

TO: Juvenile Welfare Board Members

FROM: James E. Mills, Executive Director *JEM*
Browning Spence, Director, Strategic and Community Planning *HS*
Kathy Helmuth, Director, Communications *KH*

Requested Action

Approval to proceed with the implementation of the Community Mobilization Action Plan "Mobilization for Community Ownership and Action" and the "Social Marketing Campaign".

Options

1. Approve the Request
2. Deny the Request
3. Any other action the Board may deem appropriate

Recommended Actions

1. Approve implementation of the Community Mobilization Action Plan.
2. Approve implementation of the Social Marketing Campaign.

Source of JWB Funds

1. Administration/Strategic and Community Planning budget for FY 99-00 includes \$16,000 for the Community Mobilization Action Plan.
2. Administration/Communications budget for FY 99-00 includes \$25,000 for the Social Marketing Campaign.

Fiscal Impact

None

Narrative

COMMUNITY MOBILIZATION

One of the major recommendations from **JWB's Strategic Plan** is to plan and implement a Community Mobilization effort. The purpose of the mobilization effort...called "**Mobilizing for Community Ownership & Action**"... is to develop widespread community commitment to actions, which result in an **INCREASE in Non-violent Children & Families, Substance-Free Youth, and Responsible Sexuality among youth**. These three areas of critical concern were determined as a result of numerous **community** surveys, focus groups and discussions regarding the future well-being of children, youth and the Pinellas County Community as a whole.

The following actions have occurred over the last year, leading up to this request for Board approval to proceed with implementation of the Community Mobilization Plan:

- ◆ Discussions with JWB Board regarding their ideas on Community Mobilization
- ◆ Discussions with all three Community Councils regarding their ideas and suggestions on Community Mobilization
- ◆ Received a list of ideas and suggestions from Combined Community Councils
- ◆ Hired Community Mobilization Coordinator
- ◆ Developed Community Mobilization Plan concept
- ◆ Review and input provided by JWB staff, agency staff, Planning Director and JWB Executive Director; revisions made
- ◆ Review and input provided by individual JWB Board members; revisions made
- ◆ Revised DRAFT of Community Mobilization Plan presented to Board at **Community Mobilization workshop**; revisions made.

The two major components of the approach to "Mobilizing for Community Ownership and Action" are **Community Education and Community Action**. Using the Community Partners and Community Partners Task Force Structure, JWB will focus its mobilization efforts around existing programs, services and organized groups. The implementation of the Mobilization Plan will officially begin upon approval by the JWB Board. The revised DRAFT Plan "Mobilizing for Community Ownership and Action" is attachment #1 to this agenda item.

SOCIAL MARKETING CAMPAIGN

The JWB Strategic Plan also includes the recommendation to conduct a social marketing campaign addressing the three areas of critical concern. The campaign is to be based on input from professionals in the marketing, public relations, and communications fields, as well as youth. **The following has occurred:**

- ◆ A social marketing advisory council began meeting in January of this year.
- ◆ A list of the council's brainstorming ideas was distributed to JWB department managers for input.
- ◆ A social marketing campaign proposal was written during the summer months, and presented to the Board at a September 9 Board Workshop.
- ◆ Based on the Board's input, minor revisions were made to the social marketing campaign proposal.

The implementation of the Social Marketing Campaign will commence upon approval by the JWB Board, beginning with focus groups tentatively scheduled for the end of the year. The revised proposal appears as Attachment II of this agenda item.