



Sierra Health Foundation

REACH Youth Program

Information Packet

youth

REACH   CONNECTING
COMMUNITIES AND YOUTH
FOR A HEALTHY FUTURE™
A PROGRAM OF SIERRA HEALTH FOUNDATION

REACH Community Action Program Resources

Sierra Health Foundation & the REACH Fact Sheet

Translated REACH Materials: The REACH Fact Sheet, REACH Community Action Framework and Hart's Ladder of Participation are available in English, Hmong, Korean, Mien, Russian, Spanish and Vietnamese.

http://www.reachyouthprogram.org/program_resources



SIERRA HEALTH FOUNDATION
An Endowment for Northern California

Sierra Health Foundation is a private philanthropy investing in and serving as a catalyst for ideas, partnerships and programs that improve health and quality of life in Northern California through convening, educating and strategic grantmaking.

Current Programs

Responsive Grants Program

The Responsive Grants Program was launched in 2008 with a commitment of more than \$2 million in funding over two years for nonprofit organizations and agencies in our 26-county funding region.

The goal of this program is to promote health and well-being in our communities. In 2008, we awarded \$1.2 million for 31 projects serving 23 counties, with 35 percent awarded for projects serving rural areas of our funding region. In response to the economic downturn and resulting demand for basic human needs, in 2009 we committed \$1 million for emergency safety-net services, with grants up to \$25,000 supporting basic needs, such as food, clothing and shelter.

REACH Youth Program



REACH supports the healthy development of youth in the California Capital Region for their successful transition to adulthood. Since 2006, we have offered these REACH funding opportunities:

Community Action: \$75,000 planning grants and \$600,000 implementation grants to community coalitions to make long-term positive changes for youth.

Program Improvement: Grants up to \$10,000 to increase youth participation in quality programs.

Youth Engagement: In partnership with the Sacramento Region Community Foundation and the El Dorado and Placer community foundations, grants are awarded through the Grants Advisory Board for Youth for youth-led community service projects.

Nonprofit Innovation Center

This multitenant office and conference space for nonprofit organizations was created with an open-space design to promote learning, collaboration and resource sharing among tenants. Sierra Health's vision for the NIC is to help area nonprofits become more effective, so they can better support efforts to improve the health and well-being of residents in our communities.

Conference and Convening Program

Located along the banks of the Sacramento River, our conference center provides in-kind meeting space for education and training, nonpartisan debate, policy-making and collaboration. Nonprofit organizations whose vision and goals are compatible with Sierra Health's are encouraged to apply for use of the facility.

Health Leadership Program

This six-month leadership development course is designed to turn good health and human service managers into great leaders through intense classroom sessions, team action-learning projects and peer-to-peer exchange.

Grizzly Creek Ranch Camp and Conference Center



Located in Plumas County, Grizzly Creek Ranch operates mainly as a camp for children and youth with a focus on environmental education. The camp's mission is to improve the health, independence and life skills of children. Visit www.grizzlycreek ranch.org.

www.sierrahealth.org



A PROGRAM OF SIERRA HEALTH FOUNDATION

REACH: Connecting Communities and Youth For a Healthy Future is a Sierra Health Foundation grant program supporting the healthy development of youth ages 10 to 15 in the California Capital Region, an area encompassing Sacramento County and parts of eight surrounding counties. The program focuses on this critical time when youth begin experiencing growing independence, and when decisions can have a profound effect on healthy development and successful progression to adulthood.

Research shows that youth are more likely to succeed if engaged in positive activities that develop their skills and connect them to caring relationships and their community.

REACH Guiding Principles

- Youth are an asset in a community to be nurtured and developed.
- Healthy adolescent development includes developing intellectual, social, physical, psychological, emotional, vocational and civic competencies.
- Children are more likely to successfully cope with challenges and adversity when supported by a nurturing adult; good role models; a safe, supportive environment; and opportunities to learn and contribute to family and community.
- All young people need to develop skills to become self-sufficient, participate fully in the workplace, assume family responsibilities and become engaged citizens.
- The most successful approaches to youth development will be created and developed in partnership with young people, their families, providers and the community.
- Youth are resources and active partners in their community.

For more information, visit
www.reachyouthprogram.org

REACH Program Funding Strategies

Community Action Grants

Sierra Health Foundation has committed more than \$6 million to nine community coalitions to create positive opportunities for their youth. In 2006, coalitions in El Dorado Hills, Galt, Meadowview, Rancho Cordova, South Sacramento, West Sacramento and Woodland were awarded Community Action grant funding. In 2008, coalitions in Marysville/Yuba City and Vacaville were awarded Community Action grants.

Program Improvement Grants

Grants up to \$10,000 increase youth participation in quality programs in the California Capital Region. These grants help support existing youth programs for greater reach and impact, and promote the development of new programs throughout the region.

Youth Engagement Grants

In partnership with the Sacramento Region Community Foundation and the El Dorado and Placer community foundations, REACH supports the Grants Advisory Board for Youth to fund youth-led service projects. This strategy supports the development of important life and leadership skills by providing opportunities for young people to contribute to their communities.

REACH
Community Action Framework

Community Action Framework

Preparing For Change By

- > building awareness, knowledge, involvement and commitment among all community members

Making Community Change By

- > finding ways to help families, organizations and individuals support youth
- > including youth in planning and decision making
- > increasing the number of opportunities for youth
- > increasing the quality of developmental activities for youth
- > creating policies and realigning resources that support youth

Providing Youth What They Need to Succeed

- > nutrition, health and shelter
- > physical and emotional safety
- > supportive relationships with adults and peers
- > meaningful opportunities for leadership and community involvement
- > challenging and engaging activities to build skills

So That Youth Will

- > learn to be productive
- > learn to connect
- > learn to navigate

So Youth Become Adults Who

- > are economically self-sufficient
 - > have healthy family and social relationships
 - > are involved in community
-

REACH
Technical Assistance Team
Contact List and 1-Pagers

UCD CCSP REACH Technical Assistance Coordination Plan

Contact:

Joanne Bookmyer or
530.574-5189
jbookmyer@ucdavis.edu

bel Reyes
530.219.1609
belreyes@ucdavis.edu

at the UC Davis Center for Community School Partnerships (UCD CCSP)

Goal: Meet the Technical Assistance needs of REACH Coalitions

Strategy A. Facilitate ongoing communication, collaboration, and coordination among Technical Assistance (TA) Team members.

Much of this work is "behind the scenes". UCD CCSP is working with SHF and other members of the TA Team to coordinate TA communication and delivery, provide input to SHF and the Coalitions on Coalition Progress/Annual Reports, and identify and share tools/resources/solutions of use/interest to the Coalitions.

TO HELP KEEP THE TA TEAM INFORMED we will come to you.

- 1:1 Monthly Coordinator Check-Ins - for Cohort 1 Grantees

Connie (CCP) will serve as lead for Woodland and Galt. Bina (YDN) will serve as lead for El Dorado, Rancho, and Vacaville. Ron (YDN) will serve as lead for W. Sac, Yuba, S. Sac and Meadowview. UCD CCSP will participate in the check-ins as appropriate.

- On-going Coordinator Check-Ins - for Cohort 2 Grantees

Connie, bel, and Bina are the contact team for Vacaville. Connie, bel, and Ron are the contact team for Yuba/Sutter.

Strategy B. Align Technical Assistance with Coalition interest and needs to maximize outreach and training efforts.

IF YOU NEED HELP but aren't sure who to ask START by contacting Joanne or bel. UCD CCSP is the initial TA Team contact for coalitions seeking assistance in meeting REACH deliverables.

IF YOU NEED INFORMATION go to the REACH website - <http://reachyouthprogram.org>. UCD CCSP will be taking steps to create a more user friendly website but in the meantime there is a lot of information available on the current website. If you can't find it - contact Joanne or bel.

IF YOU WANT TO BUILD YOUR OWN CAPACITY let the TA Team know what and how much support you need. The entire TA Team will continue to provide coaching, consultation and mentoring, brokering resources and providing training via phone calls/emails/site visits to REACH Coalitions (by request). Our focus will be on a) sustainability and b) helping meet reporting and deliverable requirements and timelines. If necessary, we will work with SHF to identify other sources of support.

The TA Team is also working on ideas to establish and maintain topical workgroups, expand the communities of practice discussions among coalition staff, and develop a systematic process for communicating the availability of discretionary grants and training/professional development opportunities.



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REACH Technical Assistance Team and
External Evaluation Team
Contact List

Organization	Name	e-mail	Phone
Sierra Health Foundation			
REACH Program Officer	Matt Cervantes	mcervantes@sierrahealth.org	916-922-4755 x3216
Communications Associate	Katy Pasini	kpasini@sierrahealth.org	916-922-4755 x3304
Center for Collaborative Planning	Connie Chan Robison	connie@connectccp.org	916-498-6960
CCP	Sarah Newton	sarah@connectccp.org	916-498-6960
UC Davis Center for Community School Partnerships	Joanne Bookmyer	jbookmyer@ucdavis.edu	530-574-5189
CCSP	Kindra Montgomery	kfmontgomery@ucdavis.edu	530-747-3828
	John Jones	johjones@ucdavis.edu	530-752-2741
	bel Reyes	belreyes@ucdavis.edu	530-219-1609
UC Davis California Communities Program	Dave Campbell	dave.c.campbell@ucdavis.edu	530-754-4328
UC Davis CCP	Nancy Erbstein	nerbstein@ucdavis.edu	530-747-3828
	Lisceth Cruz Carrasco	Lizcruz@ucdavis.edu	530-752-9578
	James Fabionar	jofabionar@ucdavis.edu	916-801-1297
	Melanie Moore Kabo	melanie@seechangeevaluation.com	415-637-3000
	Whitney Wilcox	wwilcox@ucdavis.edu	530-753-4450
Youth Development Network	Bina Lefkovitz	bina@ydnetwork.org	916-213-9679
YDN	Adrian Ruiz	adrian@ydnetwork.org	916-231-5333
	Ron Dwyer-Voss	ron@solutionsrdv.com	916-203-4051
	Chaez Boswell	chaez@ydnetwork.org	916-949-3418
	Vicki Stockbridge	vicki@ydnetwork.org	916-231-5333 x15

**Center for Collaborative Planning
REACH Technical Assistance Team
Contact Information**

WHO

The Center for Collaborative Planning (CCP), Public Health Institute has over 15 years of experience providing training, technical assistance, facilitation, and coaching in community building, asset-based community development, and grassroots leadership development throughout California. Our mission is to promote health and social justice by building the capacity of individuals, organizations, and institutions in communities to identify, voice and act collectively on shared interests and concerns.

As part of the REACH TA Team, we are available to REACH Coalitions to support their work during the implementation process through a variety of mediums and opportunities. Our team consists of the following team members:

Connie Chan Robison, Executive Director
Center for Collaborative Planning
1401 21st Street, Suite 360
Sacramento, CA 95814
(916) 498-6960
(916) 443-7767
www.connectccp.org

Sarah Newton, Program Associate
(916) 498-6960
(916) 443-7767

Contact Connie at (916) 498-6965 or connie@connectccp.org for more information and specific TA needs and requests.

WHAT

We are available to coalitions to answer your questions and to assist you with your coalition building, community engagement, and sustainability strategies. Some of the specific areas of TA include but not limited to:

- Coalition building (structure, governance, decision-making)
- Communications (media relations, message development and marketing)
- Community engagement including inclusion and diversity
- Coalition self-assessment
- Facilitative leadership /delegating work
- Mapping and mobilizing community and coalition assets
- Project development and management
- Community assets mapping
- Group facilitation and group dynamics
- Conflict resolution
- Grassroots advocacy
- Event Planning
- Community research methods including focus groups, key person interviews, community forums

Youth Development Network

REACH Technical Assistance Team

Contact Information

Who We Are: The Youth Development Network supports individuals, organizations and communities to create life changing experiences for youth so they thrive and are successful in life. YDN provides support through training, networking and policy work. Our vision is that all youth thrive, give back and participate fully in their community. Communities and organizations that embrace the youth development approach will see young people have a positive vision of their future, achieve personal and academic success, be connected to adults and their community, and grow up to be healthy, productive and civic-minded adults. As part of the REACH Technical Assistance Team, we are available to the REACH coalitions to support their work in aligning systems, and organizational and individual practices/policies with the youth development approach.

Our support team for reach includes the following members:

Bina Lefkowitz, Co Executive Director, bina@ydnetwork.org 916 213 9679

Adrian Ruiz, Co Executive Director, adrian@ydnetwork.org 916 308 7082

Chaez Boswell, Training Specialist, chaez@ydnetwork.org 916 949 3418

Vicki Stockbridge, Program Associate, Vicki@ydnetwork.org 916 231 5333 ext 15

Address: PO Box 269003

Sacramento, CA 95826

What We Do: YDN provides youth/adult trainings, on-site coaching, various assessment tools, PowerPoint presentations and connections to other community resources to help Coalitions expand opportunities and improve quality of services to youth. We also support coalitions in strengthening their capacity to engage youth in the work of the coalition. REACH coalitions have access to our monthly YDN updates that provide information on community and YDN trainings, grants, jobs and events that impact youth services. Some of the specific areas of REACH technical support include, but are not limited to:

- **Adult Training and Professional Development Opportunities:**
 - Youth Development Overview for REACH partners to become grounded in the youth development approach and REACH Framework.-PPT, on site presentations, help with messaging promoting quality youth development practices with Coalition partners-help defining standards of quality, Program Improvement/ Assessment tools, trainings-youth development institute, and other core YD skills
 - Setting up youth advisory groups- structures, group goals, youth skills development, adult allies, tips for meeting success, outreach and youth focus groups, organizing events/projects, presentation and leadership skills

- Integrating youth into your adult coalition- youth friendly meetings, other tips for successful youth participation in coalition meetings
- Group Facilitation skills for coalition leaders /members/youth
- Diversity- who are the youth in your community, how do you bridge diversity issues
- Youth adult partnerships- seeing youth as resources/tips for successful partnerships
- Conflict Mediation, decision making and consensus building tools
- Mobilizing sectors to align with YD approach- schools, business, govern etc
- Identifying resources of partners to support REACH strategies
- Creating networks and coordinating services
- Developing systemic change strategies around youth development (educational success, workforce readiness, safe places, caring adults, youth engagement/leadership, civic engagement, creative/cultural, physical health, etc....)
- Process for developing and changing policies that align with youth development/ engaging youth in the process
- Setting up peer mediation programs, peer counseling, peer helper programs
- Creating a youth led action team to identify and work on an issue/project
- Setting up internships in your organization for youth
- Youth led resource mapping – how to from start to finish
- Youth Training Opportunities:
 - Basic Tools for Youth Advisory Board Members (How to be an effective coalition members, running a meeting, facilitating a meeting, Advocating your ideas, consensus building, decision making, listening skills, presentation skills, working with adults, project planning/smart goals, team formation, being a leader, etc.)
 - Youth Civic Activism: Understanding how to create policy change
 - what is policy,
 - tools for identifying your issue,
 - who are your allies/creating allies,
 - research meetings,
 - understanding power, using your power,
 - advocacy tactics.
 - Youth Action teams/project management- how to identify a project, researching your issue/project, developing a plan, carrying out the plan, working with others on the plan, evaluating success,
 - Youth Ambassadors for youth development- making a presentation on the youth development approach, doing outreach to stakeholders.

Center for Community School Partnerships
REACH Technical Assistance Team
Contact Information

**Kindra Montgomery-Block,
M.P.A.**
Associate Director of
Training & Technical
Assistance
kfmontgomery@ucdavis.edu
530.752.6090



bel Reyes
Community Schools Program
Coordinator
belreyes@ucdavis.edu
530-219-1609

Joanne Bookmyer, Ph.D.
Evaluation Specialist
jbookmyer@ucdavis.edu
530.574-5189



John Jones
Web Developer
johjones@ucdavis.edu
530.752.2741

Located in the UC Davis School of Education, the Center for Community School Partnerships (CCSP) engages in research, evaluation, and technical assistance to connect schools and communities in ways that support student success, youth wellbeing, and collaborative community-school partnerships.

Responsibilities in the REACH program include providing technical assistance around community assessment and project evaluation, and website and technology communications support.

- Help Coalitions “tell their story” through local community assessment and program evaluation efforts.
- Support Coalition efforts to document progress toward stated strategies and objectives.
- Support Coalition efforts to actively engage youth in the community assessment and program evaluation process.
- Assist Coalitions in efforts to identify and collect secondary data specific to their interests and needs.
- Assist Coalition efforts to use data to inform and improve their work, to promote positive youth development, to encourage diversity and cultural awareness, and to foster systems change.
- Manage the REACH website and technology communications.

To learn more about CCSP, visit ccsp.ucdavis.edu
This project is supported by a grant from Sierra Health Foundation.

REACH
Community Action Coalitions
Contact List & Brief Descriptions



A PROGRAM OF SIERRA HEALTH FOUNDATION

Community Action Coalition
Contact List

Coalition Name and Contact Person	Email	Phone	Fiscal Agent and Address
Cordova Community Collaborative for Healthy Children and Families			
Jennifer Ellis	Jellis@thelcnp.org	916-361-8684 x222	Folsom Cordova Community Partnership
Paul Shane	pshane@communitypartnership.org	916-361-8694	10455 Investment Circle Rancho Cordova, CA 95670
Galt Area Youth Coalition			
John Durand	jdurand@gall.k12.ca.us	916-693-1703	Galt Elementary School District
Janel Munoz	lmunoz@gall.k12.ca.us	209-745-2641 x551	248 W. A Street Galt, CA 95632
Patricia St. James	pslamess@gall.k12.ca.us	209-744-4502	
Sacramento ACT Meadowview Partnership			
Alicia Foss	alicia@sacact.org	916-447-7959	Sacramento Area Congregations Together
Alli Swan	alli@sacact.org	916-559-7614 x17	2510 J Street, STE 200 Sacramento, CA 95816
Susan Swift	susan@sacact.org	916-447-7959 x14	
South Sacramento Coalition for Future Leaders			
Emily Bender	emily@mutualhousing.com	916-384-8287	Sacramento Mutual Housing Association
Alona Jennings	alona@mutualhousing.com	916-410-9976	3451 5th Avenue Sacramento, CA 95817
Juan Zurita	juan@mutualhousing.com	916-388-9522	
Youth Development Community Action Coalition of Yuba-Sutter			
Carmen Smith	carmen@fridaynightlive.com	530-742-5483	Sutter/Yuba Friday Night Live
Amber Royer	amber@fridaynightlive.com	530-742-5483	301 4th Street Marysville, CA 95901
Yacaville REACH Coalition			
Gloria Diaz	gdiaz@cityofyacaville.com	707-469-6613	Yacaville Youth Roundtable
Carrie E. Dettmer	cdettmer@cityofyacaville.com	707-469-6619	312 Cannon Street, STE D Yacaville, CA 95688
Vision Coalition of El Dorado Hills www.edhvisioncoalition.org			
DJ Peterson	djpeterson9@sbjcbel.net	916-933-1771	El Dorado Hills Community Vision, Inc.
Della Clavere	dellachlavere@comcast.net	916-933-6062	895 Embarradero Dr. STE. 208 El Dorado Hills, CA 95762
RaeAnn Jones	raeann.jones@comcast.net	916-224-1650	
Hai Nelson	haljacksonel@att.net	916-939-2433	
Pam Eccles		916-941-8482	
West Sacramento Youth Resources Coalition www.westsacyouth.org			
Jim Rodgers	JimR@communicarehc.org	916-403-2970	Communicare Health Centers
Yamnah Bailey	yamnahb@communicarehc.org	916-403-2970	500 B Jefferson Blvd, STE. 195 West Sacramento, CA
Robin Aframe	robinh@communicarehc.org	530-753-3498	
Woodland Coalition for Youth www.woodlandyouth.org			
Lamar Heystek	lheystek@yoloofc.org	530-406-7221 x110	Yolo Family Resource Center
Izabelle Ponce	iponce@yoloofc.org	530-406-7221 x111	409 Lincoln Avenue Woodland, CA 95695



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South Sacramento Coalition for Future Leaders

We strive to create a drug-free community where youth are valued and are given the opportunity to grow, be safe and realize their full potential. We envision a community where youth are able to not only create a positive vision for their future, but also to be actively engaged as leaders in their community.

Mission for Youth: To affect the lives of young people by creating a network of assets and resources, promote a positive image of youth, and garner community power to influence broad, sustainable youth development and substance abuse policies.

Four Focus Areas:

1. Increasing Youth Safety

- Peer Mediation Program
- School and Gang Violence Prevention
- Substance Abuse Prevention

2. Supporting Youth Opportunities

- Art Opportunities
- Dance Opportunities
- Media Projects

3. Increasing Youth Decision Making

- Youth Leadership Council
- Mentoring Opportunities
- Job Development Academy
- Mutual Housing Leadership Institute

4. Supporting Policy Change

- Building relationships with city officials



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Galt Area Youth Coalition

By promoting opportunities for youth leadership, providing high-quality service learning experiences for our youth, and by engaging youth at the planning and policy level, we are working to ensure all Galt youth make a healthy transition to adulthood.

The Galt Area Youth Coalition is a growing community partnership formed to create positive opportunities for youth within the boundaries of the Galt Joint Union High School District. The coalition represents youth from the communities of Galt, Herald, Thornton and Acampo. Coalition members include youth, parents, school staff, community leaders, members of the faith community, elected officials and representatives from various community agencies and organizations.

Student involvement is from five public school districts and smaller private schools. Parents and grandparents participate in meetings and planning, and many parents are strong advocates for youth in the community and in the coalition. The coalition works to strengthen existing partnerships between schools and the community, and welcomes new opportunities for collaboration.

Five Focus Areas:

1. Promoting Youth Leadership

- Leadership training
- Youth LEAD program (Leading, Energizing, Aspiring and Dedication)

2. Providing Youth Development Training

- Professional development training for educators
- YD and service learning training for community providers

3. Engaging Youth In Service Learning

- More than 4,000 students participate in school-based service learning projects
- Cosumnes River Preserve
- McFarland Living History Ranch
- Salmon in the Classroom
- Youth service at local events

4. Galt Youth Master Plan

- Youth are engaged in development of the plan, in collaboration with city and school leadership



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Sacramento ACT Meadowview Partnership

The Sacramento ACT Meadowview Partnership is a coalition of youth and adult community leaders from Meadowview churches, schools, neighborhoods and community-based organizations. Sacramento ACT is a nonprofit, grassroots community organization that empowers everyday people to create a more just community through community organizing and represents more than 35,000 families in Sacramento County.

The goal of the Sacramento ACT Meadowview Partnership is to unlock the power of youth in Meadowview. We strive to guide young people into adulthood with a broad set of tools and opportunities.

By involving Meadowview youth in a process of community organizing and leadership development, we believe they will learn important leadership skills, develop a lifelong commitment to community involvement and activism, and take greater ownership of their community and their own lives. Through organizing with both youth and adults, we seek to have a long-term impact on how major youth-serving institutions – particularly schools, congregations and city government – help prepare youth for lifelong success.

Four Focus Areas:

1. Youth Leadership and Social Action

- Youth Action Team at Luther Burbank High
- Sacramento Votes
- Meadowview Youth Leadership Conference

2. Workforce Development

- Job boot camp at Rosa Parks Middle School
- Ongoing research on workforce readiness

3. Increasing High School Graduation Rates

- Parent Teacher Home Visit Project

4. Parent Engagement

- Parent University at Luther Burbank High



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West Sacramento Youth Resource Coalition

By supporting youth and providing them with leadership opportunities, the West Sacramento Youth Resource Coalition is making long-term, meaningful change for West Sacramento.

Four Focus Areas:

1. Sactown Heroes

- Increased interest in the group through our web site
- Completed two Community Beautification Projects
- Increased community recognition
- Created a web-based asset map
- Successful community networking
- Youth transitions into career programs
- Increased advocacy for community change

2. Community Beautification at the West Sacramento Senior Center and Riverbank Elementary

- Mentoring from local business owners, showing effective community networking
- Increased involvement with the Bryte and Broderick Community Action group
- Direct support and mentoring from a UC Davis Master Gardener
- Service Learning opportunities
- Front-page article in the News Ledger
- Community recognition

3. Youth Voices for Change

Over a 16-week period, the Sactown Heroes worked with the UC Davis Center for Regional Change on a project called Youth Voices for Change. This project was a combination of focus groups, discussions, mapping activities, site visits and production meetings. The purpose of these activities was to allow the youth to reflect their perceptions of their community. The feedback from the youth was broken into three categories, featuring youth likes, dislikes and recommendations for change. As a result, the Sactown Heroes produced a Youth Voices map using the information they gathered, which is now an interactive online Google map. This project was part of the Healthy Youth/Healthy Region project, which is supported by Sierra Health Foundation and The California Endowment.

- Youth gained skills using various forms of media.
- Sactown Heroes gained increased interest.
- Youth created an online asset map.
- Increased support and recognition from the mayor.
- Ideas and recommendations for future change.

4. Advocacy and Policy

- Involvement in YUFA STAR - Yolo County Anti-Tobacco Coalition
- Youth on Boards and Commissions



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Cordova Community Collaborative for Healthy Children and Families

As we launch our third year, more than 500 young people have been touched through the REACH program in Rancho Cordova, and local youth have identified emotional and physical safety as a primary concern in our city. The need for youth-adult partnership to promote policy change in the community is now more apparent than ever.

The Youth Advisory Council, made up of middle and high school students ages 10 to 16, feel that "adults need to see that youth really want to change the world, and not all youth are bad."

Six Focus Areas:

1. Youth and Adult Skill Building

- Youth have continued to develop their public speaking abilities at weekly meetings.
- Youth have learned public speaking with Toastmasters.
- Youth and adults have attended several trainings to build skills.

2. Safe Activities for Youth

- Youth participate in a wide range of free, supervised, fun activities that encourage continued participation of the Youth Advisory Council and provide an additional safe space in Rancho Cordova.
- Youth and adults attended Sacramento Ballet's "The Nutcracker."
- Youth learned dance moves from the Sacramento Kings Dance Crew.
- Youth and adults had fun participating at the Dodge Ball Doozy.

3. Peace, Love and Happiness Youth Grants

- The Youth Advisory Council awarded three grants to local organizations to address issues such as literacy, community bias/stereotypes, hunger and community youth involvement. The process empowered both the YAC youth and grantee youth.

4. Change in the Community

- Mayor Linda Budge met with YAC members to better understand their priorities.
- The City of Rancho Cordova now is a stronger ally in youth-driven policy work.
- The city hired four Summer Youth Employment Program interns.
- The coalition has built a relationship with community partner Soil Born Farms.
- The Cordova Parks and Recreation District created a 16-member youth advisory program, modeled on the YAC.

5. Service Learning Opportunities

- The YAC held a bake sale to support the local Parent Teacher Student Association.
- The YAC distributed turkeys during a Thanksgiving turkey drive.
- The YAC created a career aspiration-themed Christmas tree to raffle in support of a homeless-services program.

6. Compact on Youth Safety

The YAC has identified gang violence as the city's biggest issue and has created a plan to address youth safety and gang violence. This work will continue in 2009-2010.

* Descriptions modified from REACH Coalitions 2009 Annual Report; Yuba-Sutter and Vacaville descriptions modified from the 2009 Community Profile.



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Woodland Coalition for Youth

Our vision is that all youth have more voice and choice in positive educational and social connections to be happy, healthy and successful adults.

Woodland Coalition for Youth is a partnership of 20 adults representing various youth-serving agencies and more than 20 middle school and high school students. The coalition's action plan includes measures to ensure youth are safe and healthy, have positive relationships with caring adults, have meaningful opportunities to participate in the community and develop the skills they need to be successful. The coalition hopes to bring about these changes through the creation and coordination of policy change, a Youth Leadership Center, a mentoring program, service learning and other youth-led opportunities.

The coalition connects youth and adults through:

- 1) Community Service:** Creating opportunities for Woodland youth to give back to their community by addressing societal concerns through service learning.
- 2) Youth Leadership:** Providing Woodland youth with opportunities to develop and demonstrate leadership skills at home, at school and in the community.
- 3) Access to Opportunities:** Minimizing barriers involving cost, lack of transportation and lack of information, which hinder access to youth development opportunities in Woodland.
- 4) Coalition Building:** Strengthening the network of Coalition youth and partner agency representatives, creating a knowledge base and sense of cooperation within the Coalition.
- 5) Woodland Youth Council:**
 - 17 active members, ranging from 10 to 17 years of age.
 - The WYC has issued 14 Access Mini-Grants totaling more than \$1,000 to peers in need of financial assistance for activities promoting youth development.
 - The WYC provided nearly 60 hours of community service to the Yolo Wayfarer Center, a local homeless shelter.
 - Current WYC projects in collaboration with other youth and adults include the Youth County Youth Leadership Conference, "Open Your Eyes: Teen Pregnancy" policy outreach and the Tobacco Retail Licensing and Social Host ordinances.



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Vision Coalition of El Dorado Hills

The Vision Coalition was established to mobilize the community of El Dorado Hills to adopt youth-friendly programs and policies, and to help prevent and reduce youth substance abuse and other teen health issues. The coalition has more than 300 members, including community leaders, agencies, organizations and individuals.

Our Vision is for all youth in El Dorado Hills to:

- Have a successful and healthy transition from adolescence to adulthood
- Be fully prepared with attitude, skills, knowledge and experience
- Have ample opportunities for participation and decision-making
- Be safe, healthy and free from drugs, alcohol and tobacco

Five Focus Areas:

- 1) Mini-grant Program** to fund organizations to improve and expand their youth programs. We organize a selection committee of youth and adults, and provide proposal review training and processing guidelines for competitive applications.
- 2) Teen Advisory Council** is an important group in the coalition that promotes strong youth voice. Middle school and high school students participate in meetings, plan events and advocate for policy change to benefit youth.
- 3) Parent Advisory Council** meets monthly to discuss strategies and activities to increase parent involvement and improve family relations. To date, PAC has organized and promoted three parent education workshops called Parent Project®.
- 4) Youth Enhancement Program** is funded by the Vision Coalition and is a partnership between the Vision Coalition, the CSD Teen Center, Marina Village Middle School and Foothills Family Counseling that provides school and community-based mental health services to youth in the El Dorado Hills Community.
- 5) Teen Leadership** We worked with Solomon's Porch and Mercy Housing to recruit and send teens to the National Teen Leadership Program held at California State University, Sacramento.



A PROGRAM OF SIERRA HEALTH FOUNDATION

Vacaville REACH Coalition

The Vacaville REACH Coalition promotes the physical, emotional and social well-being of all youth by advocating for policies and systems changes that unleash the power and potential of all youth to succeed. In the fall of 2008, the Vacaville Youth Roundtable embarked on creating a Youth Coalition. We had our first Vacaville Coalition meeting in November and soon after began the work of finding out what it's like to be a young person in Vacaville. Coalition members conducted a community assessment, with community meetings, focus groups, surveys and data collection.

Our Mission:

The Vacaville REACH Coalition promotes the physical, emotional and social well-being of all youth by advocating for policies and systems changes that unleash the power and potential of all youth to succeed.

Our Vision for Vacaville is one in which:

- Youth are valued.
- Youth are safe at all times in all places.
- Schools offer a variety of youth-centered educational opportunities that prepare youth for graduation and provide them with the knowledge necessary to experience a successful future.
- There are leadership opportunities for youth in the community.
- Youth live in neighborhoods that are clean and environmentally friendly.
- All youth have healthy relationships with trusted adults.

Our Guiding Principles:

- We recognize the importance of youth in our community.
- We place a high value on diversity.
- We believe that all youth have the ability to make a positive impact in our community.



A PROGRAM OF SIERRA HEALTH FOUNDATION

Youth Development Community Action Coalition of Yuba-Sutter

In October 2008, Sutter Yuba Friday Night Live began its planning process and created the Youth Development Community Action Coalition of Yuba-Sutter. We had a kick-off event in December and soon after began the work of finding out what it's like to be a young person in our communities. Coalition members conducted a community assessment, with community meetings, focus groups, surveys and data collection.

Our Core Principles and Values:

- The Youth Coalition strives to make connections and unite youth-serving organizations that provide supports and opportunities for youth.
- Creating nurturing, meaningful relationships between youth and adults.
- Transforming our community into a youth-friendly environment where youth are welcome to participate, volunteer, plan and make a positive impact on the Sutter-Yuba communities.

Our Vision for Our Communities:

- A place where people want to live
- Community-wide events where everyone feels welcome and in which everyone has a part
- Public access for everyone with transportation available
- Sidewalks and bike paths
- Safety is felt throughout — no one is scared to go outside
- Clean, well-lit parks
- Fewer bars
- Large community centers strategically located
- More jobs for youth
- Mentoring opportunities
- Strong relationships between adults and youth
- Consistent activities available throughout the year with multiple organizations making things happen

REACH

Communication Guidelines



REACH Community Action Grants Communications Guidelines

For all media communications questions, contact:

Katy Pasini
Communications Associate
Sierra Health Foundation
1321 Garden Highway
Sacramento, CA 95833

Phone: 916-922-4755 x3304
Fax: 916-922-4024
e-mail: kpasini@sierrahealth.org

Send one copy of all final announcements, news releases, flyers, articles, news clippings and electronic media to Sierra Health. If your coalition will be covered on radio or television news, please let us know in advance.

NEWS RELEASES

We are providing a news release template with helpful tips (see page 4).

News releases can be e-mailed, faxed or mailed to newspapers, television stations and radio stations. Check the organization's Web site for news submission instructions and/or contact information. It's a good idea to call the organization to verify the information. If you would like help finding media contacts, just let us know.

After sending a news release, it's good to follow up with a phone call. If the publication or station needs more information, provide it promptly. Whenever possible, try to establish relationships with local media representatives. Once they recognize your name, your coalition and the work you're doing, it may be easier to get publicity. If you would like to invite members of the media to a coalition event, you may want to issue a media advisory (see page 5).

OTHER ANNOUNCEMENTS

Flyers — Distributing flyers in your community can be an inexpensive and effective way to inform people about your coalition, your work and activities. Check with coalition members to find graphic design talent. (Check local laws regarding posting of flyers on public property, and check with business/property owners before posting flyers on their property. Also, be sure to remove flyers after an event or after a reasonable amount of time.)

Newsletters — Include announcements and articles in school, club and organization newsletters and electronic newsletters. Take advantage of space already available to you.

Public Service Announcements — PSAs are a good way to get your message on the radio or television. Some radio and television stations provide free airtime to nonprofit organizations for brief announcements.

School newspapers — Encourage youth in your coalition to submit articles and announcements to their school newspapers, or invite young people on the newspaper staffs to write articles about your coalition.

Find creative talent in your coalition and get publicity ideas from members!

ACKNOWLEDGEMENTS

For public announcements regarding your grant and related activities, please include the REACH logo and an acknowledgement, such as:

“Funding for this event was provided by Sierra Health Foundation and its REACH youth program.”

“This project was produced through a grant from Sierra Health Foundation and its REACH youth program.”

“This program is supported by a grant from Sierra Health Foundation and its REACH youth program.”

Of course, if an activity is supported by other funders, include them as well.

CALL TO ACTION!

At the end of your announcements, remember to include a call to action for your coalition and/or the REACH program, such as:

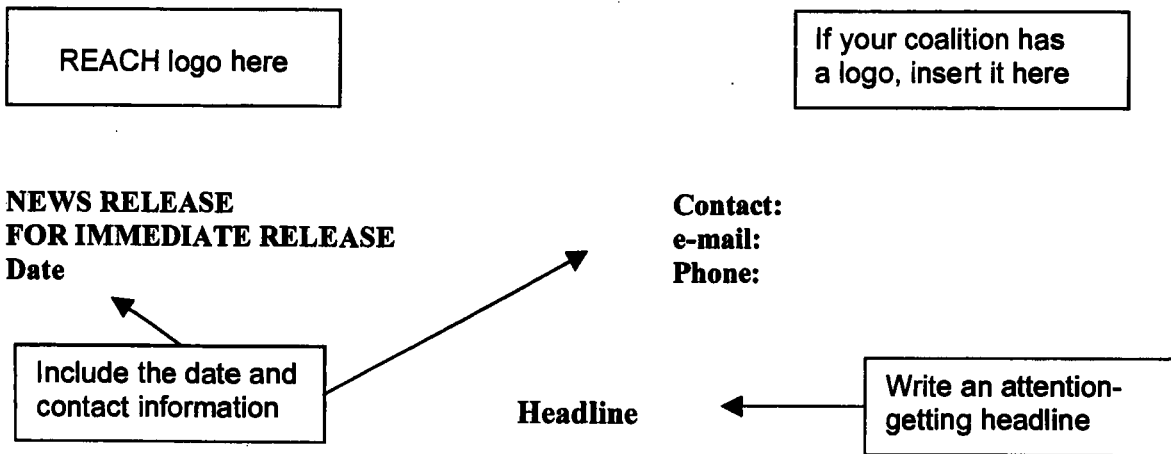
“For more information on Sierra Health Foundation’s REACH youth program, visit www.sierrahealth.org.”

LOGO USAGE

Except for sizing, the REACH logo must not be altered in any way. When placing the logo and resizing, be sure to lock the aspect ratio so that the logo does not become distorted. If using the color logo, the colors are not to be changed. If you have any questions, please contact us for assistance.



NEWS RELEASE SAMPLE



The first paragraph, called the lead, should be interesting, informative and answer who, what, where, when and why. Ask yourself what is important about your announcement and write it in a way that will create interest for the reader.

In following paragraphs, provide more details about what you said in the lead. Keep paragraphs short, to the point and use common words, rather than professional jargon. If you need to use a technical term, include an explanation. A news release is not an ad, so information needs to be presented objectively.

It's a good idea to include a quote from an adult or youth in your coalition to make the news release more interesting. Be sure to attribute the quote to the person and include his or her professional title and/or role in your coalition.

Check spelling, grammar and punctuation. You also may want to have a couple of people in your coalition proofread your announcements and check content before sending them to Sierra Health for review.

At the end of your announcement, remember to include an acknowledgement and a call to action for your coalition and/or the REACH program, such as: Funding for this event was provided by Sierra Health Foundation and its REACH youth program. For more information on REACH, visit www.sierrahealth.org.

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← This indicates the end of the news release. If your release is longer, type "more" at the bottom of the first page.

MEDIA ADVISORY SAMPLE

REACH logo here

If your coalition has
a logo, insert it here

Media Advisory for July 15, 2007

- What:** What is the event and what is the purpose? Be clear and concise, but as descriptive as possible to communicate what will be happening.
- When:** Give the date and time. If there will be multiple activities, be sure to include that information. Members of the media may be able to cover only a portion of the event.
- Where:** Give the location of the event, including the address, city and phone number. You may want to include a map.
- Who:** Who will be involved in the event? List everyone who will be available for interviews.
- Contacts:** List at least one contact for the event and include day, evening and cell numbers.
- Background:** If you would like to include background information about the event or you coalition, put it at the end of the advisory or attach a file if e-mailing.