



WHERE COMMUNITIES THRIVE & BABIES ARE HEALTHY



The vision for the Best Babies Zone is that all babies are born healthy and into thriving, healthy communities.



JUNE 2014

We know that health is more than simply healthcare; health is determined by a lifetime of opportunities and experiences. In order to address the root causes of health Best Babies Zone is implementing interventions that target a broad range of populations, which includes families, communities, and systems. The zone is an opportunity to marshal all of our resources and provide them in one place for greater impact. We believe that community members have the power and passion to address obstacles to health in their neighborhoods. Our current and upcoming activities include:

EARLY CHILDHOOD & FAMILY SUPPORTS

Home Visits

Families with babies born in the area are offered a home visit from a nurse or case manager.

Parenting and Family Supports

We are implementing Maternal Paternal Child and Adolescent Health services through the Room to Bloom Castlemont Child & Family Resource Center, such as Bootcamp for New Dads and Club Mom.

BUILDING A LOCAL ECONOMY

Castlemont Community Market

In partnership, we are offering a community market the first Saturday of each month to lift up local entrepreneurs, create opportunities to buy local goods and build a more vibrant local economy. We are also working with the City Of Oakland to explore and offer ways to expand opportunities for market vendors.

Youth Business Engagement

coming soon!

Storefront Murals

coming soon!

COMMUNITY ENGAGEMENT, PLANNING AND ACTION

Planning With Residents

We hosted Community Cafés for residents to address neighborhood priorities of local economy, education, safety & violence, community building, and reengaging 10-12 resident leaders (East Oakland Innovators) in developing solutions to issues that matter to them. These projects will be used to shape how systems and organizations respond to these needs.

Mini-grants

Mini-grants will provide seed funds to residents and partner organizations (including partners from ACPHD's Building Blocks Collaborative) to conduct projects within the BBZ that align with neighborhood priorities. Additionally, a resident body of advisors will be formed to select the mini-grantees and advise on project ideas.

Street Outreach Team

We coordinate with a group of Castlemont High school youth that meets bimonthly to conduct outreach in the Castlemont neighborhood on behalf of the zone.

FOUNDATIONAL WORK

Evaluation, Forming and Fostering Partnership, Communications, Political Engagement, Fundraising

BBZ CASTLEMONT APPROACH

Short-term

- Small Wins
- Innovative Strategies
- Relationships
- Growing Momentum

Long-term

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

BEST BABIES ZONE IS ABOUT INVESTING IN PEOPLE AND PLACE.



Best Babies Zone is a project of the Building Blocks for Health Equity Unit, Maternal Paternal Child Adolescent Health, Family Health Services