotoras are helping us build a brighter, healthier tomorrow..... Barak Obama



CVCC continues to work to ensure our Promotoras have access to **personal and professional development opportunities**. CVCC hosted a three day Community Navigator training in August 2013 to provide tools and skills for Promotores to reach out to their community. In October 2013, CVCC hosted a recognition event for Promotoras in celebration of National Promotores month. In addition, we continue to provide training opportunities and seek out scholarships for our Promotoras for ongoing development.

CVCC hosts an annual **Adelante Promotores Conference** featuring renowned keynote speakers and excellent workshops. The Conference evaluations demonstrate a high level of learning and satisfaction with the Conferences. In recognition for the valuable work of our Promotoras, Mayor Cheryl Cox gave Promotoras a proclamation on the day of the Conference. One of our Promotoras, Cindy Gonzalez, designed a poster that was printed and given to all participants. Special THANK YOU to our Planning Committee for their time, effort and dedication, they helped make the day a great success!



Building Community Capacity:

Promotoras are helping CVCC get the word out about Regional Transportation Plans and San Diego Forward as part of our work with **SANDAG** to engage residents in civic participation. Promotoras also continue to link the community with resources and programs such as **SDG & E** energy efficiency programs and other conservation messages.



CVCC has proudly partnered with the San Diego Prevention Research Center (SDPRC) to host the **Familias Sanas y Activas (FSA)** program. Through FSA, volunteer Promotoras provided free exercise and healthy lifestyle classes at schools, recreation centers, and community centers. The research study demonstrated great outcomes and showed that participants had a reduction in blood pressure, waist circumference, weight, symptoms of depression, and showed improved fitness, flexibility, and readiness to engage in physical activity. Unfortunately funding ended on September 30, 2014 and the program will not continue. However, the community benefit was such that organizations are now hiring the Promotoras to continue providing this beneficial service. We are thankful to SDPRC for their partnership and also a **special "thank you" to all of our FSA Promotoras** for their commitment and dedication. Together we are improving the health of our community!



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