



**COUNTY OF SAN MATEO**  
**Inter-Departmental Correspondence**

Employee and Public Service  
Commission on the Status of Women

**DATE:** February 24, 2005  
**BOARD MEETING DATE:** March 8, 2005  
**SPECIAL NOTICE/HEARING:** None  
**VOTE REQUIRED:** Majority

**TO:** Honorable Board of Supervisors

**FROM:** Evelyn Long, President  
Lisa Lopez Coffey, Director

**SUBJECT:** 2004 Annual Review

**RECOMMENDATION:**

Accept the 2004 Annual Review from the Commission on the Status of Women.

**VISION ALIGNMENT:**

**Commitment(s):** Realize the potential of our diverse population. Provide equal access to educational opportunities. Ensure basic health and safety for all.

**Goal(s):** 1- Our diverse population works well together to build strong communities, effective government and a prosperous economy. 4- Residents have many educational and training opportunities beyond high school. 5- Residents have access to healthcare and preventive care. 8- Help vulnerable people- the aged, disabled, mentally ill, at-risk youth and other- achieve a better quality of life.

**BACKGROUND:**

The Commission on the Status of Women of San Mateo County was founded in 1982 to identify the needs of women in San Mateo County and to make recommendations to the Board of Supervisors to meet these needs with community involvement. The mission of the Commission on the Status of Women is to provide leadership to develop policies, programs and legislation that address the needs of women, girls and families.

The Commission develops an annual work plan for its committees at the beginning of each calendar year. These committees, through their programs and advocacy, strive to stop the cycle and prevent future generations of women and girls who are abused, addicted, unhealthy, hungry, homeless, and incarcerated. The Commission's committees include:

**Legislative Committee:**

Since its beginning in 1982, the Commission on the Status of Women has regarded legislative advocacy as critical. The basic foundation for advocacy has been to assign a member of the legislative committee to develop two-way relationships with each San Mateo County legislator and their staff, including federal, state and local. The Commission works closely with the Board of Supervisors Legislative committee and is instrumental in recommendations to support or oppose legislative bills, which affect the lives of women, girls and families.

**Marketing Committee:**

This committee supports the Commission's mission by increasing favorable awareness and a solid reputation as an effective policy and advocacy leader for women's issues. It also supports other Commission committee work by serving as marketing/publicity resource for all events and programs.

**Health Committee:**

This committee was organized to promote a positive impact on healthcare issues affecting women, girls and families in the County.

**Education Committee:**

The overarching goal of this committee is to identify and assist with the direction of countywide program activities and/or events that follow the theme of "Preparing Young Women for their Educational Goals". Emphasis is placed on supporting current efforts and establishing new sustainable program goals.

**DISCUSSION:**

The following activities were undertaken by the Commission for 2004 and are included in the attached annual review:

- **The 2004 Hall of Fame:** This event has honored extraordinary and dedicated women throughout the years and continues to be an honored San Mateo County tradition.
- **San Mateo County History Museum- Women's Hall of Fame Exhibit:** The exhibit, which was on display from January through November 2004, included a listing and photos of over 170 San Mateo County women who have been inducted into the Hall of Fame since 1984.
- **Children's Memorial Flag Raising:** The San Mateo County Board of

Supervisors adopted a Resolution proclaiming the Fourth Friday of April as "Children's Memorial Day" in memory of Children who have died by violence. As part of this resolution and to commemorate this day each year, San Mateo County flies the children's memorial flag.

- **National Women's Health Week:** As part of National Women's Health Week, members of the Commission visited eight senior centers throughout the County to discuss health issues older women face and preventative measures they can take to stay healthy.
- **Town Hall: Bullying, It's not just for Boys:** Committee members sponsored an event that reached and educated the community about bullying and its impact on the lives of young people, particularly young women in our community, and the alternatives for dealing with this growing problem.
- **Legislative Advocacy:** The Commission continued its long-standing tradition of advocacy and education in the legislative arena by organizing a Lobby Day in Sacramento and working with the Board of Supervisors in support of various state bills.
- **Holiday Gift Bags for young women at Hillcrest:** Commissioners assembled and distributed 50 gift bags for the Hillcrest Girls Unit, which included soap, shampoo, conditioner, body lotion, loofahs, nail polish, socks, hair ties, chocolate bars, and other hygiene related products.
- **Community Outreach:** The Commission participated in various events in an effort to raise awareness and to reach out to members of the community, such as Assemblymember Gene Mullin's Self-Defense Clinic for Women and Second Annual San Mateo County Children's Forum, the annual American Heart Association Go For Red Luncheon, and the 5th Annual "Walk to Stop Domestic Violence."

The Commission has identified the following activities, in addition to the annual Women's Hall of Fame, to address ongoing issues for women, girls and families in San Mateo County:

- Create a **greater awareness** within the community, which would result in the Commission doing a more effective job in its role as advisors to the County Board of Supervisors.
- Re-instate "**Speak-Ups**," which were originated by the Board of Supervisors in 1995. The "Speak-Ups" program focus on small group discussions that identify critical issues and concerns for women, young women and families in San Mateo County. Each group will have a facilitator, recorder and language translators available at some sessions. At a future date, a final report with recommendations will be made to the Board of Supervisors.
- Complete **Speakers Bureau plan**, which would employ Commission members as presenters in the community regarding issues that affect women, including but not limited to health, equal rights, pay equity, etc. The presentation would also include an overview of the Commission and how community members can become involved.
- Explore **life skills building opportunities** for young detained women. The

Commission will work with County Probation to bring together community partners to create a 10-week program, which will work with the young women on skills such as financial management, making good life choice, self-care, etc.

- Implement programming within the Community designed to educate on various **Women's Health issues**, i.e. Speaker's Series, specific projects within a Women's Shelter, etc.
- Complete **development of new collateral materials** including Commission brochure, PowerPoint presentation or video and a tabletop display for health fairs and other events.
- Enhance **current web site** within county rules, including interactive features.
- Develop **periodic e-newsletters** targeted to specific audiences to gain input and draw visitors to the web site.

**FISCAL IMPACT:**

All activities undertaken by the Commission are covered by profits from the Women's Hall of Fame awards banquet.

The Commission would like to thank the Board of Supervisors for your past and continued support and encouragement.



# The San Mateo County Commission on the Status of Women

## Annual Review 2004

### 2004 Women's Hall of Fame & Exhibit

Four women and two young women were honored at this year's San Mateo County's Annual Women's Hall of Fame celebration on Thursday, March 11, 2004 at the South San Francisco Conference Center. The County Board of Supervisors and the Commission on the Status of Women hosted the event, traditionally held in March to highlight "Women's History Month." This year marked the 20<sup>th</sup> anniversary of the Hall of Fame, which is the first of its kind in California. All honorees, both individually and collectively, have left an indelible imprint on the history of San Mateo County, the State of California and the United States. This year's event was again proud to include Mills Peninsula Health Services and the San Mateo County Times as Gold sponsors.

The 2004 celebration was kicked off in January with the announcement of the 2004 Hall of Fame inductees in concert with the San Mateo County History Museum's special exhibit opening titled "San Mateo County Women's Hall of Fame." The exhibit opening and reception was attended by numerous past honorees, local legislators and community members. Eleanor Curry, one of the founders of the Hall of Fame, a past honoree and a former Commission member, gave a brief presentation on the Hall of Fame history.



*The 2004 Honorees celebrate with Supervisors Rose Jacobs Gibson, Rich Gordon and Mark Church.*

The exhibit, which was on display through November 14, 2004, included a listing and photos of over 170 San Mateo County women who have been inducted into the Hall of Fame since 1984. The San Mateo County History Museum is located at 777 Hamilton Street in Redwood City.

The San Mateo County Women's Hall of Fame, established in 1984, was largely the brainchild of Anna Eshoo, then a newly elected member of the San Mateo County Board of Supervisors and, since January of 1993, a representative in the United States Congress. Created under the auspices of the Board of Supervisors the Hall of Fame has honored extraordinary and dedicated women throughout the years and continues to be an honored San Mateo County tradition.

#### 2004 Honorees

**Daniela Gasparini**

**Patricia Herbst**

**Carolyn Livengood**

**Jeanie McLoughlin**

#### Young Women of Excellence

**Alicia Babbs**

**Elisa Romero Lopez**



*2004 Opening of the San Mateo History Museum Exhibit, "San Mateo County Women's Hall of Fame"*

**Gold Sponsors:**

ABC-7/ KGO-TV/DT  
Mills-Peninsula Health Services  
San Mateo County Times

**Silver Sponsors:**

Peninsula Community  
Foundation

**Bronze Sponsors:**

BFI

**Friends:**

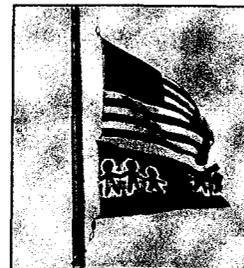
Bohannon Foundation  
Evelyn Long  
Randy Silver Photography

**Special Thanks To:**

Ken Dong Graphics, Lena's Flowers, See's Candies Corporate, South San Francisco Conference Center, Trisha Tansingco, Mills-Peninsula Graphic Artist and Julie Thompson, Graphic Specialist, County of San Mateo

## Children's Memorial Flag April 23<sup>rd</sup>

This year the Children's Memorial Flag Ceremony was honored to have Alameda County Board of Supervisors President Gail Steele as the keynote speaker. In early 1996 the Children's Memorial Committee, which Steele created, wanted to create a Memorial Flag, which would be flown at half-staff under the American flag on the Friday after a child dies by violence in Alameda County. That spring, the Committee held a countywide Memorial Flag contest for school children to design this flag; from 164 entries a community committee chose the current design by sixteen-year old Leah Patty. One hundred first-edition Children's Memorial Flags were manufactured in the fall. The Memorial Committee developed a flag protocol for flying the Children's Memorial Flag, and created a lapel pin of the flag design.



The Child Welfare League of America (CWLA) has taken the Children's Memorial Flag Project to the national level. The CWLA now offers Children's Memorial Flags for purchase; the original Alameda County design has been simplified and adapted for national manufacture and distribution.

On September 29, 1998, the San Mateo County Board of Supervisors adopted a Resolution proclaiming the Fourth Friday of April as "Children's Memorial Day" in memory of Children who have died by violence. As part of this resolution and to commemorate this day each year, San Mateo County flies the children's memorial flag.

### Mission Statement

The Commission on the Status of Women, under the auspices of the San Mateo County Board of Supervisors, provides leadership to develop policies, programs, and legislation that address the needs of women, girls and families.

National Women's Health Week celebrates the efforts of national and community organizations working with partners and volunteers to improve awareness of key women's health issues. Throughout the week, events were held in cities across America to encourage women to adopt healthier lifestyles.



Locally, the Board of Supervisors proclaimed the week of May 9<sup>th</sup> through May 15<sup>th</sup> to be Women's Health Week, recognizing the County's contributions to the health and wellness of women in San Mateo County. The Board also encouraged efforts to increase awareness about all women's health issues. In relation to this, members of the **Commission on the Status of Women of San Mateo County** visited senior centers throughout the County to discuss health issues older women face and preventative measures they can take to stay healthy.

## Town Hall: Bullying, It's not just for Boys

On November 18, 2004, the Education committee hosted a Town Hall meeting, titled: Bullying, It's not just for Boys at Westmoor High School in Daly City. The Atkinson Foundation supported the event. Supervisor Jerry Hill and State Assemblyman Leland Yee were also on hand to speak to members of the audience.



*Supervisor Jerry Hill welcomes attendees at the Town Hall on Bullying.*

## Town Hall Cont.

Committee members produced an event that reached and educated the community about bullying; it's impact on the lives of young people, particularly young women in our community, and the alternatives for dealing with this growing problem. The audience of about 75 included young women and men, parents, educators and concerned community members.

The event was kicked off with a screening of the film, "Let's Get Real". Let's Get Real takes an illuminating look at name-calling and bullying from the point of view of young people themselves. Unlike other films that deal with the topic purely from a disciplinary perspective, **Let's Get Real** allows kids in grades six through nine to speak openly about what it's like to be targeted, to bully others and to stand up as an ally when they witness harassment.

Following the screening, a panel of topic experts, students, and parents discussed bullying, it's impact on the lives of young people in our community, and the alternative for dealing with the growing problem.

## Legislative Actions

Since its beginning in 1982, the Commission on the Status of Women has regarded legislative advocacy as critical. The basic foundation for advocacy has been to assign a member of the legislative committee to develop two-way relationships with each San Mateo County legislator and their staff, including federal, state and local levels. The Commission works closely with the Board of Supervisors Legislative committee and is instrumental in recommendations to support or oppose legislative bills, which affect the lives of women, girls and families. The Legislative Committee also establishes relationships with the County legislators.

In 2004, the committee reinstated a Lobby Day in Sacramento, which had previously been an annual CSW event. At the beginning of session, members of the Legislative committee were introduced by Assemblyman Mullin on the floor of the Assembly. During the course of the day, members of the committee met with the following groups:

◆ **California State Commission on the Status of Women.** The committee met with Mary Wiberg, Executive Director of California State Commission on the Status of Women. During this meeting Ms. Wiberg reviewed how the State Commission prioritizes its legislative agenda and also gave committee members an overview of the legislative process. The committee requested information regarding AB 358, Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) and State Government. The group has decided to recommend support to the Board of Supervisors. The committee also learned about the recommendation of the California Performance Review committee to eliminate the Commission.

◆ **Secretary of State's Office.** The Legislative committee met with Jason Vega, Staff for Secretary of State Kevin Shelley to discuss "Your Vote Counts". The committee learned more about the SOS efforts to increase voter registration and participation. Emphasis was being made to encourage absentee ballots. The Commission voted to concentrate their efforts on a non-partisan "Get out the Vote" project in collaboration with the office of the California Secretary of State.

The Committee also brought four bills to the attention of the Board of Supervisors, who voted for unanimous support for each bill.

◆ **AB 2404 – An Equal Playing Field: Toward Gender Equity in Community Youth Athletics.** The legislation would provide girls and boys equal opportunities in community youth athletics through equal allocation of city and county resources between both genders. AB 2404 incorporates the three-prong test from AB 833 to determine whether a city or county has effectively accommodated the athletic interests and abilities of both sexes.

◆ **AB 358 – Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) and State Government.** AB 358 provides a

mechanism for California to implement the principles of CEDAW at the state level. CEDAW does not supercede federal, state or local laws. Instead, it provides a framework to examine the existing rights of women and girls in California in areas that include employment opportunities, health care, education and violence against women. This bill would require the state to implement the principles underlying CEDAW by addressing discrimination against women and girls. Beginning January 1, 2006, it would require the Department of Corrections, State Department of Education, and State Department of Health Services to conduct, in consultation with the State Commission on the Status of Women, an evaluation of their own departments to ensure that the state does not discriminate against women.

◆ **AB 1793 – Video Games Rating Education.** This bill is about educating consumers and parents to the types of video games they are buying. It would require every video game retailer to post a sign providing information about a video game rating system or notifying consumers that a rating system is available to aid in the selection of a game, and to make available, upon request, information explaining the system.

◆ **AB 3042 (Yee) – Child Protection-Enhancement Penalties for Child Prostitution.** AB 3042 provides that a person convicted for any offense where the crime was committed with a minor for money or other consideration is punishable with an additional enhancement of one-year imprisonment.

The Governor signed the bills, with the exception of AB 358, into law.

### **Holiday Gift Bags for young women detained at Hillcrest.**

Commissioners assembled 50 gift bags for the Hillcrest Girls Unit. Bags included; soap, shampoo, conditioner, body lotion, loofahs, nail polish, socks, hair ties, chocolate bars, and other hygiene related products. An additional 10 gift bags were assembled later that week to accommodate a rise in female population at Hillcrest.

## **Community Outreach**

The Commission participated in the following events in an effort to raise awareness and to reach out to members of the community.

- ◆ Assemblymember Gene Mullin invited the Commission on the Status of Women to be a co-sponsor of a free **Self-Defense Clinic for Women**. There was no cost associated with sponsorship. The clinic was held on August 7<sup>th</sup>, 2004, from 10:15 a.m. to 12:15 p.m., at the Terra Bay Gym, located at 1121 South San Francisco Drive, in the City of South San Francisco.

The concept of any women's self-defense clinic is not to make expert martial artists out of beginners. However, by using basic principles of martial arts and applying them specifically to practical self-defense situations, even a beginner can be successful in self-defense without memorizing dozens of moves.

- ◆ The Commission was also asked to co-sponsor Assemblymember Gene Mullin's **Second Annual San Mateo County Children's Forum, "The Effects of Domestic Violence on Children- A Perspective from the Communities of Color, Community Based Organizations, Faith, Health/Mental Health, Judicial and Law Enforcement Communities And An Analysis of Current Confidentiality Laws- How They Help and Hinder Children at Risk"** which was held Friday, September 17, 2004, 7:30 A.M. – 4:00 P.M. The event brought together members of the

community to discuss how the state, working with local governments, can provide all children a healthy birth, experiences that support and nurture physical, emotional and cognitive development, and the early care and education that gives rise to lifelong learning potential.

- ◆ **Go For Red Luncheon (American Heart Association)-** The Commission hosted a booth at the Annual Go for Red Luncheon and distributed information regarding the Commission. Commissioner Long, who was also invited to attend the luncheon, staffed the table.
- ◆ The Commission voted to support the **5th Annual "Walk to Stop Domestic Violence"** co-sponsored by the San Mateo County Board of Supervisors and the Domestic Violence Council with a \$1000 donation to assist in purchasing T-shirts for the walk. The event was held on Thursday, October 21, 2004 at the Redwood City Civic Center Plaza, Redwood City. This year, Cynthia Foreman, ex-wife of former Boxing Heavyweight Champion George Foreman, was the keynote speaker. Ms. Foreman spoke of her personal experience with domestic violence and shared her side of her short, difficult marriage to Foreman.
- ◆ **A Call to Action-** The Commission sent representatives to participate in a meeting hosted by the California Women's Agenda and the California Commission on Women that was held on Saturday, December 4 from 8:30 am to 7pm. The purpose of the meeting was to review and adopt a California-focused action plan to address the twelve platform issues identified at the 4th World Conference on Women held in Beijing in 1995.

*All activities undertaken by the Commission are covered by profits from The Women's Hall of Fame Awards Banquet. Through continued interaction with San Mateo County residents and community-based programs, the Commission has a significant impact on the lives of women, girls and families in San Mateo County. The Commission thanks the Board of Supervisors for their past and continued support and encouragement.*