



HEALTHY
RICHMOND

Our Community
Working Together

Getting to Know the “Healthy Richmond” Project Frequently Asked Questions (FAQs)

June 9, 2011

1. Background: What is “Healthy Richmond,” anyway?

- Begun in 2010, Healthy Richmond is a 10-year, community-driven project to help improve the health and safety of our community.
- Healthy Richmond is being supported by The California Endowment (TCE), which is a grant-making foundation that is working to improve health in 14 communities all across the state of California. This statewide project is called Building Healthy Communities.
- For the next 10 years, TCE will provide financial grants and other resources to support Healthy Richmond and the other sites across the state.

2. Purpose: What is the goal of Healthy Richmond?

- All of the activities of Healthy Richmond relate to one single idea: *That Richmond will become a place where all children are safe, healthy, and ready to learn.*
- Healthy Richmond is designed to improve the health and safety of our whole community, but there are six neighborhoods that are the primary areas of focus: Belding Woods, Coronado, Iron Triangle, North Richmond, Pullman, and Santa Fe.
- Four smaller goals have been chosen as the focus of our work in the first few years:
 1. To create a community in which families have “health homes” where they can get services to support healthy behaviors;
 2. To create a community in which children and their families are safe from violence;
 3. To create a community in which neighborhoods and schools support health and healthy behaviors;
 4. To create a community in which community health improvements are linked to economic development.

3. Planning: What has happened so far?

- When TCE started this project in 2009, a group of people in Richmond was chosen to form a Steering Committee to manage the beginning of the process. The job of the Healthy Richmond

Steering Committee was to explore how we as a whole community can work together to create a healthier and safety city.

- In late 2010, the Healthy Richmond Steering Committee made the first big step in turning this project into a reality, by producing a document called a Logic Model.
- The Logic Model outlines the Steering Committee's recommendations for how our community – government leaders, businesses, nonprofit organizations, and residents of all ages and ethnicities – can work together to make a healthier and safer Richmond.
- Working with our community, The California Endowment will use this Logic Model to help decide where to provide financial support and other resources over the next 10 years.
- The Logic Model identifies several core strategies that will be essential to the project: resident engagement, community organizing, systems change, and youth participation and development, with all sectors working together on these ten-year outcomes.

4. *Implementation: What happens now?*

- Today, the Healthy Richmond project is moving from the *planning* process into the ten-year *implementation* process, with an initial focus on laying the groundwork for a sustainable long-term effort.
- The implementation process will be managed by what's being called ***The Healthy Richmond Hub***. Funded by The California Endowment, The Hub will serve as the primary coordinator for the project.
- The Hub will be operated by Local Initiatives Support Corporation and Community Housing Development of North Richmond (LISC/CHDC), which were chosen by The California Endowment through a competitive process.
- The Hub's administrative home will be located at CHDC's office on Third Street/Fred Jackson Way in North Richmond.

5. *What will the Healthy Richmond Hub do?*

- The Hub will be led by a ***Healthy Richmond Hub Steering Committee***, a group of people who have a stake in building a better Richmond and who have volunteered to serve on the committee to help advance the project.
- The Hub Steering Committee is the lead entity for the Hub, will make the decisions for each site, and will be responsible for reviewing and updating the Logic Model every year. The Hub will ***not*** be responsible for making grants, and it will not have authority over organizations that receive grants. Instead, working with the community, The California Endowment will decide which organizations to fund.
- The Hub's day-to-day activities will be managed by a full-time staff person known as the ***Hub Manager***. Working in collaboration with the Hub Steering Committee, the Hub Manager will be responsible for carrying out the Hub's activities, including coordination, communication, research, outreach, and fiscal management of the Hub's operating budget.

6. Where do I come in? How can I be involved?

- From now until July 1, we are inviting applications from community members who are interested in serving as members of the newly forming Healthy Richmond Hub Steering Committee!
- Serving on the Hub Steering Committee is a great opportunity to work with people from across our community to reach a shared goal: To improve health and safety for all residents.
- As a member of the very first Hub Steering Committee, you will work with residents and other community leaders to guide the process of turning ideas into real action and changes in our city.
- We encourage applications from across our community: all ages, genders, sexual orientations, ethnicities, languages, economic condition, educational background, abilities, professional skills, philosophies, and life experiences. Our hope is to call on the great knowledge, history, and energy of our community to implement this project.
- Committee members should expect to devote about 10 hours a month to the project, at first, and should be willing to commit to a two-year term of service.

7. What can I expect if I serve on the Hub Steering Committee?

- To help get the project up and running, members of the Hub Steering Committee will be asked to commit to the project for at least two years. During this time, you can expect to spend up to 8-10 hours a month on work related to the Steering Committee.
- Most of your time on the Committee will be spent in meetings, working in small subcommittees to accomplish specific tasks, or in community-based work related to the project, such as meetings with community members, representatives from our community's key institutions, staff members at The California Endowment or the Hub, or advisors and consultants working with the Healthy Richmond project.
- Because the Hub Steering Committee is newly forming, you can expect that at first the Committee will focus on issues like setting up strong policies and procedures to help structure and support the Committee, the Hub, and the overall Healthy Richmond project; creating by-laws; developing decision-making mechanisms; identifying core values and goals; or pulling together research or local information about a particular issue.

8. What kind of people will be serving on the Hub Steering Committee?

- The Hub Steering Committee is intended to be inclusive and diverse,
- The Hub Steering Committee will include residents who live in the target neighborhoods¹ as well as representatives from nonprofit organizations, faith-based organizations, municipal agencies (like the City Manager's office), the school district, and health-related organizations that serve Richmond.
- Reflecting our commitment to youth engagement and leadership development, the Hub will also collaborate with a Youth Organizing Hub (YO Hub) coordinated through the RYSE Center.

¹ Belding Woods, Coronado, Iron Triangle, North Richmond, Pullman, and Santa Fe

9. How do I learn more, or get involved?

- Check out our project's website at www.HealthyRichmond.net, follow us on twitter, or friend us on Facebook.
- Contact the Hub Manager at info@healthyrichmond.net or by phone at 510 215-9428
- Submit your application to serve on the Hub Steering Committee; you can download the application forms at healthyrichmond.net. All applications must be *received* by July 1, 2011.