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One Voice for Volusia  
*Connecting Our Community*

**2004-05 Annual Report**

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# About One Voice for Volusia

## Who We Are

One Voice for Volusia is a coalition that connects non-profit, governmental and community-based organizations along with local business to promote system and community improvements for the benefit of youth and families in Volusia County. Through research, consensus building and the coordination of resources, One Voice for Volusia takes a leadership role in improving the quality of life for youth and families.

## Our History

The One Voice for Volusia coalition began in 1997 as a juvenile justice initiative to bring together multiple sectors of the community to implement strategies to reduce juvenile delinquency. As the coalition grew in membership, the focus also expanded to include not just delinquency, but four other adolescent problem behaviors: substance abuse, violence, school dropout and teen pregnancy. Utilizing the Community that Care® community mobilization model, One Voice members developed and implemented strategies across many sectors to decrease community risk factors and increase protective factors. During this expansion of mission, the coalition formed its own non-profit corporation to support the work of the group in April of 2001.

One Voice for Volusia has continued to grow and react to the needs of the community. In doing so, its mission has broadened and continued to evolve, especially over the past year. As a leader of research and the premier source for community data, its evolution has directed the coalition to not only mentor other neighboring initiatives and groups, but study the process of local funding and planning decisions. By examining best practices and models from throughout the country, One Voice for Volusia is progressively spearheading the establishment of a shared vision for local health and human services, sure to make positive changes for years to come.

## Our Goals

The One Voice for Volusia coalition is working to implement **Multiple Strategies over Multiple Sectors** to reduce:

- Youth Substance Abuse
- Juvenile Delinquency
- Violence
- Teen Pregnancy
- School Dropout

by increasing community protective factors and decreasing community risk factors.

## Our Methodology

One Voice for Volusia is using a research, planning and community mobilization framework designed by Drs. Hawkins and Catalano. This model, based on their risk and protective factor research, involves a process that includes:

- Mobilization of the community
- Collecting and analyzing local indicator data
- Prioritizing the community's key issues
- Educating community members and key leaders about our community's risk factors & involving them in the solutions.
- Fostering partnerships with other sectors of the community to involve everyone in the solution.
- Advocating for the use of prevention science and measurable outcomes in programming and service provision.

## Our Vision for Volusia County

Our community will provide opportunities for youth and families to be self-sufficient and productive contributors to society.

# A Message from the President

Another exemplary year is behind us.

In all that was accomplished and learned, I am excited about what is to come during the next year. I am sure most of you reading this report would agree that One Voice for Volusia has successfully positioned itself as a leader in facilitating positive change in this community.

Coalition members and staff, driven by commitment and enthusiasm in making Volusia County a better place for its families and residents, continued to offer more than just fresh perspectives to several new and ongoing projects during 2004-05.

As demonstrated by the member commitments to address at least one of the youth-identified priorities of the Engaging Youth project and the coordination of the Second Annual Health and Human Services Summit in May, the Coalition progressively worked to connect resources and services.

The benefits anticipated from mentoring relationships between One Voice and neighboring coalitions as well as the locally-based strategies to reduce youth access to alcohol are sure to mark its place for years to come.

And finally, the Connecting Coalitions initiative of yesterday has evolved into the Community Agenda of tomorrow – an undertaking already adopted by most local key stakeholders as work to assess needs and determine local funding and planning decisions become a shared vision to guide the area's health and human services.

Through all of these, and the report's highlighted accounts, we are truly living out the vision of becoming "One Voice".



Ray Salazar  
President, One Voice for Volusia

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## Board of Directors

### 04-05 Executive Committee

**President:** Ray Salazar, United Way of Volusia-Flagler Counties

**Vice President:** Toni Barrett, Stewart-Marchman Center

**Secretary:** Dee Schaeffer, Healthy Communities

**Treasurer/ Planning Team Co-Chair:** Dr. Betty Davis, Council on Aging

**Planning Team Co-Chair:** Lois Moltane, SEDnet

### Current Directors

Ms. Toni Barrett, Stewart Marchman Center

Mr. Vince Baumstark, Volusia County Schools

Mr. Randy Brown, Greater Daytona Beach YMCA

Mr. Jessie Clark, Communities in Action Coalition

Dr. Emily Cortes-Torrado, Volusia County Schools

Dr. Betty Davis, Council on Aging

Reverend John Ferro, DUNAMIS Community and Outreach Ministries

Mr. Rick Fraser, Workforce Development Board of Volusia/Flagler Co.

Mr. Bill Holland, Department of Juvenile Justice

Mr. Joe Jaynes, Child Advocate

Sheriff Ben Johnson, Volusia County Sheriff's Office

Ms. Lize Kalashian, Healthy Start Coalition of Flagler and Volusia Co.

Ms. Betsy Lewis, Department of Children and Families

Ms. Donna Marietta, Child Advocate

Mr. Ray Salazar, United Way of Volusia-Flagler Counties

Ms. Dee Schaeffer, Healthy Communities

Mr. Joe Sullivan, Boys & Girls Clubs of Volusia & Flagler Counties

Mr. Reginald Williams, County of Volusia

Ms. Carolyn Wood, Act Corporation

# 2004-05 Strategic Objectives

**A. Positive Parenting Campaign:** Implement a positive parenting (Grow Up with Me!) community education campaign targeting parents.

**Strategy 1.** Develop and disseminate Positive Parenting materials.

**Strategy 2.** Develop an on-line Parenting Resource Community to better market existing parenting resources.

**B. Connecting Coalitions:** Create a detailed implementation and resource plan to create a data-based community agenda for human services in Volusia and Flagler Counties.

**Strategy 1.** Create a concept paper for the creation of a data-based community agenda for human services in Volusia and Flagler Counties.

**Strategy 2.** Request support of the project from other organizations.

**Strategy 3.** Create a detailed implementation plan and secure funding commitments for the project.

**C. Engaging Youth:** Develop and implement solutions to a priority issue identified by local youth and engage youth in community improvement efforts.

**Strategy 1.** Sponsor a Youth Conference to assist local youth in identifying one priority issue to work on in 2004-2005 (based on the Engaging Youth Focus Group findings from 03-04).

**Strategy 2.** Present the Engaging Youth Focus group report and the youth-identified issues to coalition members to obtain formal commitments (via MOU's).

**Strategy 3.** Present the Engaging Youth Focus group report and the youth identified issues to the Board of Directors of local youth-serving agencies.

**Strategy 4.** Create a Directory of Youth Leadership Groups throughout Volusia County.

**D. Project T.A.N.G.O.** (technical assistance for neighborhood and grassroots organizations): Provide support and technical assistance to neighborhood and faith-based organizations working to reduce substance abuse. Assist groups in understanding and utilizing science-based practices.

**Strategy 1:** Partner with the Community In Action Coalition (CIAC) to interview past and present members to complete an assessment of the needs and current status of local grassroots, neighborhood and faith-based organizations.

**Strategy 2:** Create a database of formal and professional resources to match the needs identified by local grassroots, neighborhood and faith-based groups.

**E. Community Education:** Increase the community's knowledge and understanding of the community's substance abuse problems and the risk factors that contribute to substance abuse.

**Strategy 1:** Revise and update the 2003 Priority Risk Factor Data report.

**Strategy 2.** Develop a quarterly "report to the community" detailing accomplishments and community improvements.

**Strategy 3.** Continue to develop new and innovative communication methods with members, human service professionals, other coalitions/committees, community members and key leaders.

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## Implementation of 2004-05 Strategic Plan

The One Voice for Volusia Coalition completed its evaluation of the 2003-04 Strategic Plan and began implementation of the 2004-05 objectives in October of 2004. The progress of each objective was reviewed by coalition members at the monthly Planning Team meetings. Information was also made available on the One Voice website for easy access.

# Membership

One Voice for Volusia is continually implementing strategies to increase and diversify its membership and to encourage participation from all members.

- ★ There are currently more than 80 organizations that are members of the One Voice coalition.
- ★ In 2004-2005, an average of 32 members participated in each Planning Team meeting.

## Coalition Members

A Family Focus  
Accepting Responsibility  
ACT Corporation  
American Lung Association  
Boys & Girls Club of Volusia/Flagler Co.  
C.H.A.I.N.  
Central City Front Porch Florida  
Child Care Resource Network  
Children's Advocacy Center  
Children's Home Society  
Christian Encouragement Association, Inc.  
Communities in Action Coalition  
Community Based Care of Volusia & Flagler Co.  
Council on Aging of Volusia County  
County of Volusia  
Daytona Beach Community College  
Daytona Beach Police Department  
Department of Children and Families  
Department of Juvenile Justice  
Devereux  
Disabilities Consulting  
Division of Alcoholic Beverage and Tobacco  
DUNAMIS Community and Outreach Ministries  
Easter Seals of Volusia/Flagler  
Eckerd Re-Entry Program

Family Life Center  
GP&P  
Great Kids Explorer Club  
Greater Daytona Beach YMCA  
Guardian ad Litem Program  
Halifax Behavioral Services  
Handicapped Adults of Volusia County  
Healthy Communities  
Healthy Start Coalition of Flagler and Volusia Co.  
Heaven's Garden Ministries  
Hispanic Health Initiatives  
Junior Achievement Volusia  
Keep Kids Drug Free Prevention Center  
Kidsports, Another Option to Alcohol, Drugs & Crime,  
Lake Helen Police Dept. Teen Program  
M.A.D.D. of Volusia County  
Mental Health Association/Suicide Prevention Coalition  
Neighbor-to-Family, Inc.  
One Voice for Volusia  
Operation Caring Through Sharing  
P3 Community Foundation  
PACE Center for Girls  
Promoting Safe and Stable Families  
Re/MAX All Pro Realty  
S.R. Perrott, Inc.

S.T.A.R.S. Support Group  
SEDNet  
South Daytona Neighborhood Watch Association  
Stewart Marchman Center  
Strong Tower Mission Ministries  
The Chiles Academy  
The House Next Door  
United Cerebral Palsy of E. Central Florida/WORC Inc.  
United Way of Volusia-Flagler Counties, Inc.  
University of Florida/JHI  
Very Special Arts of Florida/Volusia County  
VITAS Innovative Hospice Care  
Volusia County Community Services Division  
Volusia County Department of Corrections  
Volusia County Health Department  
Volusia County Juvenile Dependency Drug Court  
Volusia County Juvenile Drug Court  
Volusia County Schools  
Volusia County Sheriff's Office  
Volusia County Teen Court  
Water of Life Counseling Center  
West Volusia Police Athletic League  
WORC Inc. /UCP of East Central Florida  
Workforce Development Board of V/F

## Enforcing Underage Drinking Laws Task Force

Bethune Cookman College  
Boys & Girls Clubs of Volusia & Flagler  
Collective Hands and Family Services  
Daytona Beach Chamber of Commerce  
Daytona Beach Community College/WCEU  
Daytona Beach Leisure Services  
Daytona Beach Police Department  
Daytona Beach YMCA/Minority Program

Daytona Beverages, Inc.  
Division of Alcoholic Beverages & Tobacco  
First Presbyterian Church  
Halifax Medical Center  
Hotel/Motel Association of Volusia County  
International Speedway Corporation  
M.A.D.D.  
Ormond Beach Police Department

Race Against Drugs  
Razzle's Nightclub  
S.R. Perrott, Inc.  
State Attorney's Office  
Sunshine Safety Council  
The Daytona Cubs  
Volusia County Health Department  
Volusia County Schools  
Volusia Sheriff's Office

# Activities & Accomplishments

## Community Education

### Publication and Promotion of the Priority Risk Factor Document:

One Voice for Volusia updated and published the fourth edition of Volusia's Priority Risk Factors: *a community review of critical issues impacting children* in May of 2005. The publication was distributed widely and received extensive media coverage. The document has been viewed on One Voice's web page over 465 times since it was posted and 48% of the coalition membership reported that they have benefited from this document in a survey administered in June of 2005.

**Community Connector:** One Voice for Volusia has continued to use the "Community Connector" email service as an effective way to communicate with community members and connect various groups in Volusia County. Over the past year, approximately 50 messages have been sent to 230 members of the Community Connector list.

**Web Page Development:** The One Voice website, [www.onevoiceforvolusia.org](http://www.onevoiceforvolusia.org), is a major component of the coalition's community education efforts. The average number of hits to the web page in 2004-05 was 3,210 per month. In addition to providing members and the community with its One-Stop Data Center, the Speakers' Directory, its Evaluation Library, The Topic of the Month, an Underage Drinking Prevention and Education Section, all of the One Voice publications, and Project T.A.N.G.O. resources, One Voice for Volusia also manages the Grow Up with Me!, Live W.I.R.E. and Flagler Focus on Youth Coalition websites, as referenced later in this report.

**2005 Health and Human Services Summit:** The Second Annual Health and Human Services Summit was held at the Ocean Center in May of 2005. The summit, which was made possible by prevention funding from Community Based Care of Volusia & Flagler Counties, attracted 61 organizations which served as exhibitors providing information to participants. Over

300 human service professionals, including vendors, attended the event. An event evaluation was completed with the following outcomes: approximately 98% enjoyed and learned from the summit, 94% discovered a new program or service, and 90% thought that the event should be repeated in the future.

**Live W.I.R.E. ([www.livewirevf.org](http://www.livewirevf.org)):** One Voice for Volusia continued its coordination and management of the web-based resource called Live W.I.R.E. (web-based information and resource encyclopedia). The web-page, now in its second year of service to the community, is a searchable database of programs and services for youth and their families geared towards professionals. The database is different from other resources that have existed in the past because each agency has access to update their information. This ensures that the most current information is available, including information and capacity and waiting lists.

## Engaging Youth

As a result of the Youth Focus Groups held in the spring of 2004, the **PERSPECTIVE: What tomorrow's future is saying about today** report was released in August of 2004. The report outlined the methodology, demographic information collected of the participants and the focus group and survey findings. More than 450 reports have been released to date and the report has been downloaded over 900 times from the One Voice web page. The release

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As responsible leaders it is critical that we develop and implement community solutions in response to these issues.

This report gave us insight as to what this community must do to build a more positive outlook for the future (our kids).

-- Stated by Randy A. Brown,  
Greater Daytona Beach YMCA

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of this report also led to the One Voice sponsored Youth Leadership Summit in October of 2004 where 69 Volusia County youth voted on the top three problem issues, which included:

- Too many drugs and alcohol in the neighborhoods
- Lack of skate parks and other neighborhood activities
- Lack of job opportunities

One Voice for Volusia coalition members reviewed the results of the Youth Leadership Summit and were asked to make a one-year commitment to implement a strategy targeting one of the top three issues. Seven member agencies have issued formal commitments and 14 formal presentations regarding the Report and Summit results have taken place to date.

## Grow Up with Me! Positive Parenting Campaign

**Distribution of Promotional Items:** One Voice for Volusia continued to distribute Grow Up with Me! Campaign items to promote positive parenting and encourage citizens to utilize the Grow Up with Me! web page as a resource. Promotional items include parent tip cards, refrigerator magnets, growth rulers, pens, post-it notes, jar openers and emery boards.

**Web Page ([www.growupwithme.org](http://www.growupwithme.org)):** One Voice continues to develop and manage its Grow Up with Me! web page as a key local resource for parents.

## Project T.A.N.G.O.

One Voice for Volusia continued its coordination of Project T.A.N.G.O. (Technical Assistance for Neighborhood and Grassroots Organizations). Since June of 2004, over 50 hours of technical assistance has been provided to a variety of community-based organizations.

## Mentoring Project

One Voice for Volusia was awarded a Drug Free Communities Mentoring grant to mentor the neighboring coalition, Focus on Flagler Youth, and Volusia and Flagler-based grassroots coalition, Communities in Action Coalition, in October of 2004. One Voice for Volusia's mentoring relationship to both groups has led to strengthening the Focus on Flagler Youth and the Communities in Action Coalitions' work to achieve their mission.

The Focus on Flagler Youth Coalition is now meeting on a monthly basis and has developed professional, promotional materials to include brochures, newsletter, letterhead and a website, [www.focusonflagleryouth.org](http://www.focusonflagleryouth.org).

One Voice for Volusia staff assisted in the development and release of the first issue of Flagler County's Risk Factor Report in June of 2005. Interviews with approximately 21 members of the Communities in Action Coalition were conducted in order to assess the group's needs and develop the direction and leadership for the future. One Voice for Volusia will assist the members of CIAC in the future through resources provide through Project T.A.N.G.O.

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The mentoring provided to the Focus on Flagler Youth Coalition from One Voice for Volusia helped establish our identity and provided a more professional focus.

*--Stated by Lynda Linke,  
Flagler County Community  
Services*

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## Creating a Community Agenda

Since the initial meeting of key stakeholders of the community in February of 2004, One Voice for Volusia has progressively moved forward in its development of a Community Agenda: a *blueprint for health & human services in Volusia and Flagler Counties*.

The Community Agenda will engage a broad group of community stakeholders in the process of examining empirical data and establishing priorities to create a shared vision for local health and human services that will be used to determine local funding and planning decisions.

Since the original workshop with consultants from Jacksonville, the ad hoc committee regularly met to establish a steering committee and a detailed outline for the next year and plans to continue beyond that. Initial financial commitments were secured in June of 2005 and a One Voice staff member will formally begin coordination in August of 2005. Workgroups are currently be formalized and will focus on the following:

- **Creating a Brighter Future for Our Children and Youth**
- **Building Stronger Families and Neighborhoods**
- **Creating Independence for Elderly and Disabled**
- **Responding to Personal Crisis and Disaster**
- **Promoting Wellness and Protecting Our Health**

## Enforcing Underage Drinking Laws Project

Daytona Beach was selected as one of seven communities in Florida to participate in a national research initiative being evaluated by Wake Forest University School of Medicine.

Aimed to reduce youth access to alcohol, the local 2004-06 work plan was the first in Florida to be reviewed and approved by the Florida Office of Drug Control and the Pacific Institute for Research and Evaluation. Enforcement activities include routine compliance checks and DWI/DUI safety checks; the creation of a visible media campaign targeting parents and other adults; and, the improvement and/or adoption of a new policy related to underage drinking.

Early success of the project included the unanimous approval of the Volusia County Council to prohibit the sale of alcohol at the Volusia County Fair and Youth Show in November of 2004; an action supported and advocated for by the Task Force. The creation of a marketing tool targeting parents in order to educate and prevent underage drinking was released to the community in June of 2005 and is part of a media campaign to reach parents and other adults. This project will take place over a 30-month period, ending December 30, 2006. The Task Force meets on a monthly basis and involves youth representation.

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“The collaborative efforts derived from the members of this group have truly been an asset to our community and have broadened local efforts to prevent underage drinking.”

– Stated by Debra Hawes, M.A.D.D.

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# From our members' perspective

One Voice for Volusia conducted a member survey in June of 2005 to obtain feedback from coalition members regarding their perspective of last year. The below information was calculated from this survey.

## “Over the last year, One Voice has helped me/my organization...”

- Increase or expand my services ★35%
- Obtain additional funding ★21%
- Improve my services ★24%
- Connect with new people or organizations ★76%
- Share information more widely ★76%
- Better understand community problems ★83%
- Better understand human service systems (child welfare, juvenile delinquency, etc) ★59%
- Learn new information★79%
- Obtain additional resources ★48%
- Target my prevention efforts more effectively ★28%
- Form a new partnership/collaboration ★45%

## “Over the last year, I have benefited from ...”

- One Voice Coalition Meetings ★79%
- Priority Risk Factor Document ★48%
- Materials/Resources from One Voice ★55%
- Other Data from One Voice ★52%
- One Voice Web Page ★59%
- One Voice Mailing List ★38%
- Technical Assistance from One Voice for Volusia ★17%
- The Community Connector ★52%
- 2005 Health and Human Services Summit ★55%
- Engaging Youth (PERSPECTIVE) Project ★28%
- Underage Drinking Resources ★14%
- Grow Up with Me! Resources ★17%
- Project T.A.N.G.O. ★17%
- One Voice Priorities/Plan ★41%

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One Voice for Volusia, through its community-wide efforts and diverse membership, plays an instrumental role as the coalition collectively enables children to make responsible decisions in order to become productive citizens and ultimately, the leaders of tomorrow.

*- Stated by Alan Abramowitz, Department of Children and Families*

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# Member Satisfaction

	Strongly Agree	Agree	Disagree	Not Applicable
Coalition widely represents the community	41.4%	55.2%	3.4%	0%
Coalition members are very interested in mission	48.3%	48.3%	3.4%	0%
Meetings have free discussion, general participation and active thinking together	55.2%	37.9%	3.4%	3.4%
Individual members accept & carry out assignment within area of expertise	41.4%	44.8%	3.4%	6.9%
The coalition uses the abilities of all, not just a few	31.0%	55.2%	3.4%	3.4%
The coalition provides opportunities for members to develop new skills	31.0%	62.1%	3.4%	3.4%
The coalition understands how the work of the group fits into the "big picture"	44.8%	44.8%	3.4%	0%

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One Voice for Volusia has provided our local Boys & Girls Clubs the tools and guidance necessary to compete for grant funding in a very competitive market.

Traditionally, we have depended on the private sector, but the easily accessible data on local demographics, risk and protective factors has helped us expand and provide services.

*-- Stated by Joe Sullivan, Boys & Girls Clubs of Volusia & Flagler Counties*

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# Financial Information

## One Voice for Volusia Financial Overview for FY 2004-2005\*

### Revenues\*

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Federal Drug Free Communities Support Program Grant	\$104,996.09
Federal Drug Free Communities Mentoring Grant	\$50,650.20
Florida State Univ. Substance Abuse Coalition Mini Grant	\$19,089.00
Community Trials Initiative Grant	\$40,425.80
Professional Fees Income/Special Projects	\$7,600.00
Contributions	\$3,278.55
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	<b>\$226,039.64</b>

### Expenses\*

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Salaries/Benefits/Accrued Leave	\$59,178.81
Contractors/Contracted Services	\$91,364.18
Office Costs (rent/phone/internet)	\$17,815.88
Travel	\$15,191.10
Office/Computer Supplies	\$12,581.90
Training	\$5,020.00
Insurance	\$2,714.11
Printing Costs	\$2,619.18
Web Site Costs	\$1,177.50
Dues, Fees and Subscriptions	\$2320.83
Other	\$10,020.83
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	<b>\$220,004.32</b>

\*Un-audited figures. Revenues include Accounts Receivable as of June 30 and Expenses include Accounts Payable as of June 30.

## **For more information about One Voice for Volusia:**

Office Phone: 386-947-8301

Email: [office@onevoiceforvolusia.org](mailto:office@onevoiceforvolusia.org)

Web Page: [www.onevoiceforvolusia.org](http://www.onevoiceforvolusia.org)