

Consent Agenda for November 19, 2015 Membership Meeting

Please print, review and bring the Consent Agenda to the 11.19.15 General Meeting.

Steering Committee Update:

The CHNA 15 Steering Committee met on October 1, 2015. Among other business the Steering Committee considered the following items:

- Reviewed the results of the member survey;
- Reviewed highlights of the final report submitted by Town of Lexington on their Healthy Communities Implementation Grant;
- Approved award of an Agency Professional Development Scholarship of \$1,000 to Hagar's Sisters;
- Approved award of supplemental grants to 2015-16 Collaborative Grants awardees to enhance their projects;
- Planned the November, 2015 General Meeting;
- Received updates from all FY'16 Action Teams;
- Approved 4 trainings to be offered by CHNA 15 in FY'16: The Emotional Consequences of the Internet in February and A Social Media Training Series in December, January and March; and
- Provided feedback on draft versions of new CHNA 15 Website.

Action Needed:

The following items need member approval:

- ❖ Minutes from the September 24, 2015 General Meetings (see below)

September 24, 2015 General Membership Meeting / Draft Minutes

Meeting held at Grandview Farm, Burlington.

Attendees: Alison Cservenschi, Carla Olson, Christine Shruhan, Channing Storey, Charline Mancusi, Damon Chaplin, Dan Pereira, Deborah Garfield, Fran Spayne, Gouri Banerjee, Jacquelin Apsler, Jan Stewart, Jennifer Clarke, Jena Salon, Jill Block, Joanne Stephen, Jon Mattleman, Joyce Cheng, Judy Tanner, Julie Greenspan, Katherine Lee, Kristin Light, Lata Rao, Lauren Rosensweig Morton, Leah Mulrehan, Marge McDonald, Marianne DiBlasi, Mary Beilman, Pat Nelson, Patty Ochoa, Randi Epstein, Reem Yareh, Sally Quinn Reed, Sharon Burton, Shelly Newhouse, Stacy Carruth, Sue Baldauf, Susan Lumenello, Susan Rask

Welcome and Introductions: Dan Pereira welcomed members, and asked attendees to sign in, complete a Membership Form and an evaluation. Dan also reminded members that those who bring a guest to a CHNA 15 General Meeting are entered into a raffle to receive an individual Professional Development Scholarship. Dan shared a graphic that was created for the CHNA 15 Steering Committee Annual retreat that provides an overview of CHNA 15 and that highlights all of the many pieces that make up CHNA. Dan also shared the FY'2015 Year in Review handouts and commend membership on success during the past year. A member asked Dan to define DoN. RESPONSE: CHNA 15 is supported by funding from Lahey Hospital and Medical Center, Mount Auburn Hospital and Winchester Hospital through the Massachusetts Department of Public Health's Determination of Need Factor 9 Community Health Initiatives Policies and Procedures. Dan shared that the CHNA 15 Steering Committee works to make these funds go as far as they can in the most impactful way.

Consent Agenda

- Minutes from the March 5, 2015 were approved.
- Dan introduced Pat Nelson to give a Finance Report and present the draft budget for FY'2016. Pat shared the proposed budget for FY'2016 which shows both what we spent in FY 15 and what we are proposing in FY 16. Pat shared that we propose to spend more than income because of our saving. Pat highlighted that we spend our funding on staff and coordinators, etc. grants, professional development, printing, copying postage, etc., and noted the annual fee for our fiscal sponsor will increase from 8% to 9%. Pat also noted that planning funds for the new Lahey DoN are also included in proposed budget. A question was asked about why there is a line item for the CHNA 15 Annual meeting. RESPONSE: This is an expense that we may not have, but we go ahead and put it in the budget, in the event that we have to pay for space, food, speakers, etc. **Members approved the FY15 report and the new FY 16 Budget.**

Training and Grant Opportunities, Updates and Upcoming Events

Dan introduced Randi who provided the following updates:

- The new CHNA website preview is delayed until November
- FY'16 Calendar has been handed out in packets. Updates will be added and sent as they are made.
- FY'16 Grant Opportunities Handout was also included in packets. Opportunities for FY'16 include:
 - Collaborative Grant RFP release in December
 - Healthy Communities Planning Grant RFP release in January
 - Mini Grant RFP release in February
 - Ongoing Capacity Building and Professional Development Grants available throughout FY'16
- FY'16 Volunteer Opportunities Handout was shared and members were reminded to sign up for Action Teams and other opportunities.
- Randi Congratulated FY'16 mini-Grant recipients:
 - Brio Integrated Theater
 - Burlington Food Pantry
 - Communities for Restorative Justice
 - Domestic Violence Services Network
 - First Connections
 - Lexington Youth and Family Services
 - Minuteman Senior Services
 - Saheli
- Randi informed membership that copies of following are available on registration table:
 - Annual Report / Showcase Report / Year in Review
 - FY'16 CHNA 15 Calendars
 - Transportation Fact Sheet
 - Capacity Building Applications
 - Professional Development Applications
 - Volunteer Opportunities/Sign-Up forms
 - CHNA 15 Membership forms

Speaker and Q&A

Dan introduced Jon Mattleman who we invited to speak about *Program Development*. Dan shared that Jon will engage us in a conversation about program development that will cover familiar territory such as needs assessment, media and social media interaction, collaboration, and evaluation --- but in new and practical ways. This experientially based program will offer no theories and will not cite any studies, rather it will focus upon how to identify programs, how to partner, how to implement, how to evaluate, and how to sustain programs in your local community.

Jon has been working with youth and families for over 30 years and has developed many community based programs. He consults with cities and towns on program development, and speaks to parents and professionals regularly on the topics of "Depression and Suicide" and "The Secret Life of a Massachusetts Teen."

Jon thanked CHNA 15 for inviting him and thanked members for coming. Jon said he would spend his time with us talking about sparks that he uses to help develop programs.

These include:

1. **SPARK:** *Reading the Newspaper or Online News.*

Not all things you read will develop into a program, but some may. For example, Jon saw in paper that laws on bullying were going to change. He then:

- a. Thought about it
- b. Spoke to staff
- c. Googled more information
- d. Went to a workshop
- e. Created in his mind what it would look like
- f. Asked friends and colleagues what they were doing and found that nothing educational was happening
- g. Went to public schools to ask for involvement

Program now in the Needham Public School Handbook. Kids who are suspended for bullying have to participate for 10 hours. Jon led us in a quick activity to illustrate an aspect of the program.

Jon asked everyone to crumple a piece of paper, and then do their best to return it to original form. He then asked members to hold the paper up to light. He explained that this is what bullying is about. You can do your best to, but the creases are symbols of the hurt - we really can't undo everything. This is a powerful exercise for kids to participate in.

2. **SPARK:** *Your Own Kids*

Jon observed his own kids spending a lot of time on screen time and knew he needed to create a program addressing less screen time. He also knows that kids respond best to a showy program that had flash and substance. That's how *Needham Unplugged* was born. Jon suggested anyone interested in more info go online:

<http://www.needhamma.gov/index.aspx?NID=113> Jon shared that this program has been embraced by community and copied by 5-10 communities in the area.

3. **Spark:** *Collaboration*

The YMCA in Needham was having a hard time and Park and Recreation Department didn't get along well with Youth and Family Services. Needham Unplugged was a great way to bring the 3 organizations/departments together, and they wanted the schools to join. They asked for a no homework night, which Jon was told would never happen, and the superintendent said yes! (Jon's message – don't be afraid to ask for what you want!) The partnership with schools extended to the town. Now there are no meetings on the no homework night, a town wide social media free day, email free Fridays and no smart phones for a day.

4. **Spark:** *Just Being Ready*

Jon shared that Needham had had some completed suicides and that the community had to deal with it. He noted that suicide is a crisis that communities need to be aware of and address. In Massachusetts, there were 550 completed suicides last year – and 40,000 people die each year by suicide across the country. Jon began by talking to clergy association and school and hosted a community wide forum. Response was mixed. People were angry but out of negative response came some great stuff. They formed a committee, and what came out of it was:

- a. Offering ongoing QPR training throughout the community (gives courage and language) – visit www.qprinstitute.com for more information
- b. Inviting dad's to meet with him every week for 6 weeks whose kids had died by suicide. Created a program: *Surviving Suicide a Father's Journey* which involved interviewing fathers in a public forum. 175 people in the room. Jon encouraged everyone to visit www.NEEDHAMACTS.org to look at that program and think about stealing it.
- c. A lot of work with the media, and making media read information about suicide
- d. Ongoing work with funeral directors
- e. A weekend with Clergy hosted by Needham Youth Services during which Jon spoke in every church and synagogue
- f. Speaking with program managers throughout the community

5. Spark: *Flipping a Negative to Make a Positive*

Kids were burning benches in town common and residents were complaining about all kids in the community. We know that most kids are doing good things, so rather than solely focus on those that are not, Jon created the RAY of HOPE program which highlights individual youth and their service to the community.

<http://www.needhamma.gov/index.aspx?NID=123>

6. SPARK: *People Want to Collaborate but They Don't Know How. Spark is Being Open to It!*

Jon was having lunch with staff at a popular restaurant in town and saw closed Monday sign. He asked owner if he would be interested in working together and the owner jumped at the chance. Thus was born *Parents Please Talk with Your Mouth Full!* They asked parents to read a book in advance. They got to eat dinner at Sweet Basil while Jon led a discussion on the book.

7. Spark: *Ask People What They Want*

Jon shared that he is constantly asking people what we should do. Parents asked for a program about families who have adopted children. They started program, and it has become very successful.

8. Spark: *Ask Yourself "Who Am I Not Serving?"*

Jon asked that question and determined he was not serving dads. Out of that came Dads Only Webinars which are free and offered regularly at lunch time for 30 minutes.

9. Spark: *See What Other Communities Are Doing*

Jon is from Belmont and they sponsor Make a Statement Day. Jon stole it from Belmont and it has been very successful. Jon's message: You don't need to reinvent the wheel. Copy successful programs and bring them to your community.

<http://www.needhamma.gov/index.aspx?NID=133>

10. Spark: *A Significant Event in The Community*

Jon shared that a nice person in Needham died. He had done a lot for the community but wasn't recognized for it. Jon went to see his wife and told her he wanted to honor her husband for years of modeling behavior for adults serving youth. Thus was created The *Patrick Ward Nice Person Award*.

Jon shared some additional ideas, thoughts and recommendations:

- **Assessment:** Sometimes people spend too much time on assessment – programs need to evolve
- **Media** – Get to know your local cable, local town reporter, local globe reporter, etc. We need them and they need us. I reach out to the new reporter as soon as they are hired. Knowing your local reporters - and knowing them before you need them – is important!
- **Social Media** – Since Jon isn't an expert he created a summer internship program to help him learn about social media. U tube Channel, Facebook, Twitter, Instagram, etc.
- **Collaboration** – **You should never ever do a program alone!** – we don't always want to collaborate because it's often easier to do it on your own, but we always DO collaborate because it's important.
- **Evaluation** – should be simple online, need to give feedback
- What holds people back is finding the sparks

Jon concluded with a list of ideas/tips on program development

1. Create relationships before you need them (called Olin College when they opened just to introduce himself, years later created a program for kids with no computers at home.) Everyone had access.
2. Small grants and relationships are more important than big ones
3. Brainstorm with people
4. Take risks
5. Engage the media
6. Being aware of our culture – Figure out where we are and stay in line
7. Call me! When you are stuck call me. Jon can be reached at: jonmattleman@gmail.com
8. Use sparks!

Q&A:

Question: I've been thinking about a restorative program for at risk communities. Having a difficult time pulling ALL the people together. How do you know when you have all the pieces together and you are ready to start.

Answer: Stamina is the most important thing we do. If only a few come – say next meeting everyone needs to bring someone. Put responsibility on the few who are there.

Question: Can you say more about *Make a Statement Day*? Do problems result? Is it expensive?

Answer: We hear kids say things like “We don't have a voice and No One Listens” This programs gives them a voice, and that's why it's successful. The t-shirts are donated so it is not expensive. We have been doing it for years and have never had a problem.

Jon thanked CHNA 15 for inviting him to speak, and Dan thanked Jon for his presentation.

CHNA 15 Membership Survey – Interactive Exercise

Dan share that the one of the goals of our membership survey was to get feedback from membership on trainings that would be beneficial for:

- Individual Members
- Organizations
- Communities

Dan led members in an interactive exercise to get feedback from attendees on trainings that we could potentially offer this year – and in the future. Dan also remind members that if there are trainings that would be beneficial that CHNA 15 does not offer – they can apply for a Training/Professional Development Scholarship!

The following suggestions on types of training CHNA 15 could offer were made:

- Teen Stress Reduction
- Outreach – train volunteers to help us conduct outreach in our communities – especially in diverse communities
- Training on Head Injuries – forum or panel on head injuries and information on that, so that there is not such a stigma (a member shared that Emerson Hospital Healthy living is doing an upcoming forum on that.)
- Grant Writing,
- Facilitated Leadership
- Webinars - how to do a webinar so organizations can put it on their websites and on CHNA website
- Diversity – deeper conversations that matter – how to broach topics that lead to productive and meaningful dialogue (Jon shared that there is a Diversity Summit in Needham that has been successful. More information can be found at: <http://www.needhamdiversity.org/diversity-summit.html>)
- Isolated seniors - how to reach out and engage
- Dementia in the community – teaching youth to appreciate elders
- How to implement intergenerational programs

It was noted that some trainings focus on specific content and others focus on capacity building. The question was raised which type of training members would choose if they had to choose capacity building or content applicable to your work. Some members would like to see trainings that included a bit of both. It was determined that an electronic survey would be sent to members to help us prioritize the suggestions that were identified today and on the summer membership survey. It was also suggested that CHNA 15 put together a page on our website of resources that members have identified in their communities. Finally, a member reminded others to connect with other communities and see what has been done there and that professional development scholarships are available to support training fees.

Needs and Leads

Members were invited to share information about their work, resources, needs and/or upcoming events.

- Social Capital Inc. Program Manager announced that SCI is recruiting for AmeriCorps volunteers. They have a few positions available in Lynn and Woburn.

- Domestic Violence Services Network will hold their Annual Candlelight Vigil October 21st
- Concord and Bedford Youth & Family Services Departments will host a joint community education forum on November 17th entitled Clearing Away the Smoke: Facts and Fiction About Marijuana and Youth lead by Dr. Kevin Hill, McLean Hospital Director of Substance Abuse Consultation Service
- Reem Yareth reminded members to advertise their events Help Around Town www.helparoundtown.com

New Member Raffle Award

Christine Shruhan won a \$300 individual professional development scholarship for bringing a first time attendee.

Plus-Delta/Meeting Evaluation

Members completed their evaluations and provided the following:

- Love the speaker
- Thank you Jon
- Great sparks!
- We like you Jon
- Love the brevity and the humor
- Love the space
- Space tight and hot!

Next CHNA 15 Meeting will be our General Meeting on November 19th. Meeting will be held at Grandview Farm.

Thanks for coming!

Meeting adjourned at 4:20.

Respectfully submitted,

Randi Epstein