

Best Babies Zone Oakland: Castlemont Neighborhood



Best Babies Zone

- Vision: All babies are born healthy, into communities that enable them to thrive and reach their full potential



- Mission: To give every baby born in a Best Babies Zone the best chance in life



BBZ Approach

Multi-level: not only individuals – but families, communities, systems and policy.

Several different domains: not only health services – but education, economic, and community development.

Life-course: not only disease prevention – but health promotion and optimization over the life course, with strategic investments in sensitive periods.



Lead: UC Berkeley

Funder: W.K. Kellogg Foundation

National Organizations: CityMatCH, Association of Maternal and Child Health Programs, National Healthy Start

Local Sites: Oakland, Cincinnati, New Orleans

Best Babies Zone: Castlemont Neighborhood



From Portrait to Landscape



Photos: Thomas Hawk, funkandjazz, Susan Decker (flickr), city-data.com, FYI youth, IPOP, www.home-lover.net, Food to Families

From Portrait to Landscape





Disinvested Communities

- Limited/Unsafe Parks
- Crime
- Fast Food Restaurants
- Liquor Stores
- Poor Performing Schools
- Pollution and Toxic Exposures
- Limited Public Transportation
- Absence of High Quality Financial Institutions
- Predatory Lenders

Poor Health Status

Good Health Status



Communities of Opportunity

- Parks
- Safe/Walkable Streets
- Grocery Stores
- Good Schools
- Clean Air
- Public Transportation
- Good Jobs
- Strong Local Businesses
- Financial Institutions



Planning



Housing



Medical Care



Jobs



Healthy Food



We're in this together



Preschool



Parks and Activities



Policy Makers

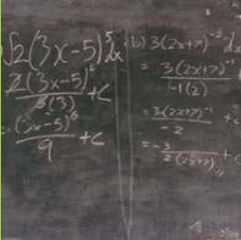


BBZ is an opportunity to marshal all of our resources and collectively provide them in one place for greater impact

Safe Neighborhoods



Residents



Transportation



BBZ Oakland Approach

Short-term

- Small Wins
- Innovative Approaches
- Relationships
- Growing Momentum

Long-term

- Community Ownership and Leadership
- Systems are Listening and Responsive to Community
- Shared Measurement and Clear Roles

BBZ is about investing in PEOPLE and PLACE

Best Babies Zone Oakland: Focus Areas

- Early Childhood and Family Supports
- Building a Local Economy
- Community Engagement, Planning, and Action
- Partner Engagement
- Foundational Work



Early Childhood and Family Supports

Year 2

- Room to Bloom!
- MPCA Services

Year 3

- More visibility and outreach for home visiting and services at the hub
- Expansion of hub + services



Building a Local Economy

Year 2

- Planning with partners
- Launch of monthly Castlemont Community Market



Year 3

- Grow Castlemont Community Market
- City of Oakland Vendor support
- Youth storefront murals
- Youth business engagement



Join us for a fun local marketplace! ↑↑↑↑



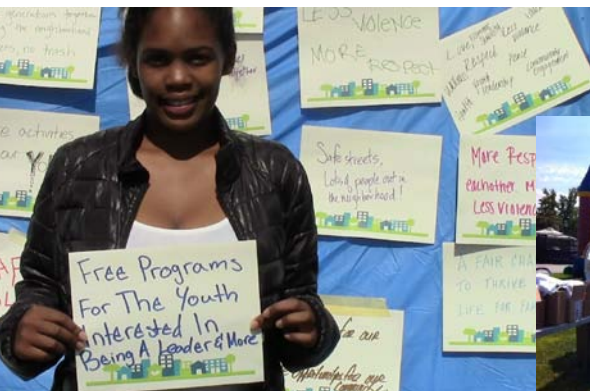
Community Engagement, Planning, and Action

Year 2

- Summer Block Party
- Economic development chats and input sessions
- Castlemont Community Market: entrepreneur + shopper outreach

Year 3

- Castlemont Community Cafes
- East Oakland Innovators
- Mini-grant Advisory Committee
- Street Outreach Team





SATURDAY • MARCH 15TH
11:30AM - 2:30PM

THURSDAY • MARCH 20TH
6PM - 9PM

YOUTH UPRISING
8711 MACARTHUR BLVD
OAKLAND, CA 94605

CASTLEMONT COMMUNITY CAFE

**WHAT DOES A
HEALTHY COMMUNITY
LOOK LIKE TO YOU?**

We want to hear about your ideas and
together put them into action! Attend the
Community Cafe and let us know!
Topics: Community • Safety & Violence
• Education • Local Economy

Contact person for questions or more information:
Mariela Uribe - Mariela.Uribe@acgov.org - 510.306.2203

Coordinating Partners: Alameda County Public Health Department, Best Babies Zone, Youth UpRising, First 5 Alameda County,
Office of Supervisor Nate Miley, Brighter Beginnings

EAST OAKLAND INNOVATORS

Do you have what it takes to transform your community? Do
you want to build professional & leadership skills?

Become an East Oakland Innovator!

We are looking for a group of committed people to bring
community change in 2014. All neighborhood residents are
welcome to apply.

For more information or to apply, contact: **Rachael Berkowitz**
rberkowitz@youthuprising.org 510-208-1223

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Office of Supervisor Nate Miley, Brighter Beginnings

Partner Engagement

Year 2

- One-on-one relationships
- Economic partners
- Faith community
- Stakeholder meeting

Year 3

- As needed, in working groups
- Support Youth UpRising in opening charter schools
- BBZ- Building Blocks Collaborative Mini-grants



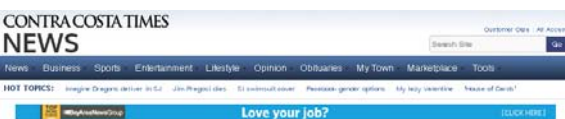
Foundational Work

Year 2

- Research/Evaluation
- Media/Communications
- Political Engagement
- Fundraising

Year 3

- Research/Evaluation
- Media/Communications
- Political Engagement
- Fundraising



Aiming to transform Oakland neighborhood, "Best Babies Zone" cultivates its youngest residents

By Matt O'Brien
mattobrien@bayareanewsgroup.com
POSTED: 10/12/2019 10:00 AM PST | UPDATED: 10/12/2019 4:00 PM





Planning



Housing



Medical Care



Jobs



Healthy Food



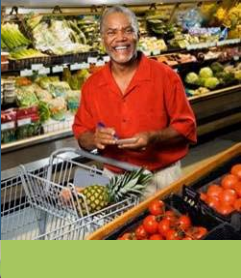
We're in this together



Preschool



Parks and Activities



Policy Makers

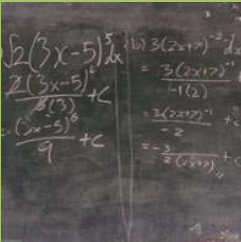


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THANK YOU



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