

Meeting Notes

Welcome and RRT Logo

Serena Muhammad welcomed attendees and reviewed the updated RRT logo. For the RRT logo, the three lines on the “R” represent the “three rivers” to share how this is a regional effort. The RRT is also moving to dropping “COVID” from its branding so it reflects how the RRT’s work is more than COVID response. The colors were also chosen to demonstrate a calming effect. We will in the future discuss opportunities for co-branding.

COVID-Update

Karen Bradshaw shared an update on regional COVID-19 data. The spike in COVID cases is impacting the healthcare system with little assistance from the state government. The team reviewed data that shows an increase in overall average hospitalizations. The models are showing that the reproduction factor is higher than 1. The goal is to have the number 1 or less than 1 as it represents how the virus could be transmitted to less than one person. A tenth of a point or hundredth of a point can make a big difference. In the data shared, the number the reproductive factor is 1.3. In the Cost of Lack of Control, it shows that the Red Line shows if we brought down the Reproductive number to 1.2 by November 20th. When this presentation was shared it shows that the Red Line is where our path is currently headed.

Karen also shared that the ICU capacity is expected to be at capacity by November 30th and hospital bed capacity by December 4th. This means there will be less and less resources available for people if they need to go to the hospital for care outside of COVID-19.

COVID Messaging

Serena shared that part of the context setting for each of these sectors is that we are hearing good messaging but sometimes different messaging, so it causes the general public to not know what to listen to or receiving what is most relevant to them. RRT started thinking what can we do to consolidate messaging and what do we need to amplify those messages. The RRT invited Nicole Hudson as a communications consultant to share what work Nicole is doing with Karishma Furtado, Adelaide Lancaster, and Eric Ratinoff around COVID messaging with the Pandemic Task Force. Nicole shared the information is to help identify as a starting point in messaging for the region. Nicole shared this is an opportunity for us to be really intentional about coordinating and aligning and anchoring our ideas across many audiences and organizations.

For the Principles:

- The first one captures how public health is a field that’s been around and doing lots of things that are effective and giving people a lot of cues in managing their behavior. We

have ways in which we given the public signals and how can we be leaning into what we know works with public health.

- The other principle is to meet people where they are repeatedly over times knowing that it takes people 7 to 10 times to absorb a message and they are running into messaging at different places. The messages need to share key core principles even if the execution of the message is different.
- Nicole elaborated how we've tried rational about science and numbers but we are still where we are so we need to accept this and leaning into how this is an emotional argument to persuade people to make individual decisions that they may not be currently making.
- Clear that people are self-interested through varied community interactions and they want to feel in control of their choices so need to emphasize their agency can lead them to be a part of prevention efforts and do it in ways they feel manageable.
- We need to understand what the message is we're trying to deliver and how are we amplifying the message regardless of what medium it comes.

Reframing the narrative

We know that mask wearing has become politicized and the fact that the virus is invisible means we can't see things working in real time so we are asking people to trust in science and public health workers and few people imagined things could last this long. People are becoming tired and are wanting things to go back to quote on quote normal. Given those realities, Nicole shared that wear a mask and social distancing messaging will change behavior for those who aren't already compiling. So, we need to imagine a different way to lean into their own self-interest and perhaps convince them to try a different way.

Nicole shared an example in Germany how they are interviewing people that in 50 years from now what they did to help flatten the curve in 2020. **Please review the Reframing the Narrative slide for further details.**

Sample Strategic Directions

For some of the strategies leading into reframing to focus on four strategies.

Normalizing

- Showing people in everyday situations masked and distanced
- Is there a way to encourage people not to pull stock photos but sharing photos of people normalizing behaviors/messages
- Testimonials on what people hope to gain by stopping the spread
- Developing and creating scripts to help people say no or helping people to navigate when they're invited to family gatherings that help people in real everyday situations so they can make the right choice instead of falling into peer pressure

Incentivizing

- How do we shine a light and reward behaviors we want to see

- For example, seeing people ignoring signs of wearing a mask in order to purchase food and how do you reward those who are following the signs
- What sort of ways can we highlight businesses doing it well and what on ramps do we have to incentive the behaviors we want to see

Informing

- There's a lot of information and FAQ's and how do we take it to people
- How do we translate the information to the cultures that need to hear the messages in their context
- There are a number of cultures that are social by nature and multigenerational so how do we have the message not be don't do what you naturally do but instead the message is we understand what you normally do but here are the risks and how are we delivering that message in a variety of ways
- Thinking about leveraging personalities that have audiences and relationships and some of this is happening and how are we coordinating that and making sure messaging is consistent
- Thinking about whether there can be public health people answering questions at places like grocery stores so people can ask basic questions they might have

Storytelling

- People's whose lives have been changed from stories from community health workers and people who have to had made life choices to postpone life events or decisions to pull back from normal day activities. Examples include not visiting family for the holidays or canceling events
- Vision stories of what did we do 50 years ago to kept this from getting worse and helping people to see tactile ways to be a part of the change
- How do we align together to stop the misinformation and where are the people who can talk to the media outlets

COVID Messaging Partners

The RRT is working closely with partners to look across all of our platforms to identify themes and messages we can share to amplify and using strategies mentioned by Nicole for one message or set of messages that everyone is trying to share. The reason we're bringing it to RRT members is we can resource the members of the network to share with your audience and staff.

What the RRT is seeing is there's an emphasis in sense of urgent related to hospital capacity. So, helping people to understand if we don't change our behaviors collectively that we won't have the hospital system or access that we've become accustomed to. The idea of showing up in an ambulance is an actual capacity and how do we start talking about it in a way for people grasp the importance.

There's some thought to acknowledge those who are doing behaviors well and emphasizing to those who haven't done it yet that it's not too late to start. We don't want to abandon audiences because people haven't picked up the message yet. For the holidays, how people should approach

holiday gatherings. For mental health, helping people know there are resources out there available to them. To Nicole's point that there is a lot of work we can do to support coordination with RRT and other people participating.

Call to Action

RRT is going to share information that RRT members can use to start amplifying the message. The Pandemic Task Force will continue to share information and PrepareSTL will continue to share information to the community. RRT is asking that our members can begin to amplify these messages, so the community is hearing it in multiple places and ways. So, people can hear or see things so we can reach people 7 to 10 different ways. If you're sending a mailing to add a P.S. or have messages to be shared to add these messages as well. For story telling there may be opportunities for organizations to contribute to storytelling and we're asking RRT members to think about own institutional capacity to amplify this.

RRT coordination team asks members to think about own institutional capacity to share messages. It will take all of us to start to turn this curve and work together in partnership to amplify the messages.

COVID Messaging Comments

RRT team shared it will be an ongoing effort and other initiatives at the table to let us know. The team plans to send information in the next couple of days. The communication will be received via bulletin through email.

There is a concern about inconsistency about messaging amongst the different counties. RRT's approach is to amplify key messages from our partners and we can't compel certain agencies to share the message but want to be consistent with those who are following certain measures. We have to honor the decision-making process they've used to reach those recommendations, so we aren't making it that everyone needs to take the same position at the government level but a commitment as a RRT to share consistent message and amplify this message.

For accounts to follow, when RRT send the materials out the team will share some suggestions on that.

Introducing new campaign

Katie introduced the Eviction Prevention and Tenants Rights Campaign. The roadmap for data driven decision making was reviewed and the RRT Steering Committee approved the new campaign on Friday, 11/6.

For the campaign structure, RRT plans to continue to center racial equity and anti-racist approach to the work in partnership with impacted communities. And to further coordinate regional efforts. The RRT is always looking towards value add and fill into the gaps to participate in and doing that in longer term equitable recovery.

Serena outlined the campaign approach from building on previous work and what we learned across the board from partners working in these systems is a greater need for coordination. The coordination also needs to be informed by community voice. Systems don't self-correct and we need to make sure those who are benefiting from the systems to guide the direction of improvements.

The RRT has identified the four primary activities. The RRT has learned of a specific role in how we can support to be additive which is the centralized utility, rental, and mortgage assistance. For the other three, there are other people who are positioned to lead the work so RRT will work to support the partners. So, the RRT will focus on reviewing the first activity for centralized assistance.

RRT believes the benefit of the centralized system is informed by community voice and what works best for the households seeking the assistance. We want to identify the populations most at need for the services so we can work to identify households, such as those in utility debt. It is important to note that several groups are working in coordinated referral and the service providers are typically working to address the system and we've begun to have conversations with partners with the RRT. Speaking to population of focus and speaking to existence of resources and for many folx it's made income unstable and the idea of access of services may be foreign, so people know how to access the safety net and unveil themselves to it. For example, RRT sent information about CDC mortarium and promoting general types of resources that exist and how we can access those resources.

The second piece of this is opportunity to improve systems. For example, the CIE is in works for a little over a year for closed loop referral and other groups looking at centralized intake and assistance. And willingness for people to work together and how do we make sure the technology is in service to the end user and families and households to benefit from this and bringing in community voice and making sure those who are in the network are incentive to provide supports and change the way they deliver services at the result of what we're learning. Helps us think about how we set up the structures differently so families are able to navigate that they can have access to all the supports they need and the RRT is optimistic that with this constellation of partners and momentum we can make it happen through this particular campaign.

Eviction prevention we recognize the impact onto small landlords and doing those things to help small landlords and being creative to landlords who have good leasing practices. Most of the assistance programs focus on renters and not as much for homeowners and early warning signs for homeowners to support them as well.

Strengthening tenants' rights and we understand when someone is going through eviction process that has long standing effects and opportunity for more mediation and diversion from eviction before those services are needed and what other options are there in place so eviction is not the only tool. We need to get better at tracking illegal evictions as that's a growing concern as well.

The other three strategies are focusing on helping a family once they hit some type of a bump and we're looking at long term security to build generational wealth and

better able to respond to crisis and want to make sure we can connect people to long term sustainability like building generational wealth. Our concern is the families we're working with are connected to long term opportunities as well.

FTF #2039 Workshop

Katie, Grace, and Will Jordan shared how 8 organizations and a total of 11 people participated in Forward Through Ferguson's #2039 workshop on November 4th and November 11th. They shared that 13 organizations were invited overall.

The #STL2039 workshop combines components of systems change basics with planning for Racial Equity by the year 2039. Through two consecutive half-day sessions, team will discover what role your coalition can play in accelerating action to achieve Racial Equity within the context of our own work. For the workshop, FTF facilitators will virtually guide you through several shared learnings and collaborative activities that will help your team develop and take away your vision for what eliminating systemic racism can look like within your field of work and offer you the opportunity to connect with other organizations who are also making a commitment to the path to Racial Equity.

Will presented the #2039 vision state and indicators the group created. He emphasized the important of self-determination was important because people should be able to participate in their own deliverance. The indicators represent what is needed to move the needle regardless of race and income.

Diagnosis determines treatment was the philosophy by Kira Banks that the group used to help guide the work. Katie reviewed the iceberg and how this work is built out of patterns and the cultural values we are indicated with so we can change the way things are working right now.

Attached to the notes are resources for the iceberg and small group activity. In the small group activity, it also captures the eviction mortarium system iceberg in more detail.

Small Group Discussion

David Dwight, Riisa Rawlins Easley, Katie Kaufmann, and Grace Kyung facilitated small group discussion in small group to capture people's reaction to the systems change icebergs.

Takeaways

- RRT members feel good about the direction we are headed
- There is an interest to work with Metro East partners to incorporate the iceberg model
- There were few points around a lot of the ways mental models and structures are set up pushes agencies and clients to engage in a reactive way instead of more preventive and upstream. So it sounds like we're only able to give services because of how funding streams and laws are set up in extreme crisis instead of helping along the way so it ties to different levels of the iceberg.

- Priorities and skills being difficult without adequate and accessible court data to inform interventions. And how different conversations that tied into racially capitalism tied into mental models and the concept of ownership even of our bodies are tied into mental models and tied to structural institutionalized inequities.
- People who are new the iceberg model and recognizing the themes that David brought up and people are keeping their head down to provide services of clients and impacts there and there is some things within our control and there are other things that are not of our control

Announcements

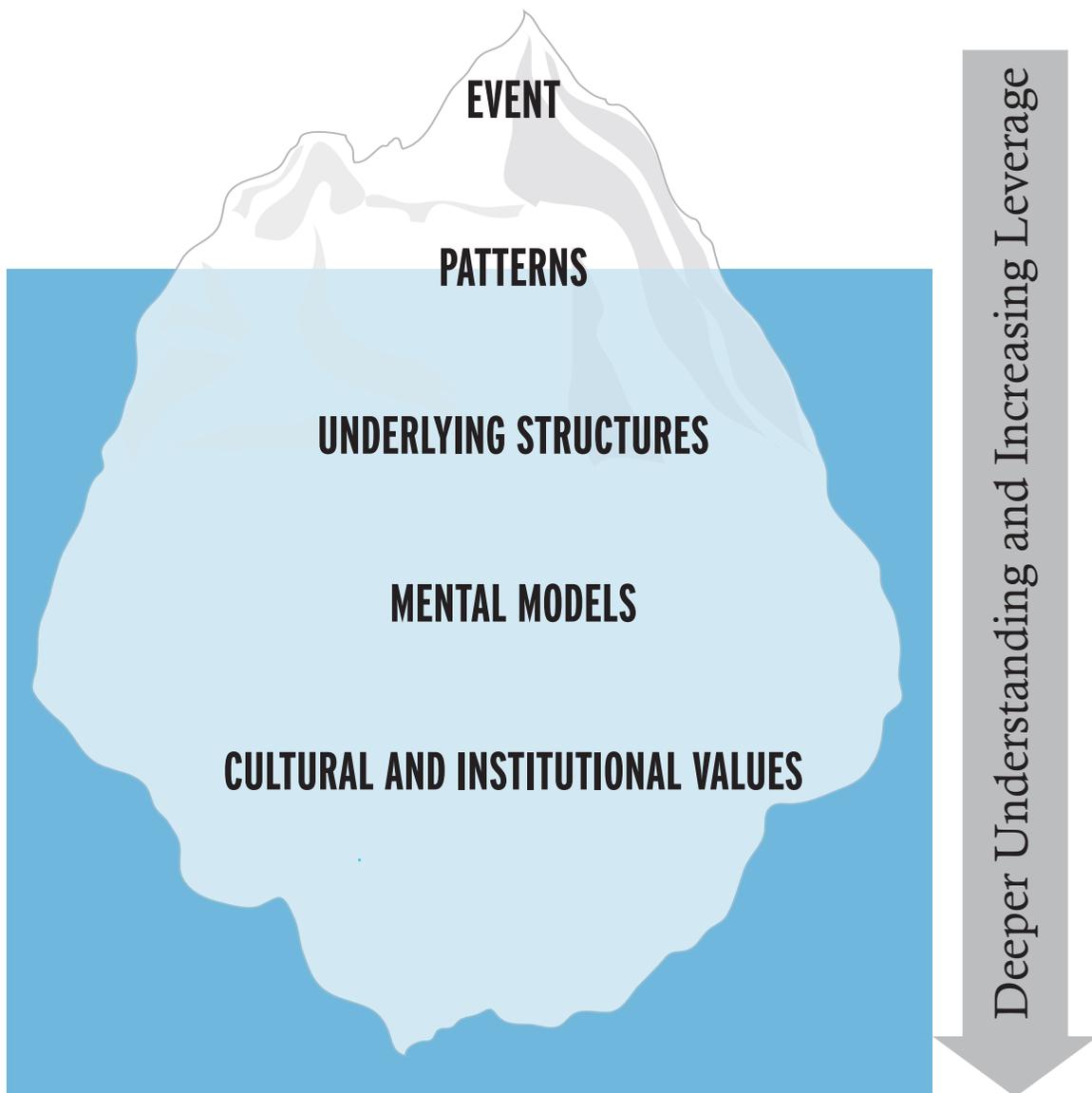
David Dwight shared “Lifting up that the first grant round of the Racial Healing + Justice Fund is open! <https://forwardthroughferguson.org/fundingpriorities/>”

Elizabeth George shared St. Louis Mutual Aid, St. Louis County Library, ArchCity Defenders, and Grace Kyung with Regional Response Team are receiving an award through the AFP National Philanthropy Day as Regional Changemakers.

The next RRT Collaborative Action Network meeting is on Thursday, December 10th from 3pm to 4:15pm.

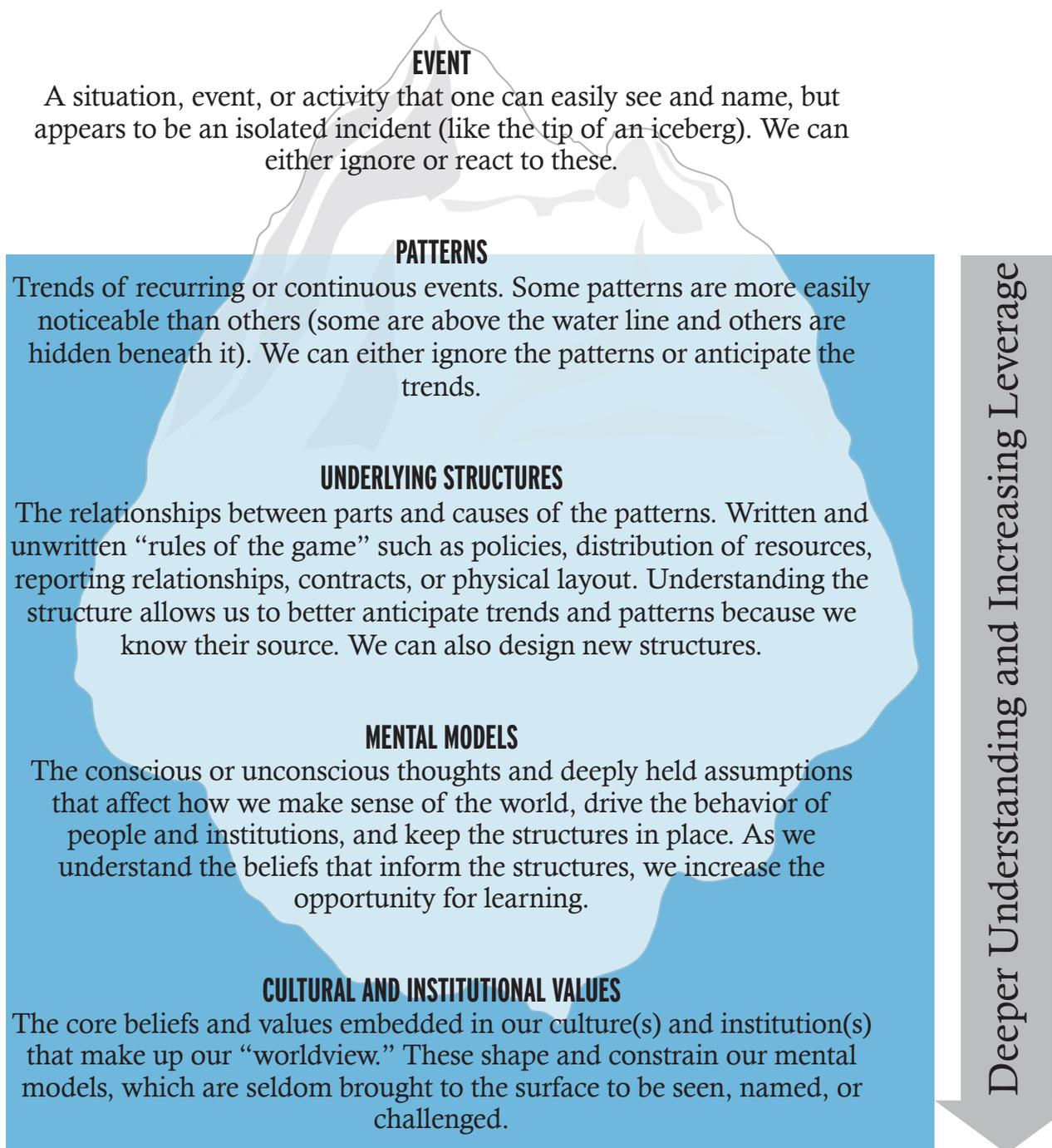
A Systems Approach Iceberg

A systems approach iceberg helps leaders identify the more imperceptible layers of phenomena producing the outcomes they want to change. Facilitative Leaders seek to understand how these layers of a system work so that they can more effectively introduce shifts that generate better outcomes.



A Systems Approach Iceberg (continued)

Facilitative Leaders convene actors in a system to collectively discern what is going on at each level of a system, how these are interconnected, and how they influence one another. A system can be impacted at multiple levels. Facilitative Leaders are strategic about which level(s) to focus their interventions on, understanding that the deeper the level of intervention, the more seismic the shift.



Goal of this activity: Launch the Eviction Campaign with a shared and documented understanding of the system we are working on/with/against. Clarifying the depths of the issue so we as RRT can appropriately target our interventions.

		Reactions. Questions. Additions.
<p>EVENT: A situation, event, or activity that one can easily see and name, but appears to be an isolated incident (like the tip of an iceberg).</p>	<p>Announcement of Eviction Moratorium through December 2020.</p>	
<p>PATTERNS: Trends of recurring or continuous events. Some patterns are more easily noticeable than others (some are above the water line and others are hidden beneath it). We can either ignore the patterns or anticipate the trends.</p>	<ul style="list-style-type: none"> ● City & County government moratoriums ● Holiday season slowdown of all services ● CARES Act Challenges & Opportunities accessing resources ● Lack of timely response and transparency for tenants seeking eviction supports ● POC have highest rates of displacement ● Federal interventions are fragmented ● State of MO hands off on local issues 	
<p>UNDERLYING STRUCTURES: The relationships between parts and causes of the patterns. Written and unwritten “rules of the game” such as policies, distribution of resources, reporting relationships, contracts, or</p>	<ul style="list-style-type: none"> ● Systems are “okay” with failing marginalized communities ● Local interventions are more inequitably distributed than state or federal interventions ● Investment is unsustainable and 	

<p>physical layout. Understanding the structure allows us to better anticipate trends and patterns because we know their source. We can also design new structures.</p>	<p>episodic</p> <ul style="list-style-type: none"> ● The court system pushes eviction process but doesn't promote justice 	
<p>MENTAL MODELS: The conscious or unconscious thoughts and deeply held assumptions that affect how we make sense of the world, drive the behavior of people and institutions, and keep the structures in place. As we understand the beliefs that inform the structures, we increase the opportunity for learning.</p>	<ul style="list-style-type: none"> ● Those people don't need to control the process. ● I'm not poor so why take care of those people? ● I will get what I need first ● It is up to those people if they use the money ● Bandwagon Bias ● White and wealthy people see themselves as the only viable change agents 	
<p>CULTURAL AND INSTITUTIONAL VALUES: The core beliefs and values embedded in our culture(s) and institution(s) that make up our "worldview." These shape and constrain our mental models, which are seldom brought to the surface to be seen, named, or challenged.</p>	<ul style="list-style-type: none"> ● Property over people ● Capitalism-profit is most important ● Hyper individualism ● Systemic devaluing of POC ● Explicit investment in the status quo ● White Supremacy Culture 	

Facilitator Questions for small groups: What are your reactions to this system change iceberg outlined by some of your RRT colleagues who will specifically be working on a eviction prevention campaign that centers racial. How does reading this make you feel? What questions does it bring up?

What would you add to the iceberg?