



SISTER TO SISTER
1ST ANNUAL
SAN MATEO COUNTY
LEADERSHIP CONFERENCE
REPORT



ASIAN AMERICAN
RECOVERY SERVICES
A PROGRAM OF HEALTHRIGHT 360

OVERVIEW



- **March 14, 2023**
- **South San Francisco Municipal Building**
- **11:30am to 4:00 pm**
- **Six workshop sessions, a keynote, socializing and unity activities**
- **130 individuals participated in the event - 66 youth and 64 adults**

11	Student pick up from schools		
1130-12	Check-in & Lunch		
12-1215	Welcome (In Council Chambers)		
1215-1225	Words from Mayor Flor & Chialin		
1225-1	Keynote - Janelle Knudson & Nani Wilson		
105-155	Workshop 1a	Workshop 1b	Workshop 1c
155-215	Socializing Time + Affirmation Wall/People Bingo		
220-310	Workshop 2a	Workshop 2b	Workshop 2c
310-330	Unity Activity (Lex Saelua & Annie Seuseu)		
330-345	Surveys, Snacks, & Incentives		
345-4	Closing		

MARKETING & OUTREACH

- January 13th, 2023: Initial outreach to community partners
- January 25th, 2023: Outreach to SSFUSD public middle and high schools via email referral by Dr. Shawnterra Moore (SSFUSD Superintendent); Parkside Middle School in San Bruno received outreach materials
- February through March: In person outreach at schools (SSFHS, ECHS, WMS, ALMS)
- Support from Mayor Flor, Chialin, Dr. Moore, Genentech, Kaiser, City of South San Francisco, and other community partnerships

Recommendations for improvements include:

- Conduct event outreach at the beginning of the year or during fall semester.

The flyer features a teal and white geometric pattern background. At the top, it says 'SAN MATEO COUNTY' above the 'SISTER TO SISTER' logo, which includes a bird on a branch and the tagline 'Who Am I?'. The date 'Tuesday, March 14, 2023' is prominently displayed. Below that, it lists the event as the '1st Annual Sister to Sister San Mateo County Leadership Conference for middle school & high school Asian American, Native Hawaiian & Pacific Islander girls'. The location and time are '11:30am-4pm South San Francisco Municipal Center, 33 Arroyo Dr. SSF, CA 94080'. A teal circle contains registration information: 'For registration & more info: https://give.classy.org/sistertosister-smc'. The bottom section includes the theme 'Celebrating Asian American, Native Hawaiian & Pacific Islander Women of Tomorrow' and logos for NCPP (North County Prevention Partnership), Asian American Recovery Services, Essence of Mana, and the City of South San Francisco. Contact information for Marcelle at mavaldez@aars.org is provided.

SAN MATEO COUNTY
SISTER TO SISTER
Who Am I?

Tuesday, March 14, 2023

1st Annual Sister to Sister
San Mateo County Leadership Conference
for middle school & high school
Asian American, Native Hawaiian
& Pacific Islander girls

11:30am-4pm
South San Francisco
Municipal Center
33 Arroyo Dr.
SSF, CA 94080

For registration
& more info:
<https://give.classy.org/sistertosister-smc>

*Celebrating Asian American, Native Hawaiian
& Pacific Islander Women of Tomorrow*

NCPP
North County Prevention Partnership

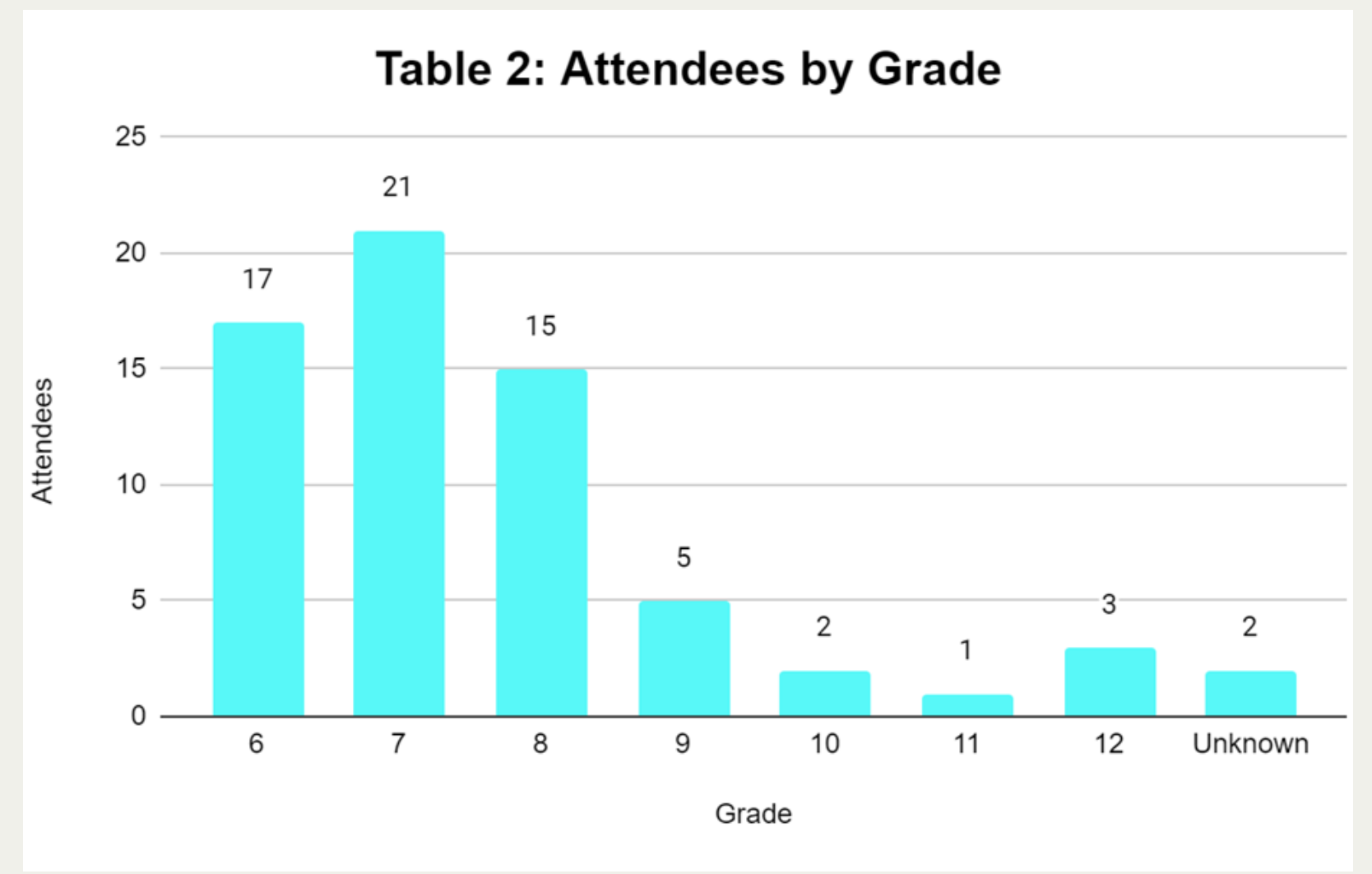
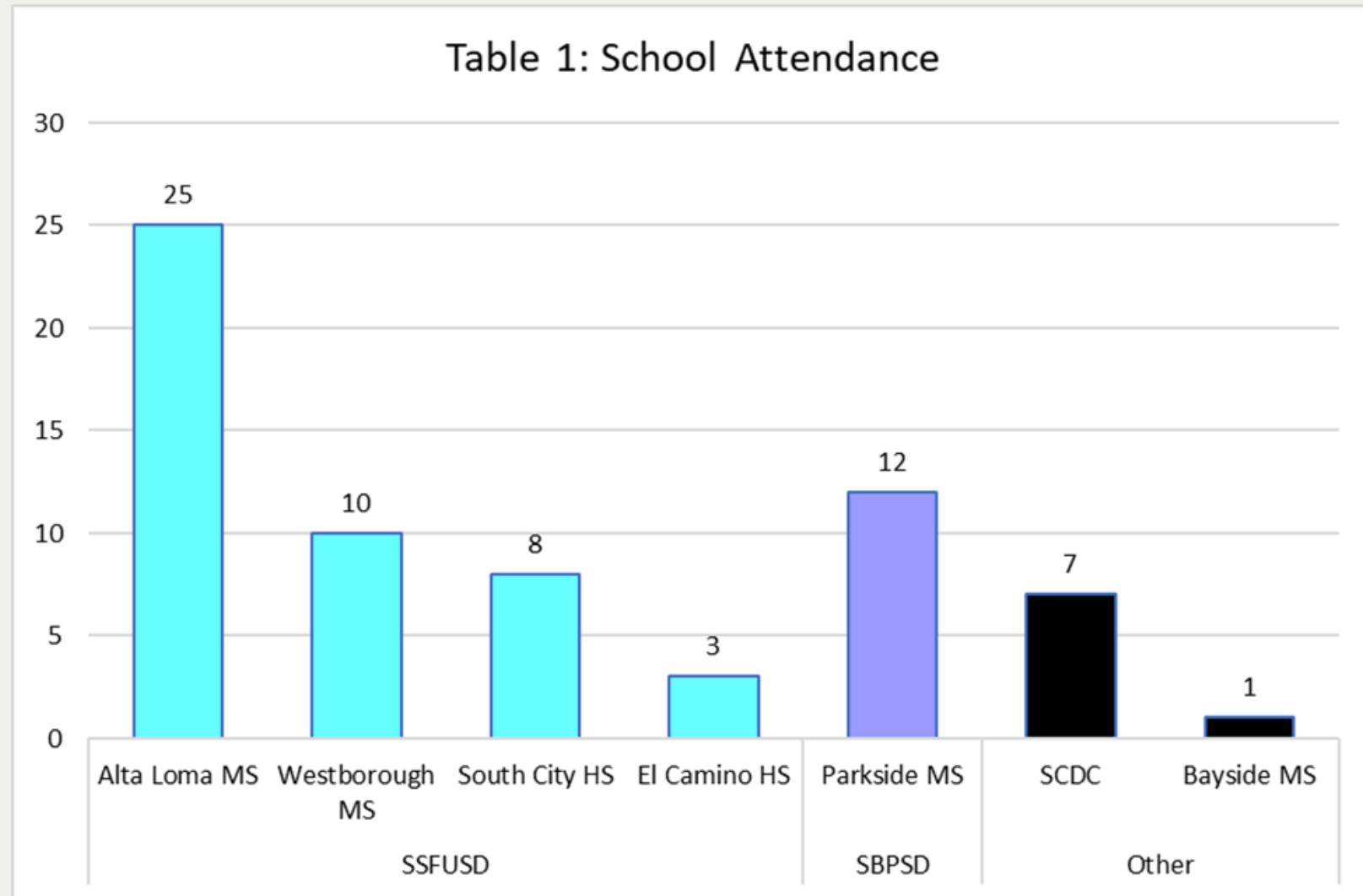
ESSENCE OF MANA

CITY OF SOUTH SAN FRANCISCO
CALIFORNIA

Questions?
Contact:
Marcelle at
mavaldez@aars.org



PARTICIPATION

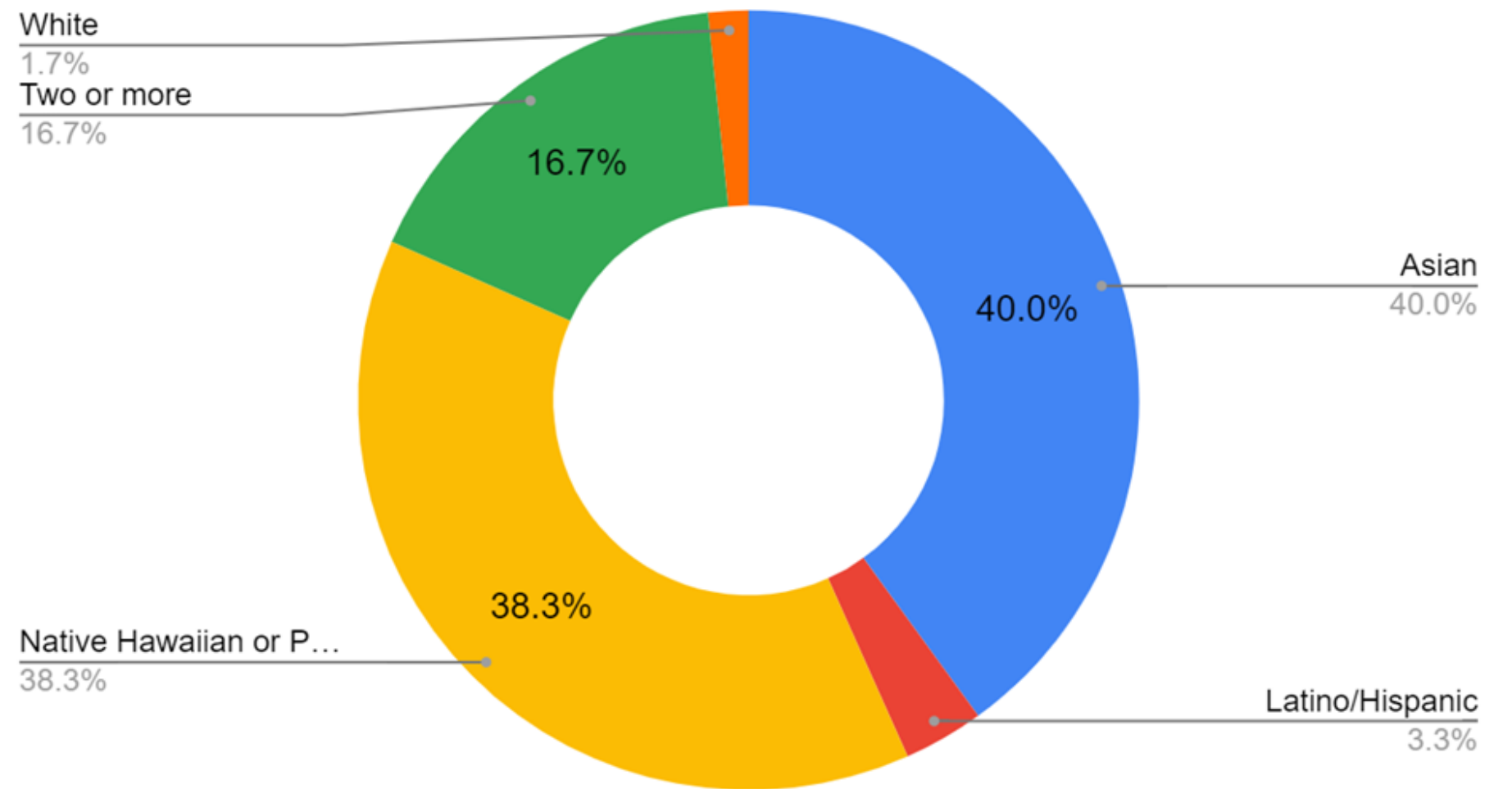


- the majority of participants attend South San Francisco Unified School District. Followed by San Bruno Park Elementary School District, Samoan Community Development Center in San Francisco, and one participant from Bayside Academy in San Mateo.
- 80.3% of the participants attend middle school while 18.7% attend high school

PARTICIPATION

- **40% identify as Asian followed by 38.3% identify as Native Hawaiian or Pacific Islander. 16.7% identify as two or more ethnicities (i.e.Asian, Latino/Hispanic or White, Latino/Hispanic), 3.3% identify as Latino/Hispanic, and 1.7% identify as White.**
 - **Recommendations for improvement include:
Disaggregate AANHPI demographic data further to truly reflect the populations we serve.**

Chart A: Ethnic Background



SATISFACTION & KNOWLEDGE

Of the 66 youth participants, 64 (97%) completed the summary evaluation.

- 73% described the conference as great and 27% described it as good.
- 67% benefited “a lot” from this conference and 33% benefited “some.”
- 82% would attend next year’s conference.
- 84% of respondents stated this conference would help a friend or schoolmate.



Participants were asked to rate their satisfaction for the following areas of the conference on a scale 1 (very dissatisfied) to 5 (Very Satisfied)

Conference aspects	% of satisfaction (satisfied to very satisfied)
N=64	
Emcee	97%
Keynote Speaker	94%
N=60	
First workshop session	85%
N=61	
Second workshop session	94%
N=59	
Unity Activity	93%
N=61	
Raffles & Prizes	84%
Affirmation Wall Activity	87%
N=62	
People Bingo Activity	78%

SATISFACTION & KNOWLEDGE

Participants were asked "What did you like most about this conference?"

Most consistent responses included Asian representation, the activities, workshops, keynote speaker, and overall experience. (N=53) Topics addressed included healthy relationships, female empowerment, sharing personal experiences, mental health, and resiliency.

Participant feedback:

"The community! I feel so represented."

"I liked hearing the mayor talk because it was uplifting. I also liked Lexi & Annie's activity because it was empowering."

"I like the keynote speaker, Janelle, when she spoke about her experience"

Participants were asked "What did you learn from this conference?"

The majority of responses revolved around three themes: self empowerment, healthy relationship indicators, and mental health self-care. (N=52)

Specific takeaways shared include:

- "I learned that a lot of people face the same things as me."
- "I learned that everyone has their own story & that you can always achieve your goals if you put your mind to it."
- "The importance of standing up + confidence."



FUTURE NEEDS

Participants were asked to share any improvements they would like to see at this conference. 52 respondents shared feedback listed below.

Top responses from participants include:

1. There's nothing to improve, it was so fun!
2. Better food and more variety.
3. More interactive activities and workshops.
4. Better audio/PA system.
5. Event start time to be earlier or during lunch time to avoid class disruption (leaving in the middle of class).

