To evoke empathy for the lived experience of target consumers and communities among public systems, funders and decision-makers.

To equip decision-makers with a more fact-based understanding of the lived experience, preferences, needs and priorities of target populations.

To support decision-makers in aligning investments with consumer needs and preferences.

To inform consumers and communities of funder priorities, constraints and process.
Begin with empathy

What is empathy?
the intellectual identification with or vicarious experiencing of the feelings, thoughts, or attitudes of another

What is NOT empathy?
an exclusively emotional/reactive response to suffering, it’s easy to agree

Why do empathy?
to discover people’s explicit and implicit needs so that you can meet them through your design solutions

LIZ OGBU | EMPATHY

CREDIT: STANFORD D.SCHOOL, HUFFINGTON POST
GOLDEN RULES TO COMMUNITY ENGAGEMENT

1. Identify the decisions that funder will make based on results of community input/consumer engagement

2. Identify the decisions, constraints, and strategic priorities that have already been established and prepare to communicate these to stakeholders

3. Ask people about what they know about in plain language

4. Create a diversity of formats to engage— not everyone can come to a community meeting or speak out in public comment

5. Leverage existing forums, venues and relationships to access to target populations

6. Close the feedback loop and bring community into town hall— share the ways that community input shaped decisions, plans or investment; share highlights of other input sessions and analyses

Prepared by Bright Research Group
INPUT FORUMS

Focus Groups

Groups of 8-12 participants from the target population, participating in facilitated conversation.

- Lasts 90 minutes
- Organized in partnership with CBO or Faith Based Organization
- Covers topics related to: hopes/vision for the future, needs of children, youth and families, what it’s like for families in SF, and formal/informal systems of support

Pop Up

A brief conversation with 1-3 youth or family members of the target population. Best to conduct at a community event or health fair.

- Each conversation last 5-15 minutes
- Multiple facilitators, can result in a good amount of feedback
- Covers topics related to needs of children, youth and families, what it’s like for families in SF, and sources of support

Prepared by Bright Research Group
INPUT FORUMS

Key Informant Interviews

Conducted over the phone or in person with community leaders, providers, and others with relationships to and knowledge of target population.

- Last 45 minutes to an hour
- Cover needs of children, youth and families, lived experience, service gaps, and hopes for the future

Surveys

Distributed online to a specific target population (parents or adolescents)/

- Distributed by DCYF or community partner
- Covers information about needs, priorities, services gaps, and recommendations for specific target populations
- Provides quantitative data for populations with limited existing information

Prepared by Bright Research Group
SAMPLE QUESTIONS

- What are the biggest challenges facing families in San Francisco today?
- When it comes to getting support for you and your family, who can you count on? What is going well for you? What do you need more of?
- Looking ahead to the next few years, what should San Francisco do to make it easier for families in the city and help your family thrive?
- What is it like being a young person living in San Francisco?
- Thinking about your family- What are your family’s greatest strengths? What are the greatest challenges in your relationships with your family?
- Where are the places in San Francisco that feel safe or where you feel a sense of belonging?
## PRIORITY POPULATIONS - FOCUS GROUPS & POP UPS

| 1. Southeast Asian (Vietnamese, Cambodian, Laotian) youth and parents |
| 2. Arab / Middle Eastern youth and/or parents |
| 3. Justice-involved / foster or former foster / TAY re: transitions to adult systems |
| 4. LGBTQQ parents of young children |
| 5. Filipina adolescent girls re: mental and behavioral health |
| 6. Filipino adolescent boys re: mental and behavioral health |
| 7. African American adolescent girls |
| 8. African American adolescent boys |
| 9. Latina adolescent girls |
| 10. Latino adolescent boys |
| 11. Native American parents |
| 12. Teen parents |
| 13. Latinx and/or African-American parents in SROs |
| 14. First-generation college students |

Prepared by Bright Research Group
PRIORITY POPULATIONS: SURVEYS & KIIS

Key Informant Interviews

1. Families who speak languages indigenous to Mexico and Central America (e.g. Mam, Quiche)
2. Children/youth with special learning/behavioral needs; children/youth with differently-abled parents
3. Youth in workforce programs who provide financial support to their families

Surveys

- Youth in parochial schools

Prepared by Bright Research Group
• Academic underperformance or disconnected from school (attendance, discipline, support for transitions to adulthood)

• Access to health care benefits

• Alternative family structures (kinship care; queer chosen families)

• Children and youth attending school far from home neighborhood

• Exposure to violence, abuse, or trauma

• Family instability and/or family violence

• Mental and behavioral health challenges

• Participation in health screenings for children aged 0-5

• Single parent households

• Social isolation within schools/neighborhood

• Youth providing financial support to families

• Youth supporting ELL/LEP parents in various ways
# Priority Populations - Lit Review Findings

## Sample

<table>
<thead>
<tr>
<th>Population</th>
<th>Sub-population Covered in Resource</th>
<th>Title</th>
<th>Year Published</th>
<th>Data Source(s)</th>
<th>Nurturing Families &amp; Communities</th>
<th>Physical &amp; Emotional Health</th>
<th>Readiness to Learn &amp; Succeed in School</th>
<th>Readiness for College, Work &amp; Productive Adulthood</th>
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</thead>
<tbody>
<tr>
<td>Children of incarcerated parents</td>
<td>Single parent households, children of formerly incarcerated parents</td>
<td>Young Women's Freedom Center, &quot;A Radical Model for Decriminalization: Research Model &amp; Initial Findings.&quot;</td>
<td>2019</td>
<td>100 life course interviews with systems-involved young women in SF</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Children of incarcerated parents</td>
<td>Children of formerly incarcerated parents</td>
<td>&quot;Descriptive Overview of Data from Alameda and San Francisco County Jails.&quot;</td>
<td>2016</td>
<td>900 surveys of parents in SF jails</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>
Do you have recommendations about how to reach specific target populations?

What are the organizations that have strong access to these priority populations?

Things are changing for children, youth and families in San Francisco. Are there any specific issues or factors that you would like us to probe on? (I.e. closure of juvenile hall)

Other questions/recommendations?