

JWB COLLECTIVE

# INITIATIVES

Working Collectively to Improve the Futures of Pinellas County Children

**Preventable  
Child Deaths**



**Childhood  
Hunger**



**Grade-Level  
Reading**



**Mentoring  
& Tutoring**



Investing in Children.  
Strengthening our Community.

# A MESSAGE FROM JWB EXECUTIVE DIRECTOR

For 70 years, the Juvenile Welfare Board has been charged with understanding the needs of Pinellas County's youngest and most vulnerable residents. Through research, analyzing data, and leveraging resources, we wisely invest to strengthen the lives of Pinellas County children and their families.

But today's social problems are more complex than ever. A common agenda and structured form of collaboration are needed.

The concept of collective impact is not new. First documented in the *2011 Stanford Social Innovation Review* and recognized by the *White House Council for Community Solutions*, it is an important framework for progress on social issues. It is based on the belief that organizations must coordinate efforts and work toward a clearly-defined goal in order to create large-scale, lasting change.

The Juvenile Welfare Board and our partners are working collectively to address complex issues and create positive change-- from our Family Services Initiative to the four Collective Initiatives outlined in this booklet. We're committed to a collective impact approach that features:

#### **A COMMON AGENDA**

where all participants share one common vision for change

#### **SHARED MEASUREMENT**

so data is collected and results are measured consistently

#### **MUTUALLY-REINFORCING ACTIVITIES**

with a plan of action to ensure coordination

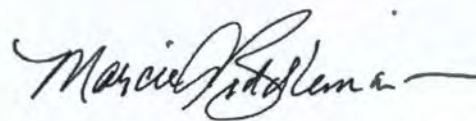
#### **CONTINUOUS COMMUNICATION**

that is open and consistent to build trust among participants

#### **BACKBONE SUPPORT**

organization to serve as a convener and connector

Together with our Board of Directors, funded agencies, and community partners, JWB is asking everyone to be part of the solution. Working collectively, we can improve the futures for all Pinellas County children!



**Dr. Marcie A. Biddleman, DM**  
JWB Executive Director



# STATE OF PINELLAS COUNTY CHILDREN

<p><b>161,576</b> <b>17.6%</b> Total Population Under Age 18 [2013]</p>	<p><b>33,309</b> <b>20.9%</b> Living in Poverty [2012]</p>	<p><b>7,299</b> <b>4.5%</b> Raised by Grandparents [2008-2012]</p>
<p><b>52.4%</b> Eligible for Free or Reduced School Lunches [2015]</p>	<p><b>40,290</b> Considered Food Insecure [2013]</p>	<p><b>7,000</b> Estimated to be Chronically Hungry / Very Low Food Security [2013]</p>
<p><b>78%</b> Kindergarteners Ready for School [2013-2014]</p>	<p><b>54%</b> 3rd Graders Reading on Grade Level [2014-2015]</p>	<p><b>12.8%</b> K-12 Students Absent 21+ Days [2013-2014]</p>
<p><b>8.5%</b> Low Birth Weight Births [2014-- 3 Year Rolling Average]</p>	<p><b>5.8</b> Infant Deaths per 1,000 Live Births [2014-- 3 Year Rolling Average]</p>	<p><b>23.6</b> Teen Births per 1,000 Females Ages 15-19 [2014-- 3 Year Rolling Average]</p>

## SOURCES

American Community Survey (2009-2013); Feeding America/Map the Meal Gap (2013); Florida Dept. of Education; Florida Dept. of Health/ Bureau of Vital Statistics - Florida CHARTS; Pinellas County Schools; Tampa Bay Network to End Hunger; and U.S. Dept. of Agriculture. *Note: Except for school information, all data are estimates or provisional information.*



# PREVENTABLE CHILD DEATHS

Over the past four years, more than 150 young children in Tampa Bay have died from causes that were 100% preventable. These deaths were the result of one of the three leading causes of preventable death for children under six: *suffocation due to unsafe sleep environments, drowning, and abusive head trauma*. We have changed our habits about car seats and lead paint; changing habits around the causes of preventable death for children will save lives, too.

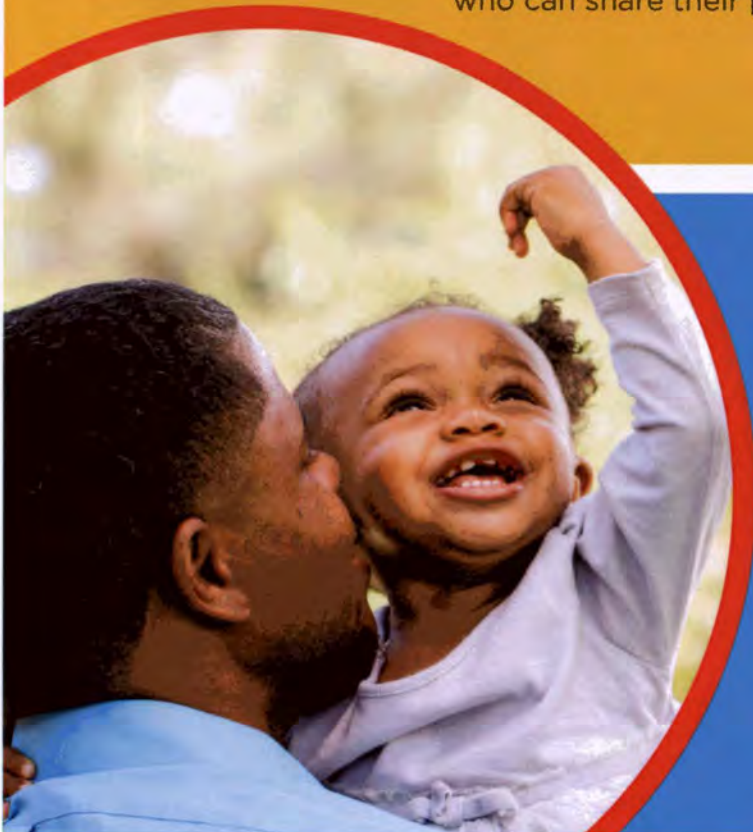
## VISION

No child shall die from one of the three leading causes of preventable death for children under six.



## ACTION PLAN

- ✓ Create a public awareness campaign to address the three leading causes of preventable child death.
- ✓ Develop a Pinellas County work plan focused on:
  - Promoting the campaign through an array of media and communication strategies;
  - Training community leaders as champions to help spread the campaign's message; *-and-*
  - Engaging parents and family members who can share their personal stories.



## RESULTS

A dedicated partner network of Pinellas County child safety experts was established to develop and support a public awareness campaign called *Warning Signs*.

JWB and its partners launched the *Warning Signs* campaign and its new website: [PreventNeedlessDeaths.com](http://PreventNeedlessDeaths.com).

A Pinellas County work plan was adopted that includes common metrics to measure the campaign's success.

# CHILDHOOD HUNGER

More than half of Pinellas County School students qualify for free or reduced price lunches. Plus, at any given time, there are an estimated 7,000 children who are considered chronically hungry and reside in households with very low food security. These children typically do not have enough food on the weekends, during the summer, or on holiday breaks from school. Child nourishment efforts should focus on these gaps to ensure children have adequate food.



## VISION

All children will have access to food on the weekends, during the summer, and during holiday breaks from school.

## ACTION PLAN

- ✓ Provide opportunities for children to access food on weekends and holiday breaks from school.
- ✓ Increase participation in the federally-funded summer food program (Summer BreakSpot) by:
  - Promoting sites through targeted marketing efforts with a focus on high need areas;
  - Piloting a new faith-based site located in the highest need ZIP code 33713; *-and-*
  - Deploying a mobile food truck, in partnership with Pinellas County Schools, to motels located in the highest need ZIP code 33713.

## RESULTS

JWB, in partnership with the Public Defender's Office/Sixth Judicial Circuit, provided more than 145,000 meals to children on weekends and holiday breaks from school.

As a result of focused efforts by JWB and its partners, more than 515,000 meals were served across all 2015 Summer BreakSpot sites, an increase of over 16% from the previous year.

### Efforts included:

- Distribution of 6,000 targeted flyers plus other media activities;
- Creation of pilot site at St. Luke's United Methodist Church, located in ZIP code 33713, where more than 500 meals were served to children; and
- Creation of two mobile sites at St. Petersburg motels, located within ZIP code 33713, where a total of 1,085 meals were served to children.



# GRADE-LEVEL READING

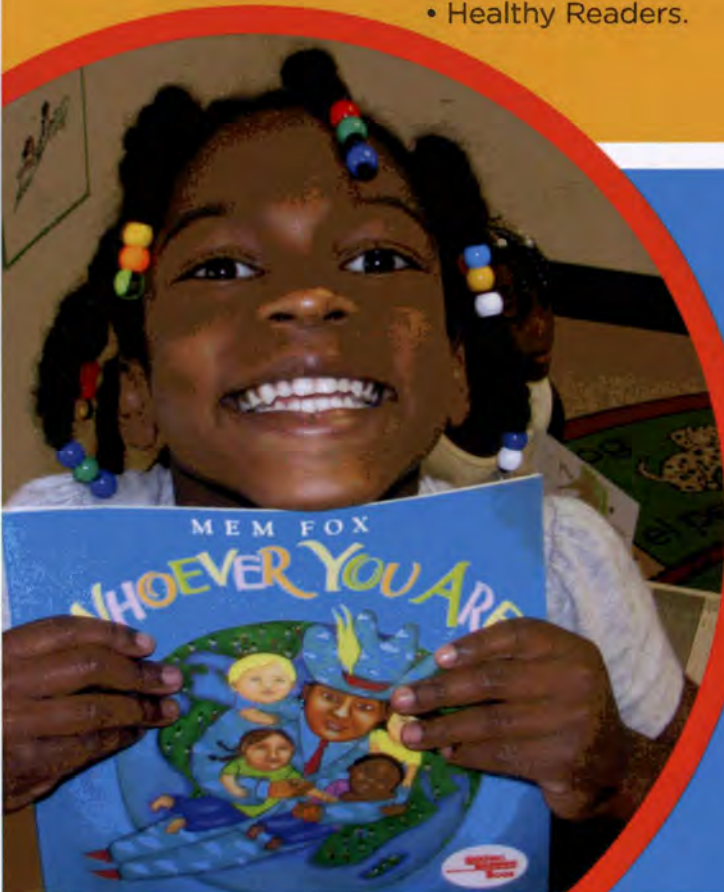
Third grade reading proficiency is one of the most important predictors of high school graduation and career success. Yet nationwide, only about one-third of all children are proficient readers in third grade. That figure falls to 20% when you consider children of low-income families. Locally, the picture is more promising with over half of all Pinellas County third graders proficient in reading. However, additional efforts are needed on many fronts, starting as early as birth. If left unchecked, far fewer of the next generation will be prepared to succeed in a global economy, participate in higher education, or enter military and civilian service.

## VISION

All children will be proficient readers and will be reading on grade level by third grade.

## ACTION PLAN

- ✓ Align local efforts with the National Campaign for Grade-Level Reading.
- ✓ Create a local grade-level reading campaign with a dedicated website.
- ✓ Develop a five-year Community Solutions Action Plan (CSAP) to address the key issues impacting third grade reading proficiency:
  - School Readiness;
  - Summer Learning Loss;
  - Chronic Absenteeism;
  - Parent/Family Engagement;
  - and-
  - Healthy Readers.



## RESULTS

JWB was designated as a Community Network under the National Campaign for Grade-Level Reading and is working with its partners to submit a CSAP.

A local campaign called *Early Readers, Future Leaders* was launched in Pinellas County along with a new website: [EarlyReadersPinellas.com](http://EarlyReadersPinellas.com).

JWB distributed more than 10,000 new books to children to address summer learning loss and launched *Kindergarten Counts* to address absenteeism among kindergarten students.

# MENTORING & TUTORING

Mentors, tutors, and other caring adults are critical for healthy development and child well-being. Children and adolescents who have a formal or informal mentoring relationship with someone outside the home are more likely to complete tasks they start, remain calm in the face of challenges, show interest in learning new things, volunteer in the community, engage in physical activities, participate in out-of-school time activities, and be successful in school -- and in life. How big is the need? More than 104,000 students are enrolled in Pinellas County Schools; however, only 5,600 mentors are matched with children. Another 6,000+ are needed just to ensure children with the greatest needs are connected with caring adults.



**VISION** All children will have the opportunity to have a mentor or tutor (caring adult) in their lives.

## ACTION PLAN

- ✓ Host Listening Sessions for organizations who offer mentoring or tutoring programs.
- ✓ Create a local campaign focused on recruiting mentors and tutors for children.
- ✓ Engage Chambers of Commerce, businesses, foundations, places of faith, non-profits, municipalities, and civic groups in the campaign.
- ✓ Adopt a school so that JWB staff can mentor children utilizing the Lunch Pals model.



## RESULTS

In September 2015, JWB and the Clearwater Regional Chamber co-hosted an event for Chamber members. It featured a mentoring and tutoring panel discussion led by Pinellas County Schools/Office of Strategic Partnerships; Raymond James Financial (Lunch Pals); Pinellas Education Foundation (Take Stock in Children); and United Way Suncoast (Reading Pals).

A Listening Session for mentoring and tutoring organizations was held in October 2015; the group will continue to meet to leverage resources, share best practices, and help create a mentor recruitment campaign called *Caring Adults Matter*.

Using the Lunch Pals model, created by Raymond James in partnership with Pinellas County Schools, JWB adopted Pinellas Park Elementary where 24 JWB employees will mentor children starting in December 2015.

# JWB Collective Initiative Partners

2-1-1 Tampa Bay Cares • All Children's Hospital • Amerigroup • Bayfront Hospital • Bethel Community Foundation  
Big Brothers Big Sisters of Tampa Bay • Boys & Girls Club of the Suncoast • CAP/Union Academy NFC  
CASA • Children's Board of Hillsborough County • City of Clearwater • City of Dunedin • City of Largo  
City of St. Petersburg • Clearwater Regional Chamber of Commerce • Day Star Life Center • Directions for Living  
District Six Medical Examiner's Office • Dunedin Cares • Early Learning Coalition of Pinellas County  
Eckerd Community Alternatives • Faith-Based Literacy Program • Family Resources  
Florida Dept. of Agriculture & Consumer Services • Florida Dept. of Children & Families  
Florida Dept. of Health Pinellas County • Florida Dept. of Juvenile Justice • Florida Dream Center • Florida Impact  
For the Family, Inc. • GA Food Services, Inc. • GRAYDI NFC • Gulf Coast Jewish Family & Community Services  
Healthy Start Coalition of Pinellas • Highpoint NFC • InterCultural Advocacy Institute  
James B. Sanderlin NFC • Lealman & Asian NFC • Lutheran Services Florida • Martin Luther King Jr. NFC  
Matters of the Heart Ministry • Mattie Williams NFC • Mease Countryside Hospital  
Morton Plant Hospital • Mt. Zion Human Services • Neighborly Care Network • Operation PAR  
PACE Center for Girls • PEMHS • Pinellas County Government • Pinellas County Literacy Council  
Pinellas County Schools • Pinellas County Sheriff's/Police Athletic League  
Pinellas County Sheriff's/Child Protection Investigations • Pinellas County Urban League • Pinellas Education Foundation  
Prestige Health Choice • Public Defender's Office/Sixth Judicial Circuit • R'Club Child Care • Raymond James Financial  
Ready for Life • Religious Community Services • Salvation Army • Sixth Judicial Circuit Court • St. Joseph's Hospital  
St. Luke's United Methodist Church • St. Petersburg College • St. Petersburg Free Clinic  
St. Petersburg General Hospital • St. Petersburg Library System • St. Vincent de Paul • Staywell • Suncoast Center  
Tampa Bay Network to End Hunger • Tampa Bay Rays • The Children's Home • The Kind Mouse • The Poynter Institute  
UMCM Suncoast • United Way Suncoast • University of Florida - IFAS Extension • University of South Florida  
WEDU • WeeREAD • WUSF • YMCA of Greater St. Petersburg • YMCA of the Suncoast  
Youth Development Foundation • Youth Development Initiatives

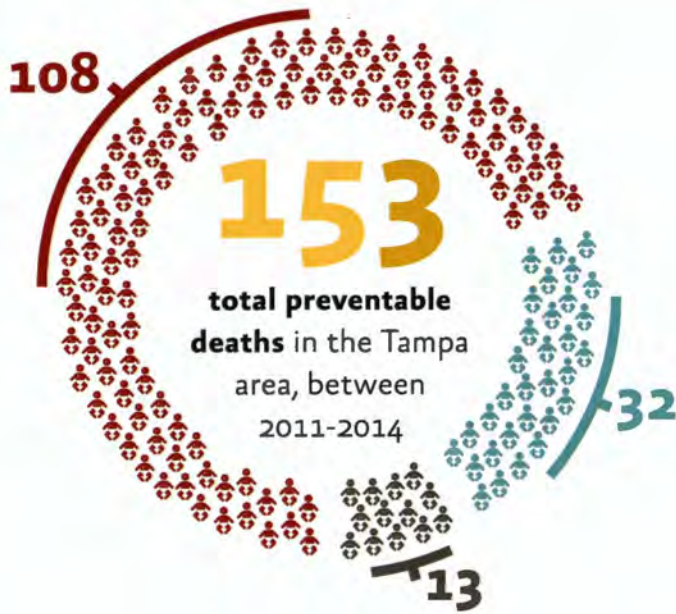


## Juvenile Welfare Board

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## Even 1 preventable death is too many.

And there are many causes. Read through this info, then post it somewhere—and share! Education is the only way we will all prevent these needless deaths.

Learn more at [PreventNeedlessDeaths.com](http://PreventNeedlessDeaths.com).

Things that **kill kids** should come with warning signs.

Learn more at [PreventNeedlessDeaths.com](http://PreventNeedlessDeaths.com).



Things that **kill kids** should come with warning signs.

Learn more. Visit and share this website today: [PreventNeedlessDeaths.com](http://PreventNeedlessDeaths.com)

# 108 infants died from **sleep-related** causes

Adults sleeping with babies raise the **RISK OF DEATH**



cause of injury-related deaths for infants is **SUFFOCATION** or **STRANGULATION** in adult bed

## More infants die in adult beds than anywhere else.

Kids belong in kid beds. Infants sleeping in adult beds account for nearly 74% of deaths in babies under 4 months. Causes are pillow-top mattresses, comforters, fluffy pillows and stuffed animals.

### Prevent needless deaths by:

- Sharing the room, not the bed—put the baby's crib next to the parents' bed for first 6 months of life.
- Keeping the crib safe with tight-fitting sheets and firm mattress.
- Keeping the crib free of blankets, pillows, bumper pads, etc.
- Placing the infant on its back when putting down to sleep.

# 32 kids 5 and under **drowned**

Small kids can **DROWN** in



The rate of small kids drowning



## Drowning kills more kids ages 1-4 than any other cause.

Any child can drown, any time. And infants drown silently, in as little as 20 seconds. Kids under age 1 most often drown in bathtubs, buckets and toilets. They also drown in pools of every size, canals, spas...even a pet's water dish.

### What you know **DOES** make a difference:

- Formal swimming lessons for kids under age 4 cut drowning risk by 88%!
- 2/3 of small kids who drowned in a pool were last seen in the house!
- Eliminate distractions for those watching kids near water: NO texting, phone calls, gaming or reading.
- **LEARN CPR**—it saves lives!

Kids can drown in **BUCKETS, TOILETS, POOLS** of any size, even a **PET'S WATER DISH**



# 13 kids 5 and under died from **inflicted head trauma**

**CRYING** is most often linked with babies being **SHAKEN**

**HALF** of kids who suffer **SEVERE HEAD TRAUMA**

before age 5 die before their birthday



**SHAKE** of a baby can **KILL** or injure them

## Shaking infants—even once—can kill or injure them for life.

Crying is most often the reason people shake, squeeze or throw small babies. The potty-training years, up to age 4, are also a critical flashpoint. Parents themselves most often cause the injury or death, but other people not prepared or equipped to handle crying are also the cause.

### Tell everyone:

- That crying is normal—it's how babies communicate.
- To check the crying baby for hunger, dirty diaper, temperature and other causes.
- To offer people watching infants a support system that can relieve a stressed-out caregiver.