



Meeting Notes

Proposition 64 Advisory Group August 24, 2023 10 a.m. to 2 p.m. Hybrid Meeting

Members Present	
Denise Galvez	Pete Neilson
Jim Keddy	Martin D Martinez III
Cornelle Jenkins	Adrienne Shilton
Lynn Silver	
Le Ondra Clark Harvey	
Karina Pangan	

Opening Remarks and Introductions

Denise Galvez, Prevention and Youth Branch Chief, Department of Health Care Services (DHCS)

Galvez opened the meeting by thanking the Proposition 64 Advisory Group (Prop 64 AG) members for attending and opened introductions for the in-person attendees and moved to the virtual attendees. Galvez provided a brief overview of the Prop 64 AG agenda and objectives for the meeting.

Proposition 64 Advisory Group New Members Orientation

Denise Galvez, Prevention and Youth Branch Chief, DHCS

Galvez welcomed the new Prop 64 AG cohort members and thanked members for attending the meeting. Galvez reminded members to turn in their membership acknowledgment forms which are required to serve on the Prop 64 AG. Galvez expressed gratitude and respect for the opinions and feedback of the Prop 64 AG members. Galvez explained the role of the Prop 64 AG as being essential for the development of the Elevate Youth California (EYC) program. Galvez informed the Prop 64 AG the early outcomes of the EYC program would not be possible without the advisory group committee.

Overview of Proposition 64 Youth, Education, Prevention, Early Intervention, and Treatment Account and DHCS Contract Updates

Denise Galvez, Prevention and Youth Branch Chief, DHCS

Galvez provided an overview of the Youth Education, Prevention, Early Intervention, and Treatment Account (YEPEITA) and the history of Proposition 64 (Prop 64) beginning in November 2016. Galvez explained the purpose of the three allocations tied to the tax revenue generated by Prop 64.

Galvez provided an overview of the three Interagency Agreements (IA) by informing members which agencies receive YEPEITA funds and what activities are being supported through each IA.

The California Department of Public Health (CDPH), through an IA with DHCS, uses YEPEITA funds to administer the [Youth Prevention Initiative](#). The Youth Prevention Initiative includes the [California Cannabis Surveillance System](#) (CCSS), and the Cannabis Education and Youth Prevention Program (CEYPP). The CCSS is a public health data collection and analysis system for youth and adult cannabis use; legal, social, and environmental impacts; and health outcomes. The CEYPP provides health education and prevention to reduce the negative impacts and consequences of cannabis use through state and local partnerships, public awareness, and social marketing campaigns.

[The California Department of Social Services](#) (CDSS) through an IA with DHCS, receives YEPEITA funds to increase subsidized early learning and care vouchers to children birth to age thirteen, through California Alternative Payment Programs (CAPPs), General Child Care contractors (CCTRs), and Emergency Child Care Bridge Program for Foster Children (Bridge Program). CAPP is designed to help low-income families who are working, in training, or seeking employment. CCTR utilizes centers and family childcare home networks operated or administered by public or private agencies or local educational agencies. Families are provided a cost-effective system of childcare and development services for children from infancy to 13 years of age and older children with exceptional needs. The Bridge Program provides time-limited vouchers for childcare and childcare navigator services for families to assist with accessing childcare.

[The California Natural Resources Agency](#) (CNRA) through an IA with DHCS, receives YEPEITA funds to support projects that serve youth and support access to natural or cultural resources.

CNRA exists to restore, protect, and manage the state's natural, historical, and cultural resources for current and future generations using creative approaches and solutions based on science, collaboration, and respect for all the communities and interests involved.

Galvez provided insights into the accomplishments of the DHCS Prevention and Youth Branch through the administration of the Allocation 3 YEPEITA. Sierra Health Foundation: Center for Health Program Management (The Center) is contracted to support the implementation of the EYC program.

Galvez provided the definition and purpose of the Prop 64 AG. Pursuant to Revenue and Taxation Code section [34019](#), subdivisions (f)(1)(O), DHCS established the Prop 64 AG in August of 2019. The purpose of the Prop 64 AG is to share emerging trends in youth substance use, make recommendations to DHCS, and provide feedback on EYC program assessment, implementation, and evaluation.

Galvez shared the history of the Prop 64 AG by providing the conceptual framework decisions. These decisions included a priority population of youth and transitional-aged youth, three-year project cycles financed up to one million dollars, and developing a long-term strategy to include youth civic engagement, peer support, and mentoring strategies.

Galvez went on to discuss the next steps for the Prop 64 AG. Next steps include continuing to develop and implement a widespread evaluation of the EYC program, project accountability, and integrity, and exploring ways to improve and sustain EYC.

Galvez turned the meeting over to Matt Cervantes for EYC Cohort updates.

Elevate Youth California Cohort Updates

Palvinder Kaur, Program Officer, The Center at Sierra Health Foundation (The Center)

Matt Cervantes, Director of Health Programs, The Center

Cervantes welcomed the group, introduced himself as the Director of Health Program for The Center, and went over the agenda for the presentation.

Cervantes informed members about the Request for Applications for the Standard Track Cohort Five. The Request for Applications for the Standard Track funding opportunity are due August 28, 2023, at 1 p.m.

Cervantes handed the meeting to Palvinder Kaur to provide EYC cohort updates.

Kaur discussed the EYC Round One funding, emphasizing the comprehensive support provided. The first Standard Track cohort faced challenges such as navigating programming and responding to the COVID-19 emergency response simultaneously. The Center offered various training opportunities within this cohort. Standard Track-funded partners reported positive outcomes, including increased financial and organizational sustainability, improved equity in policies and procedures, enhanced programmatic reach, and competitiveness for future funding opportunities. Additionally, partners expressed improved competency in serving youth, strengthened evaluation capabilities, and enhanced partnerships. Kaur highlighted the adaptability of partners in transitioning from in-person to virtual programming, influencing the technical training and assistance provided by the Center.

Kaur provided an overview of the EYC Round Four funding opportunities, which included both the Standard Track Cohort Four and the Capacity Building Track Cohort Three. Standard Track Cohort Four involved 61 awards with individual awards reaching up to one million dollars. The funding period for Standard Track Cohort Four began in November 2022 and is scheduled to conclude in November 2025. Similarly, the Capacity Building Track Cohort Three comprised 44 awards, with individual awards capped at \$400,000. The funding period for the Capacity Building Track Cohort Three started in May 2023 and will extend until November 2025.

Kaur shared additional insights into the EYC demographics. She elaborated on the fact that, when the unknown ethnicity was excluded from the overall count, a significant majority of EYC participants identified as multiracial or belonging to a race or ethnic group other than white/Caucasian. This information underscores the program's success in reaching the intended youth audience while consistently delivering culturally and linguistically appropriate programming.

Kaur offered a summary of EYC Rounds Two through Four, emphasizing the involvement of numerous community partners across multiple California counties. She mentioned the diversity of the program's reach, including partial coverage in six counties and the absence of EYC programming in two counties. The focus for Round Five is directed toward prioritizing and addressing the needs in counties currently without an EYC program.

Kaur shared an update on Round Five, encompassing both the Standard Track Cohort Five and Capacity Building Track Cohort Four. Standard Track Cohort Five is scheduled to run from November 2023 to November 2026, with awards of up to one million dollars. The Capacity Building Track Cohort Four is set to take place from May 2024 to November 2026, with awards up to \$400,000.

Kaur went on to discuss what the next steps will be for the EYC Program. The Center will continue to work with the external evaluator to update the reporting templates for funded partners, and the youth survey. Applications for the Standard Track Cohort Five will be under review once the application deadline has closed. DHCS, with The Center, will be hosting the 2023 Youth Leadership and Promising Practices Convening. The Center will continue to support funded partners through office hours, networking sessions, technical assistance, and webinars.

Kaur turned the meeting over to the EYC Program Evaluation Team.

Elevate Youth California Evaluation Plan and Logic Model Listening Session

Education Northwest and Social Policy Research Associates (EdNW and SPR)

Shelby Cooley Ph.D., Principal Researcher, EdNW

Verenice Chavoya-Perez M.P.P., Senior Associate, SPR

Shelby Cooley started the presentation by introducing herself and Verenice Chavoya-Perez.

Cooley provided information about how youth development programs are an effective prevention strategy, as connected and supported youth are less likely to engage in risky behavior, become involved with the justice system, or report poor mental health. Cooley explained mentorship research has found youth development programs are most impactful when mentors have a deep understanding of youths' cultural backgrounds, shared life experiences, and when young people have agency in their experience. Research also shows positive outcomes are magnified when a young person has a positive role model.

Cooley shared that EYC is a statewide program addressing substance use disorder by investing in youth leadership and civic engagement for youth of color and 2S/LGBTQ+ youth ages 12 to 26 living in communities disproportionately impacted by the war on drugs. DHCS, through a contract with The Center, administers this revenue specifically allocated to DHCS through the Prop 64 Cannabis Tax Fund-YEPEITA. EYC supports a statewide network of organizations working on youth substance use disorder prevention, education, and early intervention start-up activities and enhancement efforts in low-income urban and rural areas throughout California. EYC focuses on impacting policy, systems, and environmental change. DHCS and The Center are partnering with Education Northwest and Social Policy Research Associates (SPR) to conduct a multi-year, mixed-methods evaluation of the EYC Program.

Cooley explains the goals of the evaluation are to refine reporting templates for funded partners, provide recommendations to improve monitoring activities and refine the EYC Logic Model. Additionally, the evaluation aims to support learning among DHCS, The Center staff, the California legislature, funded partners, and key stakeholders.

The evaluation will align with EYC's logic model and is informed by principles of culturally responsive evaluation and appreciative inquiry. The evaluation team works collaboratively with DHCS, The Center, and funded partners to improve progress monitoring, refine the logic model, examine program implementation, and outcomes for young people, and support cross-sector learning.

Cooley informed members that these goals are the driver of the evaluation model. The evaluation aims to provide monitoring support to examine the specific mechanisms of change and how programs and organization-level supports bring about these outcomes as well as cross-sector learning.

Cooley acknowledged the evaluation team and explained the role of EdNW, which is to provide overall evaluation and design execution.

Cooley passes it to Chavoya-Perez to acknowledge her colleagues at SPR. Chavoya-Perez explains the role of SPR, which is to provide evaluation support, focusing on progress monitoring and the logic model.

Chavoya-Perez transitioned the meeting back to Cooley to go over the evaluation questions. Cooley provided a high-level overview of the five evaluation questions and explained that the questions are developed in iteration and most questions pertain to program implementation area of work. Cooley transitioned the meeting back to Chavoya-Perez to discuss the summary of activities.

Chavoya-Perez spoke to the evaluation goal of refining program monitoring. This consists of program monitoring, highlighting the goals and activities, and what has been learned. The first component are activities around refining the logic model, the main goal is to create alignment and ensure alignment with the activities through EYC. They next component includes planning a series of listening sessions with DHCS and funded partners.

Cooley spoke about the evaluation goal for program implementation, outcomes, and experiences. This includes program implementation and learning sections, describing photo voice as consistent with appreciative inquiry.

Cooley spoke about the learning and engagement portion of the evaluation goals. Learning and engagement will include a think tank with youth, funded partners, and The Center.

Cooley provided a high-level overview of the EYC program evaluation timeline. The timeline reflects refining program monitoring, program outcomes and experiences, and learning and engagement. Cooley shared the evaluation team will seek to minimize the evaluation administration burden on partners. This will include gathering feedback to improve reporting process and reporting templates, leveraging reports to capture activities, outputs, and outcomes.

Chavoya-Perez transitioned the meeting back to Cooley to share significant dates with the Prop 64 AG. Cooley transitioned the meeting to Chavoya-Perez, who shared a quote from an EYC-funded partner. The quote emphasized the value of demographic data collection for reflecting on the served population and the usefulness of budgeting and financial insights in creating new budgets for potential grants. The partner also expressed appreciation for the responsive EYC staff who guide them through the process. Chavoya-Perez noted the positive experiences reported by funded partners with the EYC reporting process and then transitioned the meeting back to Cooley, who proceeded to share significant dates with the Prop 64 AG.

Cooley provided an overview of the timeline for public reporting. Cooley ended the presentation with two questions for the Prop 64 AG. Cooley asked the Prop 64 AG what they hope to learn from this evaluation and why, and if there are any questions about the evaluation design or engagement.

Cooley turned the meeting over to Galvez for break.

Galvez opened the meeting after break to introduce Stephanie List from DHCS.

Elevate Youth California Legacy Grantee Panel

Stephanie List, Associate Governmental Program Analyst, DHCS

List started by thanking the EYC Legacy Panelists for taking the time to attend the meeting and showcase all the great work being done. List explained the Legacy Panelists are funded partners from EYC Standard Track Cohort One who were re-awarded in Standard Track Cohort Four. List informed the Prop 64 AG that DHCS was selected these organizations to present, due to the phenomenal work they have accomplished as a result of EYC funding.

List turned the meeting to The Wall Las Memorias.

Elevate Youth California Legacy Grantee Panel

The Wall Las Memorias (TWLM)

Stevie Barron, Marketing Outreach Specialist, TWLM

Miguel Villegas, Project Coordinator, TWLM

Richard Zaldivar, Program Founder, TWLM

Guilmar Perdomo, Senior Programs Manager, TWLM

Jessica Lazo, TWLM

Stevie Barron introduced his team from TWLM. Barron then provided an overview and history of the organization and the [Rise Up and Act: Youth for Change](#) project, an EYC-funded project through TWLM. TWLM is a community health and wellness organization dedicated to serving Latino, LGBTQ, and other under-served populations through advocacy, education, and building the next generation of leadership.

TWLM caters to disadvantaged and difficult-to-access populations across Los Angeles by providing education to community members about the significance of HIV and AIDS, substance use prevention, and mental health stigma within marginalized communities. Barron explains that for more than 29 years, the organization has helped eradicate stigma and bigotry while creating a safer place in communities for dialogue. TWLM has also provided community building, education, and prevention services.

Barron discussed the demographics of the Rise Up and Act project, featuring LGBTQ participants with various age ranges. The project includes mentors and advocates, with participants representing a diverse mix of ethnicities. Afterward, Barron handed over the discussion to Miguel Villegas to provide additional information about the social justice and civic engagement component of the program.

Villegas shared about the Virtual Youth Summits hosted by TWLM. The Youth Summits focus on mental health, substance use prevention, and the COVID-19 emergency response. Participants gain knowledge in virtual workshops, which create a greater awareness of the impact the pandemic had on substance use and how loneliness and isolation play a role in the mental health of our community.

Villegas shared about a successful campaign called the Sticker Shock Campaign. The participants of this campaign educated liquor store owners in Boyle Heights on the dangers of selling alcohol to underage youth. Stickers and educational materials were strategically placed in storefronts.

Stickers were distributed in liquor stores throughout Boyle Heights. Villegas then returned the discussion to Barron, who proceeded to talk about other events hosted by TWLM. Barron highlighted the Rooted and Rising Health Fair and a Trunk or Treat community event. The health fair, held in Lincoln Park Los Angeles, saw attendees and featured health resource organizations along with workshops.

Participants gained insights into self-advocacy and community advocacy, as well as learning about healthy stress management and alternative coping mechanisms. The Trunk or Treat community event engaged participants, inviting parents and youth for a festive night in collaboration with youth organizations. During Trunk or Treat, TWLM provided substance use and mental health prevention education, along with harm reduction presentations.

Barron transitioned the presentation to Guilmar Perdomo to discuss the Act Now Against Meth Campaign. The campaign resulted in the creation of a coalition which includes 23 organizations in collaboration with the UCLA Center for HIV Information, Prevention, and Treatment Services to address the meth crisis in Los Angeles (LA). Five community conversations and four focus groups have been hosted to gather information about the community perception regarding meth. The coalition hosted two virtual round tables with over 115 community members and held a virtual summit with 140 attendees. Additionally, the campaign led to the creation of a workgroup with 15 members. These members dedicated over 54 hours to draft 32 recommendations to address meth and stimulants, which led to the creation of the LA County Platform on Meth. As a result of these efforts, the LA County Supervisors ordered all county departments to report back to address the recommendations from the LA County Platform. [Act Now Against Meth](#) is recognized as a promising practice by the US Academy of Medicine.

Perdomo transitioned the meeting to Jessica Lazo to discuss the Regional Town Halls, Unidos for Healthy Communities. TWLM established a coalition comprising schools, churches, youth groups, law enforcement, government officials, and nonprofit organizations. The town halls aimed to deliver prevention resources and education on substance use disorders. Invitations were sent to individuals in the local community in both English and Spanish. The town hall meetings drew attendees and garnered views through social media livestream broadcasts. Panelists included public health officials, law enforcement, school board elected officials, patients, youth, and SUD treatment clinics. Lazo also mentioned the participation of three television newscasts at the town halls, and an article was published in La Opinion, the largest Spanish news publication in the nation.

Lazo ended the presentation by handing it over to Richard Zaldivar. Zaldivar thanked DHCS and The Center for the opportunity to receive funding for TWLM. Zaldivar passed it back to List to introduce the next panelist, the California Health Collaborative.

List thanked the presenters from TWLM and acknowledged the amazing work they have been able to do through EYC. List introduced the California Health Collaborative and handed the meeting over to Daisy Lopez.

Elevate Youth California Legacy Grantee Panel

California Health Collaborative

Daisy Lopez, Senior Director of Program Services, California Health Collaborative

Baolia Xiong, Program Coordinator, California Health Collaborative

Lopez started the presentation by introducing herself and her colleague Baolia Xiong.

Lopez shared about the [California Health Collaborative HEAL Project](#). The HEAL Project was created in 2020 with the goal of engaging Latinx, Black/African American and LGBTQ+ youth of color in the community of Visalia with civic engagement and leadership opportunities, art engagement, and healing circles. Lopez explained a picture on a PowerPoint slide was from the Día De Los Muertos youth-led photography art project in 2022. The HEAL Project includes a total of 429 individual youth from the community of Visalia and Tulare County. These individuals engaged in HEAL Project activities such as a virtual art exhibit with art from the Youth Health Equity Art Contest in 2021, and the Youth Coalition Visalia Video in 2022.

Lopez discussed a part of the Policy and Systems Change component of the program, involving two youth coalitions concurrently working on two policy systems and environmental (PSE) change efforts. The first PSE change effort led to the city of Visalia adopting a zoning ordinance prohibiting new tobacco or vape retail sales from being a certain distance from Visalia schools. The second PSE change effort resulted in the Visalia Unified School District establishing a pathway for restorative practices for vaping-related suspensions. Lopez mentioned that a significant majority of participants agreed that they learned their voice has power for changing communities and school policies.

Lopez ended the presentation by thanking the Prop 64 AG members, DHCS, and The Center, and handing it back to List.

List thanked the California Health Collaborative for their presentation and the wonderful work they are doing. List introduced the next panelist, Improve Your Tomorrow.

Elevate Youth California Legacy Grantee Panel

Improve your Tomorrow (IYT)

Jaleel Baker, Brotherhood Action Committee Coordinator, IYT

Francisco Valverde, Program Director, IYT

Francisco Valverde introduced himself and his colleague Jaleel Baker, and their roles at IYT. Valverde shared the vision of IYT, which is a nation in which young men of color are overrepresented in higher education, underrepresented in the criminal justice system, and are leaders in their communities.

Valverde discussed the [College for All](#) program within IYT, highlighting its ten-year commitment. IYT's College Access Program is available in Sacramento, the Central Valley, and the Bay Area, spanning multiple sites. This mentorship-based program aims to guide individuals to and through college.

Valverde also touched upon IYT's [Project Rise](#), a collaboration with the Brotherhood Action Committee (BAC) focused on supporting justice-impacted young men of color to become leaders in their communities. This project involves a hands-on approach with mentorship and healing-centered case management. IYT's Project Rise, in collaboration with BAC, has engaged youth, all young men of color and various ages, with participants primarily identifying as Black and African American. Valverde then handed over the presentation to Baker to discuss IYT's youth justice and civic engagement goals.

Baker shared the youth justice and civic engagement goals of IYT include learning about key policies supporting the criminal justice reform movement and conducting regional landscape analysis on criminal justice organizations. IYT also aims to provide re-entry resources like expungement forms, officer complaint forms, and awareness of their rights when dealing with law enforcement. IYT also attends advocacy events and trainings with partners who prioritize policy and substance use prevention.

Baker ended the presentation with Valverde by thanking DHCS, The Center, and the Prop 64 AG for the opportunity to present and their achievements through EYC.

Valverde turned the meeting over to Galvez for public comment.

Public Comment

No public comments received.

Closing and Next Steps

Denise Galvez, Prevention and Youth Branch Chief, DHCS

Galvez closed the meeting by thanking the participants including The Center, DHCS staff, and the Legacy Grantee panelists. Galvez thanked the Prop 64 AG and welcomed the newest cohort of members. Galvez reminded the Prop 64 AG that their acknowledgment forms are due and to submit them to the Prop 64 inbox as soon as possible.