

TO: Juvenile Welfare Board Members
FROM: James E. Mills, Executive Director 
Browning Spence, Director of Community Planning & Research *HBS*

Requested Action

The Juvenile Welfare Board is requested to approve the award of a contract in an amount up to \$80,000 in federal funds to David R. Voss and Associates, to plan, design and implement the Safe Start Public Awareness Campaign, with an allocation of up to \$13,000 in FY 02-03 and budget of up to \$67,000 in FY 03-04.

Options

1. Approve the request.
2. Other action as the Board shall determine.
3. Deny the Request

Recommended Action

Approve the award of a contract in an amount up to \$80,000 in federal funds to David R. Voss and Associates, to plan, design and implement the Safe Start Public Awareness Campaign, with an allocation of up to \$13,000 in FY 02-03 and budget of up to \$67,000 in FY 03-04.

Source of JWB Funds

No JWB funds are required. All Safe Start Program activities, including the Public Awareness Campaign, are funded with a Federal grant from the Office of Juvenile Justice and Delinquency Prevention (OJJDP).

Fiscal Impact

The FY 02-03 budget for Safe Start contracts and consultation will be reduced by up to \$13,000, from \$193,046 to \$180,046. The \$80,000 contract includes all components of the campaign, including the marketing plan, design, production, purchase and dissemination of information and materials. Allocate up to \$13,000 to perform planning and design work in the current fiscal year ending September 30, 2003. The remaining funds for implementation (up to \$67,000) will be budgeted in FY 2003-04

Narrative

Background

Pinellas County is one of 11 sites around the United States to receive a federal grant award to develop and implement a demonstration project under the national *Safe Start* program. The purpose of Safe Start is to prevent and reduce the impact that exposure to violence can have

on children and their families. JWB is responsible for fiscal management and program coordination for this community's collaborative effort. The Public Awareness Campaign is a required grant activity in the Strategic and Implementation Plans approved by OJJDP.

A social marketing study was conducted in 2002, and results and recommendations were presented to the JWB Board on November 14, 2002. The purpose of the public awareness campaign is to:

- Increase awareness of how exposure to violence impacts young children;
- Motivate people to protect children from exposure to violence;
- Increase awareness and utilization of services, including the Safe Start Partnership Center; and
- Increase public support for programs and services that protect children from violence.

Recommendation

The Safe Start RFP team for the public awareness campaign recommends a contract with David R. Voss and Associates. Six proposals were received and reviewed by the RFP team. The proposal from David R. Voss rated highest and stood out among the bids. His review rating was 25 points above the next highest score. The ranked scores are reported below.

<u>Consultant Firm</u>	<u>Points</u>
David R. Voss & Associates	409
Strategic Design Corporation	384
John Atkinson Creative Services	367
Brock Communications	361
Eisenhart & Associates	308
Sharon Rice Marketing	291

David R. Voss presented an approach that goes beyond traditional marketing with a program for building a network of community support for Safe Start. The proposal includes the requested services of developing a marketing plan, designing graphics and materials, and generating exposure through media outlets and public service announcements (PSAs). The unique aspect of the David R. Voss proposal is in training ambassadors to advocate for Safe Start and build support through partnerships with businesses, educators, non-profits, parents and other stakeholders. To fund more media exposure, sponsors and donors will be solicited through proposal packages that offer clear benefits to the contributor. This approach provides a structure for continuous growth and a foundation for future sustainability.

The proposed program is similar to the *Strong Voices* program that David Voss and Gayle Grimes developed with the Florida Children's Forum. Mr. Voss also brings experience in working with United Way of Florida on *Success By 6* and with YMCA of the Suncoast. From 1979 to 1999, he served as Director of Communications for three state agencies and Director of Marketing for Apple Computer, Inc. Education Division. His project partner, Gayle Grimes has extensive experience with awareness campaigns in the education community, including development of the safe school media campaign, *Silence Hurts*, which evolved into *Speak Up*.

This recommendation requests an allocation of \$13,000 to perform planning and design work in the current fiscal year ending September 30, 2003. The remaining funds for implementation (\$67,000) will be included in the budget for FY 2003-04.

Staff resource person: Veronica Ettel, Pinellas Safe Start