

Care Partnership

Strategic Plan Update: 8/04

Vision Statement: Our vision is to build healthy communities in which everyone works together to develop an environment of respect, honesty, responsibility and caring for all.

The Goals of Care Partnership are:

1) Care Partnership will maintain a healthy, viable, and sustainable organization.

OBJECTIVES:

- 1) Strengthen the organizational structure by facilitating board development, enhancing management practices, and clarifying the roles of the partnership.
- 2) Broaden outreach activities to foster collaborative efforts and community involvement.
- 3) Increase Prevention Board meetings to six per year, including one annual retreat.
- 4) Enhance role and job descriptions for Prevention Board members to increase advocacy within the community.
- 5) Increase youth involvement throughout the organization.

2) Care Partnership will continue to identify and facilitate the implementation of programs that decrease risk factors and increase protective factors.

OBJECTIVES:

- 1) Maintain a list of current protective factors and the programs that address them, and promote their importance within the community.
- 2) Continue to conduct risk and resource assessment in order to prioritize risk factors and programs that address them.
- 3) Increase youth involvement in the process of program selection and implementation.
- 4) Increase parent and family awareness of Care Partnership to provide education to increase utilization of programs which increase protective factors.

3) Care Partnership will increase visibility, awareness and support of its initiatives within the community.

OBJECTIVES:

- 1) To develop and implement marketing/public relations strategies.
- 2) Provide training opportunities for prevention board members to become more knowledgeable about the Communities That Care ® Model, Care Partnership goals, strategies and programs.

4) Care Partnership will secure committee resources and develop evaluation components to sustain Care Partnership and its initiatives.

OBJECTIVES:

- 1) Identify and secure resources, partners, and funding sources to strengthen and sustain the Care Partnership infrastructure.
- 2) Identify and secure resources needed for Care Partnership programs, domains and committees.
- 3) Educate Care Partnership members of the importance of evaluation and outcome measurement and its relevance to the sustainability of the Care Partnership.
- 4) Develop program evaluation tools and outcome measures to be utilized in grant applications and to measure program effectiveness, and to market the Care Partnership's success to potential investors.
- 5) Serve as a central resource for domain activities to foster communication between the domains and encourage the sharing of volunteers and resources.

Key:

KL- Key Leaders

PB- Prevention Board

Goal# 1: Care Partnership will maintain a healthy, viable, and sustainable organization.

NEEDS STATEMENT: To strengthen the board and increase its involvement in the community.

OBJECTIVES:

- 1) Strengthen the organizational structure by facilitating board development, enhancing management practices, and clarifying the roles of the partnership.
- 2) Broaden outreach activities to foster collaborative efforts and community involvement.
- 3) Increase Prevention Board meetings to six per year, including one annual retreat.
- 4) Enhance role and job descriptions for Prevention Board members to increase advocacy within the community.
- 5) Increase youth involvement throughout the organization.

Goal # 1: Care Partnership will maintain a healthy, viable, and sustainable organization.

Objective #1: Strengthen the organizational structure by facilitating board development, enhancing management practices, and clarifying the roles of the partnership members.

ACTION	FOR WHOM	BY WHOM	TIMELINE
1) Determine frequency of meetings for K L and PB. PB and KL	KL		Done
2) Examine board membership to strength board composition (add private sector and youth). A. ID student as individuals/groups to serve on Delta, Leadership Centre County Youth School Voices B. Invite Theresa Sparacino to serve on PB	PB PB	KL and Volunteer Development Committee, Mobilizer and I/P Domain Mobilizer	In progress Done
3) Define role of PB members in the community. (Committee and domain descriptions)	PB	KL and Public Awareness Committee Marketing Consultant	Done
4) Improve communications between and among domains.	PB	Resource Committee	In progress
5) Continue training opportunities.	New Board Members	Prevention Research Center	Ongoing
6) Collaborate with Centre County CTC to discuss common goals and activities.	PB and KL	KL, Mobilizer and Liaison	In progress
7) Update all committee, domain and prevention board descriptions and put on website	PB	Mobilizer and domain chairs	In progress

Goal# 1: Care Partnership will maintain a healthy, viable, and sustainable organization.

Objective #2: Broaden outreach activities to foster collaborative efforts and community involvement.

ACTION	FOR WHOM	BY WHOM	TIMELINE
1) Incorporate CTC principles and data into local, county, and state government planning. Participate in county vision process led by Centre County United Way A. Prioritize and present to groups who support prevention initiatives 1. State College Borough 2. County Commissioners 3. Centre County United Way 4. Centre County Community Foundation	PB	K L and Speaker's Bureau	In progress
2) Strengthen ties to organizations such as: A. Centre County CTC A. Parks and Recreation A. Human Service Council- formally join council A. Police Departments E. Centre Daily Times (e.g., contact P. J. Brown, Ed Stoddard) g. County Government h. Smart Start- Centre County	PB	K L and Mobilizer Public Awareness Committee Mobilizer Co- Chair-Tom King Co- Chair-Tom King, Lou Ann Evans, Norma Keller and Mobilizer Co-Chair-Tom King Marty Starling, Elly Yost, Ann Walker	Ongoing Done
3) Develop a mechanism to receive and respond to community needs (e.g., Prevention Board agenda and	PB	PB and KL	Done

website)
4) Media Exposure to the outcomes of CTC surveys
PB
KL, Mobilizer, Public Awareness
Committee and Marketing Consultant
In progress

Goal# 1: Care Partnership will maintain a healthy, viable, and sustainable organization.

Objective #3: Increase Prevention Board meetings to six per year, including one annual retreat.

ACTION	FOR WHOM	BY WHOM	TIMELINE
1) Determine dates of meetings for K L and PB.	PB and KL	KL	Done

Goal# 1: Care Partnership will maintain a healthy, viable, and sustainable organization.

Objective #4: Enhance the role and develop job descriptions for Prevention Board members to increase advocacy in and receive feedback from within the community.

ACTION	FOR WHOM	BY WHOM	TIMELINE
1) Define the role of PB members in the community.	PB	KL, Public Awareness Committee and Volunteer Development Committee	Done
2) Develop job descriptions.	PB	KL, Domain Chairs and Volunteer Development Committee	Done
3) Develop Organizational Chart for Prevention Board.	PB and Community	Mobilizer, KL	Done
4) Develop feedback form for website	PB and Community	Mobilizer, Roger	In Progress

Goal# 1: Care Partnership will maintain a healthy, viable, and sustainable organization.

Objective #5: Increase youth involvement in the organization.

ACTION	FOR WHOM	BY WHOM	TIMELINE
1) Create a mechanism for youth input progress in an advisory capacity.	PB	KL and Mobilizer	In
2) Identify youth who may serve as panelists, attend focus groups, and a core team to brainstorm how to get other youth involved: A. SCASD	PB and Care Partnership Agencies	Mobilizer John Sheridan, Margie Swaboda and Dave Dillon Donna Ricketts and Georgia Abbey	Done/Ongoing
1. Safe & Drug Free Schools Youth Panel 2. SCASD members of the Leadership Centre County Youth Initiative 3. Key Club 4. RIT Program 5. STAT (Students Against Tobacco) 6. Check with teachers of 11 th grade health classes, for students who can take this on as part of their health class community service project. 7. SADD 8. Student government, including Delta 9. Student Voices		Dave Dillon Dave Dillon	
B. Centre Regional Juvenile Detention Center C. Faith based youth groups			

D. YMCA Teen Leaders
E. 4H Club
F. JUMP
G. Stormbreak
H. Stepping Stone
I. The Second Mile
J. The Rock

Scott Mitchell, Ben Brewer
Ed Horning

Mark McCann
Sam Hartman

Goal # 2: Care Partnership will continue to identify and facilitate the implementation of programs that decrease risk factors and increase protective factors.

NEEDS STATEMENT: Focus on the promotion of youth resiliency through the implementation of research-based programs and the promotion of community protective factors.

OBJECTIVES:

- 1) Maintain a list of current protective factors and the programs that address them, and promote their importance within the community.
- 2) Continue to conduct risk and resource assessment in order to prioritize risk factors and programs that address them.
- 3) Increase youth involvement in the process of program selection and implementation.
- 4) Increase parent and family awareness of Care Partnership to provide education to increase utilization of programs, which increase protective factors.

Goal # 2: Care Partnership will continue to identify and facilitate the implementation of programs that decrease risk factors and increase protective factors.

Objective # 1: Maintain a list of current protective factors and the programs that address them and promote their importance within the community.

<u>ACTION</u>	<u>FOR WHOM</u>	<u>BY WHOM</u>	<u>TIMELINE</u>
1) Review CTC model for list of protective factors. A. protective/risk factor scale B. resource matrixes.	PB	Mobilizer and Resource Committee	Done
2) Identify and disseminate resources that reinforce the protective factors in the Centre Region. A. Social between Mt. Nittany and Park Forest B. Showcase activities-Expo of clubs	PB, Community	PB, Resource Committee and Mobilizer, Safe and Drug Free Schools Youth Panel	In
3) Articulate the importance of the Care Partnership programs that address protective factors. Educate the Prevention Board to enable members to communicate this information to the community. A. Identify programs that assess protective factors (determine best method to pursue) B. Prioritize Protective Factors (PF) from 2003 survey data	Community	KL and Public Awareness Committee, Brian Bumbarger	In progress
4) Identify entities that promote protective factors/programs-	PB	PB and Mobilizer	Done

- connect with the Downtown Business Group Network with and acknowledge their efforts.
- A. Get downtown fraternities involved in summer library program
 - A. Downtown business mixer
- 5) Contact Director of Downtown State College Improvement District to lead the effort in contacting other businesses (e.g. Jostens, CBBIC) for support of programs that support Protective factors in the community
- 6) CALL
- A. Present at annual meeting in order to solicit seniors to help with I/P domain programs
 - B. Include information on Care Partnership in course brochure
- 7) Continue to collect data on risk and protective factors.

Anita Dietz Done
 Theresa Sparacino Done

Brian Bumbarger,
 Public Awareness
 Committee, Marketing Consultant

Brian, Scott, Roger, Mobilizer Done/Ongoing

Kent Addis In progress

PB and Community PB, KL and Mobilizer, Resource Sept. 2005
 Committee

Goal # 2: Care Partnership will continue to identify and facilitate the implementation of programs that decrease risk factors and increase protective factors.

Objective #2: Continue to conduct risk and resource assessment in order to prioritize risk factors and programs that address them.

ACTION	FOR WHOM	BY WHOM	TIMELINE
1) Identify agencies that have data related to risk factors, especially clearinghouse-type contacts who have already done this kind of work.	Community	Mobilizer	Done
A. Contact the following for data			Ongoing
1. Centre County CAN HELP 1-800-643-5432		Mobilizer, Tammy Gentzel	
2. SCASD		Mobilizer, John Sheridan, Margie Swaboda, Barbara Farmer	
a. Alumni Survey			
b. Youth Survey			
c. Wellness Center			
d. Drug and Alcohol report for SCASD			
e. SCASD Suicide report			
f. SAP report			
g. The State Of The Child Report for 2004			
h. Counselor's			
i. Director of Student Services			
j. Juvenile probation			
3. Penn State			
a. Research Prevention Program		Mobilizer, Brian Bumbarger	

<ul style="list-style-type: none"> b. University of Promise c. AT&T Center for Service Leadership 	<p>Mobilizer, Carol German</p>
<ul style="list-style-type: none"> 4. United Way Needs Assessment 	<p>Mobilizer, Ellie Beaver</p>
<ul style="list-style-type: none"> 5. MHMR and D&A departments 	<p>Mobilizer, Julie Segal</p>
<ul style="list-style-type: none"> 6. Smart Start- Centre County 	<p>Mobilizer, Elly Yost, Ann Walker</p>
<ul style="list-style-type: none"> 7. Centre County Partnership for Community Health 	<p>Mobilizer, Kimberly Cassidy- Miller</p>
<ul style="list-style-type: none"> 8. Schlou Memorial Library 	<p>Mobilizer, Anita Dietz</p>
<ul style="list-style-type: none"> 9. State College Police Department 	<p>Mobilizer, Tom King</p>
<ul style="list-style-type: none"> 10. Centre County Children and Youth Service 	<p>Mobilizer, Norma Keller, Dawn Taylor</p>
<ul style="list-style-type: none"> 11. Centre County Youth Service Bureau 	<p>Mobilizer, Norma Keller, Dawn Taylor</p>
<ul style="list-style-type: none"> B. ID and prioritize archival data 	<p>Mobilizer and Domains/Committees</p>
<ul style="list-style-type: none"> 2) Compile a list of websites, agencies and entities that are data sources and determine how to distribute 	<p>Mobilizer</p> <p>Community, Care Partnership Agencies and Resource Committee</p> <p>In progress</p>
<ul style="list-style-type: none"> 3) Collaborate with county efforts to disseminate the data. 	<p>Mobilizer</p> <p>Community, Care Partnership Agencies and Resource Committee</p> <p>In progress</p>

Goal # 2: Care Partnership will continue to identify and facilitate the implementation of programs that decrease risk factors and increase protective factors.

Objective #3: To increase youth involvement in the process of program selection and implementation.

ACTION	FOR WHOM	BY WHOM	TIMELINE
1) Create a mechanism for youth input (e.g., obj. #1)	PB	KL and Mobilizer, , John Sheridan Safe and Drug Free School Student Panel	Done
2) Identify existing groups whose focus is to reduce risk factors, approach their leaders, and have an information exchange session to share Care Partnership initiatives and goals, and explore how we can help each other, (e.g., as identified in Objective #2 action step #1, page 13-14).	PB and Community	PB, KL and Mobilizer	Done
A. Safe and Drug Free School Student Panel			
A. Student Voices			
A. CALL			
A. Church Youth groups (focus group)			
A. YMCA Teen leaders			
A. Leadership Centre County Youth			

Goal # 2: Care Partnership will continue to identify and facilitate the implementation of programs that decrease risk factors and increase protective factors.

Objective #4: To increase parent and family awareness of Care Partnership and provide education to increase utilization of programs which increase protective factors.

ACTION	FOR WHOM	BY WHOM	TIMELINE
1) Educate parents of young children to facilitate transition into school-age activities that increase protective factors. <ul style="list-style-type: none"> A. Focus on Strong Families A. Connect with local parents, and the professionals who serve them (e.g., CIU #10 people; Cen-Clear Child Services, school personnel, etc.) A. Conduct a session on CTC protective/risk factors, (to familiarize with the language and help get the message out). 	Community	PB, KL and Mobilizer	Ongoing
2) Partner with the PSU Cooperative Extension Office to utilize: <ul style="list-style-type: none"> A. Newsletters B. Toddler Topics C. Nutritional Links, etc 	Community	PSU Cooperative Extension and Mobilizer	Ongoing
3) Distribute information through fathering/parenting channels (local fathering list serve, CDT Column in Saturday Values, etc.).	Community	PB, KL and Mobilizer	Ongoing
4) Increase parental involvement in	Community	PB, KL and Mobilizer	Done

Goal #3: Care Partnership will increase visibility, awareness and support of its initiatives within the community.

NEEDS STATEMENT: To increase support networks and resources for institutionalization of Care Partnership.

Objectives:

- 1) To develop and implement marketing/public relations strategies.
- 2) Provide training opportunities for prevention board members to become more knowledgeable about the Communities That Care ® Model, Care Partnership goals, strategies and programs.

Goal #3: Care Partnership will increase visibility, awareness and support of its initiatives within the community.

Objective #1: To develop and implement marketing/ public relations strategies.

ACTION	FOR WHOM	BY WHOM	TIMELINE
1) Develop identity system logo, business cards, stationary letterhead, envelopes, posters/signs and displays.	PB	Marketing Consultant and Public Awareness Committee	Done
2) Finalize Brochure Small pocket folder (10" x 6") Regular brochure (9" x 13")	PB and Community	Public Awareness Committee and KL	Done In progress
3) Media Plan	Community	Mobilizer and PB	Ongoing
Monthly radio, Happy View Points Articles in CDT, Family Pages, State College Magazine, Town and Gown, SCASD and other Newsletters, C-Net Program and TV (Take Note)		Marketing Consultant Lou Ann C-Net and KL	In progress

4) Website	Community	Marketing Consultant	In progress
<ul style="list-style-type: none"> A. Locate articles, volunteer opportunities, B. list of priorities set up with future in mind C. brochure on line D. Have inner site password protected <ul style="list-style-type: none"> 1. youth survey data 2. Domain needs (e.g., increased communication/internal among domains) 	Community	Prevention Board, Public Awareness Committee and Marketing Consultant	
E. User friendly for parents			
5) Speakers Bureau	Community	Marketing Consultant Public Awareness Committee	Ongoing

Goal #3: Care Partnership will increase visibility, awareness and support of its initiatives within the community.

Objective #2: Provide training opportunities for prevention board members to become more knowledgeable about the Communities That Care ® Model, Care Partnership goals, strategies and programs.

ACTION	FOR WHOM	BY WHOM	TIMELINE
1) Train Speakers Bureau.	Community	Marketing Consultant and Public Awareness Committee	Ongoing
2) Annual data update	PB	K L	August 2004
3) Provide training for advocacy in neighborhoods, workplaces, and Leadership Centre County.	PB	KL	Ongoing
4) Increase information about other youth advocacy/presentation groups and their work.	PB	KL	In progress

Goal #4: Care Partnership will secure committee resources and develop evaluation components to sustain Care Partnership and its initiatives.

Needs Statement: Identify and facilitate the acquisition of resources to support the Care Partnership’s infrastructure and initiatives with a continuous commitment to outcome measurement and maximizing resource utilization.

Objectives:

- 1) Identify and secure resources, partners, and funding sources to strengthen and sustain the Care Partnership infrastructure.
- 2) Identify and secure resources needed for Care Partnership programs, domains and committees.
- 3) Educate Care Partnership members of the importance of evaluation and outcome measurement and its relevance to the sustainability of the Care Partnership.
- 4) Develop program evaluation tools and outcome measures to be utilized in grant applications, to measure program effectiveness, and to market the Care Partnership’s success to potential investors.
- 5) Serve as a central resource for domain activities to foster communication between the domains and encourage the sharing of volunteers and resources.

Goal #4: Care Partnership will secure committee resources and develop evaluation components to sustain Care Partnership and its initiatives.

Objective #1: Identify and secure resources, partners, and funding sources to strengthen and sustain the Care Partnership infrastructure.

ACTION	FOR WHOM	BY WHOM	TIMELINE
1) Formally announce the restructuring of the Resource Committee and invite current Prevention Board members or agencies skilled in evaluation, outcome measurement, resource identification, or grant writing to become involved with the committee.	PB	Resource Committee and Mobilizer	Done
2) Seek infrastructure sustainability resources and market the value of the Care Partnership Mobilizer.	KL and Mobilizer	Resource Committee and PB	In progress
3) Identify and pursue grant opportunities that are congruent with Care Partnership goals and funding sources that will meet identified programmatic or infrastructure needs.	Resource Committee	Resource Committee and Mobilizer	Ongoing
4) Draft and email a questionnaire to Prevention Board members to assess their skills and available resources	Resource Committee	Resource Committee and PB	Done

Goal #4: Care Partnership will secure committee resources and develop evaluation components to sustain Care Partnership and its initiatives.

Objective #2: Identify and secure resources needed for Care Partnership programs, domains and committees.

ACTION	FOR WHOM	BY WHOM	TIMELINE
1) Draft questionnaires for the domains, committees, and Care Partnership agencies to identify current programming, assess programming resource needs, identify data currently collected, and assess the existing measures of impact or effectiveness of current and past initiatives.	Resource Committee	Resource Committee	Done
2) Review the current program matrix to identify categories of information that could enhance the Resource Committee’s efforts.	Resource Committee	Resource Committee	Done

Goal #4: Care Partnership will secure committee resources and develop evaluation components to sustain Care Partnership and its initiatives.

Objective #3: Educate Care Partnership members of the importance of evaluation and outcome measurement and its relevance to the sustainability of the Care Partnership.

ACTION	FOR WHOM	BY WHOM	TIMELINE
1) Provide training for Prevention Board members and in particular the Resource Committee members to hone evaluation, outcome measurement, and grant writing skills.	PB and Resource Committee	Resource Committee	August 2004
2) Incorporate outcome measures and other identified progress categories of information into the matrix and disseminate it to the Prevention Board.	PB and Resource Committee	KL and Resource Committee	In
3) Educate the domains and Care Partnership agencies of the value of evaluation.	Resource Committee and Care Partnership Agencies	Resource Committee	In progress

Goal #4: Care Partnership will secure committee resources and develop evaluation components to sustain Care Partnership and its initiatives.

Objective #4: Develop program evaluation tools and outcome measures to be utilized in grant applications, to measure program effectiveness, and to market the Care Partnership’s success to potential investors.

ACTION	FOR WHOM	BY WHOM	TIMELINE
1) Work with the Care Partnership agencies that are delivering programs to enhance their outcome measurement and evaluation tools.	Resource Committee and Care Partnership Agencies	Resource Committee and Care Partnership Agencies	In progress
2) Collect, analyze, and disseminate program data.	Resource Committee, PB, Resource Committee, Care Partnership agencies, and community	Resource Committee, KL and Mobilizer	In progress
3) Quantify and articulate the effectiveness of Care Partnership initiatives and eventually calculate the monetary savings of Care Partnership initiatives.	Resource Committee, PB, KL and Mobilizer	Resource Committee	In progress

Goal #4: Care Partnership will secure committee resources and develop evaluation components to sustain Care Partnership and its initiatives.

Objective #5: Serve as a central resource for domain activities to foster communication between the domains and encourage the sharing of volunteers and resources.

ACTION	FOR WHOM	BY WHOM	TIMELINE
1) Draft questionnaires for the domains, committees, and Care Partnership agencies to identify current programming, assess programming resource needs, identify data currently collected, and assess the existing measures of impact or effectiveness of current and past initiatives.	Resource Committee	Resource Committee	In progress
2) Establish a reporting mechanism that will enable the Resource Committee to collect information on current resource needs from the domains and the Mobilizer.	Resource Committee, PB, KL and Mobilizer	Resource Committee and KL	In progress