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
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Where You Live Affects Your Health

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

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

Source: Adapted from PolicyLink
We’re in this together

BBZ is an opportunity to martial all of our resources and collectively provide them in one place for greater impact
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!
• MPCAH 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
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
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

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

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

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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
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THANK YOU