The Chula Vista Community Collaborative (CVCC) works to ensure collaboration among partners and stakeholders in Chula Vista. CVCC works closely with the Chula Vista Elementary School District (CVESD), and Sweetwater Union High School District (SUHSD) to protect the health, safety, and wellness of students and their families. Furthermore, CVCC draws together sectors of the local community to develop coordinated strategies that promote the well-being.

The role of CVCC is to work with partner organizations in Chula Vista and the South Bay to share information and resources that strengthen families and communities. CVCC elevates the needs and voice of the community and works to ensure seamless access to needed services. CVCC facilitates/co-facilitates various issue based coalitions to increase awareness and address local issues and trends that impact families.

COVID-19 Pandemic in Chula Vista

The COVID-19 Pandemic has drastically changed how CVCC welcomes CVESD/SUHSD students, their families, and the Chula Vista community into the Family Resource Centers (FRC). The changes in the workplace, new practices and protocols have been difficult for families seeking services at CVCC sites. We have made adjustments to meet CDC guidelines and continue our essential work.

The goal during this time is to collaboratively ensure that all staff and clients are safe and secure as we navigate the complexities of this “new normal” in the time of COVID-19.

We expect more complex situations from the communities we serve in Chula Vista. Our staff and clients safety continues to be our first priority and together with our partners we will continue to provide support to families in need. CVCC is committed to maintaining CDC recommendations for the safety of clients. We will continue to support our partners and clients during this critical time.

| 96% of FRC Families live below the Federal Poverty Threshold in 2019—2020 |
| 91% of FRC Families are of Latino origin |
| 67% of FRC Families speak Spanish |
“June 7, 2007, my first day at CVCC, I was excited about the new job but scared of all that I did not know and how “big” the job seemed. Through the years, the staff, stakeholders, and our partners made me feel that we were a team with a common goal. It was an honor to work with each and everyone of the CVCC staff, their dedication and true love for the community was evident every day.

Working with our partners was a life-changing experience for me. We worked together through great times, difficult times, and extremely difficult times. It was in those times that partners and stakeholders came in to support CVCC. I am humbled and thankful that I was part of CVCC for 13 years. I always felt blessed and grateful for the opportunity to serve our Chula Vista community.

This is not a good bye, it is a “thank you” for your Partnership and friendship. Then, now, and as we continue with new adventures and opportunities.“

“I welcome the opportunity to step in as third Director of the CVCC, and enthusiastically accept the challenge of navigating the course along with staff, Steering Committee and partner organizations towards a better future for the residents of Chula Vista. I want to consolidate and expand our CVCC outreach to new partners as a learning organization via innovation and research in service.”

Recipient of 2017 Community Advocate Award by the Latino Center on Aging (LCA) and the 2012 Sunshine Health Education Champion Award from the South Florida Hispanic Chamber of Commerce (SFLHCC), Ms. Rodríguez joined CVCC on July 1, 2020. Before that, she managed the Community and Stakeholder Engagement (CaSE) for the Clinical and Translational Science Institute (CTSI) among other programs during her 18-yr tenure at the University of Miami. She was also Adjunct Communication Studies Faculty at Miami Dade College for five years.

Ms. Rodríguez has over 20 years of experience in developing and administering community-based interventions to address health disparities in the USA and Australia. She worked with community health workers/promotores and stakeholder groups to develop and implement training programs, and lead a state-wide coalition to develop a new credential for promotores in FL. She routinely is invited as a guest speaker and provides technical assistance to several regional, state and national committees. Linkedin.com/in/brendalyrodriguez
## MISSION STATEMENT

Enhancing community partnerships to develop and implement coordinated strategies and systems for future generations.

## VALUE PROPOSITIONS

**COLLABORATIVE STRATEGIES**

Maximize the effectiveness of local organizations through collective planning and actions.

1) Strengthen relationships with member organizations to enhance and leverage partnerships.

2) Build capacity among partner organizations through coordinated educational development opportunities.

3) Facilitate the development of collaborative efforts among partner organizations that are aligned with the mission of the CVCC.

**COORDINATION OF SERVICES TO THE COMMUNITY**

Identify, promote, advocate, and provide services that meet the community needs.

4) Facilitate information sharing to increase efficiency and awareness of services among stakeholders.

5) Collaborate with partner organizations to address community needs and effectively identify gaps in services.

6) Coordinate with partner organizations on grant opportunities that meet the needs of Chula Vista residents.

**COMMUNITY WELLNESS**

Enhance community capacity through increased awareness and education.

7) Increase awareness of community conditions through focused initiatives.

8) Promote public awareness of healthy lifestyles and community wellness.

9) Build community capacity through resident leadership and civic engagement.
The Collaborating Forces of the South Bay

CVCC is governed by the Steering Committee, comprised of a combination of stakeholders, funders and collaborators. The Steering Committee meets on a monthly basis to make decisions regarding organizational goals and policies, budgeting and staff structure, and the conduct of CVCC meetings, among other issues. The collaborative effort is set forth by the Steering Committee and is supported through a vast network of partners to support Chula Vista residents and further initiatives that create family well-being and paths for self-sufficiency. The goal of the Steering Committee is to ensure that the mission of the organization is being carried out effectively.

Thank you for your service outgoing Steering Committee Members, Allison Boyer, Lisa Parker, Maria Masis, Marybeth Bautista, Carmen Gastelum.

Welcome incoming Steering Committee Members Chris Vickers, Rosa Gracian, Fabian Martinez, Alejandra Perez, and Laura Humphreys. We look forward to a great 2020–2021.

### Steering Committee Partners

| Allison Boyer  | Health & Human Services Agency |
| Rosa Gracian   |                               |
| Marybeth Bautista | Family Health Centers of San Diego |
| Fabian Martinez |                               |
| Kendra Brandstein | Scripps Mercy Hospital Chula Vista |
| Gilbert Contreas | City of Chula Vista |
| Carmen Gastelum  | San Ysidro Health |
| Alejandra Perez  |                               |
| Maria Masis / Payton Schoomaker | South Bay Family YMCA |
| Laura Humphreys |                               |
| Lisa Parker     | CVESD |
| Chris Vickers (Chair) |       |
| Mariana Gomez / Sonia Picos | SUHSD |
| Mauricio Torres  | South Bay Community Services |

CHULA VISTA COMMUNITY COLLABORATIVE
The Effects of COVID-19 on CVCC Operations

<table>
<thead>
<tr>
<th>Before COVID-19</th>
<th>After COVID-19</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>5 FRCs Open</strong></td>
<td><strong>2 FRCs Open</strong></td>
</tr>
<tr>
<td>July 2019—March 2020</td>
<td>April 2020—June 2020</td>
</tr>
<tr>
<td><strong>Students 2,520</strong></td>
<td><strong>Students 378</strong></td>
</tr>
<tr>
<td>Average per month 280</td>
<td>Average per month 126</td>
</tr>
<tr>
<td><strong>Individuals 6,543</strong></td>
<td><strong>Individuals 952</strong></td>
</tr>
<tr>
<td>Average per month 727</td>
<td>Average per month 317</td>
</tr>
<tr>
<td><strong>Families 2,340</strong></td>
<td><strong>Families 336</strong></td>
</tr>
<tr>
<td>Average per month 260</td>
<td>Average per month 112</td>
</tr>
<tr>
<td><strong>Services 20,590</strong></td>
<td><strong>Services 3,910</strong></td>
</tr>
<tr>
<td>Average per month 2,573</td>
<td>Average per month 1,303</td>
</tr>
<tr>
<td><strong>Referrals 489</strong></td>
<td><strong>Referrals 92</strong></td>
</tr>
<tr>
<td>Average per month 54</td>
<td>Average per month 31</td>
</tr>
</tbody>
</table>

**Analysis** | Prior to the COVID-19 Pandemic CVCC was on track to serve more families and students than in 2018—2019. The State of California and San Diego County initiated stay-at-home orders which severely decreased the flow of people into the FRCs because of safety concerns. In the first three months of the COVID-19 Pandemic CVCC made plans to virtualize operations and continue supporting our Partners. FRCs meet the demands of the crisis that engulfed our communities.

**Actions** | After the COVID-19 Pandemic struck the United States CVCC mobilized to ensure our staff were safe. Our first priority was ensuring that we could continue serving clients during this time of uncertainty. CVCC established safety protocols in accordance to CDC guidelines and coordinated with CVESD and SUHSD to ensure that we continued to receive referrals and attend to the families most in need. We worked alongside our Partners to disseminate information regarding COVID-19 and distribute resources through our network. CVCC plans to continue operating under a hybrid model of virtual and in-person services for our communities in the South Bay. We reduced operations from 5 to only 2 FRC open, then were able to open one more on June 2020 in a reduced schedule and staggering of staff working from home and at offices, assisting families by appointment. We had to cancel educational classes, our Day of the Child (DOTC), and also modified our outreach doing Wellness Calls to check on our families via phone.
CVCC Partners Meetings

CVCC Monthly Partners Meeting is a cornerstone for service providers in the South Bay. The monthly meetings provide a forum for partner organizations to learn about each other’s services, efforts, resources, and programs that aim to support Chula Vista families.

During the early days of the COVID-19 pandemic our Partner’s Meeting occurred every week to meet the demand of community needs. Our incredible partners were able to distribute the news of resources, and service providers were CVCC went back to monthly meetings in May-June 2020, this time virtually, online.

Partner Recognition

South Bay Pioneers hosted the Monthly Partners’ Meeting in 2019, prior to COVID.

Thank you for making our meetings possible.

CVCC aims to assist 422 Collaborative Partners who encounter a gap in services or responsibility that corresponds to an important need of the community. The goal of the collaborative efforts is to bring partners together to work toward a solution. CVCC has a strong record of addressing issues that arise in the community and have a history of 20+ years of service in Chula Vista. The energy of collaborative members and the leadership of local service providers have fostered the establishment of new services, issue-based planning efforts, and resident mobilization campaigns.

CVCC sends weekly announcements to close to 900 Partner Subscribers to share program information and upcoming events. In addition, CVCC also has 1,000+ Community Residents Subscribers which receive news on upcoming events, programs, and services, in either English or Spanish. CVCC is also working towards creating a stronger online presence with more than 2,000+ Social Media Followers that help create awareness of programs.

CVCC provides a venue for agencies to connect with each other and increase awareness of the multitude of services available for families. We know that our families need a comprehensive service support system and providers benefit from the awareness of services and resources.
Family Resource Centers

CVCC normally operates five Family Resource Centers (FRCs), with each one providing a gateway to a full range of family-strengthening services.

Services are available to all members of the community, regardless of their circumstances. A call, visit, or a referral from school to one of the FRCs is all that is needed to connect to the resources and opportunities that exist in the community. Services are provided on site or through partner referrals.

<table>
<thead>
<tr>
<th>FRCs By the Numbers</th>
<th>2,898</th>
<th>2,575</th>
<th>7,498</th>
<th>27,116</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students Served</td>
<td></td>
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<tr>
<td>Families Served</td>
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<td></td>
</tr>
<tr>
<td>Individuals Served</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Services Provided</td>
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</tr>
</tbody>
</table>

Vision | “A Community of strong, healthy, and engaged families”

Mission | "Strengthen and support families through quality programing and partnerships"

Five Protective Factors

The FRCs create pathways for families and focuses on providing families with support across five protective factors:

1) Concrete support in time of need 2) Parent resiliency 3) Social connections 4) Knowledge of parenting and child development 5) Social and emotional competence of children.

The five protective factors are the foundation of the Strengthening Families Approach. Research supports that these protective factors build strengths and foster an environment that promotes optimal child and youth development. CVCC is proud to continue our strong collaboration with agencies and partnership with school districts in support of school families.
FRC Story | The effects of COVID – 19 on Families

A mother of two courageously fled domestic violence in their home after securing a full-time job in the Medical Field. The COVID-19 Pandemic led to a reduction in work and left the family vulnerable. During this crisis, the mother opened up about her LGBTQ+ status to relatives who were housing them, but they did not support her choices and left the family homeless. The family moved into their car for several weeks. The children would stay in the car during work hours, and is also where the family would sleep during the night.

After visiting an FRC and disclosing her hardships to CVCC staff, our Service Coordinators were able to assist with getting her a hotel a voucher that would house the family until they were able to get into a shelter and secure childcare. CVCC staff mobilized to help the family qualify for Calfresh, MediCal, and CalWorks and stabilize the family with basic needs. The family recently was able to move out of emergency housing and secured an apartment to live in. The collaboration between the family and the FRC has put her back on track to their journey of self-sufficiency.

The FRC Referral Process | Essential Partners

CVCC strives to assist clients with their individual needs and to ensure they have a positive “FRC experience” to build a trusting relationship. FRCs operate under a “no wrong door” policy and clients may come into an FRC, as a walk in or may be referred by a school in CVESD and SUHSD.

In 2019—2020 the schools from the two districts sent CVCC a total of 691 Referrals. Each referral included an average of 3 objectives which needed addressing, a total of 2,054 objectives—66% of all objectives concerned Mental Health.

- 453 Referrals contained Counseling/Therapy objectives
- 319 Referrals contained Student Behavior objectives
- 121 Referrals contained Family Functioning objectives
- 103 Referrals contained Basic Needs objectives
- 73 Referrals contained Defiance/Aggression objectives
- 64 Referrals contained Divorce/Separation objectives

84% of Referrals were successfully served by our network of FRCs and Partner organizations.
2019 — 2020 In Review

Adopt-A-Family

In December 2019 the FRCs selected 12 families with tremendous needs who have been working to reach self-sufficiency. Families were adopted by our donors. Each family received a food donation, gifts for their family and resources to continue their efforts to stabilize their households.

“(CVCC Staff) are helpful, polite, energetic, optimistic...make me feel welcome...excellent service!” - Open Door FRC Client

9th Annual Santa Shop

The 9th Annual Santa Shop held in December 2019 brought together our donors and partners to create holiday magic for families in need in Chula Vista. We invited 272 families to receive food and gift donations to celebrate the holidays. In 2019 we proudly provided 492 children and youth with presents and gift cards. Thank you to our Donors and Partners for their dedication to bringing joy during the holidays!

The Closet | 206 Individuals assisted with Clothing Needs in 2019—2020

The FRC network has access to the CVCC Community Closet which provides emergency clothing for families in need. Families can select 2-3 complete outfits of gently used and new clothing. Our clothing is entirely donated by community members and our partners.

“I appreciate all the help I got from you (CVCC). My family is beyond grateful. Keep up the great help for families.” - FRC Beacon Client

Day of the Child (DOTC)

Due to the COVID-19 Pandemic DOTC 2020 had to be cancelled. DOTC focuses on providing a safe and healthy environment for young people. DOTC aims to foster community by bringing together our partners and Chula Vista families.

CVCC is set to return next year for it’s 20th anniversary!

We would like to thank all of our volunteers, sponsors and attendees for supporting DOTC.

In years past, over 100 informational and interactive booths provide outreach and serve children and families. The diversity of our partners bring plenty of fun activities such as entertainment, face painting, performers, dance contests, puppets, magic show, story time, games and much more. DOTC is designed to introduce kids and families to healthy and interactive activities.
Promotores | Community Health Workers

The mission of CVCC Promotores is to assist Chula Vista families achieve optimal levels of health, well-being, and community safety. Promotoras deploy a culturally and linguistically sensitive approach strategy to link families to services and programs.

Promotoras provide community input for the San Diego Forward Regional Transportation Plan from SANDAG. The California Poison Control also entrusted Promotoras to inform 4,000+ residents about the potential dangers in their home every year. In addition, Promotoras assisted in creating awareness about the Census 2020 in Hard-To-Count Census Tracts.

Promotoras have been working through COVID-19 Pandemic to ensure the community is aware of available resources during this time of crisis.

Adelante Promotores 2019 Conference

CVCC continues to support the goal of advancing, valuing and recognizing the work of Promotores. The Adelante Promotores Conference is an annual culmination of actively participating, organizing and facilitating communication between organizations.

The Conference continues to grow and in August 2019 reached capacity and overflow rooms! The conference featured informative key note speakers, multiple sessions and a gathering of Promotores across the United States.

San Diego County Promotores Coalition

CVCC continued in 2019 as Co-Chair of the SDCPC advancing the work of Promotores in San Diego County as well as working with agencies that utilize the Promotores model in our mission to improve health outcomes for all. The SDCPC is thriving and in recognized as a center for collaboration around Promotores work. The group meets monthly, virtually given the COVID-19 pandemic.
Promotoras Active for the Community (PAC)

Promotoras Active for the Community (PAC) is a citywide team of residents which work together to discover the assets and interests of their neighbors, stimulate volunteerism, strengthen community ties, and respond to the concerns and unmet needs of the community.

**Their goal is to create relationships among community members, and improve community well being.**

In 2019 PAC Promotoras donated 600 hours towards community benefit projects! They made various donations to CVCC including Thanksgiving Baskets for FRC Families, 200 food cans to the annual Chula Vista Welfare Council Food Drive and school supplies for 500 “Back2School Kits” for FRC students.

PAC also became Census 2020 Ambassadors to help reach undercounted community members in Hard-To-Count Census Tracts. Thank you PAC for all your work!

¿Es Dificil Ser Mujer? (Its Difficult Being a Woman?)

Life is full of highs and lows, and women navigate vastly complex environments ranging from womanhood to motherhood. For this reason, CVCC offered classes on the importance of how to improve family relationships and how to feel more positive about being a woman in modern society.

The 7-week class, held during Fall 2019, helped women gain an insightful understanding of depression and available community resources that help women dealing with complex issues. The classes are based on a culturally appropriate mental health model that helps to better identify and prevent depression amongst women.

* All pictures were taken at activities done prior to COVID-19 social distancing measures.
Census 2020 Campaign

The Chula Vista Community Collaborative Family Resource Centers were designated Census 2020 Partners and our staff assisted the community with information on the Census 2020.

The Census 2020 Chula Vista “Make Yourself Count” campaign was a collaboration between the City of Chula Vista, Count Me 2020 Coalition, United Way and NALEO. Our Promotoras led the campaign to create awareness and train “Census Ambassadors” to further disseminate information about the Census 2020. We also conducted social media outreach in English and in Spanish.

The COVID-19 Pandemic created vast obstacles that prevented regular Census 2020 operations. CVCC shifted strategies to take into account CDC Guidelines and ensure that community members and staff were safe. We offered “May Monday” contactless distribution of masks, and continued in June as well. We did awareness caravans and drive thru distribution events.

Thank you to all of our “Census Ambassadors”, Partners and volunteers that helped CVCC reach some of the most undercounted populations in San Diego County.

Thank You Census Partners
Navigator Program | HUB

The purpose for the Neighborhood Navigator Model is for a promotor (a)/ neighborhood navigator to develop client engagement while educating and empowering members of the community. The intent is to serve those who may not have the resources available to them.

This model is focused on creating unique experiences to better the lives of members of our community. Regardless of age, background or ethnicity, this model is shaped to assist the most vulnerable and at-risk members of our community.

Promotor (a)/ neighborhood navigator are knowledgeable of resources within local communities, this is how they can refer members to services included but not limited to medical, housing assistance, food pantry, local programs and much more. It is about working as a community to better the community.

105 HUB members in Intensive Care Plans

Client Story HUB | A Family Care Plan

A (female-male) couple enrolled with HUB, having pre-existing conditions (Diabetes & Heart Problems), and worked with Promotores to meet their goals in three month plans.

The Diabetes Care Plan consisted of record keeping of weekly food intake and regular meetings with the Care Coordinator in efforts to keep diet balanced and healthy. The outcome of these care plans are that the member apply lifestyle changes that better their health and diabetes under control.

The Heart Problem Care Plan required the client to exercise 2-3 times a week to increase heart rate and mobility during the next three months. The Care Coordinator intervention actions consisted of providing a list of in home work-outs and a weekly exercise log for them to keep track of their progress. The Care Plan seeks to help the client will decrease chances of heart failure by applying lifestyle changes that help with mobility and weekly exercise.

The collaboration also brought in the couples’ daughter who became more involved in Care Plans between the Family and their Care Coordinators. The cohesion of this team worked further on the commitment to help each maintain their Care Plans and health.

Success!
2019 — 2020 In Review

CVCC Funding Partners & Sources

California Family Resource Association  |  California Poison Control  |  Chula Vista Elementary School District  |  City of Chula Vista  |  Family Health Centers of SD  |  SD Hunger Coalition  |  San Diego Gas & Electric  |  SANDAG South Bay Community Services  |  Sweetwater Union High School District  |  University of Miami

2019 Santa Shop Sponsors

Chula Vista Sunrise Rotary  |  Sweetwater Woman’s Club  |  Chula Vista Firefighters Foundation  |  Chula Vista Elementary School District  |  Sweetwater Union High School District  |  Church of Christ  |  Chula Vista Police Activity League  |  Target  |  Blue Shield of California

Thank you San Diego County Employees Charitable Organization (CECO) for your continuing support of the Family Resource Centers in Chula Vista.

Chula Vista Sunrise Rotary, Chula Vista Welfare Council and Sweetwater Woman’s Club, thank you for your support in helping FRC families.

CVCC Awards

On February 2020 the Mayor and City Council of the City of Chula Vista Awarded and recognized CVCC and the FRCs as “Champions” of the Southbay.

Thank you District 1 Supervisor Greg Cox for granting CVCC technological funds to improve services to Chula Vista families.
# CVCC Staff

**619.427.2119 | 540 G Street Chula Vista, CA 91910 | Vista Square Elementary**

**Director | Brendaly Rodríguez, MA, CPH**

FRC Program Manager | Angela Tomlinson, MA

Office Manager | *Arturo Hoyos-Olvera – until Dec 2019*

Projects Coordinator | David Garcia

Administration Assistant | Chris Ross

**Promotoras**

Azucena Lopez de Nava (Coordinator)
Diego Avila | Lillian Hernandez

**Community Referral Specialist**

Rosalba Anaya | Rebecca Enriquez
Maria Orozco | Joanna Ramirez | Elsa Servin

**Service Coordinators**

Joe Buselt | Clarissa Garcia
Karina Navarrete | Verónica Aguilar

**Navigator Program | HUB**

HUB Manager | Carlos Corona

**Neighborhood Navigators**

Elizabeth Berry | Aida Meza
Gabriela Ruano

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# Family Resource Centers

**Beacon**

619.422.9208
540 G Street
Chula Vista, CA 91910
Vista Square Elementary

**New Directions**

619.691.5301
348 L Street
Chula Vista, CA 91910
Rice Elementary

**Fair Winds**

619.420.0468
1424 Loma Lane,
Chula Vista, CA 91910
Loma Verde Elementary

**Rayo**

619.425.4458
1653 Albany Ave,
Chula Vista, CA 91911
Otay Elementary

**Open Door** 619.407.4840
480 Palomar Street,
Chula Vista, CA 91910

**ChulaVistaCC.org**

IG | ChulaVistaCC
Twitter | ChulaVistaCC
LinkedIn | ChulaVistaCC
FaceBook | ChulaVista
CommunityCollaborative