

JUVENILE WELFARE BOARD OF PINELLAS COUNTY
Workshop on Community Mobilization/Social Marketing Campaign
September 9, 1999
MINUTES

Present: Myrtle Smith-Carroll, Chairperson; Donna McRae, Vice Chairperson; Jeanne Malchon, Secretary; Commissioner Calvin Harris; Dr. J. Howard Hinesley (joined the meeting at 9:45 a.m.); Judge Walt Logan; James E. Mills, Executive Director; and Teddi Gates, Executive Assistant

Absent: Judge Peter Ramsberger and Norma Rienhardt.

Ms. Smith-Carroll called the meeting to order at 8:43 a.m.

Community Mobilization Plan:

Ms. Smith-Carroll noted that Community Mobilization efforts are the result of the JWB Strategic Plan. Dr. Browning Spence added that our Strategic Plan outlines the basic values and directions for the JWB over the next several years. The Community Mobilization plan takes into account what the Strategic Plan Task Force directed, in that we will:

- ❖ Advance the Social Marketing Campaign
- ❖ Identify and work with groups in the community
- ❖ Engage the public and civic leadership
- ❖ Have a leadership summit to talk about results areas and how to achieve them

Mr. Spence then called on Corene Collins, Senior Program Consultant for Community Mobilization, to present the details of the plan.

Ms. Collins presented a summary of the comments that came out of meetings she and Dr. Spence held with individual JWB Board members (**see Appendix 1**). Overall, comments were positive and helpful. Ms. Collins then presented a summary of the "American Assembly Meeting Process" which had been prepared by Ms. Malchon as a possible tool to be used to facilitate meetings associated with the mobilization process (**see Appendix 2**).

Ms. Collins noted that input on the plan had been solicited from active JWB Board members, JWB staff, Community Councils, and some community agencies. She noted that a list is being compiled of all agencies to be included in the kick off of the campaign, which will provide an opportunity for detailed community input. She then reviewed in detail a draft plan for Community Mobilization. The review included: the purpose of the plan, the major components, the critical areas of concern, a summary of risk factors and assets,

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expected outcomes, proposed structures, suggested strategies for proposed partners, and a time line for activities to take place (**see Appendix 3**).

Ms. Malchon suggested that where the term "we want" is used should be replaced by "we must" to stress the seriousness of the need for this plan.

Sample flyers and other printed materials were then shared with JWB Board members.

Ms. McRae thanked Ms. Collins for a job well done.

Social Marketing Campaign:

Ms. Kathy Helmuth, Communications Director, noted that the Board had approved \$25,000 to support the Social Marketing Campaign, and we are hoping to raise additional in-kind dollars. Mr. Mills said that staff would need help from JWB Board members to raise the in-kind resources needed. It needs to be clear to those who are approached that funds are needed for the community effort and not to supplement JWB activities.

Ms. Helmuth briefly covered: What is social marketing? Why do social marketing? Who designed the proposal? When will the campaign take place? Where will the campaign take place? How will the campaign unfold? She then reviewed proposed activities, including implementation dates and estimated costs.

Other Business:

Judge Logan circulated a reprint of a recent article from the St. Petersburg Times that told the plight of a smoker who died of lung cancer. He thought the article sent a strong message to young people and had suggested that reprints of the article be sponsored by JWB and the Times, but they had elected to circulate the reprints themselves.

There was no further business, and the meeting adjourned at 9:48 a.m.

/tmg