

CBO Consultation Workshop

Resource Directory Feedback

**Office of Community Partnerships &
Strategic Communications**

February 13, 2024





At the heart of every public awareness and outreach campaign of the Office of Community Partnerships and Strategic Communications (OCSPC) is a network of trusted messengers. These community-based organizations (CBOs) serve as vital conduits between the communities they serve. Through authentic conversations they raise awareness, mobilize public support, and provide valuable insights into the effectiveness and relevance of campaign messaging on the state's highest priority issues. As an Office based in equity, it is imperative that we prioritize listening, consultation, and collaboration with trusted messengers to reach equitable outcomes. This report includes feedback from a CBO Consultation held on February 13, 2024.



Intentionally creating space for knowledge sharing demonstrates the Office's commitment to a learning culture and human-centered design. Convenings of CBO partners through workshops, meetings, and learning webinars provides the Office unparalleled insights into California's most vulnerable communities. Combined with focused research, data and analysis, the Office bridges community and government action to help create a California for All.



Consultations with civil society¹ help OCPSC to:

1. Improve quality of OCPSC services and products by capturing the experience of CBOs working as trusted messengers in community.
2. Appreciate and implement the variety of needs and assets of different population groups, including gender, race/ethnicity, language, socio-economic, or geographical variations.
3. Create a foundation for future consultations and participation in the design and implementation of public awareness efforts.
4. Model government engagement with civil society to improve equitable outcomes.



Yumi Sera, Executive Director
Office of Community Partnerships
and Strategic Communications

The Office of Community Partnerships and Strategic Communications, housed within the Governor's Office of Planning and Research, executes campaigns related to the state's highest priority public awareness and community outreach efforts. As the single state entity coordinating California's most important community engagement efforts, the Office allows the state to realize more inclusive and effective outcomes while preventing equity gaps in statewide outreach.



¹ "Consultations with Civil Society A Sourcebook," Yumi Sera, Social Development Department, The World Bank, May 2004.



The Consultation

The Office of Community Partnerships and Strategic Communications conducted a consultation with a small and diverse group of 12 CBOs to seek insights and feedback on priority campaigns and on the roll-out of a **new state resource directory**. This report provides a summary of feedback received from that consultation, which consisted of a series of focused conversations.

Focused conversations during the CBO consultation revealed the unintended and positive consequences of OCPSC's engagement with its trusted messenger network. OCPSC will continue to hold CBO consultations and other listening sessions to further build collaboration.



Children & Families

Women, Infants and Children (WIC)

This program helps families across the state by providing nutrition education, breastfeeding support, healthy food and referrals to health care and other community services. WIC serves infants and children up to age 5 and people who are pregnant or have given birth or experienced pregnancy loss. Partners, grandparents, foster parents of young children, and working families are also welcome. | cdph.ca.gov/Programs/CFH/DWICSN/Pages/HowCanIGetWIC.aspx • (888) 942-9675

WIC Supplemental Nutrition Program

Program helps low-to-moderate income pregnant women, new mothers, and their babies and young children to eat well and stay healthy. | myfamily.wic.ca.gov/Home/WICOfficeGrocer • (888) 942-9675

California Work Opportunity and Responsibility for Kids (CalWORKs) Child Care Program

Current or former CalWORKs cash aid recipients are eligible to receive assistance with paying for child care with a provider of their choice, if they are employed or participating in county approved Welfare-to-Work activities. Child care is provided for children through the age of 12, and for exceptional needs and severely disabled children up to age 21. | cdss.ca.gov/calworks-child-care • (800) 543-7793

Bringing Families Home Program

Helps reduce the number of families in the child welfare system experiencing or at risk of homelessness, increase family reunification, and prevent foster care placements. The program offers financial assistance and housing-related wraparound supportive services, including but not limited to: rental assistance, housing navigation, case management, security deposits, utility payments, moving costs, interim shelter assistance, legal services, and credit repair. | cdss.ca.gov/inforesources/cdss-programs/housing-programs/bringing-families-home-program • (916) 651-5155

benefits, including a monthly negotiated rate, medical coverage (Medicaid/Medi-Cal), reimbursement of adoption expenses, payment for out of home placement, etc. | cdss.ca.gov/inforesources/adoptions/adoption-assistance-program • (916) 651-8089

HOPE Program (coming soon)

The California Hope, Opportunity, Perseverance, and Empowerment (HOPE) Program will provide a trust account to an eligible child who lost their parent(s) or guardian to COVID-19 during the public health emergency, as well as children who have been in the foster system for over 18 months. | treasurer.ca.gov/hope/index.asp • (916) 306-5562

California Tribal Temporary Assistance for Needy Families (TANF) Program

Assistance program for American Indians and Alaska Natives which provides cash aid and supportive services to eligible needy children and families. The goal is to help families achieve self-sufficiency through education, career development, training, employment, and temporary financial assistance. | cdss.ca.gov/tribal-tanf



Key Insights

The consultation with CBOs provided staff with information to identify changes to make the resource directory more user-friendly and relevant.

Suggestions were incorporated with additional recommendations earmarked for future iterations. OCPSC is grateful for the invaluable insights shared by participants, and maintains a forward-looking perspective committed to the improvement of the directory and enhanced participant experience.

WHAT IS THE RESOURCE DIRECTORY?



The resource directory is a new tool developed by OCPSC to organize the diverse resources available from the state of California into a central, navigable directory. It includes details about various state programs, services, and assistance accessible to individuals and communities across multiple service and demographic categories. Listed resources are each accompanied by a brief description, website, and phone number, if available.

The directory provides comprehensive information and is a valuable tool for community organizations to address the diverse needs of the communities they serve. This is particularly crucial for vulnerable populations who may face barriers in accessing information through traditional channels. Whether someone needs emergency shelter, is struggling to afford groceries, or is seeking educational opportunities, the consolidated resource directory allows community organizations to help individuals navigate state resources to find the right support.



The directory's design uses graphic elements, photography, and typography to effectively communicate information. Simplifying concepts through graphic displays taps into a person's visual association with subject matter, helping to bridge language gaps, while the use of culturally familiar graphics and/or imagery better connects to individuals when communicating a message.

The design of the state resource directory prioritizes user-friendliness and accessibility, featuring a clear and intuitive layout that enables quick navigation. It incorporates a simple yet visually appealing design, with organized sections along with a table of contents and index for easy reference. Utilizing clear language and visual aids, such as icons and graphics, the directory ensures comprehension for individuals of varying literacy levels and backgrounds.



The following feedback and suggestions were received from CBOs on the various aspects of the directory and user experience.

Design

- **Design is bright, appealing, warm, approachable, and colorful;** it stands out. It is also easily navigable.
- Participants suggested that this tool be made easy to carry and work with in the field.
- **Category photos are recognizable and indicative of section information.** This is important for ease of navigation and increased understanding among low literacy community members who may rely first on the photographs to summarize the content being covered or to select categories of interest for further explanation.
- **Photos of people are representative of community,** reflecting a wide variety of ages, cultures, etc.

“We look at pictures first because we want to see people we identify with and are reflective of the communities we serve. The directory did a good job with the selection of photographs. They’re familiar. They look like us.” - CBO participant

Content

- **Participants liked the breadth of content categories** and level of detail explaining each entry in the resource directory.
- They were surprised the directory covered resources they had never heard of and **felt all disparate demographics they served were recognized and capable of finding substantive resource support.**
- Participants appreciated that the content within the directory was organized into two main groups: **resources by service** and **resources by demographic.** In lieu of resorting to listing categories by alphabetical order, categories useful to the broadest segments of the population, such as healthcare and food assistance, were included first. Categories and resources showed the inclusivity of all populations, including the most vulnerable.

“I liked opening the directory and finding resources for individuals who were formerly incarcerated. That’s something that can actually help people I serve. It shows the directory is really for everyone.” - CBO participant

Suggestions For Accessibility

- Keep in mind the ‘user experience’ for outreach workers who are on the ground helping individuals find the support they need.
- Directory should be sturdy, durable. For outreach workers, a smaller 5x7 design variation is easier to carry and navigate.
- Directory should be translated into additional languages beyond English/Spanish.
- Add an index to the end of directory with all listed resources and page numbers for quick, easy reference.

Digitization



- Participants emphasized the need for a digital directory with hyperlinks for ease of use and suggested making the current design mobile-friendly. They also envisioned increased accessibility by converting the information into a website.



- Adding a QR code per resource would be easier to share in the field than a URL.**



- Participants suggested developing this content into an app to aid field staff in qualifying services for an individual based on their unique needs, streamlining the referral process.

Preparation

- Participants acknowledged the value of giving outreach staff time to become acquainted with the resource directory and bookmark relevant resources. This would enhance their understanding and improve field navigation.
- Participants recommended preemptively contacting agencies before distributing the directory in anticipation of increased information requests following public resource education.
- Participants suggested establishing a dedicated platform to report issues such as broken links, incorrect contact information, and hard-to-access resources.

Appendix

Healthcare

Scan QR code with phone here

- Covered California**
coveredca.com/ • (800) 300-1506
- In-Home Supportive Services**
cdss.ca.gov/in-home-supportive-services
- Indian Health Clinic Program**
cdss.ca.gov/inforesources/tribal-tanf/ihc
- Medi-Cal**
dhcs.ca.gov/services/medi-cal/Pages/ApplyforMedi-Cal.aspx • (800) 541-5555
- Medi-Cal Access Program (MCAP)**
dhcs.ca.gov/services/medi-cal/eligibility/MCAP/Pages/Medi-CalAccessProgram.aspx • (800) 433-2611
- Medicare Counseling - Health Insurance Counseling and Advocacy Program (HICAP)**
aging.ca.gov/Programs_and_Services/Medicare_Counseling • (800) 434-0222
- My Turn**
myturn.ca.gov/
- Patients, Residents, and Families Information**
cdph.ca.gov/Programs/CHCQ/LCP/Pages/PatientsResidentsFamily.aspx
- Vital Records**
cdph.ca.gov/Programs/CHSI/Pages/County-Registrars-and-Recorders.aspx

Measuring Success

- Participants identified the paramount goal as **increasing awareness of available resources within their served communities.**
- Participants emphasized the importance of allowing the community to determine its own program priorities.
- Participants suggested potential measures of success, such as tracking the number of information requests, conducting satisfaction surveys, and monitoring website traffic.

WHAT WORKS FOR PUBLIC AWARENESS?



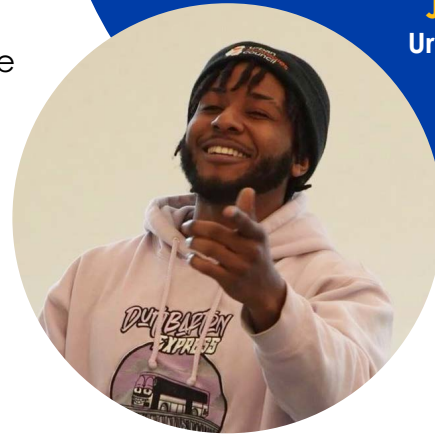
CBOs serve as vital conduits between the communities they represent, offering invaluable insights into the effectiveness and relevance of campaign messaging. Focusing on user-centered design, OCPSC tailors messaging approaches to resonate more authentically and inclusively with community members.

What is successful?

- Engaging Youth. Young people within multi-generational family systems serve as effective trusted messengers to not just their family members, but peers and other community members.
- Organizational branding like identification badges, shirts, and signs.
- Meeting people where they are – at schools, churches, markets, block parties, and food giveaways.
- Begin interactions with community members informally, engaging in personal conversations before introducing campaign messaging.
- Spreading messages on local media, radio, and resources.
- Hiring bilingual staff from the community who are familiar with local resources.
- Incorporating interactive and participatory event activities such as creative arts, theater, spinner games with prizes, etc.

Creative arts works in reaching young people. Urban Strategies Council has a Paint and Educate event where we have artists demo a piece on a theme. People then express how they feel about these topics through their own paintings. We engage the community by having them participate in interactive experiences.

Jacob Virges
Urban Strategies Council



What is challenging?

- Reaching community members that live in gated apartment complexes. Landlords are not always cooperative or responsive.
- Phone banking can be less effective since people think callers are telemarketers or spam calls.
- Outreach during COVID-19 was more resonant due to the urgency and consequences. During this time, communities can be less engaged on initiatives that feel less urgent or relevant to their safety or immediate health impact.

What can OCPSC provide for you to be successful?

- More short video content to share on social media, like TikTok.
- Additional visual aids for CBOs to use in communities with low literacy, such as assets rich in graphics with fewer words and more infographics.
- Contact information to other resources, government departments, and agencies.
- Allow CBOs to be more flexible with funding to provide incentives when marketing.



CBO Participants		
First Name	Last Name	Organization
Hatzune	Aguilar	Communities For a New California Education Fund
Maximino	Aquino	Antelope Valley Partners for Health
Lizette	Arzola	Central City Neighborhood Partners
Ora Evette	Frink	ShePower Academy
Isai	Garnica-Palma	Valley Onward
David A.	Harris	Urban Strategies Council
Kazoua	Heu	Lao Community Development Fund
Nelya	Hryb	Folsom Cordova Community Partnership
Sukhaina	Hussein	Council On American-Islamic Relations Sacramento Valley/Central California
Adriana	Mata	Pajaro Valley Prevention and Student Assistance
Mario	Ortega	Abrazar, Inc.
Ines	Ruiz-Huston	El Concilio California
Guillermina	Silva	Pajaro Valley Prevention and Student Assistance
Jacob	Virges	Urban Strategies Council