

Using Assets to Achieve Outcomes
A Project 20/20 and Coordinating Council Meeting
September 26, 2013
Family Health Center, 8:00-10:00 a.m.

PROJECT 20/20
Informing & Engaging the Battle Creek Area



Welcome and Opening Comments

Rod Auton and Talia Champlin opened the meeting with introductions and an overview of the meeting agenda. This was the first combined meeting for both TCC and Project 20/20. Both groups are looking forward to experimenting together and creating a bigger community impact. Rod then introduced Amanda Lankerd.

Presentation by Amanda Lankerd and Rod Auton

Amanda Lankerd, Project Manager of Project 20/20, gave an update on Project 20/20's activities and future plans. The focus has been on building public capital, trust and cohesion among community members and connections necessary to building community. Their meetings highlight pockets of effectiveness in economic sustainability, education, healthcare, leadership and youth engagement so that community members are able to better understand initiatives, share strategies for success, brainstorm ideas and give feedback to those organizations or groups doing the work. She shared the meeting themes from more than 26 conversations with over 730 individuals that live, work and invest in Battle Creek. Common themes identified among all focus areas include the need for: increased communication and awareness, more coaching and mentoring, more jobs/internships, inclusion and diversity, increased youth engagement (education – parental), more coordination and collaboration, improved transportation system and increased safety.

Project 20/20 members and people in the community are saying that they want to take action, have their voices heard and play active roles in creating solutions. With that in mind, going forward Project 20/20's meeting format will be different; the focus will be on learning and taking collective action on areas that will be identified at this meeting. This experiment will require us to work together, get more focused and shift the way we do things.

Rod Auton, Chair of TCC, discussed the events that led up to this point including TCC's strategic plan and the fit with Project 20/20 for this meeting and future meetings.

Focus Area Selection and Group Discussion

Attendees were asked to use clickers to narrow down a list of 20 focus areas. The list was derived from issues that were identified through Project 20/20 meeting, the community report card, TCC meetings, input from community partners, community conversations, etc. The list of 20 focus areas was narrowed down to three – Access to healthcare, education and employment. Attendees were then asked to self-select which of the three focus areas they would like to participate in. Groups were then asked to discuss the following questions: 1) What are some specific issues (within the focus area you chose) that you could work together on?, 2) what do you know about it? And 3) What do you need to know (and who might know it)?

Notes from the group discussion are below.

Additional Presentations

Thomas B. Jankowski, Ph.D., Associate Director for Research at the Institute of Gerontology at Wayne State University, gave an overview of the Senior Community Needs Assessment conducted in Calhoun County. Dr. Jankowski presented the needs of seniors in Calhoun County including perceived needs, gaps in services and impact of the changing senior demographic.

Graham Patton from Cooking Matters at the Store shared information about a guided grocery store tour that helps low-income families make healthy and affordable choices at the supermarket. Participants practice key food shopping skills like buying food on a budget, comparing unit prices, reading food labels and identifying whole grain foods. Tours are organized and led by a wide range of local volunteers who work as dietitians, community nutrition educators, culinary professionals or staff of community agencies serving families in need. If anyone is interested in offering this program locally, then should contact TCC to get in touch with Graham.

Closing Comments

Everyone was thanked for their participation and willingness to engage differently at the meeting. Attendees were reminded to do their “homework” by inviting the people that were brainstormed during the small group discussion. People were asked to complete a survey and save the date for our next meeting on October 24th.

Group Discussion Notes

Access to Healthcare

- 1) What are some specific issues (within the focus are you chose) that you could work together on?
 - Access as it relates to Medicaid
 - Defining access
 - Shortage of primary care physicians
 - Transportation
 - Info on what’s available – internet, paper
 - Work on recruitment – short-term vs. long-term
 - Individual recruitment efforts by hospitals
 - Recruit sr. doctors
 - Introduce technology
 - PA’s, NPs – what would it take?
 - Come together to brainstorm about immediate access issues
 - Uninsured/underinsured – CHC
 - Sliding fee scale for uninsured (SP/FCS)
 - Primary Care Physicians – (Family Health Center, Integrated Health Partners, Pathways to Health)
 - Transportation – transit, senior transportation, changes/challenges
 - Healthy lifestyles/personal responsibility – Regional Health Alliance, Choose Health Calhoun, MSU Extension,
 - Dental – Family Health Center, Dental Private, Dental (srs.), RHA Dental Access to Care work group

- 2) What do you know about it?
- Mental health needs are high
 - Non-parity between phy/MH
 - Obesity and chronic disease rampant – many resources/programs but are they impacting?
 - Reimbursements can be barriers
 - Some aspects of ACA (Affordable Care Act) are good; some are bad
 - Lack of info/education/knowledge of resources
- 3) What do you need to know (and who might know it)?
- ACA? Good, bad, other? Good for who? Bad for who?
 - What are the needs for transportation? Barriers? Transit routes?
 - Why don't I/we do more to be healthy? Use what we have? How do we educate?

Invitations to be extended to October meeting

- Southwest Regional Rehabilitation Center
- 3 hospitals
- Integrated Health Partners
- Family Health Center
- Payors
- Government officials
- Calhoun County Public Health Department (mentioned twice)
- Y Center
- Department of Human Services
- Employers
- John Christ
- Transit
- CHCC
- JONAH
- Transportation work group

Education

- 1) What are some specific issues (within the focus are you chose) that you could work together on?
- Truancy – getting kids to school
 - Lack of adult involvement with at-risk teens
 - Dropout rate
 - Mental health/education/health connection – relationships with providers
 - Parents – mental health support
 - Pre-teen/teen mental health support
 - Health issues impact education achievement
 - Connections between health and education
 - Recognizing trauma/secondary trauma impact education

- Education is almost a silo
- Expecting individual teachers to know resources is unrealistic
- Burden is on community to build bridges from services to school
- School of choice – advocate
- Share conversations with school personnel/leaders (student perspective)
- No place for kids with mental health issues/behavioral – kicked out of school
- Punishment focused – no re-direct, expel
- Drugs/addiction, barriers to school/kids

2) What do you know about it?

- There are needs that need to be met in order for education to happen
- Verona reading buddies
- Different Spokes
- Family and Children Services
- Big Brothers/Big Sisters
- Juvenile probation
- Conversations with Beacon Community
- Albion Health and Wellness Action Team

3) What do you need to know (and who might know it)?

- Listen to educators – find out why problems are happening
- Talking to parents to get the real story
- When teachers care, kids know
- Humanize education
- Recruit someone to go into schools
- Business people need to take ownership

Invitations to be extended to October meeting

- Project Perk (WMU)
- Tim Allard, Calhoun Community High School
- Principals
- Kara Beer, Battle Creek Chamber
- Jeff Bohl
- Coby Fletcher
- Cynthia Cook
- Cheryl Czerny (health dept)
- BC Pulse staff (family and teacher voice)
- Dave Peterson
- Linda Hicks
- Jennifer Nottingham – Verona Reading project
- School counselors
- Parents – how to get to meeting
- PTA
- School nurse

Employment

1) What are some specific issues (within the focus are you chose) that you could work together on?

- Perceptions and stereotypes – teaching perspective employees how to project a positive image
- Working to remove barriers for ALL people (disabled, etc.)
- Approach businesses and ask them for help (many have not been approached)
- Areas that affect employment:
 - Transportation
 - Felony record
 - Education
 - Homelessness
 - Child care
- Bcurbanconnect.com – 31 barriers to employment for urban community (click on employment link)
- What is a hiring wage for this area?
- Senior skills are not being connected
- Resources – volunteer (need to increase)

2) What do you know about it?

- There's a need for employment and soft skills training
- Education attainment is tied to employment (need a skilled labor force)
- Transportation is a barrier
- Coordination/navigation of services
- Under-employment is a problem – employee development within job setting to advance
- Are employers interested in offering a living wage?
- Charitable Union partnering with KPEP and CityLinc – not limited to KPEP volunteers (skill building, mentoring, 6 month work experience)
- Bcurbanconnect.com – 31 barriers to employment for urban community (click on employment link)
- Number of businesses are accepting felons, as long as it's non-violent offenses
- YMCA offers free GED prep (+ \$25/per test (5 tests))
- Dexter Lake Church – Sparrows nest, employment and clothing
- Jobs that we cannot find qualified candidates
- Good resources – training, where to go to find resources

3) What do you need to know (and who might know it)?

- Who will hire “violent” listed felons?
- Ability to “work off” fee for GED tests? (churches, schools to donate...)
- Policy set forth by local government
- Lack of education
- How to get people motivated to access trainings, etc. to become employed

Invitations to be extended to October meeting

- MiWorks!
- Goodwill Industries
- Charitable Union (clothing)
- Battle Creek Unlimited
- Regional Manufacturing Technology Center
- Jr. Achievement
- Department of Human Services
- JONAH