

HEALTH ACTION

HEALTH ACTION CHAPTER TRAINING: *Building Community Member Engagement*

Chop's Teen Club
509 Adams Street
Santa Rosa, CA 95401

December 11, 2018



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Presented by Health Action Chapters of Sonoma County

Cloverdale
Corazón Healdsburg
Gravenstein (Sebastopol and West County)
Russian River Area Resources and Advocates (RRARA)
Community Health Initiative of the Petaluma Area (CHIPA)
Sustainable Sonoma
Southwest Santa Rosa
Rohnert Park and Cotati
Windsor Wellness Partnership



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Workshop Descriptions

Workshop Topic: Issue-based Peer Education Programs

Topic: Community Health Workers

Presenters: Martin Rivarola, Xochilt Quintana, and Ana Demers from the Center for Well-Being

Learning Objectives:

1. Participants of this workshop will be able to clearly recognize what is a Community Health Worker (CHW), what are the different roles they can take and what are the core competencies they need to master.
2. Participants will be able to understand and value the contributions CHWs can make to the healthcare team and how integration can happen, effectively building the case for a CHW career pathway.
3. Participants will be able to understand the supporting structures needed to have a successful CHW program.

Workshop Description:

Presentation will consist of three parts and a Q&A session at the end:

- Part 1 – PowerPoint – Basics of the Community Health Worker (definition, roles and skills, desired characteristics, core competencies) – 15 minutes
- Part 2 – Short reenactment of a true story “A Day in the life of a CHW”. Three-act short drama to exemplify one of the activities that a CHW can do -- 15 minutes.
- Part 3 – CHWs tell their stories from within. Xochilt Quintana and Ana Demers will share with audience how being a CHW has changed their lives and how their work has impacted in their communities -- 10 minutes
- Questions and Answers – 10 minutes

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Workshops Descriptions

Workshop Topic: Creating and Activating Inclusive Community Spaces

Title: Cultivating Resilient Communities

Presenters: Irma Cuevas and Bethany Facendini, Sonoma County Regional Parks; Isabel Lopez, Raizes Collective; Ernesto Garay, Poet and Community Member; Joy Thomas, Child Parent Institute; Jeff Bodwin, Moorland Neighborhood Action Team (NAT)

Learning Objectives:

1. Workshop participants will be able to identify important community places that increase community connectedness, resiliency, and health in their lives.
2. Workshop participants will learn at least three new strategies to create inclusive community spaces with residents and organizational partners.
3. Workshop participants will learn about two local examples of authentic community engagement practices in park spaces.

Workshop Description:

This session will explore how meaningful community engagement strengthens community health and resiliency across cultures. Through interactive exercises, a panel discussion, videos, and questions/answers we will explore the importance of community participation from various organizational and resident perspectives. Participants will learn specific strategies to create a sense of belonging, trust, and shared power with authentic resident engagement and leadership.

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Workshop Description

Workshop Topic: Resident Leadership Development Training and Support System

Title: Leaping Towards Leadership

Presenters: Leticia Romero, Lizbeth Perez, and Yolanda Giron from Corazón Healdsburg; Maritza Hernández from CAP Sonoma and Southwest Santa Rosa/Roseland Community Building Initiative (CBI)

Learning Objectives:

1. Describe two different models of resident leadership development and best practices.
2. Describe best practices for how to set up community groups.
3. Describe how resident leadership development can result in personal and community change.

Workshop Description:

The workshop presenters will share a fifteen-minute power point describing two different models of Leadership Development. The presenters will lead an interactive activity demonstrating how people can take the lead with self-selected projects while having the support of peers. Participants will be provided with different examples of how to set up community groups. Resident leaders will share how their involvement has created community change and their own personal growth.

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Workshop Description

Workshop Topic: Listening Campaigns / Door to Door

Title: Listening Campaigns and Door to Door Outreach

Presenters: Kim Jones, Sustainable Sonoma; Maricarmen Reyes, Sonoma Valley Community Health Center and Sustainable Sonoma Council; Nohemi Palomino, Roseland Community Building Initiative

Learning Objectives:

1. Participants will understand the purpose, implementation, strengths, and limitations of the listening session campaign carried out by Sustainable Sonoma.
2. Participants will be able to improve on and implement the methods presented.

Workshop Description:

The majority of the presentation will review the development (standardization of questions around STAR indicators, convenience sampling) execution (format, outreach strategy) and analysis (coding, interpretation, purpose) of a 7-month long listening session campaign completed by Sustainable Sonoma staff in October 2018. The workshop will include a PowerPoint presentation, participation in a mock-listening session and Q&A session. The last ten minutes will focus on Door-to-Door outreach, including best practices and practical advice from experience.

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Workshop Topic: Resident Engagement in Roseland (Case Study)

Topic: Roseland Community Club – Healthy Eating and Active Living

Presenters: Elsa Tapia, President of the Roseland Community Club

Learning Objectives:

1. Participants will learn about the resident engagement strategies used by the Roseland Community Club to engage resident in the Roseland neighborhood of Santa Rosa.
2. Participants will engage in stretching and cool down exercises to relieve stress and relax.
3. Participants should be ready to participate in low intensity movement as a part of this workshop.

Workshop Description:

This workshop will engage participants through discussion and movement. The presentation will focus on the Zumba as a means to connect residents to take control of their health. The group has been involved in supporting others to make healthy lifestyle changes for themselves and their families in Santa Rosa.

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Thank you to our Presenters/Speakers:

Center for Well-Being, Moorland Neighborhood Action Team (NAT), Roseland Community Building Initiative (CBI), Raizes Collective, California Parenting Institute, Sonoma County Regional Parks, and the Health Action Leadership Team.

Planning Committee Members:

Sandra Valencia and Ana Lopez, SWSR HAC/4Cs; Beth Dadko, County of Sonoma; Duane DeWitt, SWSR HAC Roseland Neighborwood; Suzie Littlewood, CAP Sonoma; Maritza Hernandez, CAP Sonoma/Roseland CBI; Ana Calles, CAP Sonoma; Vince Harper, SWSR HAC/CAP Sonoma

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