



Citizen Corps Council of NYC

Wednesday, November 14, 2007

8:30 am – 12 noon

Venue: American Red Cross in Greater New York
520 West 49th Street

Meeting Notes

Welcome from Commissioner Guillermo Linares, MOIA

Review of Council Business:

- Review Strategic Planning Committee Notes
 - Establishment of new Council Structure
- Review of VOAD activity
- Introduce Faith Conferences:
 - 5 borough wide conferences targeted between Feb and March 2008
- April Volunteer Conference Planning to start:
 - Interactive and Participatory conference for volunteer leadership
 - New planning group will be soon
- External Affairs ESF Tabletop Review
- Directory Update/Material Review:
 - Nafeesah will be reaching out to all member agencies to update the current resource guide
- New Membership Invited:
 - Catholic Charities Community Services – Archdiocese of New York
 - Catholic Charities of Brooklyn & Queens
 - Independent Press Association
 - Jewish Community Relations Council
 - New York Immigration Coalition
 - Public Health Association of NYC
 - Tuesday's Children
 - UJA Federation

Break-out Discussions/Situation Review: (Moderated by Tammy Arnstein of the Mayor's office of Immigrant Affairs)

SCENARIO: Each break out group was tasked with collaborating on the development of an outreach strategy to deliver the preparedness messages during the post disaster 'teachable moment'. This scenario focused on the time directly after the Long Island City Blackout where agencies will be reaching out to the affected community to educate them on emergency preparedness using existing resources offered by member agencies. These groups worked to define:

- Pre-existing strategies and resources / local information conduits
- Limitations that you would face with a mind specific to this community
- Use of effective cultural translation of your message given the diverse community

Resources provided for use during scenario:

- Demographic Maps (Census 2000)
 - Population over 65
 - Population over 65 living alone
 - People with Mobility Disabilities
 - Top 10 Languages Spoken
 - Population linguistically isolated
 - Known Community Based Organization within network
- Citizen Corps Council Resource Directory

Findings:

Community Resources:

- Youth population
- Affiliated Volunteers
- Existing Agency Level Partnerships
- Elected Officials
- Community Boards / Mayor's Community Assistance Unit
- HOW Ready Program
- RNY Program
- Public School Parent Coordinators
- Personal knowledge of language and cultural
- Media / 311

Issues:

- Lack of functional inter-agency partnerships:
 - Member organizations are not prepared to help each other
 - Smaller community groups are not engaged
 - How do we reach non Citizen Corps Council member agencies?
 - What will keep people/organizations engaged?
- Lack of inclusion of potential key Council members:
 - Include vulnerable population's voice in the discussion

- Review membership to locate gaps and potential new members
- Define the message in terms (common language, cultural translation) that people can understand.
- Lack of designated point person in the community to receive the message

Identified outreach strategies:

- The most important factor in successful community outreach to non-English speaking and immigrant communities is identifying and communicating with credible community leaders.
- Provide clear, adequate, simplified, and well-translated messaging
- Encourage community networks to join the CCC
- Develop partnerships with multi-ethnic, multi-faith, multi-lingual groups:
 - Use existing networks to deliver message
 - Develop and recruit more multilingual contacts and trainers
 - Identify neighborhood groups and present them with opportunities to become engaged
 - Start coordinating faith community
- Community Events / Educational programs:
 - Reach out to community level/ethnic/faith groups
 - Provide education about roles of 311, 911, and other city services
 - Make a 'cool' message
- Coordinate messaging through Existing Structures:
 - Ask affiliated volunteers to deliver message
 - Community Board, The Mayor's Community Assistance Unit, elected officials
 - Use ACS Foster Care / DOE / private / religious schools
 - Provide RNY literature at supermarkets and other local businesses
- Maintain regular contact – schedule monthly/Bi-monthly follow up to initial outreach/presentation
- Engage media (keep a special eye to ethnic media) – interviews, op-ed, ads,
- Engage youth population – peer education, RNY Kids Guides, ARC Kids Clubs
- Electronic community network (wiki or blog)
- Locate popular community gathering places
- Use senior / homebound service providers to deliver flyers and message