

Regular Meeting 06/08/00

TO: Juvenile Welfare Board Members

FROM: James E. Mills, Executive Director
Browning Spence, Director, Strategic & Community Planning

Community Mobilization Update Report (January-May 2000)

In our effort to support the healthy development of children & youth in Pinellas County and to address the three areas that were identified by the community as being of critical concern, JWB has implemented a county-wide Community Mobilization campaign. The focus of the campaign is to mobilize the entire Pinellas County around protecting children & youth from becoming :

- exposed to, participants in, or victims of violence
- exposed to, or users of illegal or harmful substances
- exposed to, or participants in sexual practices that jeopardize their physical or emotional health, or future opportunities

The Theme of the Campaign is "**Helping Children & Youth Succeed**". The approach is to mobilize **Pinellas County Community Partners** for the purpose of raising awareness & involvement and creating & implementing actions to foster healthy development through "Asset Building" opportunities for children & youth.

Major Tasks Completed During Report Period:

- Developed the Theme for the Community Mobilization Campaign: "Helping Children & Youth Succeed". The theme represents a positive, pro-active approach of addressing the three areas of critical concern, and embraces the involvement of everyone in the community.
- Completed Implementation of the Community Mobilization Kick-off Summit on February 25 at the Gus Stravos Institute. 162 individuals attended. Of the 162, 17 were youth. Additionally, 7 JWB Board Members and 3 former JWB Board Members attended. Attendees received a Community Mobilization packet which included information on the Campaign, 40 Assets and much more.

Judge Glenda Hatchett of Atlanta and Jim Conway, Consultant for Search Institute were keynote speakers. During break-out group discussions, participants identified a **list of priority strategies** to be implemented by Community Partners (the 9 break-out groups were facilitated by 3 volunteer facilitator teams). **Attendees included** youth, parents, agencies, neighborhood groups, school principals & other school officials, Board of County Commissioners members, law enforcement, juvenile justice, universities, media, business and many other individuals.

The Summit was planned by the Community Mobilization Planning Group, which was chaired by Jeanne Malchon (JWB Board Member), and staffed by Corene Collins. The Planning Group included a representative from most JWB departments.

- The process of getting Community Partners to sign "Community Partners Commitment Forms" which encourages them to "Help Children & Youth Succeed" by becoming Asset Builders for children & Youth, began at the Summit. Over 100 Partners have signed up. They represent most Community Partner categories.
- Coordinated follow-up/assessment meetings with the CM Planning Group to get feed back from the Summit. Feed back from participants was very positive. People are excited about the Campaign.
- Coordinated & hosted, in conjunction with a Community Partner (USF Collaborative For Children, Families and Communities), an Interactive Dialog with **Dr. Jane Knitzer, Deputy Director, National Center For Children In Poverty, Columbia University of New York.** Community Partners were invited to dialog on: 1.) Opportunities for Community Partnering in response to Welfare Reform and School Readiness, and, 2.) Strategies to promote the well being of young children & families...a community approach. 49 people attended the **March 31 session**, which was held at JWB. Strategies that were identified will be included in the list of strategies from the Summit.
- Completed the "Outcomes Report" from the Community Mobilization Kick-off Summit (**attachment #1**) The final report will be distributed to Summit Participants and other Community Partners in June, 2000. A major part of the report is the listing of **priority strategies** identified by Summit participants for implementation by Community Partners within the fifteen community partners categories.
- Community Education/Media Activities:
 - taped a Community Affairs Radio Show for 99.5, on Community Mobilization. JWB participants were Jeanne Malchon and Corene Collins. The show aired on Sunday morning (3/20).
 - developed two Community Mobilization Ads for inclusion in the City of St. Petersburg Recreation Department Summer Programs & Summer Camps brochures which were distributed to thousands of parents & agencies. This opportunity was provided by Community Partner Mary Ann Davis, Manager.
 - other Community Mobilization articles were submitted and included in JWB's Annual Report, the Weekly Planet's "Public Life" by Community Partner Sharon Joy Kleitsch and in several weekly's.
- As a Member of the Tampa Bay Area Drug Control Summit Planning Committee, assisted in Planning the Tampa Bay Area Drug Control Town Hall Meeting held Thursday, May 18, 6:30 – 9:00 p.m. Governor Jeb Bush and Jim McDonough were Guests. The event was held at the Florida Blood Services Office in St. Petersburg. The event was aired live, by Bay New 9. JWB staff will participate with the planning committee for the follow up Summit, which will be held in September in Tampa.
- A May 22 meeting was with the Mayor of the City of St. Petersburg, the City Administrator and Recreation Department managers to discuss the City's involvement as Community Partners. City leaders are excited about the "Helping Children & Youth Succeed Campaign" and offered many specific ways in which the City can become involved. The Mayor directed his staff to establish an in-house committee to get the City more involved in the "Helping Children & Youth Succeed Campaign".

- A May 30 meeting was held with the Largo Rotary Club, which included the Chief of Police, Chair of the Chamber, Parks & Recreation Director, and others. City leaders are very interested in becoming Community Partners. The Recreation Department has already begun to implement Asset building activities with staff. Specific activities for involvement were identified.
- A "draft list" of recommended names for consideration for appointment to the Pinellas County Community Partners Task Force is being compiled. A finalized list will be presented to the JWB Board for consideration and appointment at the July Board meeting. The first meeting of the Task force will be scheduled in September 2000.
- Completed a Community Mobilization Brochure and folder for distribution; acquired 40 Asset brochures & materials for distribution; Developed Community Partners Commitment Forms (**attachment #2**); Completed Detailed Community Partners "Participation Opportunities" document; Developed a Community Mobilization "Talking Points" document for use when talking to media/community groups (**attachment #3**).
- Completed a mailing list of over 1500 potential Community Partners that are representative of the 15 Community Partner Categories.

Major Upcoming Activities

- Community Mobilization presentations with JWB TV, Pinellas County TV, City of St. Petersburg TV, and other radio media. (June & July)
- Community Mobilization education and strategy sessions with each of JWB's Community Councils, several Neighborhood associations, the City of Clearwater, Pinellas County government and several community & law enforcement agencies. (June, July, August, September).
- Co-sponsor a Community Mobilization Forum with the South County Community Council and several Neighborhood Associations. (October)
- Coordinate efforts for a community-wide marketing campaign in conjunction with JWB's Communications Department. (beginning July)
- Distribute Summit Report to Summit participants and other Community Partners. (June)
- Continue to work on the "Target Community Partners" list, for involvement as partners. Areas of special interest include the faith community, corporate/business, media, parents, youth, government/juvenile justice and neighborhood associations.
- implement action steps to acquire sponsors for Campaign promotional items such as "Helping Children & Youth succeed" lapel pins, calendars, bookmarks, parents guide to building Assets, youth guide to building Assets, youth "Think" and "Consequences" cards, Community Partners window logo and others items.