

Deltona Prevention Project Evaluation



One Voice for Volusia is the coordinating agency of the Deltona Prevention Project (aka SARG [Substance Abuse Response Guide]), having undertaken the project in 2008 and formally concluded it in June 2010. This evaluation features the reported outcomes of the project and other highlights. For more information regarding the Deltona Prevention Project, please visit www.deltonaFORyou.org or www.onevoiceforvolusia.org or call One Voice for Volusia at 386-947-8301.

Project Objectives

Guided by the development of a Comprehensive Community Action Plan, the Deltona Prevention Project was data-driven from the beginning with project partners reviewing and discussing key data specific to the city of Deltona. Upon review of available data, the following objectives and related action steps were incorporated into the Comprehensive Community Action Plan.

Objective A: Expand the capacity and best practices/competencies of youth-serving organizations in the Deltona area to prevent initiation of underage drinking and delinquent behavior.

Objective B: Mobilize, connect, engage and educate parents to prevent the initiation of underage drinking and delinquent behavior in the Deltona area.

Proposed 2nd Priority: Provide Deltona teens with an organized youth leadership opportunity to impact underage drinking in their community. (Approved)

2010 Meetings

Action Plan Updates and Engaging Florida Youth Initiative updates were provided at every meeting in 2010, as well as updates regarding the launch of our website and its various elements, including the “Hot Topics” each month. Meetings also featured a grant writing presentation and tips, 2-1-1 information and referral and information from the City of Deltona Parks and Recreation and Deltona Women’s Club, and other programming.

Total Volunteer Hours in 2010, Monthly Meetings: 66.50

Sustainability Plans

One Voice for Volusia intends to sustain the Deltona Prevention Project by maintaining and updating the www.deltonaFORyou.org Family Online Resource. This website, designed specifically with Deltona parents and families in mind, offers local and national resources to assist the faith community, parents, and other individuals who work with youth.

This site will continue to provide timely, updated information as well as material translated into Spanish as resources allow. Consensus was reached that efforts will be made to reconvene the partners at some point in the future, in partnership with other community efforts. Deltona Prevention Project partners have been asked to join the One Voice for Volusia coalition.

Deltona Prevention Project

Please Join Us!

Mark Your Calendar!
Next Meeting: December 10th 9:00-11:00 a.m.
at the Deltona High School Cafeteria
City Hall, 300 Palmetto Street, N.
Deltona, FL 32725

Thank you City of Deltona!

Project Objectives: Build Capacity in Youth-Serving Organizations

Objective A: Expand the capacity and best practices/competencies of youth-serving organizations in the Deltona area (with an emphasis on non-school hour programming and elementary/middle school age children) to prevent the initiation of underage drinking and delinquent behavior.

Objective B: Mobilize, Connect, Engage and Educate parents to prevent the initiation of underage drinking and delinquent behavior in the Deltona area.

New Website is HERE!
www.deltonaFORyou.org

Check www.ovvfv.org/whatsnew.htm often for updates!

Upcoming Meetings:
No Meeting in November
Thursday, December 10th
8:00 am to 11:00 am
City Center, 200 W. 1st St., Deltona, FL 32725

December meeting: 2009 outcome & 2010 planning. Anyone interested in building capacity among youth-serving organizations, identify meeting middle school students, is invited!

The Deltona Prevention Project is led by One Voice for Volusia, which is a community coalition comprised of approximately 225 members representing 137 agencies. Through cooperation, One Voice for Volusia mobilizes all sectors of the community to strengthen our organized capacity to meet human needs.

One Voice for Volusia
A coalition of community organizations

Please contact Deborah Schroyer if you have any questions related to being included in the Deltona Prevention Project. Deborah can be reached at 386-947-8300 or deborah@ovvfv.org

One Voice for Volusia, www.deltonaFORyou.org, 12/10/2009



Learn more at
www.DeltonaFORyou.org
Family Online Resource



Listen. Talk. Ask.

Outreach and Expansion of Project Partners

Each of the original partners signed a Memorandum of Understanding (MOU) indicating full support and intent to collaborate with One Voice for Volusia in its efforts to expand the capacity and best practices/competencies of youth-serving organizations in the Deltona area through the project. The original partners, all of whom stayed active for the duration of the project, included:

Original Partners	<ul style="list-style-type: none"> • Boys & Girls Clubs of Volusia/Flagler • Children’s Medical Services • City of Deltona Community Development • Community Outreach Services (CORS) • Deltona Family YMCA • One Voice for Volusia • R & R Ministries, Inc. • Stewart-Marchman-Act Behavioral Healthcare • The House Next Door • Tobacco Prevention Program and Volusia County Health Department • Volusia County Schools (BRIDGES, Social Services & Extended Day) • Volusia Sheriff’s Office 	Added Members	<ul style="list-style-type: none"> • City of Deltona Parks and Recreation • Deltona Women’s Club • Division of Alcoholic Beverages & Tobacco • Early Learning Coalition of Flagler/Volusia • Florida Powersports Safety Council • Healthy Communities • Healthy Start Coalition of Flagler/Volusia • One Kingdom Fellowship • Serenity House of Volusia County • The United Way of Volusia/Flagler Counties • UCP of East Central Florida
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End of Project Surveys & Key Interviews

In late May, project partners were polled via Survey Monkey to help identify additional outcomes of the project and impact of the meetings, activities, etc. Of those who responded, 40 percent reported that they/their agency implemented a new best practice as a result of this project.



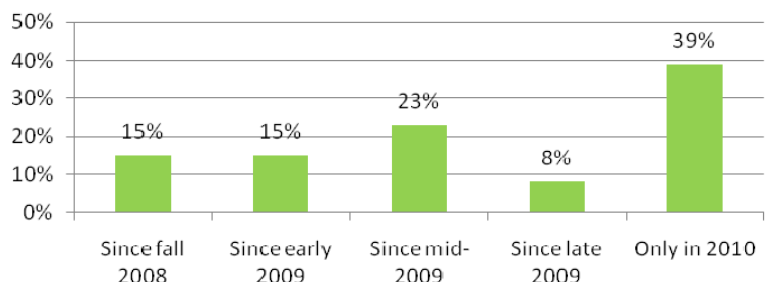
“We are better able to search out and write grants through some of the workshops. Also, the network that was built through the project is very helpful.”

“... we are now serving youth that have dropped out of school.”

“... we developed and are implementing youth programs as a result of the project.”

“Though it may not be a “best practice,” our agency has become increasingly involved in the City of Deltona. In November 2009, we began sharing office space with Department of Children and Families in the City of Deltona, allowing us to become more accessible to Deltona residents.”

How long have you been attending the monthly meetings or been active?



Parent Focus Groups, Post Surveys

Key findings from parents polled in the beginning of the project (early 2009) spurred the creation of www.deltonaFORyou.org Family Online Resource. At that time, the parent focus groups said:

- Top issue of highest importance: lack of supervised, positive, and affordable activities for children and teens. Transportation was further identified as a corresponding barrier.
- Increased violence and bullying ranked second in group discussion. Related issues ranged from truancy, safety of children going to and from school, safety of children in neighborhoods, to a lack of safe, appropriate places for children to gather and play, and sexual predators and gangs.
- Other top concerns are teen pregnancy/sex education, lack of parent involvement/supervision, access to mental health services, illegal drug use among both children and adults, and an overall sense of isolation or lack of community. Residents no longer know their neighbors and there is no central community center or gathering place for children and families' recreation. Participants shared a general feeling of not knowing where to go to get consistent information.

Seeking Deltona Parents

One Voice for Volusia Announces Availability of Stipends to Agencies Serving Families in Deltona

One Voice for Volusia will provide three to four \$250 stipends to agencies willing to help coordinate parent focus groups during January and February, 2009.

The purpose of the parent focus groups: to assess the current knowledge/attitudes about the practice of underage alcohol use and delinquent behavior among Deltona parents, as well as their readiness to address the issue.

Criteria
One Voice for Volusia is seeking parents to participate in focus groups who meet the following criteria:

- Must be a resident of the City of Deltona
- Must have a child in the elementary and/or middle school age range
- Must be willing to openly share perspective of local, state and national campaigns addressing the prevention of underage drinking.

The agency applying and receiving the stipend will agree to:

- Provide the meeting location and work with One Voice for Volusia staff to coordinate the meeting time. The duration of the focus group will not be longer than one hour.
- The minimum number of parents needed to participate in the focus group will total 8; the maximum number of parents will total 20. The parents participating in the parent focus groups will be mailed to participate in a post-survey/interview later in 2009.

Who do I contact for more information?
Please call the office at 386.947.8500 or email deltona@ovvfla.org if you are interested in helping coordinate the Parent Focus Groups.

One Voice for Volusia
Creating Our Community

Approximately 83 percent of the originally participating parents also took part in the post surveys for the project in early 2010. Considering that longer than a year passed from the first survey to the post activity, this reporting and respective level of participation is to be commended. Appreciation is extended to Children's Medical Services Network and Volusia County Schools for support in reconvening parents!

- ✓ 46% of the originally polled parents saw DeltonaFORYou materials during the course of the project.
- ✓ 49% of the originally polled parents visited www.deltonaFORyou.org Family Online Resource.

Coming Up: Efforts will continue to provide requested information, such as early-childhood issues, faith-based services, social services (i.e., food pantries), juvenile services for at-risk kids and English classes for Spanish speakers ... just to name a few!

Executive Summary
Deltona Parent Perspective Focus Group & Survey Results

One Voice for Volusia is currently working with numerous partner agencies to build results in reconvening organizations serving the children and families residing in the city of Deltona. One component of the project is to provide direct support and advice parents to prevent the inclusion of underage drinking and delinquent behavior in the Deltona area as focus groups with elementary and middle school children in 2009 in order to assess the perceptions of the parents about the practice of underage alcohol use and delinquent behavior among Deltona parents. The following information is a summary of the findings from the focus groups and surveys.

Topic	Percentage
Top issue of highest importance	46%
Increased violence and bullying	32%
Other top concerns	22%

Key Findings

- Top issue of highest importance: lack of supervised, positive, and affordable activities for children and teens. Transportation was further identified as a corresponding barrier.
- Increased violence and bullying ranked second in focus group discussion. Parents are hearing issues in neighborhoods, safety of children going to and from school, safety of children in neighborhoods, to a lack of safe, appropriate places for children to gather and play, and sexual predators and gangs.
- Other top concerns are teen pregnancy/sex education, lack of parent involvement/supervision, access to mental health services, illegal drug use among both children and adults, and an overall sense of isolation or lack of community. Residents no longer know their neighbors and there is not a central community center or gathering place for children and families' recreation. Participants shared a general feeling of not knowing where to go to get consistent information.

One Voice for Volusia
Creating Our Community

Toolkits to Parents & Feedback

One thousand toolkits were assembled in February and March 2010 to distribute to parents through project partners. Intent: give parents and churches something to start with, with room to add resources as they come across them. The toolkits comprised:

- Five tabs (project/partners, community resources, faith-based resources, key resources, other)
- Information provided: summary of Deltona Prevention Project, project partners, Deltona-based schools and related contact information, key “portals” of “go-to” websites (i.e. to find employment, child care, health services, etc.), samples of church bulletins, samples of PSAs to be downloaded and available, and community agency flyers (list below).
- List of agencies currently included in the toolkits (provided brochure): Volusia County Health Department, Early Learning Coalition, The House Next Door, Florida KidCare Health Insurance Information, Healthy Start Coalition of Flagler/Volusia, City of Deltona Parks and Recreation, and 2-1-1/The Volunteer Center
- The following partners distributed the toolkits to Deltona parents:

- ✓ Deltona Family YMCA
- ✓ Early Learning Coalition of Flagler/Volusia
- ✓ Boys & Girls Clubs of Volusia/Flagler
- ✓ The United Way of Volusia/Flagler
- ✓ The House Next Door
- ✓ Healthy Start Coalition of Flagler/Volusia
- ✓ Volusia County Schools (PLUS, Social Services and BRIDGES)
- ✓ City of Deltona Parks & Recreation
- ✓ 4-H
- ✓ Community Outreach Life Center
- ✓ Deltona High School Community Showcase



“I didn’t even know so much was involved in my community. It was very helpful”

“I could have used this book many times when I needed phone numbers. It’s nice to have it all in one book – I will use this – Thanks! Great idea!”

“I found what I was looking for, and to my surprise discovered the new Early Learning Coalition in my area is less than ½ mile away. Thank you for finally providing resources for Deltona families.”

Top 3 Toolkit Resources:

1. Service agencies (i.e. child care, daycare)
2. After-school and summer activities (i.e. website list)
3. Family-friendly activities

Faith Based Efforts

Visitors to www.deltonaFORyou.org/faithbased.htm will immediately discover 10 ready-made announcements to incorporate into any church bulletin or newsletter! This material, also available in Spanish, is envisioned to be expanded over the next several months as the Deltona Prevention Project reaps the results of its connection to 25 targeted churches.

Outreach to Deltona Churches

During the spring of 2010, one-on-one contact was made with 25 targeted churches in Deltona, representing the diversity of the community. The churches were:

- Deltona Presbyterian Church
- Jubilee Church Kings Kids
- Lord of Life Lutheran Church
- One Kingdom Fellowship
- Saint Clare Catholic Church
- Community Life Worship Center
- Cornerstone Christian Church
- Deltona Alliance Church
- Deltona Lakes Baptist Church
- Deltona Seventh Day Adventist Church
- First United Methodist Church
- Four Towns Community Church
- Good Shepherd Evangelical Church
- Grace Baptist Church
- Iglesia Cristiana Nuevo Comienzo
- Iglesia Puerta Del Cielo
- Kingdom Hall of Jehovah's Witnesses
- Liv it Church
- Los Pentecostales of Deltona
- Lutheran Church of Providence
- New Hope Baptist Church
- Our Lady of the Lakes Catholic Church
- Pine Ridge Fellowship
- Temple Shalom of Deltona
- Trinity Assembly of God

Initial survey results reported to date:

- ✓ 100% of those surveyed reported they are willing to share information about the health and human services they provide;
- ✓ 80% of those surveyed reported that they offer some level of social services through their church, ministry, etc.
- ✓ 100% of those surveyed indicated that they provide services to youth.
- ✓ 40% of those surveyed had visited www.deltonaFORyou.org.



suggestions/comments

"In website's Faith-Based section, list churches where you have activities with MapQuest links for directions."

"The 3-ring binder [offers] very helpful information. Thanks for the USB."

"I think churches should help connect family and community agencies ... I was very impressed with the binder and the info it offered. It will be a useful tool."

"Faith-based bulletins need to be one page that would fit in a bulletin...and need to have a print button; the one I printed out was two pages."

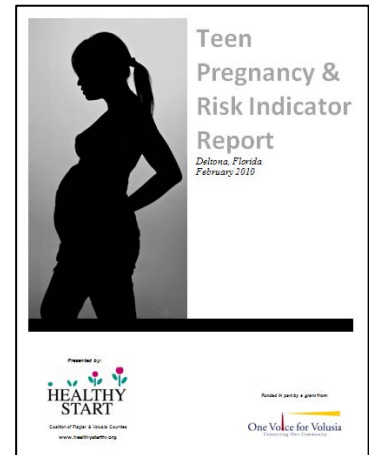
Training and Technical Assistance and Mini-Grants Awarded



Family Online Resource

During 2009, the monthly meetings featured Lunch N' Learn Sessions, including the following trainings and/or presentations intended to provide technical assistance/information to partners and attendees:

- **Organizational Capacity:** *Hardy Smith, Hardy Smith Consulting*
- **Bullying Prevention:** *Amanda Ellzey, Volusia County Schools*
- **Marketing for Nonprofits:** *Kathy Catron, Write Result*
- **“More Than a Place to Go”:** *Search Institute Training*
- **Culture of Poverty:** *Peggy Hildebran, Volusia County Schools*
- **Gangs Awareness & Prevention:** *Investigator Chris Teague, Volusia Sheriff's Office*
- **Motivational Interviewing:** *Elizabeth McQueen, Licensed Mental Health Counselor, Water of Life Counseling Center, Orange City*
- **Teen Sexuality:** *The House Next Door*



Mini-Grants

More than \$36,000 was collectively requested through the availability of mini-grants during two application rounds and \$16,565 was awarded. Twenty-four proposals received, and 12 were awarded. The objective of this opportunity was for youth-serving organizations to build capacity.

Round	Agency	Proposal Intent	Award
First	Stewart-Marchman-Act Behavioral Healthcare	Evidence-Based Assessment Tool	\$900.00
	Pizza Ministries	Grant-writing software & CPR training for Volunteers	\$689.00
	Boys & Girls Clubs of Volusia/Flagler	Usable Contact and Donor Database	\$2,000.00
	Sunrise Elementary School	Tutorial Materials for Students: Let's Show Good Character by Being Drug Free	\$200.00
	Pride Elementary School	After School KidzLit curriculum	\$1,011.00
	Bridges, VCS	Needed Materials and Expert Training	\$2,000.00
Second	Bridges, VCS	Anger Management, Be Cool Series	\$2,000.00
	Healthy Start Coalition of Flagler/Volusia	Abstraction and analysis, publication and fund to support presentations in Deltona zip code areas	\$2,000.00
	R & R Ministries of Florida, Inc.	Laptop and portable projector for Keep Your Kids Drug Free Program	\$1,300.00
		Training booklets (all in one color printer/scanner/copier and coil booklet binder)	\$800.00
	Community Outreach Services	115 Hours of education required for prevention certification for professionals serving Deltona	\$2,000.00
Florida Powersports Safety Council, Inc.	Subscription to Foundation Directory Online, Two Day Grant Writing USA Workshop Seminar	\$1,665.00	

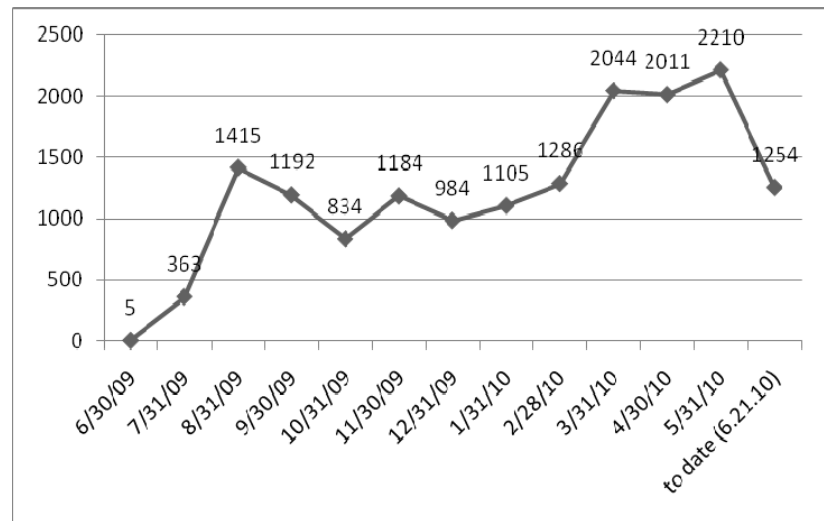
Timeline of www.deltonaFORyou.org Family Online Resource Website

Website Launched August 2, 2009!

The intent of www.deltonaFORyou.org Family Online Resource is to provide resources for parents, the faith community and/or youth if:

- **You** are looking for positive, supervised and affordable activities to engage your children outside of school hours.
- **You** want to find events your family can enjoy.
- **You** are looking for resources to help your children deal with things like bullying, peer pressure, violence, drug abuse and underage drinking.
- **You** want to know what resources are available to help your family deal with causes of concern or issues affecting you today.
- **You** want to connect with other parents, youth and families in Deltona.

Visits Per Month to Date



After launching the website, efforts continued to add more information, new pages and translate into Spanish!

Hot Topics & Expanded Content Featured to Date	Hot Topics to Be Added
<ul style="list-style-type: none"> • Pre-Teens and Tobacco • Money Management • What's New at the Deltona Library • Census Counts! Information • H1N1 & Flu Prevention • Underage Drinking & the Law 	<ul style="list-style-type: none"> • Parents of Special Needs Children • Volunteer Opportunities • Teen Sexuality • Puberty • Suicide Prevention • Childhood Obesity

Deltona FOR You, Media



Visitors to www.deltonaFORyou.org/partners download our media banners, small ads and large ads for use in weekly church bulletins or newsletters or as printouts to place on the fridge for neighbors and friends to notice. Let us know how you are using them – we would like to hear about it!



Founded in late 2009, the DeltonaFORYou Facebook page shared 24 posts, drawing friends to monthly meetings and Deltona community events (news that Deltona High School students were one of the winners of the “Why Not Drinking” state-wide contest through the Division of Alcoholic Beverages & Tobacco). Ads, banners and postcards included the Facebook link.



Bright House Cable Channel

During nine weeks of broadcasting the English and Spanish commercials, there were 657 spots.

Deltona Women’s Club Newsletter

Full- page ad for year from June 2010 through May 2011 reaching at least 85 each month.

Other Miscellaneous Advertising

- West Volusia DeLand Beacon: ¼ page, color (*Back to School Guide*); ¼ page, black/white; online banner ad
- The Daytona Beach News-Journal Family Magazine: ¼ page black/white
- The Daytona Beach News-Journal Online Button Ads (*reaching 30,000 1st week; 15,000 2nd week*)
- CW18TV & Orlando Sentinel contacted US; they saw our ads!
- One formal press release forwarded; other media contacts were made through other approaches.
- E-news articles forwarded to project partners in August, September and October 2009.
- Businesses targeted through direct-mail postcards.



Volusia Parent Magazine

Issue	Size	Purchased Advertising	In-Kind Advertising
January 2010	½ page; 1 full	\$495	
February 2010	½ page	\$495	
March 2010	½ page	\$495	
April 2010	2 full pages		\$1,990
May 2010	1 full page		\$995
June/July 2010	1 full page		\$995

Spotlight Story!



Community Events

Project partners assisted in representing the Deltona Prevention Project at various community events, promoting www.deltonaFORyou.org through the distribution of giveaways/promotional items.

Promotional Items		Event	Project Partner Assisting
250 Canvas Bags	Community Events	Four Townes Rotary Riverfest, March 6th	Healthy Start Coalition of Flagler/Volusia
1,275 Pens		3rd Annual Abilities Fair, March 13	City of Deltona Parks & Recreation
3,500 Post It Notes		Eggstravanganza, March 26th	City of Deltona Parks & Recreation
1,000 Lip Balms		Deltona Spring Fest, April 24 & 25	Healthy Communities
1,000 Hand Sanitizers		Deltona High School Community Showcase, April 7th	Division of Alcoholic Beverages & Tobacco
2,000 Postcards		Univision/Telefutura/Mega98.1 "Feria de Salud y Comunidad" Health Fair, June 5th	Healthy Start Coalition of Flagler/Volusia
1,700 Window Clings			

June, 2010

www.onevoiceforvolusia.org

a community project of

One Voice for Volusia
Connecting Our Community