

Meeting called by the Community Engagement Task Force.

Date: December 2, 2020

Time: 9:00 am – 11:00 am

Location: Zoom Meeting

Attendees: 69

2020 PCCETF Accomplishments

- Served 650 families in Pierce County
- Added 64 organizations to the Task Force, currently 114 organizations involved in the PCCETF. Whether a contact, connect, or committed
- Add over 70 new members to the PCCETF
- The State of Washington contacted Leadership in the PCCETF to help us with our 10-year plan

American Red Cross, Serving the South Puget Sound and Olympics, Daniel Wirth

- Presentation by Daniel Wirth, Executive Director for South Puget sound chapter of the Red Cross
- Mission of the Red Cross is to prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.
- Focus on disaster cycle services, home fire campaigns, biomedical services, service to the armed forces, international services, and training services.
 - Opportunities for collaboration in each of these areas depending on what fits you and your organization.
- Disaster cycle services is one of the most common areas where people know of the ARC. Focus on the critical first 72 hours after a disaster. Provide mental health, medical, food and shelter, etc support.
 - Locally, this shows up a lot as flooding, storm, and wildfire events
- Fiscal year June 2019 – July 2020 they responded to 1000+ disasters and 802 home fires.
- Home fires

- Made a national commitment to home-fires. Documented 700+ lives saved. Help families make escape plans, install smoke alarms, and change batteries. Targeting high-risk neighborhoods.
- Conduct a youth education program “Pillowcase Project”. Preparedness and fire safety presentation. Also have additional programs
 - Ready Rating is free emergency preparedness program for organizations of all types to respond to disasters.
 - Be Red Cross Ready is adult version of the Pillowcase Project. How to prepare for common emergencies
- Biomedical Services
 - Every 2 seconds, someone in the US needs blood.
 - Meet patient needs at 2500 hospitals across the country. 60 hospitals locally in PNW
 - Would love to partner with agencies to host a blood drive. Currently trying to target sickle cell donors.
 - Large multipurpose room or gym is ideal, as well as hosting more than once a year.
 - Can also hold a blood drive for just internal/employees, but request that at least 40 register in advance
 - Redcrossblood.org to register to donate blood
- Servicing armed forces
 - Have 24/7 emergency care network for active duty and retired military veterans. Call center to field emergency messages for active duty. Only authorized communicator with the military that can send active messages to active/overseas armed forces members.
 - Providing briefing to families on Red Cross services
 - Holding virtual coping programs and art events
- Life Saving Skills
 - Educate 5 million people in the country in multiple CPR/First Aid courses
 - Available to train members of your organization to become certified trainers (for a fee) to then teach others. Can also provide trainings at your organization
- International Services
 - Partner with other agencies around the world to assist in other disasters.
 - Reconnection opportunities, can send emergency messages for family members that are overseas
- Local Impact
 - 235 Chapters of the Red Cross in the US with 30,000 volunteers.
 - Every year in Pierce county, 115 local households receive disaster assistance, 6000 services provided to military members, 506 blood donations collected, 600 people receive lifesaving training, 116 homes made safer through fire preparedness

The Ask

- Volunteer-led organization, 90% of the workforce is volunteer. Sign up to be a volunteer at RedCross.org

- Host a blood drive or engage in a lifesaving training. The best way to find upcoming blood drives with the American Red Cross is to visit www.redcrossblood.org, type in your zip code and you will find the open upcoming blood drives there. Thank you!
- Collaborate with Red Cross on a home fire campaign
- Special Q&A with Daniel is tomorrow at 10am. Message Jeff Wolff (jwolff@workforce-central) if you would like to join

Contact: Daniel Wirth, Executive Director at Red Cross
Daniel.Wirth@redcross.org

South Sound's 2-1-1 System, Norinda Rosario-Yancey

- 2-1-1 is a resource and referral hotline. Has been a critical component during the COVID-19 pandemic
- Can sometimes not connect to 211 if the caller is not calling from a 253 area code. Calls made on ATT were being redirected, Typically it should still work so long as the person calling is physically located in the area when calling, even with an out of state area code
- Penni Belcher is the 2-1-1 Director. Has been involved in this work way before she came to our local United Way

About 2-1-1

- 211 is an open system. It is absolutely free to both callers and service providers. But it does have different levels. For those who want to track client outcome and a closed-loop referral system, there is a fee for this high level of partnership.
- Call specialists and navigators are specially trained. Callers have the opportunity to be asked questions to even identify more areas of need and receive multiple referrals
- Includes over 7 different call centers. Web search is not yet fully built out, but has ongoing improvements.

Impacts

- March to July had 25,000 total calls. 4,000 of those were handled as part of the statewide COVID hotline. Handled COVID-19 specific questions like testing, facemasks, exposure, housing assistance, food assistance, etc.
- From May – July 398 families helped in their Diaper Bank program. Take off financial stress and family stress
- 211 became the single point of entry for mental health in Pierce County. Drug Assistance and Mental health provider connections can be made just by dialing 211. Does not require a call to your insurance.

- Ride United provided 461 rides for 70+ clients in 15 cities locally in Pierce and Thurston to medical appointments, job interviews and appointments, food access, social services, shelter, tax prep, education, school engagement, financial coaching, and more
- Encouraging more feedback, questions, and suggestions to improve the system on the whole

The Ask

- Strive to ensure that all human service organizations locally are updating their database to make sure that clients can get accurate information. Have a database manager who is available by email and phone to give simple updates as well.
- Will be participating in these meetings ongoing to keep the connection and continue answering questions

Contact: Norinda Rosario-Yancey norinday@uwpc.org

Report Out – Organizational Structures Group , Karissa Thompson

- Are putting together a 4-part series called the Lens of Equity Series that focuses on the 4 P's of creating a more inclusive organization:
 - Policy, what are your written policies?
 - Practice, how are policies carried out?
 - People, focusing on the people in the organization
 - Promotion, highlighting those who are doing well
- Meet on the third Thursday of every month at 10:00am, come join the group if you are interested in helping out!

Report Out – Outreach Group, Tim Jumper

- Today they will be working to engage with newer members and plan the structure of the group
- Discussing new tools that will keep us more effective and organized
- Collaborating with some community partners to create a universal intake form

Report Out – People & Providers Group, Jeff Wolff

- Works with community members and providers to provide better access all around
- Focus on service providers to give them better tools and support
- Will be talking about filling a new leadership role (leadership or strategy position)
- Discussing Speakers Bureau: Reintroducing the Community to the Community. First speakers and topic will be focusing on homelessness. Bureau works by helping them write their story, set up with professional headshot and toolkit, and make connections to different organizations in pierce county to speak.

Action Items

1. Yesterday (12/1/2020) councilmembers brought forward a proposal to dissolve the partnership between Tacoma and Pierce County in the TPCHD and make a Pierce County health department. To consolidate power underneath one person under Pierce County. Attend the December 7, 2020 council meeting to voice your opinion, call/email Pierce County council members.
Nick Bayard will share out information about the meeting
 - Learn more about the Tacoma-Pierce County Board of Health at <https://www.tpchd.org/i-want-to-/about-us/board-of-health>
 - Link to proposal https://online.co.pierce.wa.us/cfapps/council/iview/proposal.cfm?proposal_num=2020-136&fbclid=IwAR1-o0dqzlUo1Wt5LK9ox4yMR04Fog95yEC6btMfASMPJPxWLkxhySqXNQ
 - Some tweets from Derek Young about the Health Department proposal - https://twitter.com/derekmyoung/status/1333935758466445312?s=21&fbclid=IwAR0G1xtJKuVGwYhnjcPS3WLJnTs_oPdn3c-tWF3ibBT6BFMeOwVQaL7ms4s
2. I also wanted to share this link that demonstrates our commitment of up to \$1 million a month in scholarships for eligible students - https://www.phoenix.edu/tuition_and_financial_options/scholarships/institutional-scholarships.html
3. Tacoma Chamber of Commerce business incubator, currently accepting applications for our 12-week training program: <https://www.spaceworkstacoma.com/business-planning-cohort/>

Meeting Contacts

- Alexandria Alderman, the Outreach and Education Specialist at Pierce Transit @piercetransit.org 253.625.4378
- Amanda Walkingstick, co-lead for The People's Group, Community Representative, walkingstickamanda@gmail.com, 253-653-9279
- Bonita Lee-Franklin Pierce High School, Family and Community Engagement Coordinator blee@fpschools.org 253-298-3837

- Carlos Ortiz, Covid-19 Training Coordinator and Latinx Liaison, TPCHD. Cell: (253) 878-0641 and Email: COrtiz@tpchd.org
- Carol Wolfe, Division Manager, City of Tacoma. Cwolfe@cityoftacoma.org; 253.591.5384
- Courtney Acoff, Metro Parks Tacoma Community Outreach & Engagement Specialist courtneya@tacomaparks.com (253) 345-0948
- Daniel Wirth, Executive Director, American Red Cross Serving South Puget Sound and Olympics. Daniel.wirth@redcross.org, 317-504-0264
- Danielle Thompson, Director of Workforce Services, Young Adult WIOA and Economic Security for All programs: dthompson@workforce-central.org (253) 732.1187
- Debbie Padden, Adjunct Faculty at Tacoma Community College, dpadden@tacomacc.edu
- Deborah Howell, WFC, COO dhowell@workforce-central.org
- Delia Flores-Metro Parks, Outreach and Engagement Deliaf@tacomaparks.com 253-348-3486
- Dr. Bob Danielle, Director, University of Phoenix - Washington. bob.danielle@phoenix.edu 206-321-0321.
- Dr. Cindy Caldwell, DrCindy@DEIManagement.net 314-494-5315
- Elise Bodell - Teen Services Librarian, Pierce County Library System. ebodell@piercecountylibrary.org
- Elliott Sawyer (he/him), Outreach and Talent Development Specialist Equus Workforce Solutions elliott.sawyer@equusworks.com
- Erin Guinup, Tacoma Refugee Choir, Executive & Artistic Director, erin@refugeechoir.org 253-777-8478
- Gerrit Nyland - Coalition to End Homelessness - gnyland@pchomeless.org - 253-304-5105
- Greg Tanbara Tacoma-Pierce County Health Dept. - gtanbara@tpchd.org 253-651-3428 - focus on 98409, and COVID-19 response for Asian and Pacific Island communities
- Joanna Rasmussen, Director of Communications at WorkForce Central jrasmussen@workforce-central.org
- Joelle Dela Cruz-WorkForce Central MSW (UWT) Intern-jcruz@workforce-central.org
- Julianna Flanders, Content Designer at WorkForce Central and Brand Strategist for the PCCETF. jflanders@workforce-central.org
- Karissa Thompson - Community Engagement Officer for Red Canoe Credit Union 253-278-2307 - KThompson@redcanoecu.com
- Linda Graves, Tacoma Pierce County Health Department
- Lori Keller, Dean of Instruction, Bates Technical College lkeller@batestech.edu
- Mandy Lee, Director of Family Stability, Center for Strong Family contact at United Way mandyl@uwpc.org
- Marcy Boulet, Communities of Focus and Coalitions Coordinator at the Health Department. mboulet@tpchd.org, 253-576-9582
- Marianne Seifert, she/her, Community Liaison, Tacoma-Pierce County Health Dept.
- Michael Jordan - Interim Director of Operations, R.I.S.E. Center michael@risecenterofhilltop.org 253-678-1274
- Michael Liang, Program Director, Spaceworks Tacoma. MichaelL@tacomachamber.org. (Quick plug for our business incubator, currently accepting applications for our 12-week training program: <https://www.spaceworkstacoma.com/business-planning-cohort/>)
- Natalie Archer Pierce County Basic Education for Adults Navigator narcher@tacomacc.edu

- Nick Bayard, he/him, City of Tacoma, nbayard@cityoftacoma.org, 253-328-2548
- Phyllis Harvey-Buschel, Regional CCW Network Director, Phyllis@wabsalliance.org
- Raeshawna Ware - City of Tacoma rsager@cityoftacoma.org 253-244-4520, Bates Technical College rware@batestech.edu 253-777-0904
- Roger Peters, AJAC Apprenticeship & Workforce Training, Senior Business Developer, rpeters@ajactraining.org 206-764-5359
- Samuel Bradadshaw - Workforce Central Business Solutions team, 253 345 9037 sbradshaw@workforce-central.org
- Sara Irish, Molina Healthcare, Pierce county Community Specialist. Sara.Irish@MolinaHealthCare.com 253-290-8160
- Sarah Dryfoos, Health Equity & Outreach Program Manager, Multicare - ssdryfoosguss@multicare.org
- Tauna Johnson, BCRA Design (Architecture and Engineering) tjohnson@bcradesign.com 206-817-1485
- Tim Jumper, Manager of Community Engagement, Sound Outreach, 253-719-3789, tim@soundoutreach.org
- Tony Smith, TSmith@tpchd.org, Health Promotion Coordinator, Mobile Covid Testing Lead, Tacoma-Pierce County Health Department
- Yvette Wilson-Co Lead People Group - Community member and Community Advocate Yvette@fablab.com
- Ziquora Banks (she/her) AVP of DEI & Strategic Partnerships, Seattle Credit Union. ziquora.banks@seattlecu.com