

Glendale Strong Family Network

Thursday, June 11, 2020, 1:00 – 2:30 PM Online meeting via Zoom

Vision: Strong families and safe children in 85301

Attendees: Pamela Morrison, Nora Lozano, Peggy Peixoto, Gisela, Aimee Sitzler, Monica Bravo, Liz Rivera, Samantha Faltermeier, Eddie Limon, Anvi Bhakta, Chuck Fitzgerald, Michelle Sambrano, Yadira Medrano, Tia LaFrambois, Elvia Zaragoza, and Melissa Tepeyac

Barrier Busters & Good News

A partner shared having challenges finding organizations that deliver food boxes in Peoria. Resources shared include the Peoria Family Resource Network and Arizona Food Bank Network.

Funding Application Update

The GSFN was awarded a small pot of funding from FTF to support a social media consultant from June to December.

Social Media Strategy Discussion

In an effort to better connect and inform families of local food resources as they quickly change during the pandemic, the Glendale Strong Family Network (GSFN) received funding to develop a hyperlocal social media strategy to connect families with young children in Glendale with local community food, early childhood, and other resources. The strategy will do the following:

- involve creating new content (Spanish and English)
 - create content targeting gaps and disparities identified by partners (e.g. refugee families, single parent households, working parents, Spanish-speaking families).
- sharing partner content about local food resources and governmental food programs, specifically targeting Glendale families with young children.
- leverage existing collaborative partners and existing infrastructure (website, social media) to engage, inform, and connect additional families with young children not already enrolled with early childhood programs.
- raise their social media presence across various platforms (e.g. FaceBook, Next Door, and Instagram)

How can we collaborate?

- Share events and resources with the community
- Create a google doc for partners to share events, information and resources for us to share
- Survey partners and community partners to see what type of content we should share
- Create a list of partners and lapsed partners for consultant to use

How to increase followers for targeted audiences?

- Facebook groups (e.g. refugee families in Glendale)
- Blue Watermelon
- School page
- Local government-CAP office
- FQHCs and medical clinics

What new content should be created?

- Create curated content for certain days of week (e.g. Resource Thursdays)
- Think of other ways to keep us in their feed (e.g. short videos or tips) outside of events or resources
- Local discussions, being locally relevant - interviews - once a month to start with a more in depth interview maybe live
- Voces en la Comunidad / Human in the Glendale area - telling stories about their life right now during COVID or beyond
- Tie it back to protective factors somehow (e.g. family meals, healthy habits)
- Videos of how to use the food in the food box - Chef Titina to do videos

Additional Ideas:

- Avoid being too wordy and use infographics when possible
- Not too many posts to tire the audience
- Need to make sure we plan for sustainability

GSFN Strategic Goals and Action Items

GOAL #1: Build capacity of providers to address Social Determinants of Health.

The GSFN is offering 3 separate one-day Protective Factors training to GSFN partners and DES office staff in March.

Updates

- Two trainings were completed, once cancelled due to low registration
- Hosted at GESD with approximately 70 attendees
- Sponsored lunch from Care1st Health Plan
- Attendees included DES Child Eligibility Specialists in Glendale
- GESD and GSFN partners made up the most of attendees

Action Steps

- Training to be offered on an annual basis - next training Spring 2021 and explore virtual training opportunities

GOAL #2: Build recognition and partnership between GSFN and City of Glendale

Peggy Peixoto will attend at least one of the following meetings to share how GSFN priorities align with the City of Glendale needs assessment and the GSFN vision: District meetings, CDAC meetings, and/or City Council meetings.

- Peggy to explore presenting at the City Council meeting online

GOAL #3: Increase food security of Glendale families

The GSFN will develop a hyperlocal social media strategy to connect families with young children in Glendale with local community food, early childhood, and other resources.

Next meeting is July 9th via Zoom

To include your logo as a GSFN partner on our website, please email it to info@glendalestrongfamily.org. www.glendalestrongfamily.org