

Care First Community Investment

Listening Sessions

Communications Toolkit

LOS ANGELES COUNTY
ATI OFFICE



Alternatives to Incarceration

"Care First, Jails Last"

Table of Contents

03 About CFCI

04 FAQ

06 Timeline & Key Events for CFCI Listening Sessions

07 How to Use this Toolkit

08 Social & Digital Media

18 Contacts

About CFCI

On November 3, 2020, the voters of Los Angeles County approved Measure J, which dedicated no less than 10% of the County's locally generated unrestricted funding to address the disproportionate impact of racial injustice through community investments such as youth development, job training, small business development, supportive housing services and alternatives to incarceration. The Measure was met with legal objections challenging its constitutionality.

On November 10, 2020, recognizing the historical significance of Measure J, the LA County Board of Supervisors decided to continue a county-led effort that would move forward with an annual budget allocation of \$100 million to transform how criminal justice and community investment coexist in LA County.

On August 10, 2021, the Board transformed the Measure J Reimagine LA Advisory Committee into the Care First and Community Investment Advisory Committee (CFCI Advisory Committee).

That same day, the Board adopted the Care First Community Investment spending plan, an unprecedented \$187.7 million spending package to advance its care first, jails last vision with a series of direct community investments and funding for alternatives to incarceration—accelerating the transformative process of creating a more just and equitable Los Angeles County for all residents. The year one spending plan takes the innovative step of leveraging one-time funding from the American Rescue Plan (\$87.7 million) to ensure a strong foundation as programs ramp up and complete funding levels are reached by 2024.

As the CFCI Advisory Committee embarks on its year two spending plan, they are committed to leading through community-driven efforts. The committee will engage in a series of community activities and approaches from April to June 2022 to incorporate as much community involvement as possible in the year two spending plan.



What is a Listening Session?

The Listening Session is an opportunity for the community to provide recommendations for the Los Angeles County Care First and Community Investment (CFCI) Advisory Committee's Year 2 Spending Plan. The listening session will focus on gathering alternatives to incarceration while focusing on community-led recommendations on priority areas and general thoughts to guide the Committee's creation of its year two spending plan.

Why is attending a Listening Session important?

The Listening Session is a necessary approach and mechanism by which the CFCI Advisory Committee will engage community-driven perspectives toward building a framework to prioritize putting care first, not jails. The ideas, thoughts, and experiences will aid in providing programs aimed at benefiting chronically under-resourced communities to address the adverse effects of a racially driven criminal justice system. This effort will redefine the role our criminal justice system plays in the lives of disadvantaged communities.

Who is organizing the Listening Session?

The Listening Sessions are being organized by the Los Angeles County CFCI Advisory Committee to engage stakeholders, community, residents, and community-based partners.

FAQ on Listening Session

Where can I find out more information about the Listening Session?

More information on Listening Sessions may be found [here](#).

What is the outcome of the Listening Session?

Thoughts, ideas, and experiences gathered through the community engagement will be reviewed and evaluated by the Advisory Committee. After which, the Committee will put together a spending plan incorporating valuable input from the community and other outreach activities, including a community survey that will open from April through June. For more information on all the community activities, please visit the CFCI Community Engagement [webpage](#).

Is the Listening Session the only way I can submit my input to the CFCI Advisory Committee?

No. The committee will roll out several community engagement activities from April to June, including a community project recommendation form and information sessions. Stay tuned. These activities will allow the CFCI Advisory Committee to receive input on CFCI's priorities, including alternatives to incarceration and direct community investments.

- Passed by LA County voters November 3, 2020
- Board Motion November 10, 2020 establishes “inclusive and transparent process on allocation of funds,” supported by Advisory Committee and subcommittees

Measure J Funding Areas



Outreach Initiatives



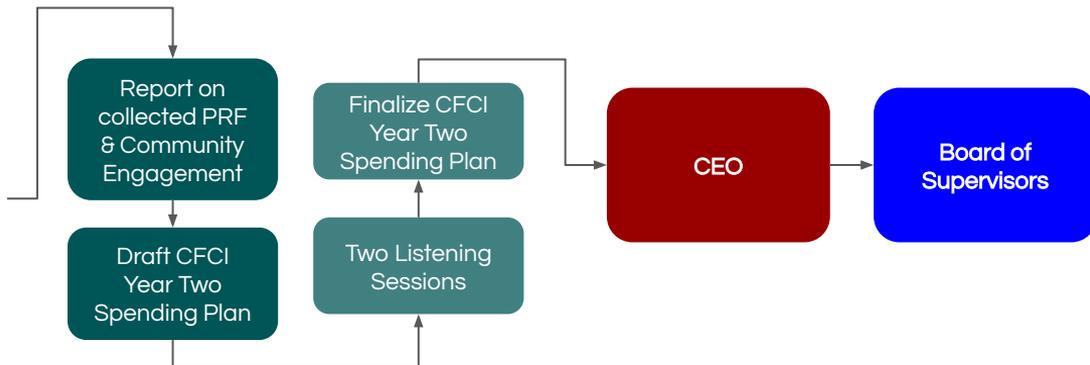
Approach: targeted canvassing, digital campaign and press outreach



In parallel, County departments also preparing project recommendations to submit to the CFCI Advisory Committee

2021-2022 CFCI Spending Plan

Care First Community Investment Spending Plan (also known as Measure J) invests an unprecedented \$187.7 million with innovative programs that serve our chronically under-resourced communities to address negative outcomes caused by racially driven criminal justice inequities and long term community economic disinvestment



CEO - ATI

Timeline & Key Events



November 2020

March - June 2022

June - July 2022



How to use this Toolkit

INTRODUCTION

Engaging a broad coalition of stakeholders and community members is critical to ensuring Care First Community Investment (CFCI) funds are allocated to the right programs.

Social media is a valuable tool that can assist in engaging a broad coalition of stakeholders and community members. Your participation in promoting CFCI is critical to reaching as many residents in LA County as possible.

IN THIS TOOLKIT

Included in this toolkit is sample messaging partners may utilize on their social media platforms (i.e., Facebook, Twitter, Instagram) to raise awareness around the listening sessions to bring diverse perspectives, ideas, and experiences to the table.

Copy and paste the posts here onto your own social media channels and [download all images here](#). Also included is a flyer to use for in-person distribution.

The campaign hashtag is #CareFirstJailsLast
Registration Link: <https://cfcilssouthla.rsvpify.com>

A link to all the Listening Sessions [can be found here](#).

Social & Digital Media | Post #1



INSTAGRAM

Post Copy

Join communities across Los Angeles County in an effort to improve carceral outcomes in chronically under resourced communities and lend your voice to reimagining our racially-driven criminal justice system. Thanks to #MeasureJ, we have a chance to change the course of how \$100 million in public funds are allocated. Join a listening session, complete a project recommendation form, or complete a survey and help us put #CareFirstJailsLast! 🍪🍪🍪

- 📝 Capacity is limited, be sure to register
- 💰 Registrants will be awarded gift cards upon attendance
- 🍷 Complimentary Food & Beverages will be provided!

- ➔ REGISTER here for a listening session on May 25 at 6:00 PM.
- ➔ LOCATION: Mark Ridley Thomas Behavioral Health Center (formerly MLK Hospital) - 12021 S. Wilmington Ave. Los Angeles, CA 90059.

***Please Note: Link all forms and registrations in your bio or linktr.ee account. Here is the link: <https://cfcilssouthla.rsvpify.com>

TWITTER (No Image)

Post Copy

#PutCareFirstJailsLast by attending a listening session in South LA on May 25 at 6:00 PM with CFCI. Be sure to [register, capacity is limited](#). Join us in we want to hear ways to spend \$100M on creating a more equitable LA County!

Social & Digital Media | Post #1



FACEBOOK

Post Copy

Under resourced communities experience Incarceration at disproportionate rates due to a racially-driven criminal justice system in this country. As a response, LA County leveraged #MeasureJ support to create the #CareFirstJailsLast initiative that allocated \$100 million to economically disinvested areas. CFCI Year Two Spending Process needs your help creating a more just and equitable LA County for all residents. Please take part in this historic process by joining us at a [listening session near you](#).

-  Capacity is limited, be sure to [register](#)
-  Registrants will be awarded gift cards upon attendance
-  Complimentary Food & Beverages will be provided!

REGISTER, FILL OUT THE FORM, AND TAKE THE SURVEY below to help promote alternatives to incarceration in your community!

- REGISTER [here](#) for a listening session on May 25th at 6:00 PM.
- LOCATION: Mark Ridley Thomas Behavioral Health Center (formerly MLK Hospital) - 12021 S. Wilmington Ave. Los Angeles, CA 90059.
- VISIT CFCI's [website](#) for more information

PROGRAM HIGHLIGHTS

- Restorative Justice
- Community-Based Health Services
- Non-Carceral Diversion and Reentry
- Youth Development
- Job Training and Employment
- Harm Reduction

Social & Digital Media | Post #2



INSTAGRAM

Post Copy

Racially-driven criminal justice inequities have derailed the lives of far too many people of color. Thanks to #MeasureJ, we now have a say in how \$100 million will be spent in the county's efforts to put #CareFirstJailsLast! You can join us by attending a listening session!! 🍪🍪🍪

- ✍️ Capacity is limited, be sure to register
- 💰 Registrants will be awarded gift cards upon attendance
- 🍌 Complimentary Food & Beverages will be provided!

- ➔ REGISTER for a listening session on May 25th at 6:00 PM
- ➔ LOCATION: Mark Ridley Thomas Behavioral Health Center (formerly MLK Hospital) - 12021 S. Wilmington Ave., Los Angeles, CA 90059.
- ➔ **Don't miss out, register today!**

***Please Note: Link all forms and registrations in your bio or linktr.ee account. Here is the link: <https://cfcilssouthla.rsvpify.com>

TWITTER (No Image)

Post Copy

#PutCareFirstJailsLast by registering for a listening session on May 25 in South LA at 6:00 PM with CFCI. [Register here](#) (capacity is limited) to talk about ways to spend \$100M on creating a more equitable LA County! Complimentary Food & Beverages will be provided!

Social & Digital Media | Post #2



FACEBOOK

Post Copy

Long term community economic disinvestment has disproportionately impacted communities of color in LA County for far too long. The CFCI Committee wants to reinvest and transform LA County and achieve equity for all residents. Become a partner in this effort and attend a listening session, on how \$100 million in funds are spent.

- 📝 Capacity is limited, be sure to [register](#)
- 💰 Registrants will be awarded gift cards upon attendance
- 🍷 Complimentary Food & Beverages will be provided!

[REGISTER TODAY](#) for this important listening sessions promote alternatives to incarceration in your community.

- ➔ REGISTER [here](#) for a listening session on May 25th at 6:00 PM.
- ➔ LOCATION: Mark Ridley Thomas Behavioral Health Center (formerly MLK Hospital) - 12021 S. Wilmington Ave. Los Angeles, CA 90059.
- ➔ VISIT CFCI's [website](#) for more information

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Social & Digital Media | Post #3

**Care First
Community
Investment
Listening Session**

WE WANT TO HEAR DIRECTLY FROM YOU ON
PROGRAMS NECESSARY FOR YOUR
COMMUNITY

🕒 May 25th 6-8pm

🏢 Mark Ridley Thomas
Behavioral Health Center
(formerly MLK Hospital)

INSTAGRAM

Post Copy

Long-term community economic disinvestment continues to disproportionately affect communities of color in LA County. Everyone with ideas on how to spend the county's \$100 million is a key partner in this effort to uplift chronically underserved communities in LA County. Put #CareFirstJailsLast and take part in this process by attending a listening session! Let's center community voices in government with CFCI! 🍪🍪🍪

- 📝 Capacity is limited, be sure to register
- 💰 Registrants will be awarded gift cards upon attendance
- 🍷 Complimentary Food & Beverages will be provided!

➔ **Register for a listening session in South LA on May 25 at 6:00 PM**

➔ **LOCATION:** Mark Ridley Thomas Behavioral Health Center (formerly MLK Hospital) - 12021 S. Wilmington Ave. Los Angeles, CA 90059.

***Please Note: Link all forms and registrations in your bio or linktr.ee account. Here is the link:
<https://cfcilssouthla.rsvpify.com>

TWITTER (No Image)

Post Copy

Raise community voices in this effort to put #CareFirstJailsLast in LA County with CFCI. We want to hear from you about how we can disinvest from jails and invest in communities in one of our [listening sessions](#). Register capacity is limited. Complimentary Food & Beverages will be available.

Social & Digital Media | Post #3



Care First Community Investment Listening Session

WE WANT TO HEAR DIRECTLY FROM YOU ON
PROGRAMS NECESSARY FOR YOUR COMMUNITY

🕒 May 25th 6-8pm

📍 Mark Ridley Thomas
Behavioral Health Center
(formerly MLK Hospital)

FACEBOOK

Post Copy

Long-term community economic disinvestment continues to disproportionately affect communities of color in LA County. Everyone with ideas on how to spend the county's \$100 million is a key partner in this effort to uplift chronically underserved communities in LA County. Put #CareFirstJailsLast and take part in this process by attending a listening session!

- 📝 Capacity is limited, be sure to [register](#)
- 💰 Registrants will be awarded gift cards upon attendance
- 🍷 Complimentary Food & Beverages will be provided!

REGISTER FOR A LISTENING SESSION below to help promote alternatives to incarceration in your community.

➔ [REGISTER today!](#)

➔ **LOCATION:** Mark Ridley Thomas Behavioral Health Center (formerly MLK Hospital) - 12021 S. Wilmington Ave. Los Angeles, CA 90059.

➔ VISIT CFCI's [website](#) for more information

PROGRAM HIGHLIGHTS

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Social & Digital Media | Post #4



INSTAGRAM

Post Copy

Racial disparities have long been perpetuated by our criminal justice systems. We have a chance to be agents of change with the help of #MeasureJ! The #CareFirstJailsLast initiative empowers all communities to have a say in how county \$\$\$\$ is spent. We want to hear from you in an upcoming listening session as we talk about how to achieve equity for all. 🍪🍪🍪

- 📝 Capacity is limited, be sure to register
- 💰 Registrants will be awarded gift cards upon attendance
- 🍷 Complimentary Food & Beverages will be provided!

➔ LOCATION: Mark Ridley Thomas Behavioral Health Center (formerly MLK Hospital) - 12021 S. Wilmington Ave. Los Angeles, CA 90059.

***Please Note: Link all forms and registrations in your bio or linktr.ee account. Here is the link: <https://cfcilssouthla.rsvpify.com>

TWITTER (No Image)

Post Copy

Taking part in CFCI's process can be as easy as attending a [listening session](#). Be a partner in putting #CareFirstJailsLast in LA County! [Register today](#), capacity is limited. Complimentary Food & Beverages will be available.

Social & Digital Media | Post #4



FACEBOOK

Post Copy

Racial disparities have long been perpetuated by our criminal justice systems. We have a chance to be agents of change with the help of #MeasureJ! The #CareFirstJailsLast initiative empowers all communities to have a say in how county \$ \$ \$ is spent. We want to hear from you in an upcoming listening session as we talk about how to achieve equity for all.

-  Capacity is limited, be sure to [register](#)
-  Registrants will be awarded gift cards upon attendance
-  Complimentary Food & Beverages will be provided!

SAVE THE DATE and **REGISTER** below to help promote alternatives to incarceration in your community.

- REGISTER [here](#) for a listening session
- LOCATION: Mark Ridley Thomas Behavioral Health Center (formerly MLK Hospital) - 12021 S. Wilmington Ave. Los Angeles, CA 90059.
- VISIT CFCI's [website](#) for more information

PROGRAM HIGHLIGHTS

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Contacts

Get Involved

If you have any questions about the Project Recommendation Form, please reach out to the following:

Alternatives To Incarceration

CFCI Partner

ati@lacounty.gov

LEAD ORG

LOS ANGELES COUNTY
ATI OFFICE



Alternatives to Incarceration

"Care First, Jails Last"

Have Questions?

If you have any questions about the Toolkit, the social media posts, listening sessions, getting involved, or the program generally, please reach out to:

Administrator

CFCI Outreach

cfc_info@slstrategy.com

Website

ceo.lacounty.gov/ati/community-engagement/