



Kids' Council Meeting Minutes February 27th, 2014

5:15 p.m. – 7:30 p.m.
344 Broadway

Summary

Summary of Conversation Topics

- Reviewed the work of the Kids' Council Family Engagement Subcommittee and the recurring themes from the Cambridge family and provider interviews.
- Discussed and brainstormed recommendations to make it easier for families to access information, services and resources to support their children.

Key Agreements

- Family Engagement Subcommittee will develop more specific recommendations for action and share in May.

Next Steps

The group identified the following next steps (or commitments) during the meeting:

What	Who	By When
Choose top three suggestions of areas the Kids' Council should develop into more specific recommendations for action	All members and affiliates	March 7th
Next meeting is March 20th (5:15-7:15) at 344 Broadway Agenda: Follow-up to the ACEs Too High! Creating a Resilient Cambridge Meeting	All members and affiliates	March 20, 5:15 – 7:17pm



Kids' Council Meeting Minutes

February 27, 2014

5:15pm – 7:30 pm

344 Broadway, 2nd Floor Conference Room

Detailed Notes

Present:

Tina Alu, Charlotte Avant, Betty Bardige, Sally Benbasset, Jessica Daniels, Louis DePasquale, Susan Flannery, Mary Gashaw, Visceria Givans, Michelle Godfrey, Sammy Gourabou, Robert Haas, George Halfkenny, Claude Jacob, Lori Likis, John Lindamood, David Maher, Jim Maloney, Marc McGovern, Neal Michaels, Rio Nelson, Rosalie Rippey, Mohammed Sayed, Olivia Scott, Ellen Semonoff, Emily Schwartz-Vartikar, Joyce Shortt, Heather Weiss, Kabir Uddin

Co-Chairs: Mayor Maher and Neal Michaels

Executive Director: Nancy Tauber

Note Taker: Nadia Davila

Desired Outcomes:

- Review Kids' Council Area of Focus – Develop recommendations to make it easier for families to access information, services and resources to support their children
- A shared understanding of the work of the Kids' Council Family Engagement Subcommittee and the recurring themes from the Cambridge family and provider interviews
- Prioritize possible areas the Kids' Council should develop into more specific recommendations for action.

Socialize, Network and Eat

5:15 – 5:33

Call to Order:

5:33 – 5:40

- Welcome and Introductions
- Agenda Overview
- Adoption of Minutes (January 16th meeting)
 - So moved
- Public Comment
- Announcements
- Updates
 - Youth Involvement Subcommittee

Presentation and Discussion:

5:40 pm – 7:18pm

- Kids' Council Family Engagement Subcommittee Report:
Recurring Themes from Cambridge Family and Provider Interviews
Presented by: Nancy Tauber
- Q&A
 - Did radio come up as a place where people get information?
 - Some radio and some CCTV messages, which staff talked about using.
 - Does the city plan to have 311-line?
 - There are discussions around it, though right now conversations do not include what this is: information on education, human services etc. It may include a broker to steer a caller in the right direction
 - What is Ask Jayne?
 - One number for people to call to ask questions. A woman named Jayne, who works a few hours a week, answers the questions.
 - How did 'fear' in the Word Map come up?
 - People are afraid of going to government building or talking to the people who work with their kids. It could be cultural or afraid what they are going to hear about their child.
 - Can you elaborate on where you heard about Mental Health?
 - Mental health came up more in interviews with providers than families. Providers feel like families need more support.
 - I had a limitation of whom I could talk to and getting different demographics, so information may be a bit skewed.
 - Discussion around Door Knocking Campaign:
 - Each neighborhood has its own challenges and own culture.
 - Door Knocking takes outreach to the next level. We can meet a specific community and tailor information specifically for them, since we can start to understand what their struggles are.
 - Through this learning, we can then possibly shape *how* we give services.
 - Important to learn what we can do differently to help support services that exist, help connect people to them, identify where there are voids, build capacity within that neighborhood and acknowledge where fear and unfamiliarity may exist.
 - Door Knocking will be done collaboratively and jointly across agencies and departments.
 - Develops stronger connections amongst providers.
 - Partner with leaders of a particular neighborhood and/or residents in the building to host a series of opportunities in that building.
 - There is a parallel with this idea and the work of the CET.
 - Builds critical relationships between families and providers.
 - Gets people in the city more comfortable.
 - Relationship building takes time and cannot be skipped.
 - Identify the "right" sharing techniques.
 - Putting information in barber shops, beauty salons, bodegas, churches and on bulletin boards.

- Recognizing nuances of places in Cambridge and customizing approaches is important. Whether it is through finding the right venues or people, we need to find out what are the trusted sources.
 - Important to address issue of “Right Time”.
 - Big problem when people are finding things out too late. How do we make sure that people find out of things at the right time? Maybe hold slots for people who need that resource the most and won’t find out in time?
 - Important to meet people where they are.
 - Elected officials coming to neighborhoods can be powerful.
 - People feel less comfortable coming to city council.
 - People value talking about their neighborhood to officials, but needs to be in a safe place.
 - Keep it simple.
 - Need to design process for what families need without making it hard.
- Small Group Work
 - What resonated for you during the presentation?
 - Need to meet people where they are
 - Love Door Knocking Campaign
 - Resource Guide
 - Feel outdated
 - In English only
 - Hard to understand for immigrant families
 - One Stop Shop
 - Difficult to understand all information
 - Need to keep messages simple
 - Don’t know where to go
 - How people are treated when they need help
 - Different needs between people - No “one size fits all”
 - Complex system
 - Small units needed around the city
 - Clusters of poverty
 - North Cambridge
 - Resource center? Free resources (health center?)
 - Go to the people instead of vice versa
 - Have City Councilors go more to these areas
 - Translation/Language Barriers
 - Parents depend on their student for translation, to inform them of events etc.
 - Families feel isolated and scared to ask for help
 - Is there anything that surprised you?
 - Schools still biggest source of information
 - How silo-ed people can be
 - Based on the information gathered through these interviews, what are the top 2-3 areas the Kids’ Council should develop into more specific recommendations for action?
- Report back: Top Suggestions
 - User friendly, all purpose website
 - Would act as clearing house

- Similar to when buying a car online: with a drop down menu where you can select preferences (i.e. red car with four doors) and get a list of matches
 - Need for portal that connects all the things for kids across public/private/agency etc.
 - Is searchable with links to other websites
 - Is not detailed – let websites handle it, because they are updates
 - Look at Somerville as an example
 - Would have Smart links, a calendar and be organized by age
 - Limitations? Who is developing it and who pays for it?
- Early Childhood Center
 - Would have both a space (playground etc.) and people who are there providing info for families
- Information/resource truck (“Book Mobile”)
 - Would go around the city – not stay in one place
 - What kind of services/information would the truck have?
- “Cambridge is a friendly place” marketing campaign
 - A positive campaign
 - Focus on families and providers
 - Appreciate Cambridge
- Door Knocking Campaign
 - Real city wide collaboration
 - Focus on specific neighborhood
 - Would be able to see if working together in a very focused way makes a difference
 - Build important relationships
- Library as holder of database
 - With more resources the library could take this on
 - Have a human being answering calls
- Using Mayors Program
 - Teen employees could serve as navigators and translators
- Platform (possibly on-line or periodically in print) with information and resources on OST
 - Include basic information (place, times, costs, scholarships etc.) on OST, organized by programs and activities
 - Would get basic information out to the 80% and consider person-to-person interactions needed for the 20% (which will include active work with agencies to help youth and families get what they need (subsidies, transportation, etc.) to access and use after school services.
 - Would keep growing as providers opt-in to give information
 - Young people would help populate platform with information
- Out of School Time (early childhood, Summer, after-school) as a compelling priority:
 - Providing better coordinated/more information
 - Seeking ways that information can be linked to access: for instance sharing data cross-departmentally to identify families who may need OST scholarships without them having to seek out the information.
- Look at how the school dept. fits in and is effectively connected
- Translation

- Representatives at CRLS for each language/ethnic community to help relay information (i.e. at Parent/Teacher conferences) and reach out to families
- Use leaders from different communities, which will help if families may not feel comfortable or if there is fear
- Officials go to family and ask them about concerns
- Resources center in areas we know are areas of clusters of poverty.

Adjourn:

7:18

- Next meeting is March 20th (5:15-7:15) at 344 Broadway
Agenda: Follow-up to the ACEs Too High! Creating a Resilient Cambridge Meeting