Outreach Plan for Targeting Youth

For Program Services

Our goal is to meet or exceed all contractual requirements related to Outreach/Prevention as well as maintain and increase community and external stakeholder engagement with CDS, its Mission, and its services. This will occur by continuous and ongoing contacts with the youth, families, institutions, leaders, and intentional brand marketing, throughout our 11 county catchment area.

CDS is fortunate to currently be the recipient of two Federal Basic Center grants, each funding a Community Outreach/Safe Place Specialist to focus on outreach and related marketing activities in and directed to the areas served by the Interface Youth Program – Central (located in Gainesville) and Interface Youth Program – East (located in Palatka.)

The CEO and the two Community Outreach/Safe Place Specialists comprise the CDS Outreach Committee and engage in outreach, marketing, and donor development activities throughout CDS’ catchment area, as well as statewide and nationwide as appropriate. Additionally, part of the Committee’s role is to ensure all team members are educated and capable of being champions for CDS, its Mission, and its activities. All CDS Board and team members will engage in outreach activities relative to their locations and functions appropriate for their talent (such as school activity fairs and open houses).

In the same manner in which a simple childhood immunization can eliminate the risk of some diseases, the outreach and prevention services provided through Interface Youth Program can guide youth toward a positive path serving to divert them from far more expensive juvenile justice institutions.

The objectives of our outreach and prevention initiatives are educational in nature regarding sensitizing the community to the many issues facing our youth. Services also focus on identifying these youth and intervening before problems occur or when they are manageable. Outreach/Prevention services provide a wide safety net for access to services. Activities will focus on children and families who may be in need of services, as well as the community at large.

The Outreach Prevention Program provides the following five (5) types of services:

* 1. **Early Intervention Service** is a series of structured contacts over time delivered to identified participants and designed to address issues as determined by demonstrated risk factors. Risk Factors, as determined by the Department of Juvenile Justice, are as follows:

**Domain Risk Factors**

**School** Attendance, behavior, and academic failure

**Family** Low social economic status, child maltreatment, lack of parental

monitoring, family illegal behavior, family mental health, family

substance abuse, and family instability

**Individual** Substance use/abuse**,** mental health, stealing, running away, guns

and violence

**Peer** Gang membership, anti-social and delinquent peers

CDS’ early Intervention program is SNAP®, which stands for STOP NOW AND PLAN and is an evidence-based, cognitive-behavioral model powered by the minds at Child Development Institute (CDI). SNAP® helps troubled children and their parents learn how to effectively manage their emotions and ‘keep problems small’.

The gender-sensitive **SNAP® Boys and SNAP® Girls** program is designed for children ages 6-11 who are engaging in aggressive, anti-social behavior and/or have come into contact with authority figures at school or in the community. Children and families participate with the goal of preventing future anti-social behavior and reducing the chances of conflict with family, peers, and authority figures.

Boys or Girls attend gender-specific weekly group sessions for 13 weeks. They learn how to use SNAP® in different situations through engaging activities including, discussions, role-playing, and interactive games. A variety of topics, including dealing with angry thoughts and feelings, self-control, problem solving, and bullying are addressed.

* 1. **Informational Service** is specifically time limited in presentation and is delivered through a variety of selected means. It is intended to utilize a wide range of resources to reach a targeted audience for the purpose of increasing awareness of children and families in need of services.

The Basic Center grants for Interface Central and Interface East help CDS target youth considered to be at-risk for running away and/or homelessness (including victims of sexual exploitation and human trafficking), with a particular focus on minority youth and youth residing in impoverished neighborhoods and to support our maintenance and expansion of Safe Place.

Outreach effectiveness is amplified by the continued maintenance of approximately 200 Safe Place sites which includes more than 80 mobile sites (buses) in the service area. This project is a collaborative program to provide quick assistance and guidance to at-risk youth who are vulnerable to exploitation and criminal elements. Safe Place presentations are done on a regular basis for youth in local schools as well as presentations specifically targeting guidance counselors, deans, and resource officers. Participating businesses are trained, certified, and advertised as Safe Places where youth can access emergency services. New sites are added, as community businesses are made aware of the program through information campaigns. Safe Place sites are reviewed once a year and new employees are trained as required.

Press kits containing PSA’s, news releases, and background information on Interface and Safe Place are distributed to radio and television stations, as well as print media. Program information is available in both English and Spanish.

Internet access increases the range and scope of resources available to market to and reach targeted audiences for the purposes of increasing awareness of children and families in need of services significantly. CDS’ Website includes information regarding CDS Safe Place that is available to schools, agencies, businesses, and community groups throughout our three-circuit service area. All of our brochures and publications include our web address [www.cdsfl.org](http://www.cdsfl.org) as well as notes our Facebook presence.

CDS became active on Facebook in 2014 and advertises are presence by including our Facebook Icon on e-mail, letterhead, and fax transmissions as well as providing the link to participants. Our focus is on providing sites which are informational, helpful, interesting, and entertaining. And to that end CDS provides the following:

Website: [CDS Family & Behavioral Health Services, Inc. (cdsfl.org)](http://www.cdsfl.org/)

Instagram: [CDS (@cdsfamilyandbehavioralhealth) • Instagram photos and videos](https://www.instagram.com/cdsfamilyandbehavioralhealth/)

Facebook: [(1) CDS Family & Behavioral Health Services, Inc. | Facebook](https://www.facebook.com/CDSFamily)

YouTube: [CDS Family and Behavioral Health Services - YouTube](https://www.youtube.com/channel/UCQHtxshi6U3T1YheFQimrsA)

CDS has provided a digital newsletter monthly since April of 2018 to over 600 recipients. The newsletter is used to share information about important events in a month such as Child Abuse Awareness; provide recognition for our staff, and market our specific programs.

Informational Services also include participation in agency fairs such as those sponsored by area schools, United Way, Chambers of Commerce, the University of Florida, Santa Fe College, and the March of Dimes, as well as multi-agency collaboration and on-going networking activities which include technical assistance to community groups and/or agencies.

* 1. **Educational Service** includes planned activities or a series of related activities with specific educational objectives delivered to a specific population on a pre-determined time plan. The goal of this service is to increase the knowledge of a specific population within a developed curriculum.

CDS provides **SNAP® for Schools & Communities** whichis an educational curriculum used with 3rd and 4th graders in Rawlings Elementary School focusing on topics such as managing anger, handling peer pressure, and dealing with bullying with the overall goal of increasing productive school attendance.

Other Opportunities for educational services are enhanced by presentations at the University of Florida, Santa Fe College, St. Johns River State College, and Florida Gateway College. Staff maintains contacts at these post-secondary institutions in order to continue outreach to a broader spectrum of the local academic community as well as recruit interns and volunteers in service capacities appropriate for their talents and CDS’ needs.

To complete the implementation of educational services at all levels of school populations, staff participates in Career Days at elementary, middle, and high schools in the community. Utilization of these events results in Outreach/Prevention education services to specific populations within the parameters established by age/educational appropriateness.

* 1. **Service** is a structured activity directed at a specific population demonstrating general risk factors, which may lead to running away, being truant, or becoming ungovernable. Such an activity seeks to reinforce positive attitudes and promote behaviors to reduce runaway, truant, and ungovernable actions.

CDS does not currently offer an alternative service but historically coordinated Project Graduation for 20 years; an all-night party for graduating seniors in a safe environment and coordinated the annual “Spotlight on Youth: Celebration of the Arts” for 18 years ending in 2017. CDS remains open to another prevention event to promote and model pro-social activities, recognize the youth of our community for their talent and achievement and, share with the community our agency’s on-going commitment to youth.

* 1. **Community Development Service** is participation in community mobilization efforts dedicated to promotion of healthy families through community action and/or advocacy.

CDS participates regularly on DJJ Circuit Boards and County Councils, Truancy Committees, Homeless Coalitions, and other organizations throughout our region to ensure that youth issues are represented.

CDS is actively involved in two local anti-drug coalitions: Alachua County Health Promotion and Wellness Coalition (HPW Coalition) formerly known as Partners in Prevention of Substance Abuse (PIPSA) in Alachua County and the Levy County Prevention Coalition. These coalitions are intended to act as catalysts for the counties to identify needs through the collection of information and data in order to institute appropriate evidenced based environmental strategies that are solution oriented. The coalitions also work with their membership and service providers to bring additional resources to bear on the issues of local concern.

CDS has supported the Levy County Coalition as its fiscal agent for several federal and state grants to broaden the Coalition’s impact on Prevention activities in Levy County.

**Coordination with Local Agencies and Stakeholders:**Maintaining appropriate service linkages is an important component of assisting youth and families in removing the barriers that may inhibit successful reunification and development.

IYP maintains Cooperative Service Agreements with agencies and organizations, which are updated every two years to assist participants in the provision of services we do not offer. Included in this array are providers who can assist with alternative living arrangements, health needs, residential drug treatment, vocational planning, returning to school, welfare, and legal issues, as well as those who can help with more complex psychological and/or psychiatric services.

Publicizing CDS’ activities, victories, plans, and needs through robust utilization of its documentation, internet, and social media presence provides an excellent opportunity to engage external stakeholders through individual and community contacts, meetings, program open houses, and presentations. In this regard, CDS deploys the Community Outreach/Safe Place Specialists, CEO, Board Members, team members, interns, and volunteers as CDS’ ambassadors to tell CDS’ lengthy history and evolving ‘story’.

As part of our ongoing stakeholder development initiative CDS ambassadors meet and/or communicate regularly with the following local/regional/statewide supporters and others as identified –

Alachua County Community Support Services

Children’s Trust of Alachua County

Community Foundation of North Central Florida

Community Partnership for Children

Eighth Judicial Circuit bar Association

Florida Alcohol and Drug Abuse Association

Florida and United States legislators

Florida Department of Children and Families

Florida Department of Juvenile Justice

Florida Gateway College

Florida Network of Youth and Family Services

Greater Gainesville Chamber of Commerce

Judiciary, State Attorneys, and Public Defenders

Law enforcement agencies

Local chambers of commerce and business organizations (e.g., Rotary, Altrusa)

LSF Health Systems

Municipal, County, and Statewide government agencies and officials

National Runaway Safeline

National Safe Place

Partnering human service organizations

Partnership for Strong Families

Public Health Department

Santa Fe College

Stewart Marchman Act Behavioral Healthcare

St. Johns River State College

School districts and locations

United Way of North Central Florida

United Way of Suwannee River Valley

University of Florida

We also maintain a strong informal network with many service groups and special friends who can be called upon to assist in planning for alternative living arrangements.

**Coordination with Schools:** We maintain strong relations with the school system and work directly with the McKinney-Vento school district liaisons to ensure that runaway and homeless youth are provided appropriate educational services.

**Outreach Prevention Planning and Accountability:** We data capture the full range of engagement function activities identified above on tracking sheets that are entered into NETMIS where data can be manipulated into a variety of reports for monitoring, performance, and planning purposes.

Outreach and prevention staff maintain an annual calendar of important events for coordination and planning purposes. However, we remain proactively flexible and nimble to adjust to the communities served by CDS and CDS’ correlating operational, human resource, asset, and financial needs.

CDS leadership will review this plan at a minimum every two years and update it as necessary.