

CAMPUS COMMUNITY CONNECT

Information Guide



**A collaboration to
better support students
and their families**

COUNTY OF SAN DIEGO
HHSA
HEALTH AND HUMAN SERVICES AGENCY

LIVE WELL
SAN DIEGO

Campus Community Connect Information Guide

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Introduction

In 2010, the County of San Diego launched *Live Well San Diego*, a vision to enhance the health, safety, and overall well-being of all San Diego County residents (Appendix A). *Live Well San Diego* follows the collective impact model where County government partners with organizations across all sectors to support the vision's core strategic approaches. In 2015, an average of 34.2% of 5th, 7th, and 9th graders in San Diego County were overweight or obese. To address this, the County of San Diego Health and Human Services Agency (HHSA), in partnership with the San Diego County Office of Education, conducted several listening sessions with Superintendents from the 42 school districts in the county.

Since 2015, annual meetings have been held between HHSA and school district superintendents to discuss the needs of the districts and what the next steps are that need to be taken to ensure the students and their families within the school are being provided the resources available. In these meetings, similar **themes** arose such as strengthen and build communication channels with HHSA and community based organizations (CBOs) as well as streamline and simplify referral processes. The districts also expressed **shared priorities** such as behavior management, training for staff, and increased family support by linking school-based support and interventions. It was expressed that a continued **challenge** was working with very limited time, staff, and resources. During the sessions, the Superintendents also identified their districts' health and wellness priorities, which included childhood obesity and behavioral health (i.e. school attendance, alcohol and drug use, etc.), and they also shared that they were seeing an increase in students needing mental health support at younger ages.

As a result of the listening sessions, we learned that together we must build and maintain relationships between HHSA, CBOs, and schools, identify and share resources, and maximize opportunities for collaboration. Thus was launched the Campus Community Connect model of collaboration in North County San Diego.

"More than 1 million California children and youth have a need for health care services of a type or amount beyond that required by children generally. Their ongoing health problems—physical, behavioral, or developmental—can affect their ability to function and participate in important educational and social activities." ⁽¹⁾



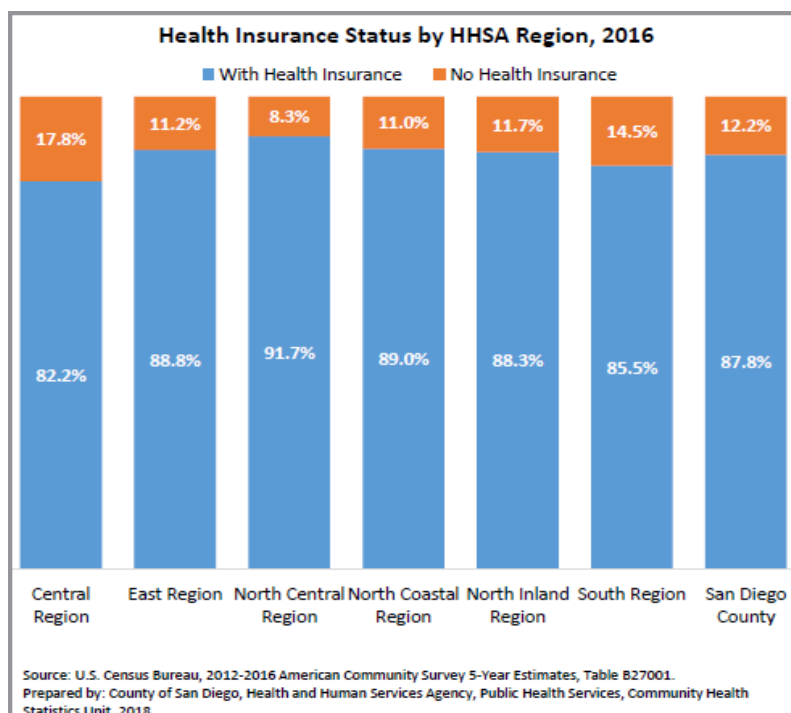
The Realization of a Growing Issue

32.4%

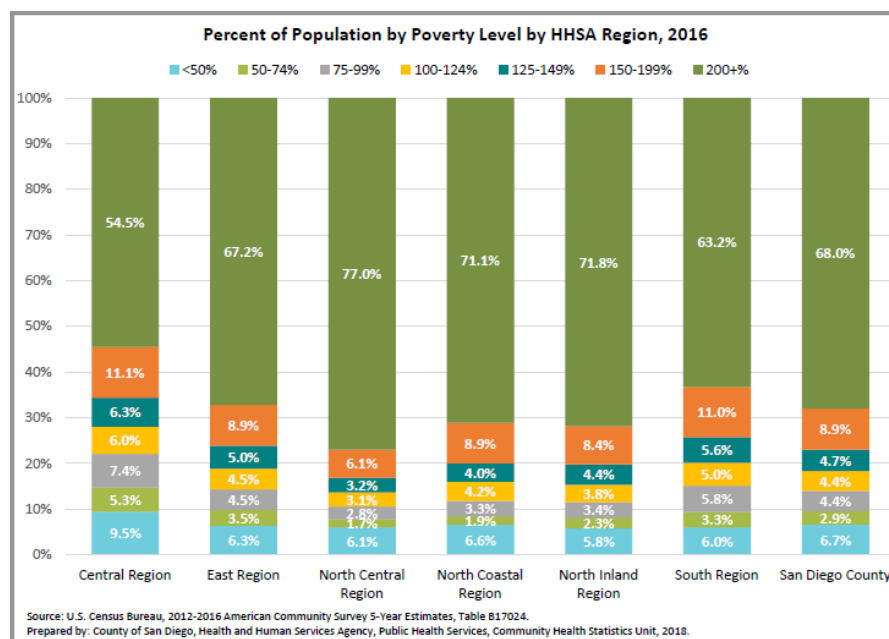
Of San Diego residents are enrolled in Medicaid (Medi-Cal) or CHIP coverage (5).

50.7%

Of students in San Diego County are eligible to receive free or reduced price school meals (4).



Out of all children with special health care needs in California, 35.2% had difficulty accessing community-based services (2), and 25.9% have one or more unmet needs (3).



18.9%

of children in San Diego County live in poverty (11)

21.1%

of children in San Diego County live in low-income working families (10)

“The effects of poverty and the stress associated with it can be long-term, contributing to increased risks of dropping out of school, poor adult health, and poor employment outcomes, among other adverse consequences” (6,7,8,9).

Taking Action

Based on both the resources and needs identified by the Superintendents, the Tools for Schools toolkit was created (pictured right) to provide all San Diego County school districts with examples of policies, programs and partnerships aimed at reducing childhood obesity and increasing access to behavioral health and other health resources.

The Health and Human Services Agency (HHSA), North County Regions took an individualized approach with the Campus Community Connect model to bridge gaps between schools and community, including the County of San Diego HHSA. In 2015, Escondido Union School District and Escondido Union High School District, both located in North San Diego County, recognized the importance of strong exchanges between school and community. Since then, in North County San Diego where 25 of the 42 school districts in San Diego County are located, Campus Community Connect has expanded to four of the largest school districts in North County. The hope is to continue to expand and eventually utilize this model in all North County San Diego school districts, as well as all districts that are in need of strengthening the connection between the district and the community.



The **Tools for Schools** toolkit can be found online at:

<http://www.livewellsd.org/content/dam/livewell/best-practices/Tools-For-Schools-August-2017.pdf>

Campus Community Connect's Goal

To collaborate with school districts in North County San Diego under the *Live Well San Diego* (LWSD) vision to connect district staff, county staff, and community organizations in order to bridge the communication and service gap between schools and the community.

Who Should Participate in Campus Community Connect

District Representation School Counselors, Social Workers, Family Liaisons, Nurses, Administrators

County Representation: Community Health Promotion Specialists, Social Workers, Nurses, CalFresh Outreach Team

Local Community Organizations: That serve schools & families, such as mental health service providers, alcohol and drug service providers, social service organizations, nutrition/food security agencies, etc.

Making an Impact

With so many children and families in San Diego who are eligible for and rely on services offered within their community, it is important that **school districts are connected as much as possible to the local resources available to these families**. The purpose of Campus Community Connect is to collaborate with local school districts to **better connect them to resources and community organizations that will enhance their efforts to support the students and families they serve**. Not only does access to resources improve children's academic performance, but by providing a better connection to resources, Campus Community Connect is working to increase the well-being of their daily lives.

Campus Community Connect has been in motion since 2015. **By connecting and reaching over 500 school social workers, counselors, nurses, administrators, family liaisons and community partners, a better support network has been created for over 74,000 students within four of the largest districts in North County**. Campus Community Connect is part of HHSA's effort to provide stronger linkages and networks with schools to better support students and their families under the *Live Well San Diego* vision.

More information on *Live Well San Diego* can be found online at: <http://www.livewellsd.org/> and in Appendix A.

Campus Community Connect's Objectives

School employees are better able to connect their students and families to resources within the community to better support the students' learning and well-being, to ensure they are healthy, safe, and thriving.

The referral processes for services offered by HHSA and other community organizations are streamlined and simplified because of connections made at the event.

County and school district employees will know more about the local community organizations, including a direct contact within the organization, and what resources they can provide to students and their families



"I wanted to say a big "thank-you" for the amazing community event that you put together this past Friday. I felt so welcomed...I am glad I was invited to attend and share about JFS and I was able to make some great connections."

-Catherine Galindo, ASW, PPSC, Military Family Specialist—Positive Parenting Program, Jewish Family Service of San Diego

Components of the Program

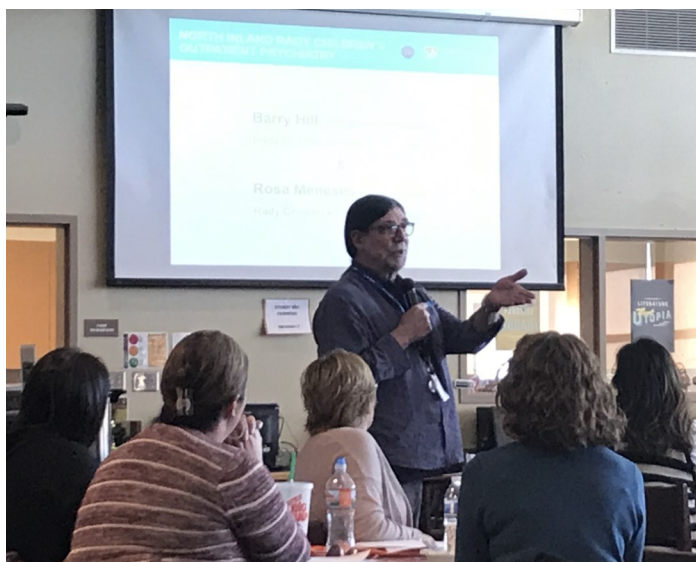
Campus Community Connect has many different components, all of which are supportive to the overarching goal of the collaboration itself. This collaboration is very important to the district, HHSA, and accompanying community organizations, so much so, that executives from HHSA and the superintendent from each district participate by providing a welcome and stating the importance of this collaboration to the schools and our communities.

The supplemental materials and components include: an **action plan overview and checklist** (Appendix B) to break down all of the necessary steps to plan and complete a successful Campus Community Connect event between HHSA and the partnering school district; a **program agenda with accompanying contact sheet** (Appendix C) located on the back of each agenda which includes contact information of all the organizations involved in the event; an **ice breaker activity** (Appendix D) to get everyone up and moving and start the conversation around supporting students and their families; a **flyer/save the date** (Appendix E) that is shared with all prospective participants within the school district, HHSA, and community partners, and an **event evaluation** (Appendix F) to determine the effectiveness Campus Community Connect is, a component of the collaboration is the **resource fair** where community partners can showcase their resources, and participants are able to connect and ask questions to the staff who have attended. Not only are these components supportive for the day of the event, but they increase engagement and knowledge of the participants.

For agency and program representatives, having the ability to meet your counterpart in a school district is very important when trying to streamline any process to increase a student's health and well-being. Providing contact information and resources to organizations in the community also allow the school professionals to refer out to a direct and trusted source. In addition, participants now have knowledge of the resources available to students and their families, particularly when schools are unable to directly provide those resources or services on campus.

"My favorite, and the most effective, part of the event was the connection/presentation opportunity... That allowed me to introduce myself to multiple people and make valuable connections."

-San Marcos Unified School District Staff



Campus Community Connect in Action

The two school districts in Escondido served as the launch point for the Campus Community Connect model. As of Fall 2018, 6 events have been hosted in partnership with Escondido Union Elementary (EUSD) and Escondido Union High School Districts (EUHSD). These events include a traditional Campus Community Connect setting with school staff, as well as engaging county staff, and community partners, and the four most recent events included a training component. The topics for the trainings were trauma informed care, immigration, suicide prevention, and coordinating responses to student and school crisis.

Vista Unified School District (VUSD) was the next to launch this collaborative model. The first event was of great success with over 100 people in attendance leading to an engaging collaboration. Our partnership evolved the following year to include a training component on Trauma Informed Care with a screening of the documentary *Resilience*.

The most recent district to launch Campus Community Connect in their school district is San Marcos Unified School District (SMUSD). SMUSD was eager to co-host an event that allowed the school staff to be better connected with HHSA's resources as well as community organizations. As with the other districts, our vision with Campus Community Connect is to continue this event with SMUSD and expand it to include trainings with information the staff will be able to utilize in and out of a school setting.

All those who participate have a shared goal of bettering the lives of students and their families, through an increase in knowledge on "hot-topics" and an avenue to better connect with organizations that provide resources to the community. The partnership with school districts and community organizations will continue to grow as we aim to better the lives of all students.

The following three pages will discuss in further detail each of the Campus Community Connect Collaborations within the districts (EUSD, EUHSD, SMUSD, & VUSD). Pictures and a description of the events are included.



Escondido Union School District & Escondido Union High School District

Integrating Trauma Informed Practices to Enhance Students' Lives in Escondido

On October 4, 2016, over 100 people attended the 4th Annual Student and Family Support Staff Campus Community Connect event. This event included a keynote presentation by Dr. Dawn Griffin on creating trauma informed systems, with a focus on integrating schools and community. Dr. Griffin's presentation focused on using trauma informed approaches when speaking not only with students and families, but also with other school staff and community organizations. Escondido Union School District currently employs 23 school social workers, 9 school counselors, and numerous family liaisons at all school sites; EUHSD currently employs 6 school social workers, multiple counselors and family liaisons for each of their high schools. Attendees received information from various community organizations and North County collaboratives.

Supporting Escondido's Immigrant Youth with Campus and Community Networks

Over 100 participants attended the Campus Community Connect event, held as part of the Escondido Union and Escondido Union High School Districts' professional development day on January 8, 2018. The event provided school representatives an opportunity to network with regional Child Welfare Services, Public Health, Family Resource Center and Community Health Promotion staff while receiving training focused on supporting immigrant youth. The training featured two keynote speakers, Maricela Amezola, a local immigration lawyer and Dr. Marisol Clark-Ibáñez, from Cal State University San Marcos and the National Latino Research Center. Maricela Amezola highlighted ways for schools to build referral systems and create inclusive spaces on campus and in the community. Dr. Clark-Ibáñez discussed ways for professionals to connect with immigrant youth and help build better support networks in their communities.



Vista Unified School District

Collaborative Event to Support the Students and Families of Vista

VUSD wanted to put more of a creative twist on the collaborative event, and with Valentine's Day, being the day before the event, we dubbed the event, *Our Hearts are in it!* VUSD co-hosted this event at the Vista Innovation Center on February 15, 2017. The event was attended by over 100 enthusiastic school administrators, social workers, counselors, family liaisons, nurses and community partners. The gathering also included community partners who were able to share information on the resources and services they provide to build the capacity of the districts' support teams who work with families with varying needs. Not only did this event pave the way for people to make a connection, but Chuck Matthews, HHSA North County Director and Devin Vodicka, Superintendent of VUSD, started the day off by expressing gratitude and sharing the importance of these events and how we are able to make a difference in a child's life. In addition to the event, a resource fair was provided where participants learned about many different community organizations and collaboratives in North County.

Promoting Trauma Informed Care in Vista Unified School District

On October 3, 2018, Vista Unified School District (VUSD) and the Health and Human Services Agency (HHSA), collaborated to put on a screening of the documentary *Resilience*. Like our first event, *Our Hearts are in it!*, the event was held at the Vista Innovation Center. Following the screening, group table discussions were held to brainstorm how to properly address the "number one public health issue of our time" and how trauma informed care can be implemented in the work done with children and their families. Dr. Susan Writer attended as the event emcee, spoke on trauma informed care, lead the table discussion, and added insight as a professional on the topic. In addition to the screening, time was allotted for networking to take place between organizations to discuss how we can continue to work together to support students in VUSD. This screening and discussion has allowed VUSD, HHSA, and other community partners to apply what was learned to better integrate trauma informed practices in their daily work.



"The Vista Unified School District partnership with *Live Well San Diego* has benefited the students and families of Vista in many ways. Through our partnership and with other *Live Well San Diego* partners we have provided co-branded professional development for staff members, a *Resilience* screening, free flu shot clinics for families, empowering lessons for teen parents, fresh and shelf stable food donations, dental clinics and more. Hundreds of families have been assisted and supported by amazing organizations and resources."

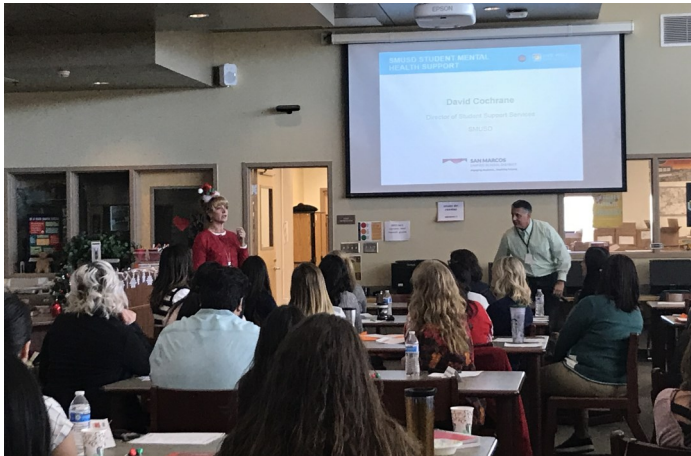
- Michelle Walsh, Student Support Services Coordinator, Vista Unified School District

San Marcos Unified School District

Campus Community Connect—

A Collaborative Event to Support the Students and Families of San Marcos

When school districts are in need of resources for their students and families, they often do not know who to call or where to turn. In response to this issue in San Marcos, HHSA North County Regions partnered with San Marcos Unified School District (SMUSD) to hold an event to create a support network for the students and families of the district. The event, Campus Community Connect, was held at the Mission Hills High School Library on December 15, 2017 and was attended by over 80 school administrators, social workers, counselors, school nurses, HHSA staff and community partners. With a library full of eager and excited participants, Chuck Matthews, HHSA North County Regions Director and Melissa Hunt, SMUSD Superintendent, expressed their gratitude for everyone in attendance and talked about how events like these make a difference in a student's life. Community organizations also brought resources to share with the participants.



"I received a lot of positive comments from our people. Thank you again for working with us to put on this event. You and your team did a great job!"

-David Cochran, Director of Student Services, San Marcos Unified School District



Continuing the Partnership

What we would like to accomplish and continue doing to bridge the gap of communication between schools and community.

- Work with all North County school districts to maximize opportunities, collaboration and leverage of resources
- Tailor the format to meet needs of rural, small, and non-unified school districts to ensure we are bringing/sharing the resources they need
- Continue to leverage the Tools for Schools toolkit and related supports to ensure we are keeping that tied in through our work with the districts
- Showcasing the model at San Diego County Office of Education Conferences during the North County breakout session

School District Outcomes

What school districts are doing that has been enhanced by or was a product of participating in Campus Community Connect.

- VUSD holds monthly meetings with their school social workers and our Child Welfare social workers to discuss needs and streamline processes
- EUSD/EUHSD have held trauma informed trainings with their staff to continue the discussion held at previous Campus Community Connect collaborations
- SMUSD has created better connections with HHSA social workers
- All districts' communications with community partners have been enhanced—whether new or old, and we will continue to strive to build the existing communication gap



— How to Get Started in Your Community —

Campus Community Connect Action Plan Overview

Step 1: Initiate connection between school district and HHSA, and identify key contacts



Step 2: Hold planning meeting to finalize logistics and discuss roles & responsibilities of each involved party



Step 3: Create and send out the Save the Date Flyer with registration link to school district staff, HHSA staff, and community partners



Step 4: Create and finalize all materials needed for event and have one last check-in with planning committee



Step 5: Set-up day before and ensure all materials and refreshments are ready for day-of the event




Step 6: Do debrief and establish plan for ongoing connections and communication

For more detailed information, please turn to page 18 and refer to Appendix B which includes more details of the steps/materials that need to be completed before and during the actual event.




Reference Guide

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Appendix Guide

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LIVE WELL SAN DIEGO

San Diego County's long-term initiative for
healthy, **safe** and **thriving** communities

BUILDING BETTER HEALTH

Improving the health of
residents and supporting
healthy choices

LIVING SAFELY

Ensuring residents are protected
from crime and abuse,
neighborhoods are safe, and
communities are resilient to
disasters and emergencies

THRIVING

Cultivating opportunities
for all people and
communities to grow,
connect and enjoy the
highest quality of life

In 2010, the County Board of Supervisors adopted *Live Well San Diego*, a 10-year plan to advance the health, safety and well-being of the region's more than 3 million residents. Based upon a foundation of community involvement, *Live Well San Diego* includes three components: *Building Better Health*, adopted on July 13, 2010; *Living Safely*, adopted on October 9, 2012; and *Thriving*, adopted on October 21, 2014.

Live Well San Diego is built on four strategic approaches:

1. BUILDING A BETTER SERVICE DELIVERY SYSTEM

Improve the quality and efficiency of County government and its partners in the delivery of services to residents, contributing to better outcomes for clients and results for communities

2. SUPPORTING POSITIVE CHOICES

Provide information and resources to inspire county residents to take action and responsibility for their health, safety and well-being

3. PURSUING POLICY & ENVIRONMENTAL CHANGES

Create environments and adopt policies that make it easier for everyone to live well, and encourage individuals to get involved in improving their communities

4. IMPROVING THE CULTURE WITHIN

Increase understanding among County employees and providers about what it means to live well and the role that all employees play in helping county residents live well



PROGRESS THROUGH PARTNERSHIPS

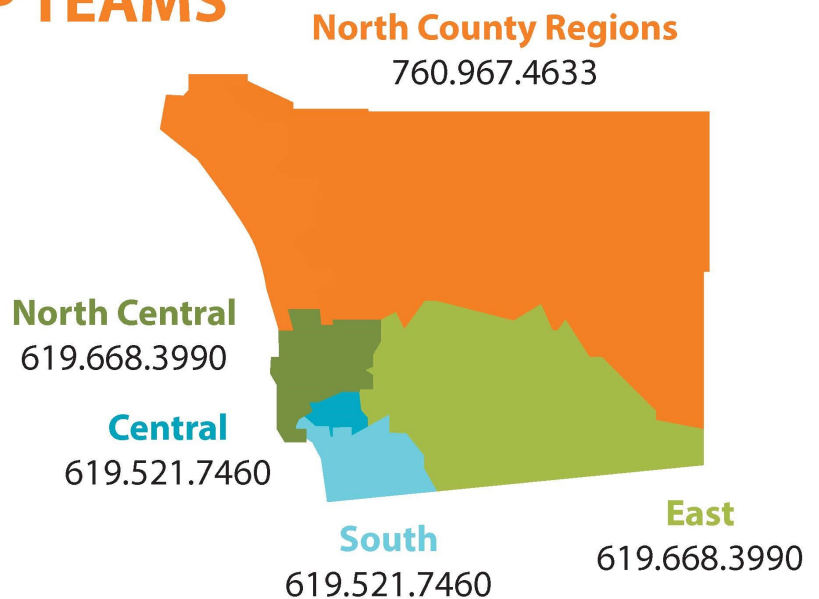
Live Well San Diego involves everyone. Only through collective effort can meaningful change be realized in a region as large and diverse as San Diego County. The County's partners include cities and tribal governments; diverse businesses, including healthcare and technology; military and veterans organizations; schools; and community and faith-based organizations. Most importantly, *Live Well San Diego* is about empowering residents to take positive actions for their own health, safety and well-being.

Every County department is committed to playing an active role and coordinating efforts to make the biggest impact. Annual reports highlight success stories of local communities, organizations and recognized partners who are making positive changes. These reports can be accessed on the *Live Well San Diego* website at LiveWellSD.org/about/live-well-san-diego-materials/. This website also includes resources for getting involved; best practice tools for organizations and recognized partners in every sector; and information about the *Live Well San Diego* Indicators, which measure our region's collective progress.

REGIONAL LEADERSHIP TEAMS

Teams of community leaders and stakeholders are active in each of the Health and Human Services Agency (HHSA) service regions. These teams have been involved in community improvement planning and are working to address priority needs over the next few years to realize the *Live Well San Diego* vision. These teams serve as a central point for planning and prioritizing collaborative action at the local level.

Contact your team by calling the phone numbers listed on the map.



RESULTS

How will progress be measured? The Top Ten *Live Well San Diego* Indicators have been identified to capture the overall well-being of residents in the county. These Indicators are part of a framework that allows the County to connect a wide array of programs and activities to measureable improvements in the health, safety and well-being of every resident. The complete framework is posted on the County of San Diego *Live Well San Diego* webpage: http://sdcounty.ca.gov/content/sdc/live_well_san_diego/indicators.html



HEALTH

Life Expectancy
Quality of Life



KNOWLEDGE

Education



STANDARD OF LIVING

Unemployment Rate
Income



COMMUNITY

Security
Physical Environment
Built Environment



SOCIAL

Vulnerable Populations
Community Involvement

Campus Community Connect Program Planning Checklist:

Email contact at the school district to explain Campus Community Connect and set-up initial meeting.

- Helpful to have a representative from each school department (social work, counseling, nursing, parent liaison, etc.)
- Invite the managers from CHP, CWS, FRC, and PHN to participate in initial meeting.

Topics to cover at first meeting:

- Provide an overview of Campus Community Connect and purpose for wanting to do this event with the district.
- Roles of HHSA vs school district
- Determine how many planning meetings to have
- Determine a date, and location to hold event (somewhere within the district)

Topics to cover at second meeting, in person or phone conference

- Who should attend from the school district and HHSA? Do you want to include community partners? School district can identify community partners, or say what their needs are, and discuss materials needed (see list below)
- Agenda (emcee, speakers, interactive activity, networking time, etc)
- Refreshments (coffee, water, snacks)
- Flyer
- Icebreaker activity
- Resource tables
- Raffle
- survey monkey for registration
- Talking points
- Set-up the day before the event

Materials to create, print, and/or bring to event

- Agenda with contact sheet
- Name tags
- Registration list
- Icebreaker activity
- Raffle tickets & prizes
- Refreshments

Program Agenda Sample

Campus Community Connect

Week Day, Month Day, Year | Time

AGENDA

8:30 - 9:00 am **Check-in & Refreshments**

9:00 - 9:15 am **Welcome & Introduction**

- Name, Superintendent, School District
- Name, HHSA Executive, HHSA

9:15 - 9:45 am **Interactive Activity**

9:45 - 10:15 am **Introduction of Programs**

- HealthLink
- Public Health Nursing
- Child Welfare Services
- CalFresh
- Nutrition Education and Obesity Prevention (NEOP)
- San Diego County Office of Education
- School District Student Mental Health Support
- Community Partners

10:15 - 10:45 am **Making Connections**

10:45 - 10:55 am **Opportunity Drawing**

10:55 - 11:00 am **Closing Remarks**



School District Logo

Contact Sheet Sample

Campus Community Connect

Contact Sheet

Program contacts for you to reach out to directly with questions about services, referrals, etc.

COUNTY OF SAN DIEGO HEALTH AND HUMAN SERVICES AGENCY			
Program	Name	Title	Contact Information
HealthLink North County	First, Last	Title	E-mail Phone Number
Public Health Nursing/ Nurse Family Partnership	First, Last	Title	E-mail Phone Number
Nutrition Education and Obesity Prevention (NEOP)	First, Last	Title	E-mail Phone Number
Child Welfare Services	First, Last	Title	E-mail Phone Number
Family Resource Center/ CalFresh	First, Last	Title	E-mail Phone Number
Family Resource Center/ CalFresh	First, Last	Title	E-mail Phone Number
SCHOOL DISTRICT			
SMUSD Student Services	First, Last	Title	E-mail Phone Number
SMUSD Student Services	First, Last	Title	E-mail Phone Number
SMUSD Student Services	First, Last	Title	E-mail Phone Number
COMMUNITY PARTNERS			
Organization Name	First, Last	Title	E-mail Phone Number
Organization Name	First, Last	Title	E-mail Phone Number
Organization Name	First, Last	Title	E-mail Phone Number
Organization Name	First, Last	Title	E-mail Phone Number
Organization Name	First, Last	Title	E-mail Phone Number

Ice Breaker Activity Sample

Campus Community Connect Day, Month Day, Year Agency Staff BINGO

Read the descriptions below. MOVE AROUND and ask others their name and organization, and to initial in the box that applies to them on the BINGO card.
(one box per person)

Call out when you have your bingo card COMPLETE!

Was born in another state	Is currently going to school	Has visited another country	Loves sushi	Is licensed as an LCSW or MFC in the State of California
Lives in (Enter City)	Owned a car phone or typewriter	Enjoys spicy food	Has two or more kids	Speaks more than one language
Plays a musical instrument	Worked as a waitress or waiter	Provides support services to students and/or families in (Enter City)	Has a PPS credential	Attended an (Enter School District) School
Doesn't need an alarm to wake up	Is the youngest sibling	Has run a ½ or full marathon	Is employed by a school	Has worked for the same agency for more than 10 years
Drives more than 20 miles to work	Played or plays on a sports team	Is a pet owner	Lived in another country	Enjoys reading

Sample Flyer

The County of San Diego Health & Human Services Agency,
in collaboration with [INSERT SCHOOL DISTRICT HERE], present:

Campus Community Connect

Community Based Organizations and representatives from HHSA North County Regions Child Welfare Services, Public Health Nursing, Family Resource Center, and Community Health Promotion will join together to collaborate with school district staff, including school nurses, social workers, counselors, and psychologists, to provide stronger linkages and networks with schools to better support students and their families.

Additional parking
available behind
the building!



Light refreshments
will be provided!

DATE

Time:

Location:

Registration is required. Please follow the link below to register by [INSERT DATE].

[INSERT REGISTRATION LINK HERE]



School District Logo

Sample Evaluation

Campus Community Connect Evaluation

1) Please select the appropriate affiliation

- ☐ County Employee
- ☐ School District Employee
- ☐ Community Organization
- ☐ Other (please specify)

2) Please mark the answer that fits best

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A
You made at least two new connections.						
You learned new information about at least four collaboratives and/or organizations.						
The connection(s) made during the event are beneficial to your referral process.						
The connection(s) made during the event are beneficial to the students and families you work with.						
The event is beneficial to you.						
You feel better connected with others in your community to better support students and their families						
You would like to do this event again in the future.						
You would like to see this event include more trainings in the future (i.e. trauma informed, immigration, etc.)						

3) Please provide any additional comments or highlights of your experience so that we may improve upon our efforts.

4) Please rate your overall experience of Campus Community Connect

- ☐ Extremely satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Unsatisfied
- ☐ Extremely unsatisfied

A special thank you to our school district partners, the San Diego County Office of Education, and the community partners that have participated and helped make Campus Community Connect possible.



The online version of this information guide will be updated as additional events are held with the school districts. To view the online version of the Campus Community Connect information guide please visit:

(INSERT LINK HERE)



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