



**2011 Final Reports**

**&**

**2012 Strategic Plans**

**Presented to the Board of Directors  
January 11, 2012**

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## **EXECUTIVE SUMMARY & HIGHLIGHTS FOR 2011**

### **Executive Director – Mike Jordan**

1. MCCA hosted a Vendor Fair at the April Alliance meeting with 43 organizations represented.
2. Eighth Annual Back to School Bash at the Croskey Center was a huge success with 1150 distributed backpacks filled with school supplies. Other results: 1,860 children and adults attended, 25 organizations participated, 105 volunteers assisted and 850 volunteer hours were donated. We provided: 14 diabetes screenings, 39 hearing screenings, 42 vision screenings, 108 school physicals, 25 immunizations, and 118 child IDs. In addition, 750 backpacks distributed to other agencies and communities around Marion County.
3. CCASA, in partnership with the Ocala Police Department, sponsored a successful Red Ribbon Kickoff on October 24<sup>th</sup>. CCASA, in partnership with Marion County Public Schools held a Red Ribbon Door Contest. North Marion High School Leadership group served as judges for the fourteen schools that participated. The three winners (Marion Oaks Elementary, Horizon Academy of Marion Oaks and Vanguard High School) received a \$700 award.
4. The November Alliance meeting had 200 attendees. This was the largest number in the eleven year history of the Alliance. The program was co-sponsored with DJJ on Trauma-Informed Care Day on November 2<sup>nd</sup>. Ms. Tonier Cain, spokesperson on trauma-related issues and the subject of the award winning film "Healing Neen," was the keynote speaker. Her compelling life story detailing her brutal and abusive childhood and the impact on her early adulthood dramatically illustrates the resilience of the human spirit and the need for Trauma-Informed Care.
5. Almost 300 in attendance at the 11<sup>th</sup> Annual "Children First" Breakfast. Event was co-sponsored with Early Learning Coalition and Success by Six. Sheriff Ed Dean was named 2011 Children's Champion.
6. MCCA was certified for the sixth year as a Supplemental Educational Services (SES) provider with the Florida Department of Education under No Child Left Behind legislation.
7. Formed a Board of Directors and approved by-laws for the administration of CCASA.

8. Monitored 20 programs for after-school and summer activities as funded by Kids Central Inc. in the 5 counties.

9. MCCA provided oversight to 9 different Alliance work groups (CCASA, Childhood Nutrition, Grant Writing, Safe Kids, Family Violence Prevention, Teen Pregnancy Prevention, Faith Community Network, Disability Alliance and Marion Mentoring Coalition). Workgroups' efforts have touched 20,000 children in 2011 throughout Marion County.

10. Gift of Christmas collected 8,900 toys this past Christmas and donated to 989 children.

## **2011 Final Report for CCASA Accomplishments**

1. Established regular monthly meeting schedule, 3<sup>rd</sup> Monday of each month at noon at Ocala Police Department. Every other month is the General Meeting with outside speakers present. The off month is the Board Meeting.
2. Established a nine member Board with Alina Stoothoff as Chairperson and Cathy Trammell as Vice-Chairperson. Organizations with representation on the Board include: Alcohol, Beverage and Tobacco Division, Arnette House, Marion County Public Schools, The Centers, and Marion County Health Department.
3. Final version of the Bylaws will be approved by Board and General membership in the first quarter of 2012.
4. Contracted with Renna Jablonski of Partners for a Substance Free Citrus to assist with the SARG certification process.
5. Joined the Community Coalition Alliance to represent Marion County in negotiations with the Managing Entity that oversees the 23 counties of the North Central Florida Region.
6. Sponsored with Ocala Police Department a successful Red Ribbon Kick-Off on October 24th.
7. Sponsored Red Ribbon Door Contest with Marion County Public Schools. CCASA awarded three \$700 prizes to three Marion County Public Schools.
8. Completed a 2012 Strategic Plan.
9. Applied for Federal Drug Free Communities grant but was not successful.
10. Contracted with North Marion High Leadership Group for youth involvement in CCASA.

## **2012 Strategic Plan – Community Council Against Substance Abuse (CCASA) Chair: Nancy Castillo**

**Goal:** Reduce substance abuse in Marion County

**Objective 1:** Insure financial sustainability for the organization.

Action Step 1: Continue to work on the steps necessary to receive SARG certification from the State of Florida.

Assigned Person: Alcohol Workgroup

Due Date: June, 2012

Action Step 2: Develop other funding sources i.e. grant opportunities and partnership with private companies or individuals (particularly those who have a natural tie to the relevant issues, i.e. underage alcohol consumption).

Assigned Person: Nancy Castillo, Mike Jordan

Due Date: December, 2012

Action Step 3: Work with DCF to encourage greater funding for drug prevention initiatives.

Assigned Person: Nancy Castillo, Mike Jordan

Due Date: December, 2012

**Objective 2:** Research and purchase impacting materials that counter the need for youth to participate in drug use.

Action Step 1: Form a subcommittee to identify PSAs and written materials that could be used in schools, community, and various cable systems.

Assigned Person: Events & Public Relations Workgroup

Due Date: December, 2012

**Objective 3:** Educate our youth and children as to the dangers of the various substances that CCASA focuses on.

Action Step 1: Continue to be a sponsor of Red Ribbon Week in the fall of 2012.

Assigned Person: Events & Public Relations Workgroup

Due Date: October, 2012

Action Step 2: Increase partnerships with secondary schools looking for opportunities to share the anti drug message on campus.

Assigned Person: Events & Public Relations Workgroup

Due Date: October, 2012

Action Step 3: Begin to understand the role of social media as a tool to reach the youth.

Assigned Person: General Membership

Due Date: December, 2012

Action Step 4: Publish the second addition of "The Law" book.

Assigned Person: Nancy Castillo

Due Date: March, 2012

Action Step 5: Link CCASA website to other relevant ones in the community.

Assigned Person: Events & Public Relations Workgroup

Due Date: June, 2012

Action Step 6: Partner with 2 additional youth groups i.e. SADD Clubs

Assigned Person: Nancy Castillo

Due Date: September, 2012

Action Step 7: Expand CCASA contacts to private schools in the area.

Assigned Person: Mike Jordan

Due Date: March, 2012

**Objective 4:** Increase community awareness (general public, families and governments) of the serious dangers of youth involvement in illegal drug activities.

Action Step 1: Participate in community events i.e. Back to School Bash, Hands Are Not for Hurting Expo and Red Ribbon.

Assigned Person: Nancy Castillo

Due Date: December, 2012

Action Step 2: Participate with other organizations serving the at risk populations (Faith based organizations, Ocala Housing Authority, Jotar Properties, Parks & Recreation and Parkside Gardens Apartments) to share information with their clients.

Assigned Person: General Membership

Due Date: December, 2012

**Objective 5:** Partner to insure success of our collaborative partners.

Action Step 1: Serve on Management Team for the Marion County Mental Health Court.

Assigned Person: Mike Jordan

Due Date: December, 2012

Action Step 2: Serve on the Tobacco Free Marion Committee.

Assigned Person: Nancy Castillo

Due Date: December, 2012

Action Step 3: Research the functioning of the Marion County Drug Court for potential partnership with CCASA.

Assigned Person: Mike Jordan

Due Date: December, 2012

**Objective 6:** Insure CCASA's relevance in a changing governmental environment.

Action Step 1: Participate in the activities of our regional drug alliance (Community Coalition Alliance) as it relates to the North Central Managing Entity.

Assigned Person: Nancy Castillo

Due Date: December, 2012

Action Step 2: Attend meetings of the various statewide and federal entities and organizations.

Assigned Person: Nancy Castillo

Due Date: December, 2012

**Objective 3:** Develop methodologies to track progress in CCASA's efforts to reduce drug abuse.

Action Step 1: Enter data into KIT Solutions (online database) as required in DCF contract.

Assigned Person: Alcohol Workgroup

Due Date: June, 2012

## 2011 Final Report Childhood Nutrition Chair: Brianna Liles

**Goal:** Reduce the incidence of childhood obesity in Marion County.

**Objective I:** Educate key stakeholders on White House Task Force Report on Childhood Obesity findings. **Completed. Brianna Liles met with the following individuals and/or organizations:**

- Sheriff Dean – Marion County Sheriff's Office
- Jaye Ballie- Ocala Chamber of Commerce
- Rosey Moreno-Jones- Radio personality
- Diane Schofield- Hands of Mercy Everywhere
- Ellen Prosser- MRMC Maternal and Child Health
- Deanne Bauman- Franck's Lifestlyes
- Ocala Hilton
- Junior League of Ocala
- Dr Stephanie Harrell (Pediatric Associates of Ocala)
- Kerri Jones Clark (Heart of Florida)
- Tammi Wiedeman (Marion County Public Schools Food Service)
- Curt Bromond/Amber Zabor (Childhood Developmental Services)
- Laurel Lingle (Barrett, Liner & Company)
- Bill D'Aiuto (Department of Children & Families)
- Elizabeth Moore/Roseanne Fricks (Early Learning Coalition of Marion County)
- Karla Grimsley (Interfaith Emergency Services)
- Myrna Watkins (MCPS Health & Wellness)
- Evelyn James (Marion County Health Department)
- Cyndi Schuler/Diane Guilliam (Kids Central Inc)
- James Phillips (Formally with State Attorney's Office)
- Charles Barres (DCF Access Program)
- Jeff Shealy (Department of Juvenile Justice)
- Roberto Benitez (Professional Boxer and former Olympian)

**Objective II:** Create and populate Committees and Subcommittees that will support implementation of Task Force Recommendations. **Steering Committee includes:**

- Chair: Brianna Liles (Munroe Regional Medical Center)
- Dr. Mike Jordan (MCCA)
- Dr Stephanie Harrell (Pediatric Associates of Ocala)
- Nancy Castillo (MCCA)
- Kerri Jones Clark (Heart of Florida)
- Tammi Wiedeman (MCPS Food Service)

- Sky Wheeler (Junior League of Ocala)
- Curt Bromond/Amber Zabor (CDS)
- Laurel Lingle (Barrett, Liner- MCPS employee)
- Bill D'Aiuto (DCF)
- Elizabeth Moore/Roseanne Fricks (ELC)
- Karla Grimsley (IES)
- Myrna Watkins (MCPS)
- Evelyn James (MDHD)

**Partners and Supporters:**

- ARC Marion
- Barrett, Liner & Company
- Chef Randall
- Childhood Developmental Services
- City of Ocala Recreation & Parks
- General Mills Champions for Healthy Kids
- Hilton of Ocala
- Interfaith Emergency Services
- Junior League of Ocala
- Marion County Public Schools and 21<sup>st</sup> Century Grant
- Munroe Regional Medical Center
- Ocala Chamber of Commerce
- Pediatric Association of Ocala

**Objective III:** Complete a community needs assessment to determine the existing gaps between the resources and programs that we have in Marion County and those identified in the Task Force Recommendations.

**Not accomplished.**

**Objective IV:** Create and implement strategies addressing gaps between community offerings and Task Force Recommendations.

**Not accomplished since community needs assessment was not administered.**

**Objective V:** Identify community partners and secure funding to support initiative. **Completed. Partners and Supporters:**

- Barrett, Liner & Company - \$10,000 for marketing of Generation FIT
- Chef Randall - Healthy Recipe Contest, DVD
- City of Ocala Recreation & Parks
- General Mills Champions for Healthy Kids – \$10,000 for three Get Fit Family Challenges
- Hilton of Ocala – Sponsored Jump With Jill event
- Junior League of Ocala – \$7,000 for sponsorship Healthy Recipe Contest, Cookbooks and Jump With Jill

- **Marion County Health Department – participated in all the Get Fit Family Challenges**
- **Marion County Public Schools – support with Healthy Recipe Contest among 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> graders**
- **Marion County Public Schools and 21<sup>st</sup> Century Grant - \$24,000 for programming to be held in 2012**
- **Munroe Regional Medical Center – created Facebook account, participated in all the Get Fit Family Challenges, host Steering Meetings, and allows Chair to work up to 20 hours a week for Generation FIT to align with White House Task Force Report on Childhood Obesity**
- **Roberto Benitez – Active participant with Get Fit Family Challenges**

**2012 STRATEGIC PLAN – GENERATION FIT  
(CHILDHOOD NUTRITION)  
Chair: Brianna Liles**

**GOAL:** Reduce the incidence of childhood obesity in Marion County.

**OBJECTIVE I:** Focus on pillars of the White House Task Force to deliver the childhood wellness message of Generation FIT to children and families.

Pillar I: Early Childhood

Action Step 1: Strengthening prenatal care by partnering with Marion County Health Department and Munroe Regional Medical Center in providing information to parents and caregivers.

Individual Assigned: Evelyn James

Date Due: December 2012

Action step 2: Promoting breastfeeding by partnering with Marion County Health Department and Munroe Regional Medical Center in providing information to parents and caregivers.

Individual Assigned: Steering Committee Members

Date Due: December 2012

Action step 3: Reducing “screen time” by educating families on alternatives.

Individual Assigned: Steering Committee Members

Date Due: December 2012

Pillar II: Healthier food in Schools

Action Step 1: Improvements in the quality of school meals by partnering with Marion County Public Schools.

Individual Assigned: Tami Wiedeman

Date Due: December 2012

Action Step 2: Changes in other foods available at school to ensure that all food sold at school supports healthful diets by partnering with Marion County Public Schools.

Individual Assigned: Tami Wiedeman

Date Due: December 2012

Action Step 3: In partnership with Junior League of Ocala sponsor an annual healthy recipe contest for all 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> graders in Marion County.

Individual Assigned: Beth Meadows (Junior League)

Date Due: December 2012

Pillar III: Access to Healthy, Affordable Food

Action Step 1: Creating community and/or school gardens at Oakcrest Elementary, Kinderoo and Boys & Girls Clubs of Marion County in partnership with Florida Extension.

Individual Assigned: Evelyn James and Elizabeth Moore

Date Due: December 2012

Action Step 2: Advertise and continue use of Organ Wise curriculum in partnership with Marion County Public Schools.

Individual Assigned: Tami Wiedeman

Date Due: December 2012

Pillar IV: Increase Physical Activity

Action Step 1: Provide quality physical education, recess, and other opportunities in afterschool programs offered by Marion County Children's Alliance.

Individual Assigned: Nancy Castillo

Date Due: December 2012

Action Step 2: Participate in "Saturday In The Park" Events scheduled for 2012 in partnership with ARC of Marion, City of Ocala Recreation & Parks, Heart of Florida, and Munroe Regional Medical Center.

Individual Assigned: Nancy Castillo

Date Due: December 2012

Pillar V: Empowering Parents & Caregivers

Action Step 1: Create Generation FIT marketing materials.

Individual Assigned: Brianna Liles, Laurel Lingo, Elizabeth Moore and Amber Zabor

Date Due: December 2012

Action Step 2: Provide simpler, more actionable messages about nutritional choices using 5210, Choose My Plate and Let's Move.

Individual Assigned: Brianna Liles, Laurel Lingo, Elizabeth Moore and Amber Zabor

Date Due: December 2012

Action Step 3: Continue to create awareness regarding Generation FIT by participating in community events i.e. Back to School Bash, Hands Are Not For Hurting, Kidfetti, Red Ribbon Kickoff. In addition, updating Generation FIT Facebook account.

Individual Assigned: Steering Committee Members for community events. Brianna Liles for Facebook account.

Date Due: December 2012

Action Step 4: Provide a monthly handout to families participating in Food 4 Kids program during the school year.

Individual Assigned: Brianna Liles and Nancy Castillo

Date Due: December 2012

Action 5: Donate two flat screen televisions to Munroe Regional Medical Center Pediatric Emergency Room for Generation FIT PSAs.

Individual Assigned: Mike Jordan

Date Due: December 2012

**OBJECTIVE II:** Identify and secure funding to support initiative.

Individual Assigned: Nancy Castillo

Date Due: December 2012

Action Step 1: Applied for Blue Cross Foundation Grant. Grant status pending.

Individual Assigned: Nancy Castillo

Date Due: December 2012

Action Step 2: Applied for General Mills Champions for Healthy Kids Legacy Award Grant. Grant status pending.

Individual Assigned: Nancy Castillo

Date Due: December 2012

Action Step 3: Will apply for United Way Grant for afterschool and summer programming.

Individual Assigned: Nancy Castillo

Date Due: December 2012

Action Step 4: Applied for Walmart Health and Wellness grant for summer programming and community gardens.

Individual Assigned: Nancy Castillo

Date Due: December 2012

Action Step 5: Will apply for Junior League Community Impact grant to promote childhood wellness.

Individual Assigned: Nancy Castillo

Date Due: December 2012

## **2011 FINAL REPORT FOR DISABILITY ALLIANCE**

**Chair – Howard Moon**

**Co-Chair – Sean Mims**

**GOAL:** To make a positive impact on the lives of children and adults living with a disability.

**OBJECTIVE I:** Network agencies, providers, non-profits, advocacy groups, faith based organizations, parents and self-advocates in Marion County to facilitate the dissemination of information and to foster cooperation between organizations to make better use of the resources available.

Action Steps:

1. Continue to meet on a monthly basis with those organizations and individuals who provide services in the county, as well as parents and self-advocates.

Due Date: Ongoing

Individual Assigned: All current members of the Disability Alliance.

2. Be present in the community publicizing the Disability Alliance to increase our exposure and to recruit other organizations, parents and self-advocates. This includes having a presence at GOMA, MCCA, the newspaper, radio and other venues available.

Due Date: Ongoing

Individual Assigned: Primary Howard Moon – Secondary: Other members of the Disability Alliance.

**The majority of the goals were completed. The workgroup has grown and includes agencies that service both children and adults with disabilities, as well as parents of children with disabilities and self-advocates. We have increased our presence in the community and have raised public awareness about disabilities. Additionally we have added a co-chair who is a self-advocate – Sean Mims.**

**OBJECTIVE II:** Educate the general public that persons with disabilities are persons first. That persons with disabilities deserve the dignity and respect that all persons enjoy.

Action Steps:

1. Continue to have a presence at other pre-planned activities and events to inform the general public about issues facing persons with disabilities in our community.

Due Date: Ongoing

Individual Assigned: Various

2. Host or participate in training sessions or events during those months designated for disability awareness, i.e. April – Autism Awareness month and October – Disability Awareness month.

Due Date: Ongoing based on the specific event.

Individual Assigned: Various – For example: Autism events will depend on local Autism awareness groups and CARD.

3. Host a Spring Fling mini-conference in cooperation with Ocala Parks and Rec. Will include speakers on disability topics as well as fully inclusive recreation/sport events.

Due Date: Spring 2011

Individuals Assigned: Ocala Parks and Rec, Will and Shelly Volker, Howard Moon and other workgroup members.

4. Participate in Hands are Not For Hurting with a booth promoting disability awareness and inclusion.

Due Date: Typically March 2011

Individual Assigned: Howard Moon

5. Participate and help coordinate Sportsability - fully inclusive sporting event typically first weekend of October.

**The majority of the Action Steps were completed. We participated in a number of events around Marion County including:**

- **Marion County School ESE Resource Fair**
- **Red Ribbon Day**
- **APD Vendor Fairs**
- **Family Café in Orlando**
- **Speaker at August Alliance meeting**
- **Sportsability**

**We were unable to hold a major conference this last year due to funding and scheduling problems. We will not be attempting a major conference in the near future.**

**OBJECTIVE III:** Link parents of children (including adult children) with disabilities and self advocates to training and available community resources.

Action Steps:

1. Provide listing and links to agencies and services on our web site.

Due Date: On going as new resources are identified.

Individual Assigned: Thomas Moon

2. Help to ensure and facilitate that resources for persons with disabilities are included in the MCCA Resource guide. Inform those

agencies and resources about the resource guide and point out how they can be included.

Due Date: On going as new resources are identified.

Individual Assigned: Howard Moon

3. Have a presence at Family Care Council and other local and area parent and self-advocate support groups to inform them of the availability of training, services and other resources.

Due Date: On going at the monthly or quarterly meetings of local groups.

Individual Assigned: Various, Thomas Moon, Sean Mims, other work group members.

**The objective was met. The Disability Alliance Workgroup has been able to connect parents, and persons with disabilities to agencies and services. However, there was often a lack of funds or resources available to service the families or individuals. The web site is being updated to include new agencies and organizations as they are identified. Our new Co-Chair Sean Mims was appointed by the Governor to sit on the Family Care Council and acts as liaison between our organizations.**

**OBJECTIVE IV:** Help promote an increase in employment for persons with disabilities by raising awareness among businesses in the area of the advantages of hiring persons with disabilities.

Action Steps:

1. Work with Workforce Development and Center for Independent Living to educate employers on the advantages of hiring persons with disabilities. They currently provide employment navigation services for persons with disabilities.

Due Date: Fall 2011

Individual Assigned: Workforce Development, Center for Independent Living

2. Host a Panel consisting of persons with disabilities who are employed or small business owners as part of the Spring Fling.

Due Date: Spring 2011

Individual Assigned: Howard Moon, Thomas Moon, Sean Mims and other workgroup members.

**Due to economic issues we were unable to make a significant impact in this area.**

**OBJECTIVE IV:** Increase awareness of Legislative issues that concern or directly impact persons with disabilities.

Action Steps:

1. Organize meetings between State Legislators or their assistants and small groups of parents of children with disabilities and self advocates.

Due Date: February 2011

Individuals Assigned: Thomas Moon, Margaret Tambini, Howard Moon

2. Participate in Disability Days at the State Capitol and present information on issues that concern or directly impact persons with disabilities to legislators in Tallahassee while they are in session.

Due Date: Typically March or April of 2011

Individuals Assigned: Thomas Moon, Howard Moon, other workgroup members who can attend in Tallahassee.

3. Participate in Legislative Day in Marion County and present information on issues that concern or directly impact persons with disabilities to legislators when they hold their forum in Marion County.

Due Date: Typically November 2011

Individuals Assigned: Thomas Moon, Howard Moon, other workgroup members who can attend.

**A meeting was arranged with two of our local legislators while they were in town. Unfortunately the families that committed to showing up – did not show. We had advocates and self advocates from our county both in Tallahassee for Disability Days and at Legislative Day in Marion County.**

**Overall we are continuing to move ahead with our primary mission – To raise awareness in the community. This is evidenced in a number of ways:**

- Sean Mims, Co-Chair and self advocate, was recognized by the Governor and appointed to the Family Care Council
- Thomas Moon, a self advocate, has been recognized by a number of publications in Marion County including the Star Banner and Ocala Magazine as a leading advocate. Ocala Magazine awarded him Best Advocate Under 50 for 2011 and Best Unsung Hero for 2011.
- Howard Moon still receives referrals from the various agencies in the county, including KCI, YFA, DCF and others. Additionally, we still receive calls for assistance and help matching children and adults with services.

## 2012 STRATEGIC PLAN DISABILITY ALIANCE

Chair – Sean Mims

Co-Chair – Howard Moon

**GOAL:** To make a positive impact on the lives of children and adults living with a disability.

**OBJECTIVE I:** Network agencies, providers, non-profits, advocacy groups, faith based organizations, parents and self-advocates in Marion County to facilitate the dissemination of information and to foster cooperation between organizations to make better use of the resources available.

Action Steps:

1. Continue to meet on a monthly basis with those organizations and individuals who provide services in the county, as well as parents and self-advocates.

Due Date: Ongoing

Individual Assigned: All current members of the Disability Alliance.

2. Be present in the community publicizing the Disability Alliance to increase our exposure and to recruit other organizations, parents and self-advocates. This includes having a presence at GOMA, MCCA, the newspaper, radio and other venues available.

Due Date: Ongoing

Individual Assigned: Primary Sean Mims and Howard Moon –  
Secondary: Other members of the Disability Alliance.

**OBJECTIVE II:** Educate the general public that persons with disabilities are persons first. That persons with disabilities deserve the dignity and respect that all persons enjoy.

Action Steps:

1. Continue to have a presence at other pre-planned activities and events to inform the general public about issues facing persons with disabilities in our community.

Due Date: Ongoing

Individual Assigned: Various

2. Host or participate in training sessions or events during those months designated for disability awareness, i.e. April – Autism Awareness month and October – Disability Awareness month.

Due Date: Ongoing based on the specific event.

Individual Assigned: Various

3. Host a Meet and Greet on the Ocala downtown square during October Disability Awareness Month to network families with disabilities and to raise awareness in the community.

4. Participate in Hands are Not For Hurting with a booth promoting disability awareness and inclusion.

Due Date: Typically March 2012

Individual Assigned: Sean Mims & Howard Moon

5. Participate and help coordinate Sportsability - fully inclusive sporting event typically first weekend of October.

6. Participate in Marion County School ESE events.

Due Date: On going throughout the year.

Individual Assigned: Sean Mims & Howard Moon

**OBJECTIVE III:** Link parents of children (including adult children) with disabilities and self advocates to training and available community resources.

Action Steps:

1. Provide listing and links to agencies and services on our web site.

Due Date: On going as new resources are identified.

Individual Assigned: Sean Mims

2. Have a presence at Family Care Council

Due Date: On going at the monthly or quarterly meetings of local groups.

Individual Assigned: Sean Mims

3. Hold a Guardianship Workshop using FDDC speaker/trainer

Due Date: Early 2012 – February

Individual Assigned: Howard Moon

4. Create a Living On Your Own – Guide

Due Date: March 2012

Individual Assigned: Sean Mims, Howard Moon & Beth Lewis

**OBJECTIVE IV:** Increase awareness of Legislative issues that concern or directly impact persons with disabilities.

Action Steps:

1. Participate in Disability Days at the State Capitol and present information on issues that concern or directly impact persons with disabilities to legislators in Tallahassee while they are in session.

Due Date: Typically March or April of 2012

Individuals Assigned: Thomas Moon, Howard Moon, other workgroup members who can attend in Tallahassee.

2. Participate in Legislative Day in Marion County and present information on issues that concern or directly impact persons with disabilities to legislators when they hold their forum in Marion County.

Due Date: Typically November 2012

Individuals Assigned: Thomas Moon, Howard Moon, other workgroup members who can attend.

# 2011 FINAL REPORT FOR FAITH COMMUNITY NETWORK (FCN)

**Chair – Rev. Jim Bullock**

**GOAL:** To have faith community members involved in serving children, youth and families at risk.

**OBJECTIVE I:** To continue to help the faith community become aware of needs and how those needs are being met.

Action Step 1: To continue to invite agencies to update FCN about their needs at our monthly meetings.

**FCN met monthly with an average attendance of 12. Guest Speakers included: Marion County Sheriff's Department on Human Trafficking; Recover Ocala; United Way Mentoring Initiative; Devereux Kids; Kids Central on Family Finders; Salvation Army; Interfaith Emergency Services on Food4Kids; Mentoring Centers in the Forest; Pat Gilman on the importance of bonding in foster care and adoption; Dr. Gaddy on serving together from different faiths; Monica Bryant on Family Violence.**

Action Step 2: To continue to share this information through the Alliance newsletter and website.

**We continue to share information from these agencies listed above in our MCCA newsletter and website.**

Action Step 3: To continue to help the faith community share their success stories and new adventures of meeting needs at FCN monthly meetings, through the Alliance newsletter, website and the Ocala Star Banner.

**Completed.**

**OBJECTIVE II:** To help faith communities strengthen the Food-4-Kids program so we can serve more children through more schools as the financial crisis continues.

Action Step 1: Raise the need for additional Food-4-Kids programs through FCN meetings. Help promote programs at churches for Food-4-Kids.

**Food4Kids has expanded program to 1,500 children.**

Action Step 2: Research other communities' promotion of Food-4-Kids for additional ideas.

**Completed. Best practices included: mentors, book drives, and Christmas gifts.**

Action Step 3: Sponsor a Food-4-Kids Sunday in our community.

**Not completed.**

**OBJECTIVE III:** To help faith communities adopt families in crises (going through financial crises, unemployment, housing, etc.) We continue to look for ways to make this happen.

Action Step 1: Explore other faith communities that are adopting families in crises.

**Completed. Group learned about “HOPE”.**

**OBJECTIVE IV:** To strengthen chaplaincy services for youth at the Detention Center and Marion County Jail.

Action Step 1: Continue with the established Tuesday/Thursday morning time of being available to the youth at the Detention Center. To start chaplaincy services for youth on Monday and Wednesday afternoons at the Marion County Jail.

**Completed. In addition, mentoring, reunification and linkage to community resources upon discharge.**

Action Step 2: Continue to be available for emergency chaplaincy services such as a death or other emergency.

**Completed**

Action Step 3: Continue to invite others to help with this project.

**Completed**

# 2012 STRATEGIC PLAN FOR FAITH COMMUNITY NETWORK (FCN)

Chair – Rev. Jim Bullock

**GOAL:** To have faith community members involved in serving children, youth and families at risk.

**OBJECTIVE I:** To continue to help the faith community become more aware of needs and how those needs are being met.

Action Step 1: To continue to invite agencies to update FCN about their needs at our monthly meetings.

Action Step 2: To continue to share this information through the Alliance newsletter and website.

Action Step 3: To continue to help the faith community share their success stories and new adventures of meeting needs at FCN monthly meetings, through the Alliance newsletter, website and the Ocala Star Banner.

**OBJECTIVE II:** To help faith communities strengthen the Food-4-Kids program so we can serve more children through more schools as the financial crisis continues.

Action Step 1: Raise the need for additional Food-4-Kids programs through FCN meetings. Help promote programs at churches for Food-4-Kids.

Action Step 2: Research other communities' promotion of Food-4-Kids for additional ideas.

Action Step 3: Sponsor a Food-4-Kids Sunday in our community.

**OBJECTIVE III:** To help faith communities adopt families in crises (going through financial crises, unemployment, housing, etc.) We continue to look for ways to make this happen.

Action Step 1: Explore other faith communities that are adopting families in crises.

**OBJECTIVE IV:** To strengthen chaplaincy services for youth at the Detention Center and Marion County Jail.

Action Step 1: Continue with the established Tuesday/Thursday morning time of being available to the youth at the Detention Center. To start chaplaincy services for youth on Monday and Wednesday afternoons at the Marion County Jail.

Action Step 2: Continue to be available for emergency chaplaincy services such as a death or other emergency.

Action Step 3: Continue to invite others to help with this project.

## 2011 FAMILY VIOLENCE PREVENTION FINAL REPORT

### Chair – Monica Bryant

#### -- FVP PRESENTATIONS (Child Abuse, Teen Dating Violence & Domestic Violence): (24)

Indian Cultural Center (January 22)  
1,500

Participants: Approx.

Marion County Health Dept. (Nurses) (January 26)

Marion Technical Institute students (January 26)

Fort McCoy School (February 16)

KCI Pre-service (February 18)

CF Criminal Justice Dept. (February 22)

Marion County Health Dept. (HST staff) (March 2)

Lake Weir High School (6 presentations) (March 30)

Circuit 5 DJJ Conference (2 workshops) (April 1)

KCI Training (April 7) Oxford Church (April 27)

Lowell Re-entry Inmates (May 2)

KCI Pre-Service Training (May 3)

Lowell Inmates (June 1)

Lake Weir High School (6 presentations) (June 2)

U.S. Army Center, Oviedo, FL (August 9)

CTAE Radiology Students (September 1)

Black Achievers (September 13)

Lowell Inmates (September 26)

UF Displaced Homemakers Program (October 4)

Dept. Of Juvenile Justice Inmates (October 28)

KCI Pre-Service (November 8)

Dept. of Corrections Parole (November 9)

KCI Staff Training on Domestic Violence (November 28)

#### -- COMMUNITY ACTIVITIES (25)

Fitness Expo @ Paddock Mall (January 15)

Valentine's Day Gift Wrap Campaign (February 11 – February 14)

KidFetti (February 26)

Family Fun Day @ Paddock Mall (March 5)

Hope and Healing Rally, Downtown Square (March 11)

Hands Are Not for Hurting Expo (March 26)

MCCA Provider Fair (April 6)

Children and Family Day (April 9)

Victims' Rights Activities: 3 Events (April 11, April 13 and April 16)

Blessed Trinity Health Expo (April 29)

MOM's Nite Out @ Paddock Mall (May 5)

Mother's Day Gift Wrapping Campaign @ Paddock Mall (May 5 – May 7)

National Nite Out @ Ocala Police Department (August 2)  
Eighth Annual Back to School Bash (August 13)  
Above the Scars (August 19)  
2<sup>nd</sup> Annual Domestic Violence and Unity Day Celebration (September 29)  
Kids Central Inc. Kinship Care Conference (September 30 – October 1)  
Eleventh Annual "The Secret is Out: Let's Talk About It!" (October 7)  
Red Ribbon Kick-off (October 24)  
3<sup>rd</sup> Annual Girl's Night Out (November 3)  
11<sup>th</sup> Annual Children First Breakfast (November 9)  
Clothing Give-a-way (December 14 – December 16)  
Gift of Christmas Block Party (December 17)  
Seventh Annual Gift of Christmas Toy Drive (November - December 2011)  
Gift Wrapping Campaign (Paddock Mall – December 2011)

### **TRAININGS (11)**

Social Media Workshop, Jacksonville, Fl (January 17)  
Blood Borne Pathogens Training (January 20)  
Managing Interpersonal Relationships, Gainesville, Fl (April 18 – April 19)  
Kids Central Inc Core Competency (May 9)  
Child Protection Conference (May 10)  
CFCAA Conference (May 11- May 13)  
Kids Central Inc Diversity Training (May 17)  
Through the Eyes of a Child: Witnessing Intimate Partner Violence (May 20)  
Developing a Coordinated Community Response to Domestic Violence (June 22)  
SOA Law Day (July 29)  
40 Developmental Assets (August 29-August 30)

## **2012 FAMILY VIOLENCE PREVENTION STRATEGIC PLAN**

### **Coordinator – Monica Bryant**

**GOAL:** To increase awareness about family violence (child abuse, dating violence, domestic violence and elder abuse) in the community through education and outreach and develop evidence-based outcomes.

**OBJECTIVE 1:** Continue to increase the family violence prevention workgroup's presence in the community by continuing to build partnerships with the business community, social service agencies and civic and community organizations in Marion County.

Action Step 1: Continue to coordinate the Family Violence Prevention Workgroup meetings and conduct community presentations.

Individual Assigned: Monica Bryant

Date Due: Jan. – Dec. 2012

Action Step 2: Write monthly letters to the editor and op/ed pieces for publication in the Ocala Star-Banner to keep the issue in the forefront.

Individual Assigned: Monica Bryant; Family Violence Prevention Workgroup

Date Due: Jan. – Dec. 2012

**OBJECTIVE II:** Secure funding sources for family violence prevention programs for marketing, educational materials and services for victims of family violence.

Action Step 1: Partner with other organizations to apply for state and federal grants to support prevention programs and to provide additional resources for victims of dating and domestic violence in Marion County.

Individual Assigned: Monica Bryant/ Family Violence Prevention Workgroup

Date Due: Jan. – Dec. 2012

Action Step 2: Recruit corporate sponsors or businesses to as community partners to support family violence prevention programs in Marion County.

Individual Assigned: Monica Bryant/ Family Violence Prevention Workgroup

Date Due: Jan. – Dec. 2012

**OBJECTIVE III:** Provide a centralized location for the community to obtain information about family violence prevention resources and services in Ocala/Marion County and track statistics and examine trends.

Action Step 1: Continue to update the current family violence prevention website and utilize a variety of social media tools (Facebook, blogs,

Twitter) and local community papers (UNITE, The Voice, MCCA monthly newsletter).

Individual Assigned: Monica Bryant/Family Violence Prevention Workgroup

Date Due: Dec. 2012

Action Step 2: Continue to provide family violence prevention packets to community groups, guidance counselors, churches, etc., which contains resources and information to help educate the various groups on how to respond and/or address family violence.

Individual Assigned: Monica Bryant/Family Violence Prevention Workgroup

Date Due: Jan. – Dec. 2012

Action Step 3: Compile statistics on various aspects of domestic violence using sources including Domestic Violence Center, Domestic Violence Hotline, DCF, local law enforcement and FDLE. Continue to track and monitor relevant statistics to determine the level of family violence in Marion County and examine trends.

Individual Assigned: Monica Bryant/Family Violence Prevention Workgroup

Date Due: Jan. – Dec. 2012

## 2011 GRANT FINAL REPORT

Manager – Gerry Brent

**GOAL:** To assist in providing support to the community using the grant writing process to secure funding resources aligned with the Alliance's vision, goals and priorities.

**OBJECTIVE I:** Demographic and decision-making data will be available for identifying areas of need for grant writing and Alliance evaluation and identification of focus areas.

Individual Assigned: Gerry Brent

Date due: December 2011

**COMPLETED**

Action Step 1: Continue maintenance and expansion of database containing research, statistics, newspaper clippings and decision-making materials will be collected, analyzed, and maintained up-to-date regarding social issues in Marion County.

Individual Assigned: Gerry Brent

Date due: December 2011

**COMPLETED**

Action Step 2: Subscriptions will be maintained to e-mail publications, monitor local newspapers and magazines, databases will be collected from community organizations, workshops and seminars will be attended, information will be shared with community groups.

Individual Assigned: Gerry Brent

Date due: December 2011

**COMPLETED**

Action Step 3: Information on available grant funding opportunities will be shared with Alliance members via the Alliance e-mail notification system on a regular basis.

Individual Assigned: Gerry Brent

Date Due: December 2011

**COMPLETED**

Action Step 4: Current trends and research related to grants and funding resources will be disseminated and interpreted to evaluate the impact on the community and identify needs.

Individual Assigned: Gerry Brent

Date Due: December 2011

**COMPLETED**

**OBJECTIVE II:** Community organizations and Alliance members will have access to grant writing assistance and consultation to assist the organizations and the Alliance in achieving their goals.

Action Step 1: Continue monthly Marion County Grant Writers' Network meetings with a goal toward expanding membership and services. This will be accomplished by offering quality speakers and topics of interest to Marion County grant writers.

Individual Assigned: Gerry Brent

Date Due: December 2011

**COMPLETED**

Action Step 2: A monthly column will continue to be written for the Alliance newsletter discussing various aspects of grant writing.

Individual Assigned: Gerry Brent

Date Due: December 2011

**COMPLETED**

Action Step 3: Resources will be available to Alliance members to meet with the Alliance grant writer and other grant writers via a Grant Writers' Resource List to discuss the subject covered in the monthly newsletter column, general concerns, receive grant writing assistance, and/or obtain answers to questions about current or proposed grants.

Individual Assigned: Gerry Brent

Date Due: December 2011

**COMPLETED**

**OBJECTIVE III:** Write and submit grant applications that correlate with community needs and are in synchronization with the Alliance goals. The target is at least \$500,000 in grant funding to be received in 2011.

Action Step 1: Collaborate with other agencies in planning program goals, objectives, methods, and services.

Individual Assigned: Gerry Brent

Date Due: December 2011

**ENDED 7/31/11**

**OBJECTIVE IV:** Grant writing areas of focus will be:

- 1) Support Alliance Workgroups:
  - Family Violence Prevention
  - CCASA
  - Teen Pregnancy
  - Childhood Nutrition
  - Mentoring
- 2) Afterschool and tutoring programs  
For elementary and middle school students (4 days per week)  
Family literacy initiatives  
Summer and holiday programs
- 3) Children's health:
  - Substance Abuse Prevention
  - Get Fit Ocala programs
  - Access to Healthcare

- Bullying

4) Financial stability in low-income areas by facilitating the implementation of programs, activities, and strategies designed to achieve Alliance and community goals and objectives.

Action Step 1: Prepare required reports and maintain all appropriate records for active grant programs.

Individual Assigned: Gerry Brent

Date Due: December 2011

**ENDED 7/31/11**

Action Step 2: Assist with monitoring grant compliance of Alliance members with various grant programs.

Individual Assigned: Gerry Brent

Date Due: December 2011

**ENDED 7/31/11**

Action Step 3: Assist and support Alliance outreach and fundraising events.

Individual Assigned: Gerry Brent

Date Due: December 2011

**ENDED 7/31/11**

Action Step 4: Maintain MCCA presence on social media sites; i.e., Facebook.

Individual Assigned: Gerry Brent

Date Due: December 2011

**COMPLETED**

## 2012 STRATEGIC PLAN: GRANT WRITERS' NETWORK Chair – Gerry Brent

**GOAL:** To assist in providing support to non-profit organizations in Marion County through education and resource sharing to facilitate obtaining grant funding.

**OBJECTIVE I:** Community organizations and Alliance members will have access to grant writing assistance to help them achieve their goals.

Action Step 1: Continue monthly Marion County Grant Writers' Network meetings with a goal toward expanding membership and services. This will be accomplished by offering quality speakers and topics of interest to Marion County grant writers.

Individual Assigned: Gerry Brent

Date Due: December 2012

Action Step 2: A monthly column will continue to be written for the Alliance newsletter discussing various aspects of grant writing.

Individual Assigned: Gerry Brent

Date Due: December 2012

Action Step 3: A grant writers' resource list will be maintained and shared to help organizations writing grants identify people who can mentor and assist them in the process.

Individual Assigned: Gerry Brent

Date Due: December 2012

**OBJECTIVE II:** Community organizations and Alliance members will have access to information regarding grant funding opportunities.

Action Step 1: Subscriptions to various grant funding alerts will continue to be maintained in order to provide timely information on grant opportunities.

Individual Assigned: Gerry Brent

Date Due: December 2012

Action Step 2: Grants e-mail database will be maintained for accuracy.

Individual Assigned: Gerry Brent

Date Due: December 2012

Action Step 3: Grant opportunities will be e-mailed to a list of approximately 400 recipients to provide information on funding available.

Individual Assigned: Gerry Brent

Date Due: December 2012

Action Step 4: Social marketing will be utilized via a Facebook page and Twitter in order to maintain contact with Marion County Grant Writers and provide additional information.

Individual Assigned: Gerry Brent

Date Due: December 2012

## **2010 FINAL REPORT – MENTORING COALITION Chair – Rev. Jim Bullock**

**GOAL:** To raise awareness of the needs and opportunities for mentors in Marion County.

**OBJECTIVE I:** To help mentoring agencies come together and explore ways to work together to recruit many different kinds of mentors in the community.

Action Step 1: To continue surveying of mentor agencies in their mentoring program, the kind of needs of their youth, recruitment, getting background checked and training.

**Different mentoring agencies came together (Take Stock in Children, Youth Reach, Juvenile Justice, Big Brothers Big Sisters after reorganizing and RSVP). We met and learned more** about each agency and helped each other with recruiting mentors.

Action Step 2: To seek out an agency to establish mentoring services for the underserved including elementary children.

**We began to work on an agreement with school counselors and principals to begin mentoring in the elementary schools. We met with the head of the counselors and the head of school principals and got their agreement to work with us to begin mentoring in our elementary schools. We are still in the beginning phases of this work.**

**OBJECTIVE II:** Develop a process of recruiting mentors.

Action Step 1: Continue to educate the community about mentoring needs in Marion County using our mentoring brochure.

**We did this and are now updating our brochure adding new agencies.**

Action Step 2: Jim Bullock to help recruit potential mentors for agencies who already provide background checks and training.

**We began doing this for Take Stock in Children and for Juvenile Justice kids who are 17 and 18, going into a program.**

## 2012 STRATEGIC PLAN MENTORING COALITION

Chair – Rev. Jim Bullock

**GOAL:** To continue to raise awareness of the needs and opportunities for mentoring in Marion County.

**OBJECTIVE I:** To help mentoring agencies come together and explore ways to work together, to organize an effective program in mentoring.

Action Step 1: Survey mentoring agencies and their mentoring programs. Who are the youth they reach out to? How do they recruit? What kind of training do they provide? What kind of background check do they require?

Action Step 2: To seek out other agencies and faith communities that mentor children and youth.

**OBJECTIVE II:** To continue to develop a process of recruiting mentors.

Action Step 1: Educate the community about mentoring needs.

Action Step 2: To continue recruiting mentors.

Action Step 3: Celebrate Mentoring Month in February by having a Guest Speaker at the Alliance meeting with vendors.

**2011 Final Report**  
**Safe Kids Marion Work Group**  
**CHAIR: Donna McCroan (January-June 2011)**  
**Evelyn J James (July-December 2011)**

**GOAL:** To reduce the number of preventable accidents to young people seventeen years old or less. Safe Kids Marion FL Chapter will organize two campaigns in 2011 that will target prevention of specific dangerous activities.

**OBJECTIVE 1:** Educate the community as to the danger and available preventive measures to address the risky behaviors that young people engage in and/or are exposed to.

- Utilized print media (Family Times, June-July 2011 issue) to promote water safety message
- Distributed flyers and promoted classes related to Child Passenger Safety Classes
- Distributed flyers and promoted Powerful Parenting Classes
- Distributed materials related to water safety
- Coordinated four CPR classes
- Participated in AAA Insurance Car Seat Safety event, March 25, 2011
- Participated in Walk to School Day at Oakcrest Elementary October 5, 2011
- Participated in two community Halloween events addressed Pedestrian Safety
- Provided bicycle helmet fitting and education
- Continued educational partnership with Success By 6
- Promoted Fire Safety Education (city and county)

**OBJECTIVE 2:** Make available to the community aids and devices that could reduce preventable accidents and deaths. (i.e. bike safety helmets, car seats, Water Watcher Tags)

- Continue to partner with Ocala Police Department to provide car seats at car seat inspection stations
- Provided reflective items/materials, bicycle helmets and safety skills at International Walk to School Day participants
- Provided reflective items/materials and safety skills at Halloween events (Boo Bash and Safe Halloween @ Oakcrest Elementary School)

- Provided swimming lessons for 55 youth through Safe Kids grant and in partnership with Ocala Recreation and Park's Aquatic program and facility

**OBJECTIVE 3:** Develop community partnerships and alternative funding sources to fund and provide continuity for Safe Kids Marion FL Chapter initiatives.

- Partnered with the following entities:
  - Marion County Health Department (Child Health, School Health, Healthy Start and Health Education-BRAZEN, Healthy Communities-Healthy People and Tobacco Prevention-SWAT Students Working Against Tobacco)
  - Early Learning Coalition-Success By 6
  - Healthy Start North Central Coalition
  - Marion County Public Schools
  - The Centers
  - Ocala Fire Rescue
  - Marion County Fire and Rescue
  - Ocala Recreation and Parks
  - Marion County Parks and Recreation
  - Marion County Public Library
  - Ocala Police Department
  - Marion County Sherriff's Office
  - Girl Scouts of West Central Florida
  - Community Traffic Safety Team
  - CLM-Workforce Development
  - Childhood Development Services, Inc
  - Marion County Senior Services
- Funding received from the following:
  - Safe Kids USA-Water Safety Grant \$3000
  - Safe Kids USA International Walk to School Day \$500
  - Safe Kids USA Halloween Safety \$500

**OBJECTIVE 4:** Develop Safe Kids Marion FL Chapter annual Event Calendar.

- Events calendar created, maintained and distributed by coordinator

## 2012 Strategic Plan



**Chair: Evelyn J James**

**GOAL:** To reduce the number of preventable accidents to young people seventeen years old and younger. Safe Kids Marion FI Chapter will organize two campaigns in 2012 that will target prevention of specific dangerous activities.

**OBJECTIVE I:** Maintain active membership in Safe Kids USA

Action Step 1:

- Chairperson will coordinate Safe Kids Marion FI Chapter
- Participate in Safe Kids program mandates (i.e. conference calls, monitor and maintain webportal, complete reporting tools, etc.)

**OBJECTIVE II:** Educate the community about the danger and available preventive measures to address risky behaviors that young people engage in and/or are exposed to.

Action Step 1:

- Include Safe Kids Marion in MCCA website. Content will include prevention messages for Vehicle, Home & Water Safety as well as outreach and events.
- Publicize SKM Event Calendar to alert the public and our community partners.
- Access radio shows or talk shows to promote SKM prevention goals on air.

Action Step 2: Use current materials or develop new ones to educate the public on specific prevention messages.

- Vehicle Safety:
  - Car Seat Safety
    - Various Safe Kids USA and Fl. DOH resources / publications.
  - Hyperthermia Prevention
    - Look Before You Lock / Car Seat Buddy by Safe Kids Marion
  - Bike Helmet Safety
    - Wear Your Helmet the Right Way, Every Day by the Epilepsy Foundation of Florida.

- Home Safety:
  - SIDS & Shaken Baby Prevention
    - Distribute Co-Sleeping and SIDS door-hanger, by Success By 6, Early Learning Center.
    - Distribute as available PSAs and/or educational information provided by Healthy Start & Healthy Families to promote SIDS & Shaken Baby Prevention.
  - Fire Safety:
    - Collaborate with Marion County Fire Rescue and Ocala Fire Rescue to promote Fire Safety, using educational information developed by Fire Safety experts.
- Water Safety:
  - Distribute educational materials on water safety “Layers of Protection” using [www.waterproofFL.org](http://www.waterproofFL.org)
  - Coordinate CPR Classes for parents with children ages 1 – 4 and parents of children with special needs.
  - Distribute Water Watcher Checklists and WaterproofFL education materials to parents with children 1 – 4 years old and children with special needs.
  - Advertise water safety messages during the swimming season, (i.e. MCCA Newsletter, MCHD sites, etc.)

Action Step 3: Facilitate (and/or participate in) community events

- Vehicle Safety
  - Child Car Safety events
    - Promote CPS Tech Classes to increase awareness and use as a recruitment tool.
    - Assist in coordination of car seat inspection stations
    - Distribute hyperthermia materials year round to educate parents on heat dangers to children left alone in vehicles.
    - Continue partnership with local automobile dealership for Safety In & Around Vehicles
    - AAA Insurance Car Seat Safety event.
  - Pedestrian Safety: International Walk to School Day (October 2012)
  - Pedestrian Safety: Halloween Safety (October 2012)
  - Bike Helmet Safety:
    - Continue collaborating with community partners.
- Home Safety:
  - SIDS & Shaken Baby Prevention
    - Continue education partnership with Success By 6
      - Powerful Parenting classes.
      - Caring through Cribs classes
  - Fire Safety:

- Distribute promote Fire Safety education information developed by Fire Safety experts.
- Water Safety
  - Continue collaborating with community partners.

Action Step 4: Work with Marion County Public Schools to make prevention information available to students and parents.

- Vehicle Safety:
  - Continue to promote the "Safe Routes to Schools" program within our community
  - Facilitate events to provide vehicle, pedestrian and bicycle helmet safety education for public school students
- Home Safety:
  - SIDS & Shaken Baby Prevention:
    - Partner with Success By 6 to continue the Co-Sleeping Prevention / SIDS Awareness / Preventing Shaken Babies programs for pregnant teens in the Marion County Public schools: CTAE, YPP, PACE Center for Girls and Hands of Mercy
  - Fire Safety:
    - Partner with Marion County Fire Rescue and Ocala Fire Rescue to promote Fire Safety,
- Water Safety:
  - Continue targeting parents with children 1 – 4 years old and parents of children with special needs
- Publicity / Media Awareness

**OBJECTIVE III:** Make available to the community aids and devices that could reduce preventable accidents and deaths. (i.e. bike safety helmets, car seats, Water Watcher Tags)

Action Step 1: Collaborate with community members and/or attend outreach opportunities in the community to demonstrate and/or provide appropriate aids and devices.

- Vehicle Safety:
  - Car Seat Safety / Hyperthermia Prevention
    - Car Seat Installations
- Pedestrian Safety
  - Safe Routes to Schools / International Walk to School Day reflective items or materials
- Bike Helmet Safety
  - Distribute helmets, reflective materials, etc.
- Water Safety:
  - Use [www.waterproofFL.org](http://www.waterproofFL.org) materials to educate parents and community partners about water safety best practices of

using multiple barriers / layers of protection to prevent drowning.

**OBJECTIVE IV:** Access community and alternative funding sources to support and sustain initiatives.

Action Step 1: Develop/enhance community partnerships and apply to alternative funding sources.

- Research funding opportunities.
- Assist in fundraising opportunities that support initiatives.

**OBJECTIVE V:** Develop Safe Kids Marion FL Chapter annual Event Calendar.

Action Step 1:

- Chairperson will update calendar of events.

# 2011 Teen Pregnancy Prevention Final Report

## Chair – Rashad Jones

### Highlights and Accomplishments

- Marion County's 2010 birth rates for females, ages 13 – 16 are at an all-time low (Source: [www.floridacharts.com](http://www.floridacharts.com)).

The Teen Pregnancy Prevention Workgroup accomplished the following:

- Developed an assessment tool to collect data from pregnant teens or teen mothers in Marion County to determine what set of circumstances led to their pregnancy and what may have been done to avoid it.
- Conducted this assessment with a total of 50 young ladies who were pregnant during the assessment or were already teen mothers.
- Developed an educational video consisting of several teen mothers sharing the challenges of teen parenting and encouraging others to choose abstinence.
- Developed a “34475 Initiative” focusing much of the workgroups attention on this zip code because of its disproportionate number of teen births.
- Developed partnership with 1 local organization.
- Received \$472.78 in donations from this local organization.
- Purchased 5000 flyers for winter break events.
- Reconfigured our 2011 Strategic Plan to distribute the workload over the course of three years, ranging from 2011 – 2013, focusing on Objectives 1 and 4 in 2012.

The Marion County Health Department's Abstinence Education Program, BRAZEN, a member of the workgroup, accomplished the following:

- Provided teen pregnancy prevention education to 5,091 Marion County Youth ages 9 – 18.
- Provided teen pregnancy prevention education to 132 parents, caregivers, or other significant adults.
- Conducted 394, 1 - 1.5 hour teen pregnancy prevention education presentations.
- These presentations were conducted at 33 different classrooms, schools, churches/faith communities and other locations.
- Provided education to 7 of Marion County's public high schools.
- Provided education to 5 of Marion County's public middle schools.
- Provided education to 3 of Marion County's public elementary schools.
- Provided education to 1 of Marion County's charter schools.
- Provided education to 1 Marion County private K – 8 schools.

- **Provided education to 3 churches/faith communities.**
- **Provided education to 2 of Marion County's correctional facilities.**
- **Developed partnership with 30 local and corporate businesses and organizations.**
- **Received \$5782.22 in donations and contributions from these 30 local and corporate businesses and organizations.**
- **Conducted 2 community outreach events during summer break reaching 135 youth, parents, caregivers, and other concerned adults.**
- **Recruited 22 youth volunteers.**
- **Conducting 2 community outreach events at Howard Middle School (34475 Initiative) during winter break.**
- **Purchased advertising in a local, bi-monthly publication, featuring our winter events that will be distributed via 30,000 print copies to several Marion County businesses and other organizations.**
- **Designed flyers and posters for winter break events.**
- **Distributed approximately 5000 flyers and posters to schools, local businesses to promote our winter break events.**

**Goal:** To continue reducing the incidences of teen pregnancy in Marion County.

**OBJECTIVE I:** Strategically target the community with evidence-based approaches focusing on pregnancy prevention in the following areas.

- a)** Parents/ Care givers
- b)** Teens/ Youth → Females/ Males
- c)** Educators/ Schools → All grade levels
- d)** Legislators
- e)** Law Enforcement/ Judges
- f)** Local Communities/ Neighborhoods
- g)** Faith Based Communities
- h)** Health Care Professionals/ School Nurses
- i)** Business Leaders/ Employers

Action Step 1: Develop a name, logo and image in order to identify workgroup's services to the community.

Strategies:

- Utilize a diverse focus group of youth from neighborhoods in targeted communities i.e. zip codes 34475, 34482, 34474, 34470 and 34472 to choose a name and logo.

**In progress**

- Utilize a graphic artist to develop the visual concept conceived by youth focus group.

**In progress**

Action Step 2: Host and participate in community awareness events and activities.

Strategies:

- Partner with community agencies who are hosting events in order to offer educational services and/or information.
  - Kidfetti
  - Kids Central Inc. - Spring Fling
  - Marion County Health Dept. – BRAZEN Educational Presentations, Bi-Annual Teen Rallies and Parent Workshops
  - Marion County Health Dept. – Health Fair
  - Pace Center for Girls – Quarterly Family Outing
  - Also other events as available.

**Completed**

- Plan and host community awareness events.

**Completed**

Action Step 3: Develop and offer brochures providing helpful guidelines for parents on teen dating (What to Expect and What to Do), role modeling, relationships and rules, etc.

Strategies:

- Develop content for brochures.  
**2013**
- Develop the visual concept and layout for brochures.  
**2013**
- Procure multiple funding sources i.e. donations, grants, foundation contributions etc. to support these activities.  
**2013**
- Print brochures.  
**2013**
- Distribute brochures to the targeted communities and community partners.  
**2013**

Action Step 4: Coordinate educational efforts with Marion County Public School System media efforts to promote these activities to the community.

Strategies:

- Partner with MCPSS to promote appropriate services, activities and opportunities offered by workgroup to students, parents, faculty and staff on a continual basis.

**Completed**

**OBJECTIVE II:** Reduce repeat pregnancies of teen mothers and fathers.

Action Step 1: Develop (and/or obtain) and utilize an assessment tool for pregnant teens and teen parents.

Strategies:

- Research and develop an assessment tool that will be used to determine what set of circumstances led to the teen pregnancy and what may have been done to avoid it.

**Completed**

- Compile and analyze the assessments findings.

**Completed**

- Utilize the assessments findings to better serve the goal of our workgroup.

**Completed**

Action Step 2: Identify pregnant teens and teen parents through partnerships i.e. CDS Teen Parent Program, CTAE, Early Head Start, Hands of Mercy, Healthy Families, Healthy Start, Marion County Health Department, Marion County Public School System Student Services & Guidance and School Health etc. Once identified, we plan to provide educational services to them about preventative options & consequences via multiple mediums and if unsuccessful final report would explain why. We will also encourage them to participate in a teen pregnancy assessment.

Strategies:

- Develop partnerships with these organizations.

**Completed**

- Utilize their staff in the assessment process.

**Completed**

- Invite and encourage pregnant teens and teen parents to participate in educational services i.e. classes and workshops.

**Completed**

- Invite and encourage pregnant teens to become peer educators to other teens to explain the challenges of teen pregnancy and other areas of interest that they may have.

**Completed**

Action Step 3: Access and involve the fathers of teen pregnancies.

Strategies:

- Provide resources to fathers of teen pregnancies, i.e. emotional support, financial support, etc.

**2013**

- Provide resources to pregnant teens and teen mothers on how to involve the father of the child, i.e. emotional support, financial support, etc.

**2013**

Action Step 4: Develop and maintain corporate partnerships i.e. points of access and the business community.

- Identify organizations that have an interest in the reduction of teen pregnancy and repeat teen pregnancies.

**Completed**

- Engage organizations to partner with workgroup and action steps.

**Completed**

Action Step 5: Utilize a zip code targeted media campaign.

Strategies:

- Procure multiple funding sources i.e. donations, grants, foundation contributions etc. to support these activities.

**Completed**

- Develop and implement billboards, flyers, posters, articles and radio & TV PSAs etc. targeting teen pregnancy and repeat teen pregnancies in the following zip codes; 34475, 34482, 34474, 34470 and 34472.

**Completed**

**OBJECTIVE III:** Reward teens and youth for positive choices.

Action Step 1: Develop reward criteria and reward youth for outstanding positive choices.

Strategies:

- Decide which set of choices by local youth are deserving of recognition and rewards by our workgroup.

**2013**

- Partner with the MCPSS to aid in selecting outstanding youth.

**2013**

- Determine appropriate rewards for potential recipients i.e. certificates, trophies, promotional t-shirt, electronics, local magazine spotlights, billboard spotlights, community college scholarships, etc.

**2013**

- Partner with the business community to seek sponsorships to reward youth.

**2013**

Action Step 2: Develop public school based PSA competitions.

Strategies:

- Determine the frequency of the public school based PSA competitions i.e. annually or bi-annually, etc.

**2013**

- Partner with MCPSS to invite public schools to participate in a PSA challenge focusing on youth making positive choices.

**2013**

- Partner with the business community to seek sponsorships to reward the winning school(s).

**2013**

- Partner with local media sources to feature winning schools.

**2013**

Action Step 3: Develop a media campaign to spotlight teens and youth for outstanding positive choices (i.e. magazine covers & billboards).

Strategies:

- Partner with the local media organizations to seek sponsorships to reward youth.

**2013**

- Procure multiple funding sources i.e. donations, grants, foundation contributions etc. to support these activities.

**2013**

- Determine the frequency of the campaign for spotlighting each youth i.e. monthly, quarterly, annually, etc.

**2013**

- Partner with the MCPSS to aid in selecting outstanding youth.

**2013**

Action Step 4: Utilize promotional items to reward youth who participate in activities hosted by workgroup (i.e. t-shirts, bumper stickers, etc.).

Strategies:

- Procure multiple funding sources i.e. donations, grants, foundation contributions etc. to support these activities.

**2013**

- Obtain and/or purchase promotional items.

**2013**

Action Step 5: Develop a community-based youth leadership group.

Strategies:

- Invite, encourage and recruit local youth to assist in workgroup's efforts in a variety of leadership capacities.

**2013**

- Research, develop, and/or obtain a screening tool for youth leaders.

**2013**

- Give youth leader's opportunities for personal development, creative input, ideas, volunteer hours etc.

**2013**

- Partner with MCPSS to promote the youth leadership group opportunities offered by workgroup to students.

**2013**

Action Step 6: Host community events to recognize and/or reward teens and youth for positive choices.

Strategies:

- Plan events to reward outstanding youth in Marion County.

**2013**

- Procure multiple funding sources i.e. donations, grants, foundation contributions etc. to support these activities.

**2013**

- Invite, encourage and recruit local youth to assist in the planning efforts in a variety of leadership capacities.  
**2013**
- Partner with the MCPSS to aid in selecting outstanding youth.  
**2013**
- Partner with the business community to seek sponsorships to reward the winning school(s).  
**2013**
- Select a venue i.e. Downtown Square etc.  
**2013**

**OBJECTIVE IV:** Develop, coordinate and/or implement programs for youth during down time i.e. winter break, spring break, summer break, half-days and holidays.

Action Step 1: Include youth leaders when planning community based youth events.

- Invite, encourage and recruit local youth to assist in down time activity development in a variety of leadership capacities.

**Completed**

Action Step 2: Identify and compile information concerning local activities in targeted communities during down time.

- Develop partnerships with organizations that offer youth activities that are accessible to youth from the targeted communities.

**Completed**

- Develop an on-going calendar of events of activities offered by these organizations.

**In progress**

- Promote these activities to the targeted communities via multiple mediums.

**In progress**

- Partner with MCPSS to promote the activities and opportunities offered via workgroup to students, parents, faculty and staff.

**In progress**

- Partner with local media sources i.e., Family Times, Devereux Kids, MCCA Newsletter, etc. to feature activities and opportunities offered via workgroup to youth.

**In Progress**

Action Step 3: Offer free or reduced cost activities during down time (i.e., music lessons, dance classes, martial arts, etc.) Strategies:

- Partner with the business community to seek sponsorships and support for youth to participate in these activities.

**On-going**

- Procure multiple funding sources i.e. donations, grants, foundation contributions etc. to support these activities.

**On-going**

- Partner with MCPSS to promote the activities and opportunities offered via workgroup to students, parents, faculty and staff.

**On-going**

- Partner with local media sources to feature activities and opportunities offered via workgroup to youth.

**Completed**

Action Step 4: Develop activities for summertime i.e. Marion County American Idol event etc.

- Invite, encourage and recruit local youth to assist in summertime activity development in a variety of leadership capacities.

**Completed**

- Identify venues to conduct activities.

**Completed**

- Procure multiple funding sources i.e. donations, grants, foundation contributions etc. to support these activities.

**Completed**

Action Step 6: Develop corporate partnership with the business community to offer volunteer and employment opportunities for youth.

- Identify organizations that can utilize youth volunteers and/or employees.

**Completed**

- Partner with these organizations to bridge them to youth that are interested in volunteer or employment opportunities.

**Completed**

- Partner with MCPSS and other organizations to promote these opportunities offered by business partners.

**In-progress**

## 2012 Teen Pregnancy Prevention Strategic Plan Chair – Rashad Jones

**\*We reconfigured our 2011 Strategic Plan to distribute the workload over the course of three years, ranging from 2011 – 2013 by focusing on the following two objectives.\***

**Goal:** To continue reducing the incidences of teen pregnancy in Marion County.

**OBJECTIVE I:** Strategically target the community with evidence-based approaches focusing on pregnancy prevention in the following areas.

- Parents/ Care givers
- Teens/ Youth → Females/ Males
- Educators/ Schools → All grade levels
- Legislators
- Law Enforcement/ Judges
- Local Communities/ Neighborhoods
- Faith Based Communities
- Health Care Professionals/ School Nurses
- Business Leaders/ Employers

Action Step 1: Develop a name, logo and image in order to identify workgroup's services to the community.

Strategies:

- Utilize a diverse focus group of youth from neighborhoods in targeted communities i.e. zip codes 34475, 34482, 34474, 34470 and 34472 to choose a name and logo.
- Utilize a graphic artist to develop the visual concept conceived by youth focus group.

Action Step 2: Host and participate in community awareness events and activities.

Strategies:

- Partner with community agencies who are hosting events in order to offer educational services and/or information.
  - Kidfetti
  - Kids Central Inc. - Spring Fling
  - Marion County Health Dept. – BRAZEN Educational Presentations, Bi-Annual Teen Rallies and Parent Workshops
  - Marion County Health Dept. – Health Fair
  - Pace Center for Girls – Quarterly Family Outing
  - Also other events as available.
- Plan and host community awareness events.

Action Step 3: Coordinate educational efforts with Marion County Public School System media efforts to promote these activities to the community.

Strategies:

- Partner with MCPSS to promote appropriate services, activities and opportunities offered by workgroup to students, parents, faculty and staff on a continual basis.

**OBJECTIVE II:** Develop, coordinate and/or implement programs for youth during downtime i.e. winter break, spring break, summer break, half-days and holidays.

Action Step 1: Include youth leaders when planning community based youth events.

- Invite, encourage and recruit local youth to assist in downtime activity development in a variety of leadership capacities.

Action Step 2: Identify and compile information concerning local activities in targeted communities during down time.

- Develop partnerships with organizations that offer youth activities that are accessible to youth from the targeted communities.
- Develop an on-going calendar of events of activities offered by these organizations.
- Promote these activities to the targeted communities via multiple mediums.
- Partner with MCPSS to promote the activities and opportunities offered via workgroup to students, parents, faculty and staff.
- Partner with local media sources i.e., Family Times, Devereux Kids, MCCA Newsletter, etc. to feature activities and opportunities offered via workgroup to youth.

Action Step 3: Offer free or reduced cost activities during down time (i.e., music lessons, dance classes, martial arts, etc.)

Strategies:

- Partner with the business community to seek sponsorships and support for youth to participate in these activities.
- Procure multiple funding sources i.e. donations, grants, foundation contributions etc. to support these activities.
- Partner with MCPSS to promote the activities and opportunities offered via workgroup to students, parents, faculty and staff.
- Partner with local media sources to feature activities and opportunities offered via workgroup to youth.

Action Step 4: Develop activities for downtime i.e. spring break, summer break, and winter break.

- Invite, encourage and recruit local youth to assist in downtime activity development in a variety of leadership capacities.
- Identify venues to conduct activities.

- Procure multiple funding sources i.e. donations, grants, foundation contributions etc. to support these activities.

Action Step 5: Develop partnership with the business community to offer volunteer and employment opportunities for youth.

- Identify organizations that can utilize youth volunteers and/or employees.
- Partner with these organizations to bridge them to youth that are interested in volunteer or employment opportunities.
- Partner with MCPSS and other organizations to promote these opportunities offered by business partners.

## **2011 Final Report for Afterschool & Summer Programs Coordinator: Nancy Castillo**

**Goal:** Increase afterschool and summer programs in Marion County.

**Objective I:** Students to have access to affordable afterschool and summer enrichment programs.

Action Step 1: Explore funding opportunities and apply for grants as the opportunity arises.

Individual Assigned: Nancy Castillo

Date Due: December 2011

**In the 2010-2011 school year MCCA had 83 students enrolled in Supplemental Educational Services. Currently, in the 2011-2012 school year 11 students are enrolled in Supplemental Educational Services. Due to lack of financial resources summer programs were not held. Several grants were written for afterschool and summer programming.**

Action Step 2: Seek partnerships with current successful programs.

Individual Assigned: Nancy Castillo

Date Due: December 2011

**Completed**

Action Step 3: Increase community awareness of the need for affordable afterschool tutoring via Alliance newsletter, Alliance website and community-wide events.

Individual Assigned: Nancy Castillo

Date Due: December 2011

**Completed**

Action Step 4: Advertise programs in Alliance newsletter, Family Times and local newspapers.

Individual Assigned: Nancy Castillo

Date Due: December 2011

**Completed**

**Objective II:** Increase or maintain overall math grade by 20%

Action Step 1: Improvement in scores from pre/ post test and school grades. Measurement tools to be used: Achieve Test, Report Cards and School Interim Reports.

Individual Assigned: Nancy Castillo

Date Due: December 2011

**Not completed because math was not offered.**

**Objective II:** Increase or maintain overall reading grade by 20%

Action Step 1: Improvement in scores from pre/ post test and school grades. Measurement tools to be used: Achieve Test, Report Cards and School Interim Reports.

Individual Assigned: Nancy Castillo

Date Due: December 2011

**The average pre-instruction score for Single Word Reading was 54.7 percent of the items correct. The post instruction average score was 86 percent of the items correct. The average increase for students in Single-Word Reading was 31.3 percent. The average pre-instruction score for Passage Reading was 58.7 percent of the items correct. The post instruction average score was 68.7 percent of the items correct. The average increase for students was 10 percent. The average pre-instruction score for Comprehension/Vocabulary was 56.5 percent of the items correct. The post instruction average score was 82.5 percent of the items correct. The average increase for students in reading was 26 percent.**

**2012 STRATEGIC PLAN AFTERSCHOOL  
&  
SUMMER PROGRAMS  
Coordinator – Nancy Castillo**

**GOAL:** Increase afterschool and summer programs in Marion County.

**OBJECTIVE I:** Students to have access to affordable afterschool and summer enrichment programs.

Action Step 1: Explore funding opportunities and apply for grants as the opportunity arises.

Individual Assigned: Nancy Castillo

Date Due: December 2012

Action Step 2: Seek partnerships with current successful programs.

Individual Assigned: Nancy Castillo

Date Due: December 2012

Action Step 3: Increase community awareness of the need for affordable afterschool tutoring via Alliance newsletter, Alliance website and community-wide events.

Individual Assigned: Nancy Castillo

Date Due: December 2012

Action Step 4: Advertise programs in Alliance newsletter, social media, Family Times, Summer Activity Guide and local newspapers.

Individual Assigned: Nancy Castillo

Date Due: December 2012

**OBJECTIVE II:** Increase or maintain overall reading grade by 20% in Supplemental Educational Services.

Action Step 1: Improvement in scores from pre/ post test and school grades. Measurement tools to be used: Achieve Test, Report Cards and School Interim Reports.

Individual Assigned: Nancy Castillo

Date Due: 2011-2012 school year

## **MCCA Staff Involvement in Community Boards & Organizations**

### Mike Jordan

- CLM Workforce Youth Committee
- Early Learning Coalition Board
- Healthy Families Advisory Board
- Kids Central Inc. Board of Directors
- Marion County Medical Society Insurance Trust
- Munroe Regional Medical Center Board of Directors
- Student Health Advisory Committee
- Trustee, Marion County Hospital District (Chairman)

### Monica Bryant

- Safe Kids Marion
- West Ocala Advisory Council
- Hampton Advisory Council
- Governors West Revitalization Council
- Education Training Consortium
- Florida Low Income Housing
- Central Florida Community Action Agency
- Mental Wellness Coalition
- OHA Family Self-Sufficiency Program Committee
- Community With a Heart.

### Jim Bullock

- Arnette House Board of Directors
- Greater Ocala Ministerial Association
- Kids Central Board of Directors
- Public Policy Institute Board
- Racial Harmony Task Force
- Rotary Club of Ocala
- St. Augustine Presbyterian
- Volunteer Chaplin for Juvenile Detention & Youth at County Jail

### Nancy Castillo

- CCASA Alcohol Workgroup
- CCASA Board
- CCASA Events & Public Relations Workgroup
- Devereux Marion Oaks Neighborhood Project
- Generation FIT
- Saturday In The Park Planning Committee
- Tobacco Free Marion

