Once upon a time in a place called Northern California.

**If we speak they will listen**

The importance of communication activities in collaborative building and planning.

Written by:

Sierra Health Foundation
An Endowment for Northern California
Oh to be a child...to feel the joy of the many triumphs and to experience the trials of becoming...
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Sierra Health Foundation is a private, independent foundation headquartered in Sacramento, California, that supports health and health-related activities in a 26 county region of northern California.
This Guide Book is dedicated to the men, women, children, and youth who have dedicated themselves, and the work in their communities, to the principles and goals of the Community Partnerships for Healthy Children initiative.

**Principles**

- Parents and families, supported by community resources, are first and foremost responsible for the healthy development and care of their children.

- When appropriate, emphasis should be given to prevention of and early intervention for preventable conditions.

- The physical and mental health of a child is affected by a wide variety of factors, family quality of life being the most significant. Other factors which can also influence child health include the environment, heredity, medical condition and treatment, culture, and geography.

- Effective solutions to the needs of children and their families require collaboration among decision-makers, providers, advocates and consumers that represent the diverse interests of the community.

**Goals**

- To improve the health and well-being of children and their families in the Sierra Health Foundation region.

- To assist the communities in the region to identify needs of children and families and pursue new opportunities to address these needs.

- To develop and strengthen the organizations and systems that respond to the needs of young children and families.

- To develop solutions to the needs of children and families by maximizing the use of existing financial resources and services through increased efficiencies, and/or the reallocation of some resources; and where necessary, by developing new resources.

- To achieve a lasting, positive impact on the ability of communities to respond to and organize around children’s needs.
Sierra Health Foundation Community Partnerships for Healthy Children

**BUTTE COUNTY**
Community Health Alliance of Oroville

**CALAVERAS COUNTY**
Calaveras Partnerships for Healthy Children

**EL DORADO COUNTY**
El Dorado County Children and Families Network

**MODOC COUNTY**
Modoc Collaborative – Families Matter

**NEVADA COUNTY**
Children’s Collaborative of Tahoe Truckee Community Network for Children & Families

**PLUMAS COUNTY**
Plumas Children’s Network

**SACRAMENTO COUNTY**
Cordova Community Collaborative for Healthy Children and Families Children First – Flats Network Hagginwood Community Collaborative North Highlands Children’s Coalition Tahoe/Colonial Collaborative

**SANTO JAOQUIN COUNTY**
San Joaquin County Healthy Children’s Collaborative

**SHASTA COUNTY**
Anderson Partnership for Healthy Children Grassroots for Kids

**STANISLAUS COUNTY**
Ceres Partnership for Healthy Children Modesto Airport Neighbors United Oak Valley Family Support Network West Modesto/King-Kennedy Neighborhood Collaborative Westside Community Alliance

**SUTTER COUNTY**
United for Healthy Families

**TRINITY COUNTY**
Trinity – Kids First

**TUOLUMNE COUNTY**
Tuolumne YES Partnership

**YOLO COUNTY**
Yolo Collaborative for Healthy Children and Families

**YUBA COUNTY**
Yuba Community Collaborative for Healthy Children
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Sierra Health Foundation believes that healthy children are the product of healthy communities – and a healthy community is a place where people have a stake in one another’s lives, and make a commitment to build a future collaboratively.

In December of 1993, we began the Community Partnerships for Healthy Children (CPHC) initiative to promote the health and well-being of children, from birth through age eight, by supporting community-based efforts in many northern California communities. CPHC assists local leadership in mobilizing community members on behalf of children. At its heart is the principle that parents and families, supported by their communities, are first and foremost responsible for the healthy development and care of their children. For this reason, the initiative works to build the capacities of communities and residents to strengthen families to nurture healthy children.

The focus on children was selected because of our interest in prevention and the sense that communities are most likely to mobilize around children’s issues. Under this ten-year, $20 million initiative, community-based collaboratives are working to identify assets and needs, establish child health priorities, and develop and implement action plans. Through a process that involves the matching of community assets to community needs, the collaboratives set their own goals and determine what is necessary to reach these goals.

There are three phases to the initiative. During Phase I, Community Development, we supported communities in their development of a collaborative that would focus on bettering the health of infants and young children. Phase I was devoted specifically to recruiting members, building a collaborative, assessing community strengths, assets and needs, and selecting one or more issues to address.

Throughout Phase II, Planning, communities were supported in the development of community-based strategic action plans. In Phase III, Implementation, collaboratives are carrying out their plans. Throughout all three phases, our support provides funds for the “glue” that keeps such mobilization efforts together.

Thirty communities in northern California have participated in CPHC since its inception seven years ago. As these Guide Books are going to print, 25 of these communities are still engaged in this very difficult community building process.

To support the collaboratives throughout all phases of the initiative, we contracted with two organizations that have provided ongoing technical training and support and evaluation. Center for Collaborative Planning has provided technical assistance and training on community development, strategic planning and implementation; SRI International has conducted the overall evaluation of the CPHC initiative and has provided evaluation training to the local collaboratives.

It is the collective experience of the communities, the foundation staff, and consultants that serves as the basis for these Guide Books. Even though we have three years to go in this ten year effort, we feel this information is valuable and worth sharing now. These books are intended to provide practical “how to” assistance on what we have learned so far. In these Guide Books, you will learn about:

- Building a collaborative;
- Planning collaboratively;
- Evaluating community efforts; and
- Effectively communicating your message.

All of us involved with CPHC hope that you find these Guide Books useful and inspiring. Our journey has been a remarkable and rewarding one, and we know it can be for others.
Does this Guide Book Stand Alone?

References are made in this Guide Book to companion guides in this set. These include:

- **We Did It Ourselves: A Guide Book to Improve the Well-Being of Children Through Community Development.** This Guide Book walks the reader through an asset-based approach to community engagement, planning and action for the health and well-being of children families and communities. The suggestions and activities contained in this Guide Book are the result of over seven years of community building work to improve child health outcomes in 25 northern California communities.

- **We Did It Ourselves: An Evaluation Guide Book.** This takes you through what you need to know and do to keep track of whether your strategies and activities are working. The evaluation Guide Book helps the layperson understand the evaluation process, identifying outcomes and indicators and selecting techniques for collecting data about both your successes and your missteps, analyzing data once you have it, and applying what you have learned to improve your work.
This Communication Guide is meant to serve as a manual of basic ideas and tools you can use to “get the word out” as you build your community collaborative. Getting the word out about the mission and activities of your collaborative is going to be one of the most important aspects of your work. By disseminating and sharing information about the fruits of your work, you increase your credibility, and your ability to build capacity and resources.

This book highlights the methods of communication that have served the 25 Community Partnerships for Healthy Children (CPHC) collaboratives over the last seven years. For the most part, the communication tools described and exhibited throughout the guide are “real life” examples of communication. They are tried and true ways to solicit attention and support for community planning and building efforts.

Some of the methods described may seem difficult or overly ambitious. Do not be discouraged! The early steps you need to take to communicate your “message” do not require a lot of resources. As you begin to build your collaborative, resources as well as confidence, will come to you. The Community Stories in this set of Guide Books illustrate to you what kinds of things can happen — and are happening in communities in northern California.

It’s important to remember that group mobilization can take time, or can happen very quickly. But in either case, one of the most important elements of the building and planning process is maintaining clear and consistent communication. The communication you send will be a direct reflection on who you are and what you are doing.
Communication can be simple or complex. Each of us uses a variety of ways to communicate in our everyday life. We use the telephone, we write letters, we read the paper, and we talk to our neighbors and friends as we carry out our daily activities. Some people keep journals and use e-mail regularly at home, and/or at work. Many of you may have fax machines, cell phones and pagers. You are, in fact, communicating in multiple ways at all times. But some of us communicate more effectively than others.

Just as successful community building requires careful planning, so does effective communication. In fact, the two should really go hand in hand.

**What is a Communication Plan?**

A communication plan is a map of activities that ideally will support the collaborative planning and building you are doing. This plan begins with figuring out who you are and what you are about.

- For what purpose does your collaborative exist? Does your collaborative name reflect that purpose? Do you have a name? It’s very difficult to start communicating with people about something you want to do, if you don’t have an identity.
- Next, you must articulate what it is you want to achieve; i.e. your action plan.

Then, using tried and true communication vehicles, and tools, you need to map out the course you are going to take to make things happen. Think of your communication plan as a “blueprint” for getting your message out. Many of the activities that you will undertake in your community development will not be as fruitful or successful if you do not effectively communicate with the people you are trying to reach.

For example, in *We Did It Ourselves, A Guide Book to Improve the Well-Being of Children Through Community Development*, creating an Action Vision is described (page 21). While you are coordinating activities for this Action Vision, you should also be thinking about communications OUT to the community — who are you going to communicate to, how are you going to let your community know what you are trying to do, what are you going to communicate, and what results (results/outcomes) you want to achieve.
The format of the communication plan is not as important as implementing the content of the plan. For instance, the plan can be as basic as an outline, or at the other end of the spectrum can resemble a business plan, complete with a monthly planner and detailed budget. The important thing is that you understand from the beginning of this process the role of communications in your collaborative success.

Just as you will do in the community building and planning stages, look inside of your community for the information you need to develop your communication plan. Don’t be afraid to try something that hasn’t been done before or that you are afraid might not work—you won’t know until you try.

As you move through the Planning Guide, visualize the activities, and carefully review the sample communication tools, it should all come together for you.

**How Do I Develop a Communication Plan?**

**Step One: The Mission Statement**

One of your first communication tasks will be to come up with a clear and concise mission statement for your collaborative. A mission statement is a brief statement that describes who you are and why you exist.

According to *The Mission Statement Book*, by Jeffrey Abrahams, “A Mission Statement is an enduring statement of purpose for an organization that identifies the scope of its operations and reflects its values and priorities.”

The mission statement can be broad, or specific, depending on how flexible you want to remain. A mission statement is created to clearly communicate and increase the understanding among both collaborative members and outside interested parties about the purpose of the collaborative’s existence. Following are two very different mission statements from two of CPHC’s collaboratives — both statements clearly articulate what motivates the organization:

**Trinity - Kids First**

“To develop local collaborative strategies to improve the health and quality of life for children, birth through eight years of age, and their families.”

and...

**Tahoe/Colonial Collaborative**

“Our mission is to organize services and activities that bring adults and children together to create a small-town atmosphere where people greet each other by name and are not afraid to walk down the street after dark. Our goal is to make our neighborhood a healthy safe place to live where children can ride their bikes and play without worry of harm. It’s not about being in the right neighborhood, it’s about making the neighborhood right.”
How do you want your organization to be represented and perceived? The answer should be reflected in your mission statement.

Communications that come out of your collaborative should be diversified in form, but have consistent qualities. Including your mission statement in all of your communications is one way to ensure that consistency.

**Step Two: Creating Key Messages that Articulate Your Mission and Goals**

In addition to a mission statement that clearly defines the purpose your organization, you also need to be able to clearly and succinctly describe the issues you will be addressing. It is helpful to state these as positives rather than negatives. For example, if the problem is the lack of awareness of the need for children’s immunizations, you may want to state the issue as “increasing awareness of the importance of immunization by age two.”

Next, it will be important to establish multiple key messages. A key message is a sentence which clearly describes what you’re trying to achieve. Your key messages should be closely linked to your mission and your issues. It’s good to have more than one message, but it’s important that a designated spokesperson for your collaborative use the same or standard set of messages consistently. Research studies show that the average person needs to hear or see the same message a minimum of seven times before they process it, store it, understand it and act on it.

Following are examples of key CPHC messages from the Community Partnerships for Healthy Children initiative:

> “Community Partnerships for Healthy Children promotes the health and well-being of children and their families, from birth through age eight.”

> “Parents and families, supported by community resources, are first and foremost responsible for the healthy development and care of their children.”

> “The physical and mental health of a child are affected by a wide variety of factors family quality of life being the most important.”
These messages are strong, but general. They allow for flexibility and create a platform that other messages can build on. Individual CPHC collaboratives have their own set of messages (many of which stem from or are pulled from their mission statements) that are more specific to their community needs. For example:

GRASSROOTS FOR KIDS, SHINGLETOWN, CALIFORNIA (SHASTA COUNTY)
“Grassroots for Kids strives to provide a safe and healthy environment for children through family centered activities.”

EL DORADO COUNTY CHILDREN AND FAMILIES NETWORK, EL DORADO, CALIFORNIA (EL DORADO COUNTY)
“Children from birth through eight years will be safe from violence in their homes, neighborhoods and schools.”

CALAVERAS ALLIANCE FOR CHILDREN, MURPHYS, CALIFORNIA (CALAVERAS COUNTY)
“Help the community build the resources it needs to care for their children.”

Try to identify key words, phrases, or programs you will be using in communication to the groups members and the general public. Take the list and review it to make sure you are using common language. If different parts of the community use different terms to describe the same thing, try to come to consensus on a common language or name of the issue/thing/program, and make that common language just that, common. Do not forget, when you are from a community with multiple cultures and ethnic groups in the population, and you are using translators to help everyone be involved, work with the translators to make sure they understand and are using consistent terms for the issue/program/activity your community collaborative is working on.

Step Three: Identifying your Target Audiences

Now that you know the importance of creating relevant, consistent messages, you must next identify who you want to send the message to in other words, who the recipient of the message is. Identifying these audiences will help you understand the best way to send your message so that it is heard, understood and embraced.

Who are your audiences? In the very simplest terms, the audience is the group or groups of people you are trying to reach and ultimately affect. This may be the people who you are trying to reach with services. It may be the local officials or community leaders who you are trying to convince to take specific actions. Or it may be grant making organizations that can help you achieve your goals.

Community leaders and elected officials are always going to be members of your key audience. Community leaders include your local, state and federal government representatives (and/or a key members of their staff) and local business leaders, especially those that are large employers or whose business directly relates to children.
Some examples include:

- **Local community leaders:** City Council members, County Boards of Supervisors, County Administrator, Mayor, City Manager, Municipal Justices, business owners, heads of associations, and corporate CEOs

- **State community leaders:** Governor, Lieutenant Governor, State Attorney General, Secretary of State, Assembly members (local districts), State Senate members (local districts), State Justices

- **Federal community leaders:** United States Congressperson (U.S. House of Representatives), United States Senate members (two from each state)

These are the decision makers and policy makers in your community, and they have the ability to make budget and policy decisions that affect you and your families. Make sure they are among the first to know who you are, how your organization feels about the issues in your community and make sure they know that you are a credible resource for information about these issues.

How do you do that? All you really have to do to ensure that decision makers know who you are is to tell them! Make sure that community leaders and elected officials are on your mailing list to receive printed materials about your organization and don’t forget to invite them (or a key member of their staff) to any special events your organization may be hosting. They, or someone representing them, will probably come. That is their job.

Now you have to define the balance of your key audience. Breakdown your community into categories (parents, single moms, caregivers, educators). Here is a sample list of possible audiences: parents, grandparents and caregivers; school administrators and teachers; local park district; local community leaders and elected officials; children’s health professionals; local media (TV, radio, newspaper, community papers); seniors and professional organizations and associations.
Step Five: Developing Your Strategies & Tactics

Once you have identified your audiences, you need to customize your communication to reach them effectively. For instance, if you are directing your communication to the various groups and cultures present in your community, you will want to make sure your communication is in a language they will understand and that it addresses the key questions or concerns they might have about your issue. If you are trying to influence government officials, you may want to cite statistics or link your objectives to other efforts they are already supporting in your community.

Next, you must determine how they get their information. Begin by asking yourself some questions. Do your audiences:

- **Read newspapers, listen to the radio, watch television?**
- **See bulletin boards in stores or offices?**
- **Have children who bring home materials from school?**
- **Have multiple members (like a city council) who each should get a copy of the communication?**
- **Have an existing communication tool (like a newsletter) that you can submit information to?**
- **Hold meetings where you can make a presentation?**
- **Have access to e-mail and the Internet?**

Here are examples of how to get messages to specific groups:

**To parents, grandparents and care givers:**

1) Write a “letter to the community” describing the purpose of your collaborative. Be sure to offer a contact name and number so that readers have someone to call if they have questions, want more information, or want to participate in some way. Mail the letter to all of the local news sources as an introduction to your collaborative. If you have a meeting in the community planned, attach an invitational flyer and agenda to the letter.

2) Arrange with the school to have a flyer posted on school grounds or make multiple copies of the flyer available to be sent home with the children.

3) Many communities and neighborhoods have public bulletin boards. Sometimes, it’s in local veterinarian’s office, sometimes at the Laundromat, 7-11, mini mart or grocery store. Purchase a package of push pins (tacks), find an appropriate spot on the bulletin board, and secure your notice to the bulletin board.

4) You can also go door to door in your neighborhood and place a flyer in the mailbox or under the corner of the mat.
5) Hold a public meeting. When you have a community meeting, post the meeting notice on all public bulletin boards, distribute the flyers door to door, and give stacks of them to schools, or ask the school if they will make copies to distribute (to save costs). An example of meeting notification is in the appendix.

6) Word of mouth is a terrific information carrier. Many times, if a person hears a message, or receives information from someone they know, even if they don’t know the person well, the information is taken with more trust, more value. So, talk to people, and tell those people to talk to people. Make sure that you are using word-of-mouth actively. Agree on some form of feedback to let you know if this communication style is working. Have the person that is the initiator of the communication jot down notes about who they talked to. You may even want to develop a chart of names, drawing lines between people that connect via this more informal communication style.

7) Attend a Parent Teacher Association (PTA) meeting. Doing this will give you access to the parent leaders in the community. Take a moment to introduce yourself and tell the group about your collaborative, and what you are trying to accomplish. Enlist their interest and support. Most PTAs have a newsletter, which is sent out to members, non members and community leaders. Write an article that they can publish in their newsletter. Most groups who have newsletter are always looking for interesting, new material to publish.

School Administrators and Teachers

1) Attend meetings of the local school board. These meetings are public, and usually have a public comment period. Stand up and introduce yourself, and briefly describe what your collaborative is trying to achieve.

Local Park District

1) Most park districts have community relations representatives and activity directors. Call the park district office and ask to speak to one of the people in these positions. Make an appointment to discuss what organized activities exist at the park, and what opportunities there might be to schedule a coordinated event.

Local Business Leaders & Elected Officials

1) Initiate a meeting with a local business leader or elected official. It’s in the business leader’s best interest to meet with a community organizer. Community organizers have a great deal of power as they garner support for an issue that is important to the whole community.
Meeting with community members (known as constituents) is part of an elected official’s job. Some elected officials have “office hours” when they designate a certain number of hours per week to meeting with the public to discuss issues of public concern. Use this time to educate this important community leader about your issue(s).

2) Go to a Chamber of Commerce breakfast, usually held monthly and open to anyone who wants to attend. Explore the possibility of addressing the group at one of the breakfasts.

**Health Professionals**

1) As with local business leaders, it is also in the best interest of health professionals to hear what you have to say. There may be ways you can help them do their job, as well as ways for them to help you get what you need.

**Local Media (TV, radio, newspaper, community papers)**

1) Almost all media outlets (television and radio stations as well as newspapers) have a community relations person on staff. Call and ask if you can meet with them briefly to discuss your planned activities. Or alert them if you are sending a news release or other information about a specific event that you would like to see announced. The more information you can give to a media person in a short period of time, the better.

2) Write an Opinion/Editorial (op ed) piece for the local paper. See the Appendix for an example.

3) Work with a local columnist to get them to mention or write about the issue(s) you are addressing.

Examples of these are in the Appendix.

**Senior Groups**

1) This group is probably the most apt to have time for you. They are genuinely interested in community betterment efforts, and have the time and willingness to learn. They are typically a highly organized group and often have mastered many things over time. Senior groups, such as the American Association of Retired Persons (AARP) can often be a fantastic resource for volunteer support.

To develop a list of other communications tactics that work in your area, you may survey how people, groups and organizations communicate in your community. Make a list of the different communication activities that exist. Utilize those that are conducive to your goal of reaching your intended audience.

Effective communication can sometimes mean taking advantage of an opportunity. Here are a few tips on creating opportunities to communicate with your key audiences:
Find out who knows whom by asking the question “who do YOU know?” or “who do you know who knows (whomever).” Sometimes you will have connections to key people you didn’t know about because you never asked.

Develop media and other personal contacts. Stay aware of reporters who cover your issues, know which elected officials support your collaborative and become knowledgeable about other local children’s advocates.

Look for seasonal opportunities for publicity. The media always focus on charities in the Thanksgiving/Christmas season. Take advantage of the beginning or end of school years to publicize certain issues related to children.

Respond. When you see articles, letters to the editor, broadcasts or events that involve an issue your collaborative is addressing, use the opportunity to give feedback and get your message out. Sometimes this will mean complaining or correcting an error, and other times it may mean congratulating someone for a job well done.

All of these are extra opportunities for you to “piggy back” on something already in motion.

To help you identify certain activities that might benefit your community and community collaborative effort, a communication check list is located in the Appendix. The check list includes a wide range of activities, from the very basic activities necessary to be effective in your communication planning, to activities focusing on person-to-person contact, printed materials and media. A good communication plan does not have to have all of these components to be effective, but the plan does need a mixture of communication ideas designed to reach your intended audiences.

To summarize, your Communication Plan should:

- Begin with your Mission Statement;
- Include a list of key messages;
- Identify your target audiences; and
- Outline the strategies and tactics you will use to reach those audiences.
Evaluation

Building your program through collaborative efforts and creating and implementing a communications plan around those efforts takes a lot of work. Just about the time you want to believe the work is done, you have one more essential communications task: evaluation. It’s the only way that you will know if your communication has been successful. Evaluating your communication plan doesn’t have to be as intense as evaluating your effectiveness as a collaborative, but you do need to get feedback that will help you improve your ability to spread the word.

Each time you carry out a communication effort, keep track of the outcome. Did an article get written? If it got written the first time, but not the second, try to identify why. If your goal was to get 50 parents to a meeting, and 150 flyers were circulated and only 25 parents showed up, was it just the amount of flyers that impacted the number of parents present, or was it the night the meeting was held or perhaps the time? Maybe you need to increase the number of people who spread the word via the telephone, as opposed to on paper.

You can draw up an evaluation form for all of your meetings. As part of the evaluation form, you can include a question like: How did you find out about this meeting? Or you can simply ask the group at the beginning of the meeting to hold up their hands if they heard about the meeting via x, y or z.

By whatever method, you need to track the answers (or data) you collect to help you plan for the next time.

See Chapter 9 of *We Did It Ourselves: An Evaluation Guide Book* for examples of tools for Data Collection.

While you are putting together your collaborative’s Communication Plan, it’s a good idea to do a communication tool assessment. What kinds of communications “tools” do the members of your collaborative have experience with? What skills do they bring to the table? Do they have experience in public speaking? Have they written a press release? A letter to an Editor of the local newspaper? Does anyone have telemarketing skills? While you are becoming comfortable with the creation of your Communication Plan, take a look at the various skills and experience you and others can bring to your collaborative’s communication effort. Following is a list of some useful, basic communication tools that will help you to get the word out.
Communication Tools

Public Speaking

Develop a generic script about your collaborative building efforts and activities. Include the most important piece of information: What are the results/outcomes or purpose of the effort (e.g.: We want all children to be healthy in our community; We want children to have parents who are knowledgeable about child development and the needs of their children at a specific age or ages). Look for as many opportunities as possible to deliver your message to as many people as possible.

Information Materials

Your organization should have printed materials outlining your history and mission and briefly describing the key messages you want to get across. Publications (often called “collateral” materials) include brochures, flyers and media kits, anything you use to communicate your key messages. As with newsletters and other publications, developing a consistent message and look is important so that people begin to visually recognize the printed materials you produce.

Media kits are packets of information for anyone who requests material, they are not actually just for the media. They don’t have to follow a standard format. Depending on who is requesting an information kit, tailor it to fit the audience. If it is the media, include your brochure, a recent newsletter, any flyers about upcoming events and perhaps copies of newspaper articles that have already been published about your collaborative.

Newsletter

One of the most universal and effective communication tools is the newsletter. Newsletters can be relatively easy to write and they are often informal. They are short enough that it doesn’t take several days to get through yet, if done correctly, can effectively communicate a great deal of information. Many newsletters have different sections, such as a “what’s new” section, a “calendar” section, and what’s called a “lead story.” The lead story is usually the big news of the month, or quarter or year, depending on how often you can have your newsletter produced. Quarterly newsletters are most common.

Newsletters are not difficult to design if you have a personal computer. There are many newsletter templates available on software for a relatively low price. PageMaker is one of the more popular desktop publishing programs.

If your collaborative has a logo, it’s important to place this logo prominently on the front of the newsletter. If the logo is placed at the top of the newsletter, it can become what is called a masthead. Your masthead can remain the same each time, changing just the date in one or the other corner. Ideally, the logo should also be used in a consistent manner on most all other collaborative related communications (letterhead, envelopes, business cards).
Next, think of a name for your newsletter that ties into the collaborative’s purpose or issue. If people don’t recognize that the name of your newsletter relates to your collaborative or to your issue, they may not read it.

A newsletter doesn’t have to be slick and wordy. It should always contain pertinent information about your collaborative and the issues you are addressing. The majority of the articles should include a “call to action,” at the end of the article. This gives the reader something to do after they read the article. For instance, an article about immunization might be followed by a list of upcoming immunization clinics in the area and encourage readers to attend them.

If a healthy number of people in your audience speak a language other than English, then you need to consider producing a newsletter in another language. You can usually find somebody in your community who can help you with the translation and production of the piece.

One of the CPHC collaboratives produces a bilingual newsletter, with side-by-side reporting of news and events. An example of this wonderful and innovative publication is in the Appendix.

**Special Events**

Events are a great way to get the word out about who you are and what you’re doing. An event can be defined as a health fair, or a round table discussion. For larger events, it might be a good idea for your collaborative to work with larger organizations. Perhaps a local hospital or school district would be interested in planning a special event for the benefit of the community. Just as you get your message out about your collaborative, the hospital or school district has an opportunity to get their message out as well. Often, you can save resources if you partner with larger organizations and can reach more of your key audiences in the process. After you hold a special event, consider writing an article about it and submitting it to area newspapers and local family publications (Parents Monthly, for example). A sample write-up on a CPHC special event is in the Appendix.

**Media Events**

Media events are a lot of work to coordinate, but they are a lot of fun and they can be very effective. There is no big secret to holding a successful media event. The media is most responsive to two things: a story and a backdrop. The story is of course up to you to create or develop. And, if you have been successful at identifying issues in need of some attention in your community, and you have a good number of members of that community supporting your effort, then you most likely have a story. If you are succeeding at tackling the issues in your community, you definitely DO have a story.
The backdrop is what takes some creativity, some thought, perhaps some elbow grease, or some very careful planning. A television camera person and a telephoto lens does not want to take pictures of a talking head. They want to take action shots the more that is happening in these lenses, the better. If you can arrange your media event at a larger event, that is always good. But even then, you need to have a focus at that event; a stage with a dancing group or noted speaker, a group activity of some sort, an exhibit or instruction of some kind. And a tip: the more closely related the activity to the story, the better.

In addition to providing the story, and the backdrop, you do also need to provide the media with a few other items: namely, an announcement of the event that is called a “Media Advisory” which gives the who, what, where, when and why of the event. The Media Advisory is traditionally sent out (via fax) one to three days before the event to allow the media representatives time to plan. The day of the event, a Press Release is sent (faxed) which gives greater explanation of the who and why aspects of the media advisory. It is not uncommon for the press to use the press release to write their article. This is not the desired result of sending out the press release, however. You want the media to show up at the event, because you want them to bring the cameras. A picture, indeed, can tell a thousand words.

The last item you should provide the media at your event is a media kit. It’s important to have an information packet, or “media kit,” to hand out. The purpose of the media kit is to supply the individual, who presumably knows little to nothing about the subject being highlighted at the event, with enough information about the event and subject that a substantial news piece could be written. It is not uncommon for a photographer to be sent to an event to take pictures and collect a media kit for a reporter who is unable to attend. Typically, a media kit includes:

- one copy of the press release
- one fact sheet on the organization or organizations coordinating the event
- one issue-oriented fact sheet (e.g. statistics on child abuse)
- one copy of the organization’s newsletter or brochure (if either exist)

Useful, but not critical additions:
One issue-oriented contact sheet: a list of names and telephone numbers for experts in the field.

Examples of these tools are included in the Tools for Successful Communication Section of this Guide Book.
Speakers’ Bureau
This is an especially good means by which to educate your key audiences. Collaborative members can volunteer to speak to various organizations about the importance of these issues. The speaker services would be provided free of charge as a way of gaining support for the issues the collaborative is addressing. Scripts can be prepared and visuals developed that will help enhance the message. Remember, this is also a good opportunity to hand out any materials you have (newsletters, etc...).

Public Awareness Campaigns
This ties into developing a good relationship with the media representatives in your community, and understanding who it is that identifies and creates ideas that are used to play on the airwaves delivering a specific message. “Stop the Silence” is a message that comes to mind. A local coalition of organizations got together after a Sacramento woman was murdered by her husband to create and spread a message that domestic violence is something each one of us can help to prevent.

Getting the word out about your organization doesn’t have to be a lot of work, or come at high cost. Provide your local television, newspaper and radio station with “tips on your issue” on a regular basis. In exchange for providing them with this information, they might agree to print or broadcast Public Service Announcements about your organization and its mission.

The Web Site/Web Page
Having a web site has become nearly as common as having a newsletter. Most organizations have a web site on the Internet today, and those that don’t seem to be in the process of developing one. Developing a web page for Internet users is not difficult, or even expensive — getting one just takes a little education and practice. A good web site is one that is well organized, easy to read through, and easy to navigate. Think of it like a map. You should be able to point and click to where you want to go, and the directions to where you want to go should be clear. If you have to guess where a particular subject might be found, the site is not well organized. A good web site is functional. It should not take several minutes for a photograph or graphic to appear on your screen. If you do find yourself waiting for long periods of time to see information, then the data files are too large and/or complicated.

If you are going to create a web site, it is a good idea to spend some time looking at existing web sites to get ideas for your own.

The power of the web, as a way to communicate, is extraordinary. Once your collaborative begins to grow and get settled, having your own web site could be a great benefit to you and your efforts.

- Henry Van Dyke

"Use what talents you possess. The woods would be very silent if no birds sang there except those that sang best."

- Henry Van Dyke
Many people who are accomplished in their own fields are very uncomfortable with writing. Here are some general tips that apply to all forms of writing:

- Know what you want to say. This means planning your message carefully. If you can’t boil it down to a sentence or two, you need to do more work.

- Outline. The advice that everyone gets in grammar school, “Tell them what you’re going to tell them, tell them, and then tell them what you told them,” still applies.

- Be clear and concise. Don’t use more words than are necessary; it’s the nouns and verbs in a story that tell what is happening. Good writing doesn’t mean using fancy words. Good writing means using words that your audience will understand.

- Use the active voice. Say “We served 350 people at our immunization clinic...,” not “A total of 350 people were served at the immunization clinic.” The active voice is more forceful and easier to follow.

- Be specific and vivid. The most effective writing paints a picture. It’s better, for example, to show a particular family struggling to find safe, affordable child care than to use vague language and statistics. Statistics are important, but it’s also important to put faces on the numbers.

- Know your audience. The people you want to reach almost never know as much about your collaborative as you do. Don’t use jargon that only people familiar with your collaborative understand. Walk a mile in your audiences’ shoes and ask yourself what they will understand and will be able to embrace.

A list of top-notch writing and style guides is at the end of the publication. All of these guides are widely used by both everyday people and professional writers.
Write out an agenda and establish the desired outcome (by the end of the meeting, I/we would like to have “this” happen).

Identify a specific start and end time for the meeting and include these times on the agenda.

Allow time on the agenda for a question and answer period.

Consider using speakers and having presentations to help you accomplish what you need.

Invite the right people.

Select the date, time and location carefully a time and location that is convenient for those people you want to attend. For example, don’t plan a meeting for 5:00 p.m. on a Friday night or 10:00 a.m. on Sunday morning.

Use visuals. What is a picture or visual aid? It can be a photograph, an object, a map, a chart or a drawing. Research shows that a person retains 5 percent of what is heard and 65 percent of what is seen. Be sure your visual gets the message you want across to your audience. Don’t have a visual present for the sake of having a visual. It has to be relevant. If you have a personal computer, you can do a great deal. If you need more help, contact your local print and graphic shop (e.g. Kinko’s) and talk to them about what kind of visual you want to create.

Bring a supply of any printed materials you may have — brochures, newsletters, press releases, news articles. Meetings provide a good opportunity to distribute related materials on issues you are covering in the meeting — (e.g. brochures or news articles you have collected that have served as good resources for you in your efforts).
Put the radio and TV on hold until you’re off.

Call during business hours.

Organize your thoughts and make notes before you place a call especially the long distance calls.

Identify yourself before asking to speak to the person you want to reach.

Put your “pleasant person” hat on.

Ask if the person has time to talk if you plan a lengthy conversation. But you need to keep it as brief as possible.

Record your conversation in a memo and place it in a file with the date and time.

Leave your name. If it’s important, you should call back since very few people return calls immediately.

Don’t put the phone over your chest to put someone on hold your voice goes over the wires loud and clear.
Fax Etiquette

- Use a readable font and type size (12 pt. or larger).
- Number your pages.
- Always put a contact name, both for you, and to whom the fax must reach. Be sure to list your phone number in the event that some of the pages do not transmit.
- Send faxes out Tuesday through Thursday. Monday morning and Friday afternoon are the busiest times for most people with deadlines (e.g. the media and public officials).

Examples of an appropriate fax cover sheet are in the Appendix Section.
Analyze your audience: listening traits, needs, desires, behaviors, educational background.

Check out the place where you’re speaking. Is it large enough to accommodate the number of people? Does it have a blackboard, microphone, arrangement for visual aids, tables, chairs, ventilation, lighting, pencils, papers, telephones, extra projector bulbs, etc.? Does the equipment (should you need any) operate properly?

Send out a notice to your audience and include an agenda with the date, time, length and purpose.

Practice, practice, practice. Using a tape recorder, a video camera, a full length mirror or even your peers can be helpful. Try doing a dry run at the office or where you’ll be.

Memorize your introduction and transition into the main point. It will help you through the first and most difficult minute.

Adopt a positive attitude. Keep your nervousness to yourself. Chances are your audience won’t even notice if you don’t mention it.

Take a deep breath and survey your audience.

Deliver your message. Focus your attention where it belongs...on the audience, not on yourself.

Make eye contact and look for feedback. Play to your audience. Let them know you are looking at and talking to them. It holds their attention. Looking at only your notes loses your listeners you can’t wake them up if you don’t know they are asleep!

Involve your audience by soliciting their answers and information.

Enhance your presentation through creative use of newspaper clippings, cartoons, music, appropriate quotes and relevant, self deprecating experiences to get a point across.

Use your excess energy naturally facial expressions, pertinent gestures, walking, or pressing fingertips or thumbs against lectern or chair. Use your facial expressions, hands and arms to reinforce your speech and your points or emphasis just don’t overdo them. Leaning on the lectern, rocking back and forth or side to side or slouching on one leg and then the other is never a positive way to use your excess energy.

Looking good builds confidence and builds your credibility with the audience.

Do you need a haircut? Is your uniform pressed? Is your name tag attached correctly? Your buttons buttoned? Are you standing up straight?
Appendices

A. COMMUNICATION ACTIVITY CHECK LIST

B. PRESS RELEASE

C. MEDIA ADVISORY

D. FAX COVER SHEET

E. EXAMPLES OF CPHC EFFECTIVE COMMUNICATION TOOLS

F. SUGGESTED READING
Appendix A
The Communication Activity Check List

- Develop a mission statement
- Identify your target audience(s)
- Develop key messages
- Develop a logo
- Print letterhead and business cards
- Develop and maintain a list of collaborative members and the skills they bring to the organization
- Develop a communication plan
- Write a newsletter
- Develop a brochure
- Keep an e-mail address book
- Develop and maintain a mailing/contact list for local organizations
- Develop relationships with local media, including television, radio and newspaper reporters
- Attend local public meetings
- Write a generic article about your organization that can be placed in other organizations’ newsletters
- Arrange public speaking engagements
- Design a web site
- Hold a meeting
- Develop a media kit
- Develop an information kit
- Place information about your organization’s events in a community calendar
- Create posters for your organization with your logo on it
- Publish a community resource guide
- Write letters to public officials and business leaders
- Organize a special event
- Organize a press conference (media event)
APPENDIX B

The Press Release

The Press Release should be Printed on Letterhead of some kind.

FOR IMMEDIATE RELEASE
Date: Contact: Jane Doe
(area code) phone #

A Catchy Title Goes Here
Centered and Bold

City name here, State abbreviation (e.g. CA) — The Sierra Health Foundation Board of Directors recently approved more than $250,000 in grants that will directly benefit the residents of 26 northern California counties. Five organizations providing a broad range of health care services, from medical and dental care to mental health care services to health education, have received grant awards.

The Mental Health Association of Yolo County, an organization that has promoted mental wellness through education, advocacy, support, and direct services for 30 years, was awarded a $98,784 grant to support its Family Life Skills Program. Targeting youth between the ages of 10 and 14, the program will work toward the goal of reducing youth delinquency and improving the emotional well-being of youth offenders and their parents. The program builds supportive family relationships between youth offenders and their parents by improving their abilities to address basic family needs through education, self-help groups, and referrals to other service providers.

In Sutter County, the Foundation has awarded Del Norte Clinics, Inc. a grant of $50,000 to support the expansion of its Richland Family Health Center, located on the grounds of the Richland Housing Development in Yuba City. The grant will provide funds toward the purchase of a 3,300 square foot modular building to be added to the existing Health Center. The additional space will address the increased need for primary health care services of migrant and seasonal farm workers and other low income residents of the Yuba City area.

###

Three pound signs spaced apart at the end of the document lets the reader know this is the end of the document. This is a “must” format element. If the press release flows into a second page place “- more -” at the bottom of page 1, and place the pound signs at the end of page two.
**APPENDIX C**

*The Media Advisory*

Letterhead

**MEDIA ADVISORY**

Today's Date Here

**Who:** List who is involved with the event. List everyone who is important. Many times, the more participants (groups and organizations) the better the chance of gaining media coverage.

**What:** What is it you are trying to achieve by holding this event? Be clear and concise, but be as descriptive as possible to communicate what, exactly, will be happening at the event.

**Where:** Identify the place the event will be held, including the correct address, city, and state and telephone number, if possible.

**When:** Identify the date and time. If there will be multiple activities at the same or different times, be sure to include all of that information. The media may only want to cover a portion of the event, or may only have time to cover a portion of the event. The more explicit the information, the greater the information will be appreciated.

**Why:** Why are you holding this event? Are you going to be making announcements? Will people be able to get information at the event? If so, what kind? Why is this event important to members of the community?

**Contact:** This is critical! The media must have at least one contact for the event. List as many contact numbers as possible, a day and evening number, and/or a cellular number. Be sure to list extensions, if applicable. Pager #’s are ok.

A Map is Attached for your Information
(Maps of the general area are always good to include, if possible)
APPENDIX D
The Fax Cover Sheet

Improving the health and well-being of children and their families.

FAX COVER SHEET

DATE: ____________________________

TO: ______________________________

FROM: ____________________________

Community Partnerships for Healthy Children

RE: ______________________________

COMMENTS:

Sierra Health Foundation
Community Partnerships for Healthy Children Initiative
1321 Garden Highway
Sacramento, CA 95833
Tel. (916) 922-4755
Fax (916) 922-4024
APPENDIX E

Suggested Reading

Broderick, John P., Ph.D. *The Able Writer, A Rhetoric and Handbook*

Goldstein, Norm. *The Associated Press Style Book and Libel Manual*

Castle, Lana. *The Style Meister*

Butzgy, Michael. *Writing for Multi-Media*

Strunk, William and White, E.B. *The Elements of Style*

Abrahams, Jeffrey. *The Mission Statement Book*
APPENDIX F
Examples of CPHC Effective Communication Tools

Following are “real life” communication products from active collaboratives within the Community Partnerships for Healthy Children Initiative. These communication tools were developed on a case-by-case basis, to improve communication both within collaborative membership, and out to external parties who have an interest in child health and the process of effecting change in communities.

- The Bilingual Neighborhood Newsletter
- The Community Collaborative Brochure
- The Community and Family Recreation and Resource Guide
- The Workshop Announcement
- The Special Event Announcement
- The Opinion/Editorial (Op Ed) Letter
- The Special Event write-up
COMING SOON: COMMUNITY LIAISONS
Próximo: Los Trabajadores de la Comunidad

We are ready to embark on the third strategy of our Implementation Plan to improve children’s health by Creating a Sense of Community. Strategy III. is our Community Liaisons.

These Liaisons will be responsible for walking throughout the neighborhood, meeting and talking with people about the Collaborative and about the community itself. We envision these Liaisons as the “glue” that will bring our neighborhood together. In so doing, we will create a community that will provide a more hopeful, healthy, and safe environment in which to raise our children.

These Liaisons will be our second line of communication (the first being this newsletter and our kiosks throughout the neighborhood), as well as acting as a resource for the neighborhood.

If you are: 1) interested in improving your community, 2) have a strong interest in children’s health, 3) communicate well with people, and 4) can work ten hours per week please stop by our office at 406 12th Street to fill out an application or call Sylvia at 492-6516. This is a great opportunity for you to affect the future of our community. As John McKnight states, “We are only at the beginning of exploring the possibility of a new vision for community. It is a vision of centering our lives in the community.”

MISSION STATEMENT
Children First-Flats Network is a local community based endeavor dedicated to bettering our children’s lives, now and in the future, by nurturing healthy minds and bodies through efforts to provide a more hopeful, healthy and safe environment for them.

DECLARACION DE LA MISION
Children First-Flats Network es un esfuerzo local que quiere mejorar la vida de cada niño viviendo aquí, ahora y en el futuro, por nutrir mentes y cuerpos saludables por proveer una vida con más esperanza, salud y seguridad por ellos.


Estos Trabajadores van a ser responsable por caminar por la vecindad a conocer los y a informarles el Colaborativo y de los eventos/recursos en la comunidad. Es nuestra visión que los Trabajadores van a ser el “pegamiento” que va a juntarnos todos para envolvemos a criar una vecindad que es saludable, segura, y que tiene mucha esperanza en que podemos criar los niños.

Los Trabajadores van a ser nuestro segundo línea de comunicación con ustedes (la primer es este Periódico y los kioscos por todo el barrio) también así como un recurso para ustedes. Sí: 1) estas interesado en mejorar tu comunidad, 2) tienes un interes sincero en la salud de los niños, 3) puedes hablar/comunicar en buena manera con gentes, y 4) puedes trabajar diez horas a la semana por favor venga a nuestra oficina en 406 calle 12 para llenar una aplicación o llama a Sylvia 492-6516. Esta es una oportunidad mayor para afectar el futuro de tu comunidad. Como dice John McKnight, “Solamente estamos al empiezo de explorar la posibilidad de una nueva visión de comunidad. Es una visión de centrar nuestras vidas en la comunidad.”
HEALTH DAY IN THE NEIGHBORHOOD

On Saturday March 21 the Sacramento County Department of Health and Human Services Childhood Lead Poisoning Prevention and Immunization Programs will be holding a Health Outreach Day in our neighborhood. This outreach day will consist of volunteers going door to door to 300 families in the neighborhood and informing them of the dangers of lead poisoning and the necessity of immunizing our children on time.

Lead poisoning can slow children’s growth and cause learning and behavior problems. If a child is under the age of six and lives in a house built before 1978 (many of the homes and apartments in our neighborhood were built before this date), he or she may be at risk for lead poisoning. Children need to be protected from such dangers but they also must be protected from preventable life threatening diseases. In order to prevent an epidemic of measles, pertussis (whooping cough) or any of the vaccine preventable childhood diseases, toddlers should be fully immunized by their second birthday. Children First understands the importance of immunizations and this is why we have created the Toddler Immunization Outreach Project, which immunizes children free of charge at the Capital Health Center and Clínica Tepati at 1500 C Street. Please call 874-5303 for more immunization information. The Capitol Health Clinic will be open March 21st, from 11 a.m. to 3 p.m. for free vaccinations.

CHILD ACTION; Continued from page 3

Parent Voices

Parent Voices is a parent support project to train parents to become advocates (speak for themselves) to promote quality, affordable child care. Parents who are interested in being involved with this effort are encouraged to call Virginia Harris, Parent Voices Coordinator at 369-3387.

Caregivers, Moms and Dads, Grandparents and older siblings are welcome to these free classes.

CHILD ACTION; Continuado de pagina 3

Voces de Padres

Voces de Padres es un programa de soporte de padres para entrenar a padres a ser abogados para promover cuidado de niños que es de calidad y de bajo gasto. Padres quienes estén interesados en enserarse, por favor llamen a Virginia Harris, Coordinadora de Voces de Padres 369-3387.

Los quienes cuidan a niños, Madres y Padres, Abuelos y hermanos de mayor edad también pueden venir a estas gratis clases.
CHILD ACTION IS IN OUR NEIGHBORHOOD

Child Action has received a grant from the Sierra Health Foundation to bring its services to Children First-Flats Network. The services are free and include: parenting classes, family child care training and Parent Voices, a parents’ advocacy group.

Parenting Classes:

Free parenting classes will start in February and run through June. They will be held on the 3rd Thursday of each month, from 6:30 p.m. to 8:30 p.m. at the CFFN office, 406 12th Street (corner of 12th and D streets). Child care provided. Classes to be offered include:

- Parent Involvement and School Success
- Parent/Child Communication - Helping Children Make Good Choices
- Positive Discipline
- Positive Parenting: Parenting Responsibilities
- Single Parenting: It Can Be Done
- Parenting - the Terrific Twos

For more information or registration, call Child Action at 916) 369-0191 or CFFN at 492-6516.

Child Care Training

This training will be a series of four classes beginning in March and will prepare participants for in home care licensing. Topics to be covered are:

- Partnership with Parents
- Working with Families
- Working with Children
- Guiding a Child’s Behavior
- Creating a Healthy Environment

The Family Child Care training will be held at Washington Elementary School, 520 18th Street. Please call CFFN at 492-6516 or Child Action at 369-0191 for more information.

CHILD ACTION ESTA EN EL BARRIO!

Child Action ha recibido una donación del Sierra Health Foundation para traer sus servicios a Children First-Flats Network. Estos servicios son gratis y incluyen: Clases de Padres, Entrenamiento de Cuidado de Niños en las Familias y Voces de Padres, un grupo de abogacía de padres.

Las Clases de Padres

Las Clases de Padres son gratis y van a comenzar en Febrero y coren hasta Junio. Van a ser el terzer Jueves de cada mes de las 6:30 p.m. hasta 8:30 p.m. en nuestra oficina en la 406 calle 12 (la esquina de calles 12 y D). Se provee cuidado de niños. Las Clases de Padres son:

- Participación de los padres para ayudar a sus hijos en la escuela y que tengan buen éxito
- Comunicación padre-hijo (Ayudando a sus hijos hacer mejor elecciones)
- Disciplina positiva: Responsabilidades de Padres
- Padres solteros (Pueden hacerlo)
- Padres con hijos de 2 años.

Por más información o para registrarse por favor llamen a Child Action 916)369-0191 o a CFFN 492-6516.

El Entrenamiento de Cuidado de Niños en las Familias

Este entrenamiento es un serie de cuatro clases gratis comenzando en Marzo y van a preparar a los participantes para recibir una licencia de cuidar niños en el hogar. Se enfocesan en:

- Compañía con Padres
- Trabajando con Familas
- Trabajando con niños
- Como guiar el comportamiento de los niños
- Criando un ambiente saludable.

El Entrenamiento de Cuidado de Niños en las Familias van a ser en la Escuela Washington, 520 calle 18. Por más información o para registrarse por favor llamen a CFFN 492-6516 o a Child Action 369-0191.
DENTAL HEALTH GRANT

As one of five participating Sierra Health Foundation Urban Collaboratives, CFFN is proud to announce the receipt of a two year, $50,000 grant from The Dental Health Foundation/The California Endowment to provide screening and dental sealants for 2nd and 6th graders in our neighborhood.

Based on the results of a study, The Oral Health of California’s Children: A Neglected Epidemic, paid for by the California Department of Health Services and the California Wellness Foundation and conducted during the 1993-94 school year, the Dental Health Foundation received funding from The California Endowment to underwrite preventive dental health programs for elementary school children in ten sites throughout California. The five Sierra Health Foundation Urban Collaboratives, partnering with the four Geographic Managed Care dental plans, have received one of the grants.

Data from the CFFN 1995 neighborhood survey shows that only 32.3% of children in our neighborhood received dental care that year. California children are suffering from dental disease at a much higher rate than the nation as a whole. The percentage of 6 to 8 year olds with untreated tooth decay in 1993-94 was more than double the national average for the same age group in 1986-87. In California, 26 percent of pre-school children, 27 percent of children in grades K-3, and 43 percent of high-school students have no dental insurance.

CFFN will coordinate this preventive dental program through Washington and Theodore Judah Elementary Schools. Parents of 2nd and 6th graders at these schools will be asked to sign a permission slip to have their children’s teeth screened by volunteer hygienists. Those children whose molars are healthy will receive sealants free of charge. A team of hygienists will apply the sealants. Children whose teeth need the attention of a dentist will be referred either to their dental plan or to a selected dentist. CFFN is hiring a bi-lingual coordinator to provide follow-up with parents to ensure that referred children are seen and treated by a dentist.

We are very excited about this opportunity to work with our sister collaboratives, Cordova Community Collaborative for Healthy Children and Families, the North Highlands Children Coalition, Tahoe/Colonial Collaborative and the Hagginwood Community Collaborative in bringing preventive dental health to the children of our communities.

ORAL HEALTH FROM THE START: HOW PARENTS AND CAREGIVERS CAN PROTECT YOUNG CHILDREN.¹

Parents and caregivers play the most important role in preventing baby bottle tooth decay and other oral disease in young children. Here are some actions caregivers can take to help young children grow strong and healthy teeth:

1. After breast or bottle feeding wipe the child’s entire mouth with a clean, wet washcloth.

2. Never put a child to bed with a bottle.

3. Always hold the bottle while feeding the child and remove it once the child has fallen asleep.

4. Start offering a child a cup to drink from when the child is 6 months old and wean from the bottle by 12 months.

5. Encourage your child to drink water between meals, rather than milk or juice.

6. If your community doesn’t have fluoridated water, get your pediatrician or dentist to give you a prescription for fluoride drops, which may be added to drinking water starting when your child is 6 months old.

7. Help the child brush his/her teeth at least twice a day, using a pea-sized dab of flouride toothpaste, until the child demonstrates skill at holding and properly using the toothbrush (6 to 8 years old).

8. Ask a dentist to place dental sealants on the child’s permanent molars.

9. Reduce the availability of refined carbohydrates (candy, soft drinks, sugar-coated treats, hard candy, icing, donuts) and increase the availability of complex carbohydrates (whole grains, crackers, chips, fruit, vegetables).

10. Use mouth guards when children play contact sports.

11. Floss the child’s teeth at least once a day until the child can do it.

12. Make regular visits to a dentist for checkups beginning at around 12 months of age.

¹ Taken from Kyra Gottesman-Evans’ article “Agenda 98”. Children’s Advocate, a publication of Action Alliance for Children, Oakland, CA. January/February 1998.
LA SALUD DENTAL PARA LOS NIÑOS DE NUESTRA COMUNIDAD

Como uno de los cinco participantes colaborativos del Sierra Health Foundation Colaborativos Urbanos, CFFN orgullosamente anuncia el recibo de una donación de $50,000 para dos años del Dental Health Foundation/El California Endowment para proveer exámenes generales y sellos dentales para los niños de los segundos y sextos grados en nuestras escuelas.

Basado en los resultados de un estudio, *The Oral Health of California’s Children: A Neglected Epidemic*, pagado por el Departamento de Servicios de Salud de California y el California Wellness Foundation y conducido en el año de escuela 1993-94, el Dental Health Foundation recibió fondos del California Endowment para proveer fondos para programas preventivos de salud dental para niños en la escuela primaria en diez lugares en todo California. Los cinco Colaborativos Urbanos, juntos con los cuatro planes dentales de Cuidado de Manegencia Geograficas (GMC), han recibido una de las donaciones.

Los resultados del estudio de nuestro barrio conducido por CFFN en 1995 enseñan que solamente 32.3% de los niños en nuestro barrio recibieron cuidado dental en ese año. Los niños de California están sufriendo de enfermedad dental de cantidad mucho más alto que entero Estados Unidos. El porcentaje de niños de edad de 6 a 8 sin tratamiento para caries dentales en 1993-94 era más de doble el promedio nacional por el mismo grupo de niños de esa edad en 1986-87. En California, 26% de los niños en preescolar, 27% de niños en grados K-3, y 43% de estudiantes en escuelas secundarias no tienen seguro dental.

CFFN va a coordinar este programa preventivo dental por medio de las escuelas Washington y Theodore Judah. Los padres de los estudiantes en los grados 2º y 6º van a ser solicitados a firmar una forma de permiso para que sus hijos puedan ser examinados por unos voluntarios dentistas. Esos niños quienes tienen muelas de buen salud van a recibir un sello en esos dientes, gratis de gasto. Un grupo de higienistas van a aplicar los sellos. Los niños quienes necesitan el cuidado de dentista van a ser referidos a sus planes de seguro dental o a otro dentista seleccionado. CFFN va a contratar a una coordinadora bilingüe para proveer ayuda seguida a los padres para asegurar que los niños quienes fueron referidos a un dentista recibieron una cita y el tratamiento de un dentista.

Estamos muy emocionados acerca de esta oportunidad para trabajar con nuestras hermanas colaborativas, Cordova Community Collaborative for Healthy Children, el North Highlands Children Coalition, Tahoe/Colonial Collaborative y el Hagginwood Community Collaborative en traer salud preventivo dental a los niños de nuestras comunidades.

BUEN SALUD DE DIENTES DEL EMPIEZO: CÓMO LOS PADRES Y PERSONAS QUIEN CUIDAN NIÑOS PUEDEN PROTEGER LOS NIÑOS JOVENES

Los padres y personas quien cuidan a niños tienen un papel muy importante en preveniendo al “baby bottle tooth decay” (los caries de los dientes de leche causados por dejar a los niños con la botella) y otras enfermedades de la boca en los niños jóvenes. Aquí hay unas acciones que personas quien cuidan a niños pueden tomar para ayudar a niños crecer dientes fuertes y de buen salud:

1. Después de darles leche de botella o de pecho limpiel la entera boca con una toalla limpia y mojada.
2. Nunca pon a dormir un niño con una botella.
3. Siempre debes de detener la botella cuando que se alimenta el niño y sacarla cuando termina.
4. Empieza a ofrecerle a su niño una taza para tomar de cuando cumple 6 meses y destetar de la botella por los 12 meses.
5. Anime a su niño a tomar agua entre las menas, más bien que jugo o leche.
6. Si la Ciudad no tiene agua con fluoruro, pidale a su dentista o doctor una receta para gotas de fluoruro, que le puede agregar a la agua de tomar cuando los niños cumplan 6 meses.
7. Ayudale al niño cepillarse los dientes a lo menos dos veces al día, usando una gofita de pasta con fluoruro, hasta que el niño enseñe que lo puede hacer solo (6 a 8 años).
8. Preguntale a un dentista que le aplique un sello a las muelas permanentes.
9. Deberías de reducir la disponibilidad de hidratos de carbono refinados (dulces, sodas, bocadillos con capa de azucar, dulces duros, alcorza, buñuelos...) y aumentar la disponibilidad de hidratos de carbono complejos (granos enteros, galletas, papalinas, fruta, vegetales).
10. Usar protectores de boca cuando los niños juegan deportes.
11. Pasarle la cinta de dientes a los dientes del niño hasta que lo puede hacer solo.
12. Comenzar a llevar a los niños al dentista regularmente cuando cumplan 1 año.

INTRODUCING OUR NEIGHBORS

We would like to introduce you to some of the neighbors who share our building.

Bob’s Mini-Mart

Operated by Bob Noble, a young, personable, ex-military man, this neighborhood grocery store opened in July 1997. Bob is working to create an old-fashioned neighborhood store where everyone who comes in is called by name. The store carries fruit and vegetables, dairy products, and snacks. You can rent an “oldie” video for 99 cents; a new one for $1.99. You can buy two hot dogs for $0.99, get your daily newspaper, send money to Mexico and chat with the very nice folks behind the counter. Bob also offers terrific cookies and fresh donuts baked at Ikedo’s Bakery in Auburn and brought down daily.

Bob believes in investing in his neighbors and has hired all of his staff from within the neighborhood. If you have not yet stopped in to say hello, please do and tell them you read about Bob’s Mini-Mart store in “Our Community News”. The store, located on the corner of 12th and D Streets, is open 7 days a week (Saturday and Sundays mornings only).

Crystal Printing (formerly Crystal Clear Printers)

Owner Freddie Gonzalez grew up at 19th and D Streets and attended Luther Burbank High School where he was originally fascinated by photography. He turned to printing after receiving several printing awards, two in high school and one from Sacramento City College. He opened his present business in 1981 at 404 12th Street, moving to 408 12th Street several years later when he needed to expand.

Freddie offers a full range of printing services including: business cards, letterhead, wedding invitations, business forms, and “anything printed on paper”. Computer technology has changed his business. About 20% of his clients bring their work to him on computer disks. He is open five days a week from 9:00 a.m. to 4:00 p.m. Call him or drop in to see him. Phone no. 447-1908.

At 4:00 p.m., Hector Gonzalez arrives to open Hector’s Photography Studio. Freddie’s older brother, Hector specializes in Quinceañeras, weddings and portraits. He has taught Spanish and Photography at McClatchy High School for more than 20 years. His work is displayed at the front of the store. Please call him at 447-0725 for an appointment.

PRESENTANDO A NUESTROS VECINOS

Queremos introducir a varios de nuestros vecinos quienes estan en nuestro edificio.

Bob’s Mini Mart (La Tiendita de Roberto)

Operado por Bob Noble, un hombre joven, personable, y ex-militar, la tiendita abrió en Julio de 1997. Bob esta trabajando para crear una tienda de la vecindad que tiene un sentido del “bueno tiempo pasado”, donde todos queen entrar a la tienda estaran llamados por sus nombres propios. La Tiendita tiene frutas y vegetales, productos de lechería, y bocadillos. Puedes rentar video viejo por 99 centavos y un nuevo por $1.99. Puedes comprar dos salchichas calientes por $0.99, recoger el periódico, mandar dinero a México, y hablar con las gentes amadables detrás de la cajera. Bob tambien tiene galletas terrificas y buñuelos frescos hechos cada dia en la Panadería Ikedo en Auburn.

Bob cree que debería invertir en sus vecinos y por eso es que todos sus empalados son residentes de la vecindad. Si no has pasado por allí a saludarlo, porfavor hagalo y digale a Bob que leyistes de el en este periódico. La Tiendita esta localizada en la esquina de las calles 12 y D. Esta abierta siete dias a la semana (los Sabados y Domingos solamente en las mañanas).

Crystal Printing (Negocio de Tipografía)

El dueño Freddie Gonzalez se crio en las calles 19 y D y fue a la escuela secundaria Luther Burbank donde la fotografía le fascino originalmente. Se cambio a la tipografía despues de recibir varios premios de tipografía, dos en la escuela secundaria y uno en el Colegio de la Ciudad de Sacramento. Abrió su negocio corriente en 1981 en 404 calle 12, moviéndose al 408 calle 12 despues de varios años cuando necesitaba ensanchar su negocio. Freddie ofrece servicios de tipografía total incluyendo: cartas de negocio, membrete, invitaciones de boda, formas de negocio, y cualquiera cosa impreso en el papel. La tecnología de la computadora le ha cambiado su negocio. Casi 20% de sus clientes le traen trabajo en discos de computadora. Está abierto cinco días a la semana de las 9:00 a.m. hasta las 4:00 de la tarde. Llameno o pasen por allí a verlo. Número de teléfono: 447-1908.

A las 4:00 p.m. Hector Gonzalez llega a abrir El Estudio de Fotografía de Hector. El hermano mayor de Freddie, Hector es un especialista en Quinceañeras, bodas, y retratos. El a sido un maestro de Español y de fotografía en la escuela secundaria McClatchy por más de 20 años. Su trabajo esta mostrado enfrente de la tienda. Porfavor llamenlo por una cita: 447-0725.
HEALTH RIGHTS HOTLINE
Free Assistance to Health Care Consumers

The HEALTH RIGHTS HOTLINE is a free independent source of information and assistance for health care consumers. It began providing services six months ago to people in the Sacramento area. Specifically trained counselors help consumers who have questions or problems dealing with the sometimes confusing modern health care system.

Hotline counselors answer general questions about consumers’ rights and responsibilities in health care and help consumers resolve specific problems. Problems people commonly call about include delays or denials of services (such as prescription drugs or referrals to specialists), trouble getting an appointment or finding a doctor, limits on benefits or services, billing problems, or inadequate or inappropriate care. The HEALTH RIGHTS HOTLINE is the first program in the country to serve consumers regardless of the type of health plan they have - Health Maintenance Organization (HMO), Preferred Provider Organization (PPO), or other plan - and regardless of who pays for their care - whether it's an individual, an employer, Medicare, Medi-Cal, or CHAMPUS.

In addition to providing free assistance and educational materials to consumers, the HEALTH RIGHTS HOTLINE will analyze information gathered from consumers on the types of problems they face and use the information to help improve the health care system and prevent problems from coming up in the first place.

If you have questions or problems with your health care, call the HEALTH RIGHTS HOTLINE. The Hotline serves people who live or work in El Dorado, Placer, Sacramento, or Yolo Counties. Tell your friends about the Hotline too. Counselors speak 5 different languages, educational materials are currently available in 3 languages and there is a TTY/TDD line for impaired consumers.

HEALTH RIGHTS HOTLINE counselors can be reached at (916) 551-2100, toll free at (888) 354-4474, or by TTY/TDD at (916) 551-2180.

LA LINEA DE DERECHOS DE SALUD
Proveera Asistencia Gratis a Consumidores de Seguro de Salud

La LINEA DE DERECHOS DE SALUD es un gratis, independiente recurso de información y Asistencia para consumidores del seguro de salud. Comenzó a proveer servicios hace seis meses a personas de Sacramento. Consejeros quienes son entrenados especialmente ayudan a consumidores quienes tienen preguntas o problemas manejo del confuso sistema moderno del seguro de salud.

Consejeros de la Linea de Ayuda contestan preguntas generales sobre los derechos y responsabilidades de consumidores del seguro de salud y ayudan a consumidores a resolver problemas específicas. Los problemas que gentes llaman, comúnmente de, incluyen la tardanza de o negación de servicios (tal como narcóticos de prescripción o referencias a especialistas) problemas obteniendo una cita o encontrando a un doctor, límites de beneficios o servicios, problemas con facturas o servicio inadecuado o no apropiado. La Línea de Ayuda de Derechos de Salud está allí para ayudarte con cualquier tipo de problema que tienes.

La Linea de Ayuda de Derechos de Salud es el primer programa en el país para servir consumidores desatento del tipo de plan de seguro de salud que tienen - Organizaciones de Mantenimiento de Salud (HMO), Organizaciones de Proveedores Preferidos (PPO), o otro plano - y desatento de quien paga por su tratamiento - sea un individual, un empleador, Medicare, Medi Cal, o CHAMPUS.

En adición a proveer asistencia gratis y materiales educativos a consumidores La Línea de Ayuda de Derechos de Salud va a analizar la información que recogen de los consumidores sobre los tipos de problemas que ellos tienen y van a usar la información para ayudar a mejorar el sistema de seguro de salud y prevenir estos problemas en el primer lugar.

Si tienes preguntas o problemas con tu seguro de salud, llama a la Línea de Ayuda de Derechos de Salud. La Línea de Ayuda sirve a personas que viven o trabajan en los condados de El Dorado, Placer, Sacramento, o Yolo. Dígale a sus amigos de la Línea de Ayuda también. Los consejeros hablan cinco lenguas, materiales educativos son disponible en tres lenguas, y hay una línea de TTY/TDD para las personas que no pueden oír.

Pueden llamar a los consejeros de la Línea de Ayuda de Derechos de Salud en 916-551-2100, sin pagar en 888-354-4474, o por TTY/TDD en 916-551-2180.
KIDS CLUB IS BACK
Every Saturday
12:00 noon
Call 448-FREE
Children ages 3 to 12

The Neighborhood Outreach Church Kids’ Klub program has been missing in our community for a few years. We have been on recess, operating only occasionally on holidays such as our Christmas Outreach program. Last Christmas we gave over 900 gifts to children in the downtown area. The good news is: WE ARE BACK in full force. Our doors are open every Saturday at 11:45 a.m. Our program is stacked with games, prizes and fun. At the conclusion of each visit every child is given a lunch “to go”. Our address is 1516 C Street, across from Muir Park. Please come and join us.

Montessori Center for Elementary Education
1123 D Street
Sacramento, CA 95814

Attn: CHILDREN FIRST-FLATS NETWORK

EL “KIDS’ KLUB” REGRESA
cada Sabado
12:00 de la tarde
Llaman a 448-FREE
Niños de edad 3 a 12

El Kids Klub del Neighborhood Outreach Church ha faltado en nuestra comunidad por unos cuantos de años. Hemos tomado un descanso, operando solamente en los días festivos como el programa de Navidad. Esta Navidad pasada donamos más de 900 regalos a niños en el barrio del centro. La información buena es que YA REGRESAMOS totalmente. Nuestras puertas estan abiertas cada Sabado a las 11:45 a.m. Nuestro programa tiene muchos juegos, premios, y alegría. Al fin de cada visita, cada niño recibe un almuerzo para llevarse a la casa. La dirección de la iglesia es 1516 calle C enfrente del Muir Parque. Por favor vengan a juntarse con nosotros.
Health Depot

A snapshot of conditions in El Dorado County -- Hungry children of all ages live right here in El Dorado County. They are often not visible from Scenic Highway 50.

FACTS

* Marshall Hospital's charity care expenses were the third highest in the state during 1996.
* Many people do not have health insurance.
* From 1980 to 1990, El Dorado County experienced a 50% increase in the number of children under age 18 placing it fifth among California counties in terms of growth.
* The county is ranked 20th among California counties in terms of adequacy of prenatal care for pregnant women.
* 4.6% of the county residents over the age of five speak only Spanish.
* 5.8% of all county families live below poverty level, with approximately 72% of these families in poverty having children under the age of 18 years of age.
* 7% of the county population live in a household dependent on public assistance income.
Health Depot is the realization of a dream of many concerned individuals in El Dorado County. The sight of hungry children, living without adequate housing and clothing prompted some people to take action to change conditions for our children.

Operation Beef Stew was a grass roots project that addressed some of these problems by providing food, clothes and other basic need items. This project allowed an informal community assessment to occur, which has lead to the second phase - the Health Depot.

A building located at 1864 Broadway has been rented and is being renovated through donations and volunteer labor. It will contain a medical examination room, a kitchen and a meeting room.

The Health Depot is more than a free clinic, it takes a holistic approach to building true community health. It will serve as the community center that will promote community health building activities. Some of these activities could include (based upon neighborhood need):

* English lessons
* AA meetings
* Community garden
* Health screenings
* Job skills training
* Kitchen for cooking
* Teen gang prevention activities
* Nutrition and cooking lessons
* A safe place for the neighborhood to gather.

How are these services being provided?

The Health Depot’s focus is on community commitment and involvement in the form of volunteers and contributed resources as much as possible. Much of the equipment and many of the needed building improvements have been donated by Marshall Hospital and other organizations. Volunteer forms are available.

A special one time grant has been received from the Rural Hospital Services Grant Program to be used exclusively for medical services at the health depot.
IF WE SPEAK THEY WILL LISTEN
Calaveras Partnerships for Healthy Children (CPHC) is a collaborative project whose mission is “to help the community build the resources families need to care for their children.” Its primary funding comes from Sierra Health Foundation’s Community Partnerships for Healthy Children initiative. All activities undertaken by CPHC are guided by the Four Principles of this initiative:

1. Parents and families, supported by community resources, are first and foremost responsible for the healthy development and care of their children.

2. When appropriate, emphasis should be given to prevention of and early intervention for preventable conditions.

3. The physical and mental health of a child is affected by a wide variety of factors, family quality of life being the most significant. Other factors which can also influence child health include the environment, heredity, medical condition and treatment, culture, and geography.

4. Effective solutions to the needs of children and their families require collaboration among decision-makers, providers, advocates and consumers that represent the diverse interests of the community.

Currently, CPHC is:

1. Supporting the continuation and growth of the collaborative movement within Calaveras County as an active or supporting member of many local groups, such as:
   - VUSD Healthy Start Project
   - Parents’ Place at Jenny Lind Elementary School
   - Prevent Child Abuse Calaveras
   - Calaveras Alliance for Children
   - Railroad Flat/West Point Healthy Start Project
   - Early Head Start
   - Health and Safety Committee of Calaveras Alliance for Children
   - AmeriCorps projects through both San Joaquin and Tuolumne Counties
   - Calaveras Children’s Dental Project
   - Calaveras County Mental Health/Systems of Care
   - Annual Calaveras Children’s Summit

2. Encouraging and supporting the establishment of Family Resource Centers, such as those through VUSD Healthy Start and Parents’ Place.

3. Providing partial funding and support for Calaveras Kids.

To find out more about Calaveras Partnerships for Healthy Children or to become involved in its activities, contact:

Arleen Garland or Addie Jacobson, co-coordinators
P.O. Box 872 • San Andreas, CA 95249 • (209) 754-1205 • email: hrc@goldrush.com
Acknowledgements

Managing Editor:
Lisa Schwartz

Operations and Production:
Judy McIntosh

Marketing and Publicity:
Jan Hovey, Target Marketing

Advertising:
Linda Lawrence

Design and Layout:
Foothill Printing and Graphics

Special Thanks to Ron McIntosh, Martha Wallace and Calaveras County Office of Education

Funding provided in part by grants from Sierra Health Foundation and Proposition 99 Tobacco Tax Initiative

Calaveras Kids is published annually in May. For listing or advertising rates and information contact:

Calaveras Kids
P.O. Box 34
Murphys, CA 95247
Phone: (209) 795-5000
Email: info@calaveraskids.com
www.calaveraskids.com

Calaveras Kids does not warranty the activities included in this publication. Parents are encouraged to check activities and facilities and interview providers before leaving their children anywhere.

About the artists:
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www.calaveraskids.com

Thanks to the sponsorship of Friday Night Live, Calaveras Kids is now online! Find the most current information about activities, events and resources for Calaveras County youth and their families. Check it out, and let us know what you think!
Calendar of
FAMILY EVENTS

The following is a listing of family-oriented special events occurring in Calaveras County. Contact phone numbers are included when available.

For information on events or a complete listing of Calaveras Special Events, contact the Calaveras Visitors Bureau at 736-0049.

June, 1999

4-6 Early Day Gas Engines Event, Frogtown
5 The Big Easy Cajun Fest, Stevenot Winery. Hot Louisiana tunes, mandosyry dancing on the lawn, authentic Cajun food and festivities galore. 10 a.m. - 7 p.m. Admission $5 per person. (209) 736-3436
6 Chicken in a Barrel, Murphys Park
12 Kids Fishing Derby, New Melones Lake, 536-9094
12 Kids Fishing Fun Day, Introduces kids up to 15 years, to the popular sport of fishing. Equipment, bait, instruction and assistance provided by volunteers and Bureau of Reclamation staff. Prizes, handouts and Bar-B-Que lunch provided for participants. Limited to 200 applicants. (Limited number of participants.)
12 Music in the Parks, 754-1774
14 AMA Junior Tournament, Greenhorn Creek, 209-736-8112
15-17 Parent/Child Golf Camp, Greenhorn Creek, 8:30 a.m. to 2:00 p.m., 209-736-8112
16 Free Music in the Parks. All concerts begin at 6:30 p.m., Calaveras County Arts Council, 754-1774 Ad Velle Que Poutra, French folk and Celtic music, Utica Park, Angels Camp. Quartet from Quebec - bagpipes, hurdy-gurdies, mandolin, jew's hemp & more.
17 Gunights 11:00 & 2:00, Angels Camp
19 Father/Child Tournament, Greenhorn Creek, 2:00 p.m., 209-736-8112
19-20 Mother Lode Wranglers Arena Event, Frogtown
19-22 22nd Annual Mountain Heirloom Quilt Fair, Arnold. For information call Patti Hovorn 209-795-3227
20 Fathers Day Fishing Derby, Open to all. Sign-ups at Ebbets Pass Sporting Goods. Four age groups; three places in each plus a two-person team with three places. Trophy size trout are planted plus five tagged fish good for prizes any time. Dawn until 4 p.m. $5 adults $3 teen. 12 and under free. For information call 795-1686
20 Fathers Day Picnic and Outdoor Expo, Ironstone Vineyards, 728-1251
21-23 Junior Golf Camp, Greenhorn Creek, 8:30 a.m. to 2:00 p.m., 209-736-8112
22 Sesquicentennial Wagon Train, Angels Camp (209) 736-0049
23 Sesquicentennial Wagon Train, San Andreas (209) 736-0049
23 Free Music in the Parks, 6:30, Turner Park, San Andreas Poor Man's Pleasure- quartet of Mountain Swing music, blend of bluegrass & jazz.
30 Free Music in the Parks, 6:30, Murphys Park. Flashbacks - 1 night member Big Band playing 30’s & 40’s music.

July, 1999

1-4 High Sierra Music Festival, Bear Valley
3 Arnold Annual Independence Parade, Arnold, 10 a.m. on hwy. 4
3 Hennia Hill Run, 795-7832
3-4 26th Annual Sierra Nevada Folk Art Festival, Arnold
4 Mark Twin Days, Frogtown
4 “Summer Concert Series”, Ironstone Vineyards, Call for scheduled performance information 728-1251
7 Free Music in the Parks, Ball Field, Valley Springs Firsto - From Cape Verde, west coast Africa, torch-style vocalist with 5 back-up musicians. Bluesy Brazilian-Portuguese-African sounds.

AUGUST, 1999

1 Motherlode Wranglers Arena Event, Frogtown
1 “Summer Concert Series”, Ironstone Vineyards, Call for scheduled performance information 728-1251
2 11th Annual Show 'N Shine Car Show, Angels Camp, Utica Park, Free Admission. For information call Doug John 209-785-4313
4 Free Music in the Parks, 6:30, Cedar Center, Arnold. World renown instrumentalists "Ancient Future", blend jazz, classical & blues

4 Calendar of Family Events


15 "Summer Concert Series". Ironstone Vineyards. Call for scheduled performance information 728-1251.

TBA Family Fest at the Lake. White Pines Lake. 795-1839.

17 NCPGA Farr & Above Pro-Jr. Scramble Tournament. 1 p.m., Greenhorn Creek.

20 7th Annual Sequoia Woods Benefit Golf Tournament. 9 a.m., Sequoia Woods.

21 Gun fights. 11:00 & 2:00. Angels Camp.


23-24 Farr & Above Jr. Championship. 2:00 p.m., Greenhorn Creek.


29 "Summer Concert Series". Ironstone Vineyards. Call for scheduled performance information 728-1251.

SEPTEMBER, 1999


4-5 26th Annual Arts & Crafts Fair. Arnold. 975-6905.

8 Gun fights. 11:00 & 2:00. Angels Camp.


18-19 "Goldfest" - a Living History Festival. Ironstone Vineyards. 728-1251.


18 Farr & Above Jr. Championship. 3:00 p.m., Greenhorn Creek.


OCTOBER, 1999

2 Calaveras Grape Stomp. Murphy's. Grape stomping every half-hour, live music, belly dancing, silent auction, watermelon eating contests all in Murphys Park. For information call 209-736-0049.

2 Murphy's Gold Rush Street Fair. Murphy's. Over 120 quality arts, crafts, collectibles, food & beverage booths on Main St. 10 a.m. - 5 p.m. Free admission 209-728-2231.

2 Lumberjack Day. West Point. Parade, contests, sidewalk fair, competitions and more. Free admission. BBQ dinner followed by a dance in the evening. For information call 209-293-4325.

9 Farr & Above Celebrity Golf Tournament. TBD, Greenhorn Creek.

16 Gun Fights. 11:00 & 2:00. Angels Camp.

16 2nd Annual Harvest Hoe-down Dinner/Dance. Frogtown.


NOVEMBER, 1999

20 Gunfights. 11:00 & 2:00. Angels Camp.

21 Teddy Bear Tea (Soroptimist International Calaveras Co.) Ironstone Vineyards. High Tea, gift raffles, clowns, children singing & dancing, bali ennas. Children please bring your parents & grandparents to this fun, dress-up event. Beautifully decorated Christmas trees, some of which will be raffled. Two seatings $10 children, $15 adults. 209-754-0127.

22 Farr & Above Putting Championship. 3:00, Greenhorn Creek.

DECEMBER, 1999

4 Murphys Annual Christmas Open House. Murphys.

TBA Arnold Christmas Open House. Arnold.

10 Christmas Open House. Chatom Vineyards.

18 Gunfights. 11:00 & 2:00. Angels Camp.

TBA Santa Visits the Tasting Room. Ironstone Vineyards. 728-1251.

JANUARY, 2000

TBA Annual Copper Run. Copperopolis.

FEBRUARY, 2000

Valentine Festivities throughout the County.

Valentine's Day Blues Concert. Murphys.

Bay Scouts Fundraiser. Fairgrounds. Angels Camp.

Barbershop Show. Community Club, Mt. Ranch.

MARCH, 2000

The Metropolitan Players Hotel Leger Calaveras County Airport Day. County Airport.

Bear Valley Bluegrass Bash. Bear Valley.

Murphys Irish Day. Murphys.

APRIL, 2000


Annual Gem and Mineral Show. Frogtown.

MAY, 2000

"Living History Day", Angels Camp.


Annual Spring Flea Market. Arnold.

Jazz and Blues Festival. Bear Valley.

Annual Snyder's Pow Wow.

calendar of family events

P A G E  4 2  ❚  I F  W E  S P E A K  T H E Y  W I L L  L I S T E N
Counseling Services
The Calaveras Women's Crisis Center is concerned about children who have experienced violence in their lives. Counseling services are available free of charge.

Calaveras Women's Crisis Center
1404 Gold Hunter Drive, San Andreas
Sheila Davison • 754-1300
24-Hour Crisis Hotline • 736-4011

FROG
Families Requesting Opportunities for Growth. Counseling services offered free to eligible families with children; services offered in various Calaveras county locations, Family meetings, Family Education Workshops, Family Group Conferences; Master's level counselors. Funded by Calaveras County Family Preservation and Support program, Calaveras Health Link.
Emily Jacobs • 754-0192

KIDS FIRST Seminars
Kids First helps parents to identify the challenges within their family and move to immediate, practical solutions which change behavior. As a result, families experience healthy, fun, & fulfilling relationships. Parents are taught to model & teach personal responsibility & honesty, open communication. Children are prepared to become confident, productive adults. Ongoing seminars in Calaveras County.
Call for more information
Sara McCracken • 800-884-7069

Parent Education Classes
Parent education classes are 8-10 weeks long and are presented in different communities throughout Calaveras County; free of charge. Workshops on particular issues are also presented countywide as requested. Please call for current schedule of classes.
Parent-Child Services, Human Resources Council
Arlene Garland • 754-1205

Parents’ Place
For families living in Calaveras Unified School District. Parent training: speakers and topics to be announced.
Jenny Lind Elementary School, 5100 Driver Road, Valley Springs
772-9521

Relationship Enhancement Classes
Learning to live, learning to love curriculum. Relationship enhancement classes for men and women. These psycho educational classes teach skills in communication, stress and anger management, feeling identification, love and family bonding, male/female differences and making lasting relationships. Teaches healthy relationship skills and how to stop any type of abuse that will damage your relationship.
Ongoing counseling classes begin in June and October. Days, evenings, some weekends by appointment only. Sliding scale per income, victim witness billing 18 yrs and up for classes, Age 10 and up individual counseling. All ages for family counseling.
Family Life Skills of Calaveras Valley, Valley Springs
Katherine Harris M.A • 772-2272

Health Check-ups
Health and dental check-ups free of charge for eligible families and individuals on Medi-Cal; birth to 21 years, or low to moderate income, birth to 19 years.
Calaveras County Child Health and Disability Prevention Program (ChDP)
571 Stanislaus Ave., Suite C, Angels Camp
736-0687

Prevention, Education & Health Services
Provides control of communicable diseases, immunization clinics and TB screenings, pregnancy counseling, testing, and education. Public Health Nurse visits, childhood lead poisoning prevention.

This page sponsored by...
Anne Berner, LCSW and John Berner, Ph.D.
Family, Marital, Individual Therapy Services
Murphys (209) 728-8814
Prenatal Care
Guidance Program
Assistance to medical prenatal patients with medical care, food and general assistance.
Calaveras County Health Department
891 Mountain Ranch Rd, San Andreas
Jeanie Douglas, R.N. • 754-6460

San Andreas
Family Practice
Well child physicals (CHDP). Family planning, breast cancer screenings, mammograms, Pap
smears, HIV screening. Prenatal care. Medi-Cal insurance sliding fee scale. Various programs
available for low cost or no cost services.
Teri Callahan • 754-5195

Tobacco
Prevention Program
Youth programs, cessation programs. Smoker's helpline, classroom presentations
and general assistance.
Calaveras County Health Department Tobacco Prevention Program
571 Stanslaus Ave, Suite C, Angels Camp
736-0687

Substance Abuse
Alcohol – Drug Counseling
Calaveras County Alcohol/Drug Abuse Program provides substance abuse, counseling
and education groups in the High Schools, Middle School, Continuation and Community
Schools of Calaveras County. The groups are provided free of charge to students of these
schools on referral from the school probation department or parental request. We also can
provide individual counseling to teens as well as adults in our office. Our office hours are
8am to 7pm Monday to Thursday.
Calaveras County Alcohol/Drug Program
891 Mountain Ranch Rd, San Andreas
Diane Van Overloop/McNown • 754-6555

Substance Abuse Workshops for Adults or Teens
Marriage, Family Childhood Counseling services. Individual, couple, group sessions offered to adults,
teens, pre-adolescent youth, general, counseling, substance abuse recovery workshops, family
therapy. Therapists: Barry Tuggle, Marriage, Family Therapist and Katherine Harris, MFCC Intern.
Days, evenings and weekends. By appointment only. Workshops every other month. Cost is
according to income level. Some insurance and victim witness.
Crossroads Community Counseling Center
Valley Springs
Barry Tuggle • 772-2272

Special Needs
Family Resource Network
Information, resources and advocacy training for families raising children with special
medical, developmental, behavioral or educational needs. Library resources include
books, videos, parent-to-parent matching.
5250 Claremont Ave, #235, Stockton
Karen Pekarcik • 772-2255; 1-800-847-3030

For Love of Children
A non-profit corporation. For Love of Children will provide assistance and support
for children's basic physical and emotional needs in Calaveras County, that do not have
any other resources available to them.
The goals of FLOC are:
• To help children who have demonstrated a need and yet have no resources available
to them.
• To provide children the support they need to live happy healthy and productive lives.
• To provide direct financial support to children in need of medical services.
• To help families find the resources they need to become self-sufficient.
• To advocate on behalf of children and their families.
• To evaluate the child and family’s progress. Children are our future.
If you know of a child in need please call Billie
754-1257 or 736-2942
Dodie 736-0120 Penny and Rusty 736-2821

Sierra Rehabilitation Services
A certified Outpatient Rehabilitation Agency offering speech, physical and
occupational therapies, clinical social work, counseling and dietary consultation for all
ages, pediatric to adult. Assessment and intervention for children and adults for
stroke, brain injury, developmental disabilities, communication and motor problems.
A medicare certified facility.
245 Tom Bell Rd, Suite C, Murphys
Jean Ogburn, M.A., C.C.C.-S.L.P.
728-0744

Special Parents
Monthly parent support group for parents of
special needs children (physically challenged, developmentally delayed, illness, learning
and/ or attention disorders, emotionally disturbed). Meetings include speakers,
information sharing, parent-to-parent support, advocacy training. Summer picnic
for families.
First Wednesday of each month, 7-9 p.m. in
Hathaway Pines
Gail Bunge • 795-1329
Child Care Resources (CCR) believes that children are our future and every opportunity must be taken to enhance the quality of their lives by providing support services and community education which supports quality child care and encourages parental choice. All of our programs are designed around the premise that parents have the right to select the most appropriate care for their child.

Child Care Resources has become an integral part of the communities we serve. Many of our programs originated in response to the concerns of parents, children’s agencies, and community groups. We have developed a variety of services for parents, children and child care providers.

RESOURCE & REFERRAL (R&R)

The primary focus of R&R is to provide child care related information and resources to parents, child care providers, and the community. The following are components of the R&R Program:

**Child Care Referrals** We maintain a complete list of licensed child care centers and family child care homes. We help parents make informed choices on child care that best suits their needs.

Technical Assistance is given to any person wishing to become licensed child care providers. We can help with needs assessments (supply/demand data) and fulfilling licensing requirements, as well as provide training and other support services.

**Community Education** Using a variety of printed materials and speaking engagements, we educate local communities and leaders to understand child care and address child care issues.

**Resource Libraries** The Toy Lending Library houses an amazing array of toys and educational equipment. Family child care providers receive this service on our mobile “toy runs.” The Professional Reference Library contains state-of-the-art books, publications, and handouts on a variety of child-related topics.

CHILD CARE FOOD PROGRAM (CCFP)

This program offers reimbursement for meal costs to licensed family child care homes who serve nutritional meals to the children in their care. Providers are monitored for meal content and are given workshops on: menu planning, nutrition, record keeping, and food safety.

CHILD CARE SUBSIDY PROGRAMS

Child Care Resources administers several contracts that provide full or partial payment of child care costs of eligible families. Families must be income eligible and must meet certain need requirements such as employment, training, job seeking or other special needs. Reimbursement is determined on a sliding fee, based on family size and income.
General

THE APPLING FAMILY DAY CARE - Large family day care home open to people who need to leave their children in a safe and loving environment. All ages. Days, evenings, overnight and weekends. License #050320624. Highway 12 between Toyon and San Andreas. Marilyn Appling - 754-4319.

MOKELUMNE HILL COMMUNITY TRUST: Local citizens supporting community and youth projects, activities and programs, town parks, tennis courts, horse arena, scholarships, etc. (209) 286-1790; 286-1348

Scholarship Opportunities

SOROPTOMIST INTERNATIONAL of Calaveras County awards one scholarship each year to a graduating senior at Calaveras and Bret Harte High Schools. Emphasis is on the student’s community service and extracurricular activities. Minimum 2.0 cumulative grade point average to be eligible. Search begins in November and selection is made in mid-January. Call Myra Luly at 736-2882.

The TRICOUNTY CHAPTER OF THE JUNIOR GOLF ASSN. of No. Cal. offers scholarship grants every year. Eligibility requirements include completion of the junior year of high school, apply and be admitted to a four-year college or university, and show outstanding leadership abilities. To apply, write to the Tri-County Chapter, JGANC, P.O. Box 766, Angels Camp, CA 95222.

Volunteer Opportunities -

For adults who want to help youth!

GRANDPARENTS AND BOOKS brings children and older adults together to share in the love of reading. Volunteers will be trained in workshops on how to read aloud, techniques on sharing books with children and other fun book-related activities. Opportunities also available for “support” persons to help make storytelling aids such as puppets, flannel boards and story quilts and to organize craft activities. Branch libraries in Angels Camp, San Andreas and Valley Springs. Call Liz Castor at 754-6703.

HEAD START VOLUNTEERS - Calaveras Head Start/State Preschool. Whether you’d like to join us in front of the classroom or behind the scenes, a little of your time can make a big difference. Nurture the future. Be a Head Start volunteer! Call Sheila Neal at 772-3980.

READING BUDDIES - Hazel Fischer Elementary School, Arnold. Read with students in small groups one or more days per week for 1/2 to 2 hours per day. The goal is to help students who are reading below grade level develop skills in a relaxed and personalized atmosphere. Call Hazel Fischer Elementary at 755-8030.

CALAVERAS WOMEN’S CRISIS CENTER

Office: 754-1300 P.O. Box 623 Crisis Line: 736-4011 San Andreas, CA 95249

Family Life Skills of the Central Valley

"Learning to Live, Learning to Love"

Katherine Harris, M.A.
Program Director

P.O. Box 1252
2010 Hart Vickson Lane
Valley Springs, CA 95252
209-772-2272

*Relationship Enhancement Classes and Domestic Violence Abatement

It’s as hard to quit smoking as it is to quit using heroin, cocaine or alcohol.

Human Resources Council

Child and Parent Services

offering

Parent Education Classes
Home Visitation
Child Safety Seat Program
Call 754-1205
Free Parenting Workshop
(With Child Care Available!)

“Creating A Family Mealtime Tradition”

Chef and Educator Kim Schroeder will conduct a free parenting workshop on how to bring the dinner table back into the family dynamic. Child care will be available, so bring the kids and make this a total family learning experience.

TDRPD Community Center, 10046 Church Street, Truckee

March 26, 1998 7p.m. –9 p.m.

To make reservations for child care, or for more information, call Truckee Family Connection. Jennifer Spector 582–1269 or Cheryl Richey 582–0771.

Sponsored by the Tahoe Truckee Child Abuse Prevention Council and Truckee Family Connection.
Saturday, April 24, 1999

The Tahoe Truckee Child Abuse Prevention Council presents...

Kids' Day

FREE

Children Celebrate the Century

100 Years of Discovery

Sierra Mountain Middle School, Truckee
11603 Donner Pass Rd.
10:30 a.m. to 3 p.m.

* Activities for children
* Fire trucks and cool police cars
* Health education activities
* Prizes and raffles
* Refreshments
* Parenting & child care information

Mark Your Calendars for These Related Kids' Day Events

APRIL 22  Family Power Struggles
Free Parenting Education with John Platt
6-9:30 p.m., Sierra Mountain Middle School

APRIL 24  ISHI, last of the Yahi Indians
A Family Evening of Myths and Music
7 p.m., Truckee High School, $10/adults, $5/students

MAY 23  Stand for Children
Free family BBQ, activities, entertainment
1-4 p.m., North Tahoe Regional Park, Tahoe Vista

JUNE 11  Children's Concert w/Peter Alsop
$3 per person or $10 for a family pass
7-8 p.m., North Tahoe Conference Center, Kings Beach

For more information, call (530) 587-5960

Funded by Nevada & Placer County Child Abuse Prevention Funds
Ceres Partnership for Healthy Children
in cooperation with the CITY OF CERES

3rd Annual
Family Resource & Fun Fest

Saturday, September 19th
11:00AM-3:00PM
Whitmore Park in Downtown Ceres

Face Painting!  Entertainment
Health Screenings  Family Services
Fingerprinting  Food
Dental Screenings  Games & Prizes!

Police & Emergency Vehicles, DARE and K-9 units,
Jaws of Life demonstration by Ceres Fire Department

For More Information Please Call: 538-0147
Ceres Partnership for Healthy Children

en cooperación con la ciudad de CERES

3° Evento Anual
Recursos Familiares y Festival de Diversión

★ sábado, 19 de septiembre
11:00AM-3:00PM ★

Whitmore Park en el centro de Ceres

Calcomanías
Exámenes e Información
Huellas para identificación
Exámenes Dentales

Entretención
Servicios Familiares
Comida
Juegos y Premios

★ Policia y Vehículos de Emergencia, DARE y unidades de caninos, Demostración Jaws of Life por el departamento de Bomberos,

Para Mas Información, llame: 541-1052
IF WE SPEAK THEY WILL LISTEN

Read the Family Page, the first Tuesday of each month, and you'll see that the opportunities abound. There are three key areas where we can make a difference:

1. **Parental Involvement**: Children thrive when parents are involved in their education. We need to encourage more families to take an active role in their children's schooling.
2. **Community Engagement**: Building a strong community is crucial. We can achieve this by organizing local events, workshops, and meetings.
3. **Volunteer Opportunities**: There are numerous opportunities for volunteers to contribute their time and skills. Whether it's tutoring, coaching sports, or helping at local events, every contribution counts.

As we approach the 10th anniversary of the Family Page, we celebrate its continued success in spreading awareness, encouraging involvement, and promoting positive change in our community. Let's ensure that our children have a bright future by acting today.

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The Family Page returns. The Union Democrat, based on the fundamentals belief in a healthy community, seeks to inform and engage our readers, providing valuable insights and resources to enhance the lives of all residents.}

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OPINION

6A — Sonora Callomia Tuesday, Feb 2, 1999

The Union Democrat
HIGHLIGHTS

A focus on Community Partnerships for Healthy Children, an initiative of Sierra Health Foundation

Mid-Summer 1999

1999 SHARING CONFERENCE – A FAMILY REUNION

The Community Partnerships for Healthy Children (CPHC) 1999 Sharing Conference is now part of initiative history. The exchange of ideas, the shared lessons, the learning and renewal of spirit is an important part of what the CPHC movement is all about. In this special edition of Highlights you will find a collection of memories and thoughts about the conference from people who attended.

Cool morning temperatures gave way to warm afternoons as nearly 200 members and leaders of CPHC collaboratives gathered in Sacramento’s Natomas Oaks Park on June 24 and 25, 1999. A festive atmosphere prevailed in the main tent and the smaller meeting tents scattered throughout the park. Topics of discussion ranged from establishing partnerships with schools to setting media strategies to managing a community vegetable garden. "Gathering together like this to exchange ideas is an extremely valuable leadership tool," says Steve Barrow, CPHC Program Officer. "Building on success, working to not repeat mistakes, putting to use 'best practices' in building problem-solving community collaboratives is proving to be what works in this initiative. Plus, this event is fun, energizing and revitalizing and gets everyone ready to continue their good work."

"The Sharing Conference really regenerated a lot of pride in the work I do. Sharon Kalemkarian’s message was so inspirational! She gave me a lot of ideas and helped me find the courage inside myself that I need to stand for the people in my community. I enjoyed her presentation very much. I also learned a lot in the sharing sessions about how to do newsletters and how to get out the message about what we do. Everyone I met helped renew the strength and energy that I need."

Iris Carson
Yolo Collaborative for Healthy Children and Families
there lived a little girl whose hair was the color of spun gold and whose eyes were the bluest