

## **PAT Meeting #37 11/05/2021**

### **Attendance:**

- UB Backbone Staff (Kassa Belay, David Harrington, Aileen Gonzalez, Danielle Augustine, Athenia Rodney, Ruth Horry, Briona Clark)
- 14 PAT Members
- 8 FAB members

### **Meeting Objectives:**

- Attendees will leave with specific follow ups to conduct in the last 10 days of Child Tax Credit promotion
- Attendees will meet UB's new Early Intervention Ambassador and be clear on her roles, responsibilities and opportunities for partnership

### **Takeaways**

The October PAT Meeting focused on a final push in the last 10 days of UB's Child Tax Credit project and the introduction of the new EI Ambassador.

### **Opener**

- Chat in your name and organization and one word that describes how you are today, and tell us why if you care to share
  - Stressed
  - Proud because his son is loving Kindergarten and getting great feedback
  - Excited for the weekend and the last week and a half of CTC promotion
  - Excited because tomorrow they are hosting a baby shower
  - Affectionate because my 1 year old nephew is at their house
  - Excited about a new staff member joining our team

- Kari Kurjiaka- Reach Out and Read GNY. Excited! It's the weekend and I don't have any big plans. Looking forward to a relaxing weekend. Also I'm getting pizza for dinner so that's exciting!
- Zakiyyah- Tribeca Pediatrics, Community Outreach Manager. I'm feeling peaceful and excited! But also I'm feeling end of week fatigue!
- Athenia Rodney - United for Brownsville, Community Engagement Associate. Excited for Friday and this weekend I get an extra hour of sleep!
- Allie Lieber, Brookdale Hospital HealthySteps - feeling excited about new staff joining our team this week!
- Jaime-Jin Lewis, Wiggle Room, excited for a restful weekend with family!

## **UB Mission Statement**

We then reviewed the newly revised UB Mission Statement

**United for Brownsville is a family-led collaboration transforming the early childhood systems in Brownsville, Brooklyn, so that all young children are able to flourish.** Our work starts with families' hopes for their children and their ideas for eradicating systemic inequities in early childhood services. This approach disrupts harmful power dynamics and beliefs rooted in anti-Black racism that prevent Black and Latinx children from lifting off.

## **Child Tax Credit Timeline**

- July 15, 2021 : Start CTC payments by check or direct deposit
- Current Focus → Nov 15, 2021: Last chance to sign up to ensure CTC prepayment and end of this six week project
- Dec 15, 2021 : Final CTC prepayment, will be \$1500-1800 per child for new sign-ups +stimulus owed
- Jan. 2022 : Families who won't file taxes can register to receive CTC if they haven't yet

- April 15, 2022 : Tax day! Filers receive 2nd half of CTC

## **CTC - From Talk to Action**

*What have we done and learned so far?*

*What can each person in this room do over the next 10 days?*

- The Basics
  - The CTC has increased to \$300 per month per child under age 6 and \$250 per month for each child age 6 to 17. That's \$3,000 to \$3,600 per child in untaxed money.
  - All households with children under 18 are eligible to receive this free money, even if they have no income, receive public benefits, or are not citizens.
  - Most receive the CTC automatically via check or direct deposit based on their latest tax return.
- The Challenges
  - Brownsville is high in demographics of those eligible for the CTC who are least likely to receive it automatically.
    - \* Highest priority are those whose earned income is low enough that they are not usually required to file taxes.
  - How do we reach the hardest to reach?
  - How do we know if our efforts are working?
- Guiding action for the next ten days
  1. NYC and Brooklyn nonprofits, mutual aid groups, religious institutions, schools, etc. have strong trust and wide reach
  2. Some are completely unaware of the CTC or have let it drop off of their radar since the July push
  3. Collectively we can have tremendous impact just by reaching out to one or more group each and convincing them to promote

UB provided original as well as personalized for Brownsville information materials.

- UB Resource: UB CTC Page with fliers in English, Spanish, and Haitian Creole - [unitedforbrownsville.org/ctc](http://unitedforbrownsville.org/ctc)
- Official Resource
  - Whitehouse CTC presentation - [bit.ly/WhiteHouseCTC](http://bit.ly/WhiteHouseCTC)
  - CTC info site - [whitehouse.gov/child-tax-credit/](http://whitehouse.gov/child-tax-credit/)
  - Get CTC sign up tool - [getctc.org](http://getctc.org)

## **CTC Impact**

- Aim: Enable as many Brownsville families as possible to claim their child tax credit funds.
- Ruth presented on UB's strategy and her efforts over the past few weeks to capture the attention of local families through outreach, flier distribution, the phone tree, and tabling.
- Strategies and the learning resulted from our group discussion
  - Rewrote marketing materials. Avoid words like government and that allows us to more effectively target residents
  - Testimonials - so far 67 people viewed video
  - Direct link Sign up tool and Downloadable flyer in 3 languages (english, spanish, haitain creole)
  - FAB Phonetree Contest - 30 participants and 179 clicks so far
  - Sharing information in locations where families are already waiting ( i.e. doctors offices, libraries)
  - Tabling at schools, public housing, and street corners
  - Partner with immigrant organizations. It is important to partner with an organization that is trusted within the community.
    - Ruth found that the organization she reached out to was unaware of the CTC and grateful for the information.
  - Greg Jackson Center to help make appointments for any family needing tax help, 120 families signed up
  - Consolidated official government information as well as information customized for Brownsville and made them more easily accessible to residents through the UB website. At the time of the meeting there were 265 unique viewers and 766 total viewers

- Using social media to spread the word
- These activities came out of the FAB and PAT members suggestions as well as other participant ideas during last month's meeting

## **Activity**

*Brainstorm : Hard to reach demographics and the groups that reach them.*

The co-directors provided a list of demographic groups that may be missing out on child tax credit forms and invited the group to suggest missing demographic groups and offer local organizations that have the trust and connections with these community members. After the brainstorm the groups were noted down and UB co-directors asked group members to commit to contacting each one.

*What demographics are still missing?*

South Asian, specifically Bangladeshi focused organizations.

- South Asian Council for Social Services work
- Bangladeshi American Community Development and Youth Services (BACDYS)  
<https://www.bacdys.org/>
- Sakhi for South Asian Women
- Bangladesh Society Inc
- Sapna NYC
- Laal
- Norwood BX - Sheeza is to reach out
- P.S. 159 in East NY - Audrey G notes has a significant Bangladeshi community

## **UB's Ask - Commitment to Action**

- After the brainstorm the groups were collected into a list and UB co-directors asked group members to commit to contacting each one.

- Information was provided by UB
  - UB Materials and Communications
  - Official materials and communications
- Sign up to contact: <https://bit.ly/CTCcontacts>

## Next Steps

- UB will reach out to you about your commitment by EOD Wednesday 11/10
- Materials and commitments were provided here:
  - ☰ CTC Outreach Commitments
- Final Fall 2021 Outreach Meeting 10:00am Wednesday 11/10
- Expect a retrospective meeting in December or January
- More action to come in early 2021

## Early Intervention Ambassador

Aileen walked the group through the role of the UB EI Ambassador

- The EI Ambassadors are the go-to people to liaise between families and service providers to support referrals and evaluations and determine if EI is appropriate

Providers:

- Troubleshoots pain-points for those referring to EI
- Manages EI referrals for providers who lack capacity to help families navigate the system

For families:

- Provide information, resources and support through each stage of the EI enrollment process
- Offer developmental screenings to identify suspected developmental delays or disorders
- Supports transition from the EIP to preschool to prevent gaps in services
- Facilitates development workshops, support groups, and Socialization Days
- Help families to understand child development and nuances in program

- Recent Work
  - Support 45+ families in addressing their developmental concerns and accessing different educational programs
  - Partner with a variety of local organizations, schools, and more.
    - Bureau of Early Intervention
    - Excellence Academy
    - Brookdale Hospital and Medical Center | HealthySteps
    - Graham Windham
    - PowerOfTwo
    - Nurse-Family Partnership/FirstStepNYC - SCO Family of Services
    - Brooklyn College
    - BMS Family Health and Wellness Centers
    - UpWeeGrow
    - Group Attachment-Based Intervention (GABI)
    - Forestdale, Inc.
    - NY Center for Infants and Toddlers
    - Brownsville Child Development Center
    - JCCA
    - New York City Administration for Children's Services
  - The recreation room was opened to the public so that children with disabilities can socialize. It creates a neutral environment to address needs and develop skills, it also incentivizes providers to work with multiple families at a time. This resource addresses concerns from previous meetings of too few providers and a lack of space to conduct evaluation and other needs.
- Future implications
  - Providers can participate by getting support from UB or referring to UB for help with screenings, referrals, and family engagement
  - Word of Mouth “Tell a friend to tell a friend”
- New EI Ambassador Danielle Herring

- The group was then introduced to new EI Ambassador Danielle Herring
- Before joining the Backbone, Danielle has been in education as a crisis paraprofessional collaborating with clinicians to create CPSE services as well as other related positions dealing directly with children in her hometown of Brooklyn.
- She was introduced to the role by Ruth at a back to school tabling event while throwing a family field day
- Came from the DOE and transitioned into the EI Ambassador role

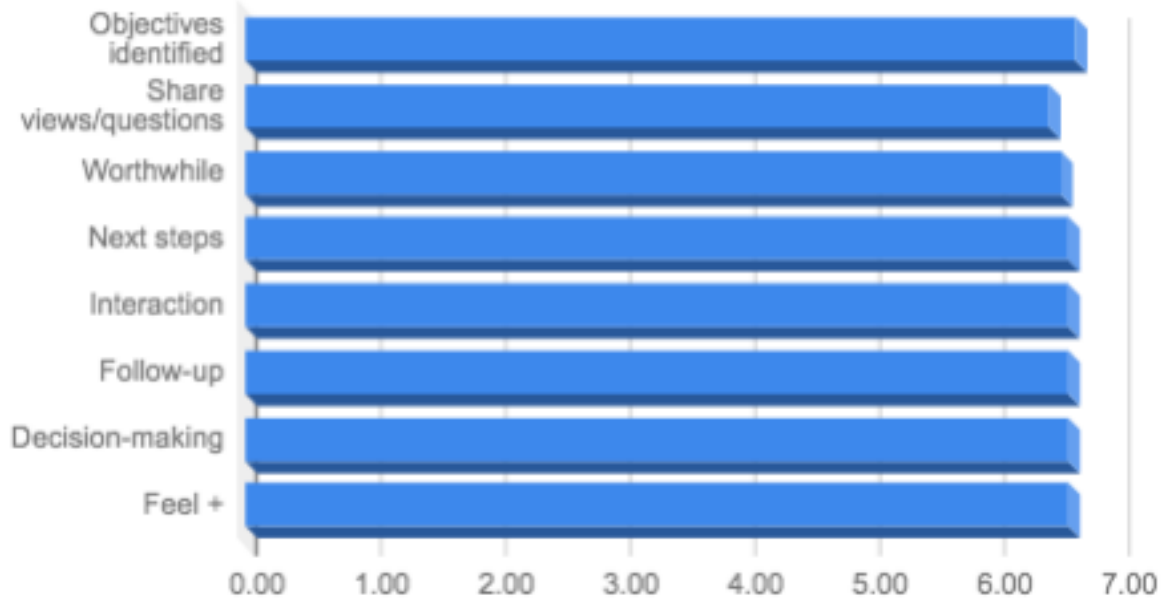
### **Breakout Groups**

- Participants had the option to join a breakout room to chat with the EI Ambassadors and get to know Danny, or
- Stay in the main room for an opportunity to network, share resources, and share opportunities
  - Ruth shared a link to contact her:  
<https://poplme.co/ruth-horry-ub-fab-fellow/share>
  - Shaudel Johnson- Marketing & Outreach Coordinator,  
shaudel@tribecapediatrics.com -Tribeca Pediatrics  
[www.tribecapediatrics.com](http://www.tribecapediatrics.com): reaches out to community partners with other communities to provide primary care, pediatrics, seminars and resources up to 21 years such as child safety classes.
  - Kristen Rocha Aldrich Reach Out and Read of Greater New York  
[www.reachoutandreadnyc.org](http://www.reachoutandreadnyc.org)my email:  
[krochaaldrich@reachoutandreadnyc.org](mailto:krochaaldrich@reachoutandreadnyc.org)  
Reach Out and Read working with pediatric providers to promote early literacy and language development in pediatric check up. Put out an ask for anyone who works with families who work with Reach out and Read clinics for feedback. Due to Hipaa laws they can't contact parents directly.
  - Additional books needed for 0-3
  - Mobile library has a good review from Naimah



## Reality Check

### PAT Reality Check Average Answers



action ambassador brownsville center child  
children commit community contact credit **ctc**  
danielle days demographics development early ei  
**excited families group** help  
information intervention joining materials meeting  
members org organizations outreach partner pediatrics  
per **providers reach** receive resource  
role room ruth schools services share sign support tax  
**ub** week weekend work