



## **100 Black Men of the Bay Area**

### **2022 Impact Report**

## MISSION

The mission of the 100 Black Men of the Bay Area (“100BMBA”) is to improve the quality of life within the Bay Area and beyond, by advancing the social, economic, health, and educational progress of African Americans.

We focus on the low to moderate income community, and offer programming and resources to support wise financial, health and lifestyle choices that can lead to family-sustaining wages and long-term career and life success. Our motto, “What They See Is What They’ll Be” refers to a “lead by example” approach that resonates with our youth who often lack the exposure or positive behavior modeling from caring and successful African American men.

## 2022 IMPACT REPORT

### Health & Wellness

- In its second year, the Mental Health committee created a 1x1 therapy matching platform that attracted over 50 participants in 6 weeks, 4-64 yrs. old, 80%+ African American. Our strong brand and deep community ties made this possible.
- Recruited 26 therapists for the platform, 90%+ African American.
- Conducted bi-monthly Youth Movement Track & Life Skills Clinics for a total of 200 Bay Area youth throughout the year.
- Increased the total number of Youth Movement participants that were in the Cooper Institute’s, Fitnessgram Healthy Fitness Zone to 90%, up from the baseline of 25% to 35%.
- Conducted two walkathons in conjunction with Apple, attracting over 500 individuals.
- Conducted monthly health screenings (blood pressure, prediabetes) for over 650 African Americans 25-75 yrs. old.

### Workforce Development/Entrepreneurship

- Inaugural Career Expo attracted over 200 African American high school and college students at Laney College to learn about over 20 careers (financial, civic, healthcare, legal, entrepreneurship and more).
- Trained, mentored and secured PACT certifications for 63 students across three cities in the carpenter trade, in conjunction with Home Depot/HBI. Two cohorts required 16 weeks of training over the spring and summer.
- Four startups conducted pitch meetings (quarterly) to members of the 100 of the Bay to consider an angel-seed financing round for their ventures. One company received angel funding support from various members.
- 500+ youth participated in our Financial Freedom workshops with the 49ers (via four Wisdom Wednesdays on-site sessions) and Contra Costa College (African American Male Leadership Symposium).

### Mentoring

- We increased our total roster of mentees served by 52% vs. 2021, to 495, through a refined focus on recruitment, mentor training, personal responsibility and partnerships.
- Key highlights:
  - Group mentoring style, 42 active member-mentors
  - Focus on life skills development, financial literacy, academic tutoring and recreation
  - School-based and community-based mentoring program across 2 colleges, 4 high schools and 2 middle schools:
    - Colleges served:
      - Contra Costa College
      - UC Berkeley
    - High Schools served:
      - McClymonds
      - Castlemont
      - AIMS
      - Ile Mode
    - Middle Schools served:
      - Elmhurst
      - West Oakland
  - Mentoring activities occur during school, after school and on Saturdays.
  - Maintained 2.89 GPA
  - Facilitated summer internships for four of our college mentees, including PG&E, First Republic, and AE3 partners.

### Education

- Awarded \$125,000 in scholarships awarded to 59 young men and women from Bay Area high schools and/or colleges and returning college students
- Awarded/secured \$30,500 in scholarships to 3 young men to attend a Bay Area college prep high school (Bishop O'Dowd)
- Launched weekly High School Tutoring Program as a complement to group mentoring
- Average of 10 students received Math, English, Science & history tutoring

## PROGRAMS DESCRIPTION

### HEALTH AND WELLNESS

The 100BMA's Health and Wellness goals are to raise awareness, provide access to health care and give health information that will ultimately promote behavior change resulting in a healthier lifestyle. We currently have four programs in place:

- Mental Health Care Financial Assistance Program
- Screenings and Walkathons
- Youth Movement
- Tommie Smith Track Meet

#### Mental Health Care Financial Assistance Program

One of the goals of 100BMBA is to foster mental health education, destigmatize mental health among the community, and provide mental health resources to the African American and Latino community.

Many people who access mental health services or therapy pay for it through their medical insurance, Employee Assistant Programs (EAP), or out-of-pocket. A standard therapy session usually runs \$150-\$250 per session. Private insurance and public benefits are, in many cases, a barrier to receiving services due to the red tape and slow/low provider compensation. As a result, cash payments are preferred by many therapists while others do not accept medical insurance.'

Finding the right therapist may be one of the most important decisions you will ever make. Participants can choose their own qualified clinician or select one from our vetted therapists in the community.

Participants may choose to meet with any one of the following types of qualified therapists\*:

- Licensed Psychiatrist—must have a medical license and must have completed their residency in psychiatry, or be certified in the field of psychiatry with the American Board of Medical Specialists (ABMS)
- Licensed Psychologist (Ph.D.)
- Licensed Clinical Social Worker (LCSW)
- Marriage Family Therapist (MFT)
- Registered Psychologist (Registered with Board of Psychology)
- Psychological Assistant
- Licensed Professional Clinical Counselor (LPCC)
- Associate Professional Clinical Counselor (APCC)
- Associate Social Worker (ASW)
- Associate Marriage and Family Therapist (AMFT)
- Peer Counselor (only for rape crisis counseling)

- Psychiatric Mental Health Nurse
- Clinical Nurse Specialist
- Psychology Associate

Benefits Offered:

- Two (2) Mental Health Sessions Per Month (Virtual or In-person)
- Six (6) Months of Mental Health Support

Qualifying and participating is simple:

- Complete the Application and Symptom Scale Quick Assessment
- Receive Approval for the Participant and Clinician
- Attend Therapy!
- Complete the Reassessment After Each Session

\*Clinicians must be actively practicing and provide a valid license or supervisor's license.

Note:

There is a limit of two (2) program participants for each program service provider at one time. Support is limited to the areas that 100BMBA serve.

Participants are asked to complete a quick reassessment each month to evaluate if the therapeutic interventions are effective in showing improvement.

Screenings and Walkathons

In addition to the walkathons and monthly health screenings, the 100 Black Men partner with The Prostate Health Education Network (PHEN) to raise the awareness for early detection and treatment of Prostate Cancer, particularly in the African American community. Our two organizations form this partnership to combine our collective voices and leverage our individual organizational influence to increase awareness of this disease that threatens and drastically impacts males and their families. The mission of the PHEN is to eliminate the African American Prostate Cancer Disparity. The 100 and PHEN both acknowledge and agree that knowledge is the best defense against prostate cancer, and through this partnership, both organizations endeavor to help reduce confusion about how to detect, treat, and cope with Prostate Cancer among men at highest risk.

Youth Movement

The 100BMBA established the Health and Wellness Initiative known as “Youth Movement” in 2002. The program consists of three components: (1) a school-based program to assess health and fitness of students in four Bay Area school districts, which includes baseline and benchmark fitness tests known as Fitnessgram; (2) athletic training and nutritional education through student participation in local track and field clubs; and (3) The Tommie Smith Youth Track Meet occurring in May of each year with 1,000+ Bay Area Youth athletes participating.

The 100 BMBA is also focused on providing services to the adult population of our community by working with various organizations as a sponsor or co-organizer. These services focus on the following areas:

- Fitness and exercise
- Blood pressure monitoring
- Improving the food choices
- HIV awareness

African Americans continue to experience a disproportionate burden of morbidity and mortality in this country. Cardiovascular disease, cancer, stroke, renal disease, respiratory conditions, arthritis, and depression are increasing at an alarming rate in the Black community. Much of this excess health risk is attributed to modifiable factors, such as obesity, which largely results from poor lifestyle choices and accessibility to healthy foods. In 2010, the Surgeon General reported that 74% of adults in the United States were overweight or obese. Particularly alarming is the fact that the prevalence of obesity has nearly tripled for adolescents over the last twenty years. Eleven-year-olds are 11 lbs. heavier today than they were in 1973. If the current trend continues, 1/3 of children born today will be diabetic. The roots of ethnic health disparities begin during early childhood. A study based on the National Health and Nutrition Survey (NHANES) found that the prevalence of overweight children ages 2 through 19, is continuing to grow especially among Blacks and Latinos. The future health of African American girls and Latinas is jeopardy because their trajectory to obesity begins significantly earlier than in white girls.

The pathway to overweight/obesity is complex. However, sedentary lifestyles and poor diet are at the root of the problem. The cause and effects of these lifestyle choices are not distributed evenly among the population. African Americans face many social and structural disadvantages that lead to limited access to nutritious food, and few outlets for physical activity. Neighborhood setting also has a profound effect on physical activity levels among children. A common observation in poor communities is that fearful parents keep their children indoors to protect them from violence in the neighborhood. In these settings, sedentary behaviors are fostered through excessive television watching, playing video games, and eating unhealthy snack food. The decline/lack of structured sports programs is also blamed for contributing to the youth obesity epidemic.

School based intervention programs are one of the best strategies for preventing overweight/obesity among children. Girls have an opportunity to improve their health while in school. A recent study found that an extra hour of exercise per week could significantly reduce obesity in young overweight girls. However, the level of participation in physical activity is declining largely because schools are demanding less of them. State and local school district policy requires that children receive 100 minutes of physical activity. However, overcrowded schools in poor neighborhoods lead to converting gymnasiums into classrooms, eliminating the space necessary to comply with this regulation. Furthermore, with pressure to improve math and reading test scores, many principals are opting to ignore physical education programs altogether. Ironically, research shows that exercise and

movement enhance academic achievement. Additionally, physical activity relieves anxiety and stress in children.

To stem the tide of chronic disease among African Americans and Latinos, creative fitness programs in our communities are desperately needed. The success of such programs depends on collaboration between parents, teachers, community organizations, businesses, foundations, and government agencies. Youth Movement is a Bay Area wide initiative that harnesses the talent and resources of a variety of community organizations and local agencies to promote youth health and fitness. The 100BMBA developed this innovative program in 2003. The mission of Youth Movement is to improve the overall health and well-being of marginalized children through structured physical fitness training, wholesome food choices, character development, and mentoring. Through these activities, Youth Movement helps students improve their health, develop long-term goals, and overcome obstacles to lifetime success and achievement. Youth Movement builds confidence, resiliency skills, and reinforces the values of commitment and hard work, upon which youth can draw for achievement in academics and other areas throughout their lives. Through the Youth Movement program, we continue to:

- Develop a model low-cost, community driven-school based fitness program for at-risk youth,
- Develop healthy eating habits among children in low-income communities.
- Establish youth athletic clubs in low-income communities,
- Revitalize Bay Area after-school and weekend youth fitness/athletic programs.
- Provide mentoring to enhance character development, and
- Increase academic success.

Youth Movement is an after school and weekend program that features athletic training and the formation of track & field clubs. Track & field training is held year-round and leads to Bay Area wide competition with other schools and track clubs during late winter and early spring. Approximately 750 young people are participating in the Youth Movement health/fitness program.

### Nutrition

Well-balanced nutritious food choices, along with regular physical activity are crucial elements for the health and wellness of all people. We conduct school-based workshops. The aim of these sessions is to teach parents about:

- Identifying and purchasing healthy ingredients for cooking,
- Healthy cooking techniques, and
- Planning/preparing healthy and culturally appealing meals.

The Youth Movement (YM) program has a history of working in conjunction with the Alameda County Public Health Department's Nutrition Services and a host of community-based organizations. The nutrition component of YM aims to educate African Americans and Latinos about healthy food choices. For example, a lot of attention has been devoted to educating community participants about the importance of reading food labels, and to eliminate packaged foods that contain trans fats (hydrogenated and partially hydrogenated oils) from their family's diets. Nutrition workshops are

generally held at participating schools, and nutrition education messages are routinely delivered during athletic training.

### Evaluation

State of California data finds that children in low-income Bay Area (Oakland, Richmond, Berkeley and San Francisco) public elementary schools continue to have significantly poorer health indicators, i.e., aerobic capacity, body composition, etc. than their counterparts in affluent communities. Youth Movement has proven that structured community-based running programs are a cost-effective way of eliminating these early health disparities. Youth Movement is clearly improving the health and well-being of at-risk children in the communities that we serve. Aside from an abundance of anecdotal evidence from teachers, parents and school administrators that laud the program's impact on child health, we continue to demonstrate the ability to improve the aerobic capacity (our primary outcome) of youth in our program. A young person's aerobic capacity is estimated by measuring the time it takes them to run/walk a one-mile course, as outlined in the Cooper Institute's, Fitnessgram. During our Saturday Clinic baseline assessments every year in the fall and winter, we measure the aerobic capacity of 200 youth and found that in the baseline assessments of children new to the Youth Movement program typically find that only 25% to 35% of them are in the Fitnessgram's Healthy Fitness Zone). When we conducted follow-up aerobic capacity assessments (conducted approximately 4 months following baseline assessment) we found that over 90% of Youth Movement participants were in the Healthy Fitness Zone for aerobic capacity. These results demonstrate that the health and fitness of our children can be significantly improved relatively easily.

### The Tommie Smith Youth Track Meet

The Youth Movement program culminates with the Tommie Smith Youth Track Meet (TSYTM) held during the spring of each year. We are indebted to our program champion, Olympic Gold Medalist and social icon, Tommie Smith, who has opened many doors for us. He has graciously let us use his name for our annual signature athletic event. His participation in Youth Movement has brought public awareness to the program. He has helped recruit world-class athletes to train our volunteer coaches and athletes. He has solicited clothing, shoes and equipment for Youth Movement athletes from various companies, and he has personally conducted fitness/athletic-training clinics at various Bay Area schools. The TSYTM is not just a youth track meet; it is a celebration of the hard work of our youth and volunteer coaches. Edwards Stadium at the University of California, Berkeley has been the home of the TSYTM for the past 11 years. The young participants of our program are thrilled to compete at stately Edwards Stadium. We are grateful to the University of California for helping us inspire some of the Bay Area's most marginalized children. We hope that we can continue this partnership for the foreseeable future. The following YouTube link shows highlights of the performances of some of our youngest athletes at a past Tommie Smith Youth Track Meet:

<http://youtu.be/gYnapWS4omU>.

In addition to our year-round Youth Movement Program, the 100BMBA incorporates principles of health and wellness into our group mentoring sessions and our many one-time community events.



## MENTORING

The mentoring program for the 100BMBA is a structured program which brings about a trusting relationship between successful African American men and the youth in the community. Our goals for our youth include educational and career awareness and success, healthy living, and ability to be financially sound. Through our help we expect them to understand the path to and attend college, developing study skills, have the ability to navigate school and build relationships with teachers, be exposed to careers and job opportunities, understand financial literacy such as budgeting, saving, credit, and investment, as well as a desire and knowledge to make healthy eating decisions, and have commitment to exercising.

The 100 of the Bay Area has historically relied on the participation and commitment of the Members of our Chapter; we have 15 core Members serving on our Mentoring Committee, who dedicate themselves to weekly mentoring modules at the existing school sites. Additionally, we rely on the remaining 105 Members of our Chapter to provide support at weekly mentoring outings and events.

We expect that by participating in our program for 3+ years, the target population exhibits the following characteristics:

- 100% high school graduation rate
- 80% 4-year college acceptance rate (with 100% completion of the FAFSA application)
- 100% on career trajectory at graduation (e.g., college, trade school, or military)
- 100% of students with community involvement and reinvestment
- 100% of students will have created a resume, opened a savings account, and developed a life plan for college/ career success

We measure the impact and success outcomes by establishing baseline measurement for students before they enter the program and on an annual basis at a minimum. For longer-term success metrics (e.g., college acceptance) which can't be immediately measures, we will assess our progress based on several leading indicators collaboratively identified with OUSD's Office of Equity (e.g., establishment of a college/ career plan, and elevated grade point averages). We will assess the grade-appropriate metrics annually at a minimum.

Our "bullseye" target population is African American and Latino males between grades 6 and 12, and the ages of 11-18. Our students come from across Oakland and the entire East Bay. Most are from low-income families (<300% of Poverty Line) from East, West, and North Oakland, South Berkeley, and Contra Costa County. A significant portion of our students come from single parent households and may be the first in their family to attend college. Many of our students also come into the program with GPAs below a 2.0 and have poor attendance. We have partnered with the OK Program (we're in our 4<sup>th</sup> year), the OUSD African American Male Achievement program, Contra Costa College and Peralta College to change the trajectory of our scholars.

70% of our students are African American Males, and 30% of our students are Latino Males. The language used is English.

Justification of Need: Many of our African American students are consistently under-performing, under-achieving, and losing access to rigorous education. In Oakland Unified School District, where our mentoring program primarily takes place, only 57.2% of African American students graduate, 10% below the state average. Things become even more bleak when looking at college attendance, where, in 2010, only 3.4% of students were enrolled in the University of California system and, in 2014, only 4.3% of students were in the Cal State System. We can see why some of our premier schools, who used to have a large attendance of African Americans, have seen a significant decrease. At Oakland Technical High School, where our program is located, enrollment of African Americans has changed from around 70% twenty years ago to about 30% today. Many of the African American families are being priced out of Oakland, due to rising housing costs and a stagnation in wages, providing them less time to focus on the educational needs of their children, as they struggle to provide for their families. We aim to address these issues by working in partnership with the families and schools.

Activities: There are many activities that we have already implemented, or plan to implement, in order to provide our youth with the best experience and offer them the best chance for success. The foundation of our program has been a mentor-mentee contract that we created in partnership with our mentees, allowing them to set expectations for themselves, their fellow students, and us, as mentors, creating an environment of shared accountability. Educational success is the foundation of our program, prompting us to perform periodic grade and transcript reviews, and provide tutoring twice a week. We have also invited college recruiters and admissions officers to lead workshops on the college application process and eligibility. We find it extremely important to prepare our students for employment by doing interview prep, having mock interviews, resume workshops, and dressing for success through a dress code and providing business attire to students who can't afford it. The health of our students and their families is also important, knowing that it will allow for their best performance, thus making it important that we provide a healthy meal, teach simple healthy meal preparation, and eating/drinking your vegetables through cooking and juicing demonstrations. It is important to us to creating engaging activities that will our young men to develop in well-rounded adults.

Measurement Tool: The 100BMBA evaluates its mentees on a quality of participation basis. Our requirements are simple and two-fold: (i) we ask our mentees to participate consistently in our weekly meetings, and (ii) we ask our mentees to engage fully in each session. We use consistent session participation as a driver for including mentees on our more fun outings, as a way to motivate them to connect with the program on a deeper level. We create surveys for each major section of the online curriculum to gauge the learning and understanding of each section and see their ability to implement it into their lives.

Outcomes: The above measurement tool allows the 100BMBA to develop real metrics. On the most basic level, the consistent participation of our mentees allows us to track school attendance and grade performance data. This provides the individual baseline we use for each student, which, in turn, allows us to generate percentage improvement in each student. We focus on three specific measurables: school

attendance, GPA improvement, and SAT/ACT testing proficiency. As part of our mentoring modules, we make these three components a critical part of the core service we provide; and we use these as a base from which we address the softer discussions of self-worth, interaction with others, becoming a “man”, etc.

### Manhood Development Leadership Academy 2022

- Two Cohorts; 1 week each cohort
- Number of Campers: 80 (40 in each cohort)
- Age Range: 14-17
- On-site leadership: Robert L. Smith, Mentoring Co-Chair (100BMBA), plus 25 additional adult staff and 100 BMBA volunteers including Team Leaders and Facilitators.
- Ratio of adults to kids: 5 adults to 8 kids
- Workshops:
  - Physical Training
  - Emotional Intelligence
  - Financial Literacy
  - Law Enforcement Education
  - The importance of Tie
  - Archery
  - Knowledge Check Obstacle Course
  - Fire Department Workshop (CPR)
  - Boat Day at the Lake including Fishing Workshop
  - Evening/Night Hike

### Schedule:

- 0600hrs: Mentors wake up - Coffee/Breakfast/Briefing for the day
- 0700hrs: Students wake up
- 0715 - 0815hrs: Physical Training
- 0815 - 0850hrs: Shower, Clean room, Breakfast
- 0900 - 1630hrs: Workshop Rotations w/1 hour lunch from 1215 - 1315hrs.
- 1645 - 1730hrs: Group Discussion
- 1730 - 2030hrs: Free time/Recreation plus dinner at 1800hrs.
- 2030 – 2100hrs: Cleanup, prepare to go in for the night.
- 2100hrs: Bedtime/Lights out

### Highlight of the week:

- The young men developed chemistry and worked together with other young men who were not in their friend group (East and West Oakland). They worked together as a team to accomplish goals and built connections that allowed them to overcome adversity during MDLA.

### Key Takeaways:

- Coordination and uniformed messaging amongst facilitators greatly helped with the flow of operations.

### Achievements:

- Expected: We expected at least one young man in each group to distinguish themselves and exhibit leadership qualities. Due to the intentional selection of each workshop, we expected at least 75% of students to gravitate towards the learning material and apply the principles of what they learned. It is expected that each young man will have been exposed to a first-time positive experience that will aid in their development.
- Unexpected: There were no fights. A goal of MDLA is to teach young how to avoid conflict and handle conflict when it arises. We teach each young man to treat each of their brothers with respect, courtesy, and love. It's natural to have conflict arise when you have young men that are socialized a certain way and not display any emotion other than anger. These young men reflect communities in Oakland that are under-resourced and plagued with violence; therefore, we expected several physical conflicts to arise. Not only did we have zero fights, but we had young men proactively mediating, identifying sources of agitation, and providing solutions to mitigate any conflict.

### Key Takeaways:

- This was the first time we separated the middle and high school students. This proved to be a good thing as it displayed that different aged group kids have different ways that they learn. Additionally, further safety precautions had to be taken with the middle school as opposed to high school students due to the lack of maturity and experience between middle school and high school students.

### Achievements:

- Expected: Same expectations as above!
- Unexpected: Participation rate for physical education was much higher than the high school. Students genuinely appreciated the science workshop, were very engaged and carried their science project around for the duration of the camp. The talent show gave students a creative outlet and provided a way to express themselves theatrically.

### Summary:

MDLA 2022 can only be explained as a huge success. From our pilot launch last year (2021) to our second year (2022), it clearly was a huge improvement, and this year could not have been any more perfect.

Our first year we took approximately 36 Black boys to MDLA 2021. This year, we had 81 Black boys attend MDLA 2022. As we look forward to MDLA 2023, we look forward to taking a minimum of 100 Black boys, out of the city of Oakland and empower them to come back home and transform their community.

Video: <https://youtu.be/T7LATH60wz0>

**THANK YOU!**