



# California Family Resource Association

*Strong Families. Strong Communities.*

10.22.2020

## Member Spotlight

### El Sol Neighborhood Educational Center

How El Sol is Making an Impact During The Covid-19 Pandemic:



When the pandemic began to affect El Sol communities in April 2020, El Sol immediately developed a COVID-19 script and began conducting phone calls to participants from its various programs to start a conversation about the coronavirus and how it affects communities, especially at-risk community members. During every phone call, they ensure everyone has access to information, testing access, and they leverage resources.

They've conducted more than 16,000 phone calls since April to provide COVID-19 information and promote preventive measures, and to link families with community resources.

Because community stability and safety are priorities to El Sol, they have continuously supported communities with resources that promote well-being and health through-out the pandemic. To date, Community Health Workers/Promotores have distributed 12,450 food boxes, 50,000+ protective face masks, and 1,360 hygiene kits; and they are not done!

We spoke with Alexander Fajardo, Executive Director of El Sol Neighborhood Educational Center, on why he thinks Family Resource Centers are important during COVID-19 and how individuals and organizations can help their community during COVID-19.

"Resources Centers provide unique holistic support to our most vulnerable families, all in one place. Each of us plays an important part of the solution during this pandemic. Social distance, wearing masks, limiting gatherings, getting tested and providing social support to those in most in need are crucial to stop the spreading of the virus."

Learn more about El Sol Neighborhood Educational Center [Here](#)





## Imagine. Ready.

California Family Resource Association (CFRA) is pleased to share this video created by [Listos California](#) to showcase the powerful voices of young people on natural disasters. This "Imagine. Ready." video, which portrays kids as superheroes and includes a voiceover from a young person, provides a vehicle for California kids to speak directly to their peers to promote the five free and easy steps for disaster preparedness. The children featured in the video were interviewed at [La Familia Counseling Center](#), a Birth and Beyond Family Resource Center site located in Sacramento. Please feel free to use and share the video with families and partners who may be interested.



## CFRA October Legislative Update Call

Friday, October 23, 9am-10am

California Family Resource Association (CFRA) invites you to join us for our October Legislative Update call on **Friday, October 23rd at 9:00 am**. Please [click here](#) to join on the day of the call.

The agenda will be as follows:

1. Opening remarks from Policy Committee Co-Chairs (Katie Albright and Ron Brown)
2. Legislative Update (Dawn Koepke)
3. Federal Update (Sheila Boxley)
4. CFRA Update (Merritt Beckett)
5. Strategies Update (Michael Williams)

## News and Training Opportunities

### Virtual Trainings

#### October 28- Utilizing Casey Family Programs' Community Opportunity Map

The [Community Opportunity Map](#) developed by Casey Family Programs is an interactive tool that highlights the aspects of communities that are associated with safe children and strong families. This interactive, research-based framework is composed of select community indicators and is available for any community in the nation to use. Register [here](#).

#### November 4th- An introduction to the nationally-adopted Standards of Quality for Family Strengthening & Support

What does it mean to be a quality Family Strengthening and Support Program?  
What common language can we use for working effectively with families?  
How can managers, direct service staff, and families work together to develop and sustain quality programs?

For answers to these questions and more, join National Family Support Network to learn more about the nationally-adopted [Standards of Quality for Family Strengthening & Support](#).

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## Become a CFRA Member!

We would like to take this opportunity to introduce you to the new CFRA Membership. We hope that you will choose to join us to help improve the lives of children, families, and communities throughout California.

CFRA's primary focus remains: impacting policy change to advance the programs and resources that strengthen California families. Thanks to the support of The California Endowment, SH Cowell Foundation, and the Immigration Services Unit at the California Department of Social Services, CFRA continues to engage in a variety of policy areas that benefit families and communities throughout California.

In January of this year CFRA merged with the [California Network of Family Strengthening Networks](#) in an effort to align the field, move forward as a unified, statewide body and achieve greater impact. CFRA has also worked with partners to formally define FRC in statute through Senate Bill 436, secured state funding for FRCs to respond to COVID-19 and expanded its reach at the State Capitol, visiting the Legislature over thirty times in the span of four months, to actively advocate for home visitation and encourage policy makers to tie home visiting services to local FRCs.

CFRA has updated the core membership benefits to include CFRA Policy and Networks Committees and e-newsletters with the latest news, Legislative Update calls, policy and budget analysis, grant opportunities, and discounted rates to CFRA trainings. Click the link below to see the full benefits of becoming a CFRA member and apply to become a member.

<https://californiafamilyresource.org/membership/>

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