

Safe & Sound Hillsborough Collaborative
Tuesday, March 17, 2015
County Center, 24th Floor Conference Room

Leadership Council Members Present

Kevin Beckner, Chair, BOCC
Chief Kenneth Albano, City of Temple Terrace
Michael Bridenback, Court Administrator
Michael Sinacore, State Atty's Office
Walter Niles, Florida Dept. of Health
Chakita Hargrove, Faith Based
Cindy Stuart, Hillsborough County School Board
Steve Hegerty, Hillsborough County Public Schools
Dan Jurman, Chair, RFQ Review Committee
Jamie Robe, Chair, Data Committee
Sunny Hall, Chair, Improving Neighborhoods
Robert Blount, Chair, Family Health/Wellbeing
Sarah Combs, Chair, Maximizing Impact

Staff Present

Brandon Wagner, Intergovernmental Relations
Orlando Perez, County Attorney's Office
Lynne Tierney, Division of Children's Services

Alternates Present

John Chaffin, HCSO
Kent O'Connor, Tampa Police Dept.
Michael Carr, City of Plant City
Marie Marino, Public Defender's Office
Nichole Hanscom, Public Defender's Office
Daragh Gibson, Florida Dept. of Health.
Lori Hudson, Communications Committee
Angela Smith, Court Administration
Marc Hutek, Vice Chair, Maximizing Impact
Cecilia Yokum, Alternatives to Violence Program
Lori Hudson, Hillsborough County Communications

Others Present

Kelly A. Watts, MiW, LLC
Kim Williams, Frameworks
Ruina He, USF Harrell Center
Tonia Williams, The Children's Board
Chloe Coney, Congresswoman Castor's Office

The meeting was called to order at 1:04 p.m. Commissioner Beckner led the group in the Pledge of Allegiance.

Safe & Sound Hillsborough received copies of the minutes from the February 24, 2015 meeting via email to allow the opportunity for review prior to this meeting. Chief Albano made a motion to approve the minutes, seconded by Ms. Marino. The minutes were approved unanimously.

NEW BUSINESS:

Ms. Sarah Combs introduced herself as the new Executive Director of the University Area CAC and designated Chair of the Maximizing Impact Committee. She thanked the group in advance for participating in the survey designed by the Committee. Violence is a serious public health issue, affecting people in all stages of life. Addressing the number of deaths caused by violence only tells part of the story, as survivors of violence are left with permanent physical and emotional scars. Violence erodes communities by reducing productivity, decreasing property values and disrupting social services. Violence has a substantial impact on individuals, families, communities and society. The good news and the reason we are all here is that violence is preventable. Prevention science helps us to understand and respond to public health problems, including the costs of violence and the cost-benefits of violence prevention strategies.

Before the committee goes further, Ms. Combs asked the group to assist in defining the scope of the Collaborative's violence prevention efforts. She distributed a survey designed by the Maximizing Impact committee to assist in defining what is to be included in violence prevention.

Ms. Combs distributed the survey and the initial draft of the *Violence Prevention Services and Programs in Hillsborough County* matrix. The next step will be for the Maximizing Impact Committee to compile the results of the survey and include any additional agencies on the matrix.

After the group completed the survey, Commissioner Beckner moved to the next item of new business on the agenda, the First 100 Days report to be presented to the Board of County Commissioners. The Commissioner informed the group that the presentation has been delayed from the March 18th BOCC meeting in order to present the signed and executed Interlocal Agreement at the same time. He asked the members to review the First 100 Days report and to submit any changes, additions or comments to his office via email by Tuesday of next week in order to meet the Agenda Deadline on the following Thursday. The report will be delivered at the April 1st meeting on the BOCC Consent Agenda. Mr. Robe asked if the members should attend the meeting and would there be Board discussion of the plan. Commissioner Beckner welcomed all of the members to attend and confirmed that Vice Chair Julianne Holt would be present in the event any of the Commissioners would like to pull the item for discussion. Ms. Stuart asked him to please let the Collaborative know if the item is pulled from Consent in advance.

The Chair asked if there were any more items of New Business. There were not, and he moved to the next item on the agenda.

OLD BUSINESS:

The first item of Old Business was a review of a revised Action Plan from the Improving Neighborhoods Committee. The Chair deferred to Ms. Sunny Hall, Vice President of Client Services for the Crisis Center and Champion of the Improving Neighborhoods Committee. Ms. Hall was pleased to introduce a simplified Action Plan to begin to accomplish the objective of developing a countywide screening process for trauma victims and those impacted by violence utilizing a Trauma Informed approach.

She reported that the committee has discovered that a lot of providers in the community have had some exposure to Trauma Informed Care (TIC), with training varying from a brief overview, to an hour, and some receiving up to four days of training. The committee has revised the Action Plan to design a survey to determine the level of Trauma Informed Care training that currently exists in the community.

There is an assumption that all mental health providers have been appropriately trained to recognize trauma and understand what Trauma Informed Response is and that they are able to deliver TIC to the entire population of Hillsborough County. That is just not possible as not all victims receive mental health services. A survey of mental health providers five years ago indicated while most had been trained in TIC, and some even had an implementation plans, the plans have not been activated. The Committee would like to create a survey and provide the survey to each Leadership Council member to have the appropriate staff person in each organization fill it out. The survey should assess what they know, what they do and what they feel comfortable doing as related to responding in a trauma informed way.

Ms. Hall estimates identifying the questions and having an on-line draft ready for review by the beginning of May. The Action Plan identifies the date to bring back results and recommendations to the Leadership Council as July of 2015.

Ms. Hall asked if there were any questions regarding the Action Steps. Ms. East asked about distributing the survey to the agencies listed in this room. Commissioner Beckner's agency is the entire area of Hillsborough County. Ms. Hall clarified that it would be up to the Leadership Council member to determine who in their agency should respond to the survey. Part of the data to be collected will be the names of the appropriate parties within each agency. She hopes a lead agency or entity will be selected to implement the Trauma Informed Care training plan and part of the Committee's efforts will be to work with that agency to bring all of the appropriate partners to the table.

Ms. Smith added that no one expects to find that 100% of their employees have been trained in TIC, but these survey results will serve as a benchmark so that in a year or two we can measure trained service providers and see how much we have improved. Agencies will have an opportunity to consider who should be exposed to this training. For example, the Sheriff's office has a very large number of their employees on the street with a lot more opportunity to provide TIC. The school system employees that may need the concept introduced to them could range from the principal to the bus drivers. Getting this initial data about who is currently exposed to training is really the only way to get an idea of how many people in the continuum are receiving the training.

Ms. Griffin asked Ms. Hall to be sure to include the contact person to receive the completed surveys. Ms. Stuart expressed some concern about the time line date of July, as many of the key players in the school system will be on summer break. District staff downtown in psych and counseling services would be available, but it would not be possible to collect the data from actual school sites after June 5th. Ms. Hall concurred and asked that the group to focus on the school system for the first three weeks of the initial roll out date of May 21st. Ms. East emphasized the importance of collecting the information from the 21 schools receiving the Prevent Grant. Ms. Marino added that Annie Lyles, who moderated the Violence Prevention Collaborative roll out, emphasized the Adverse Childhood Experiences (ACEs) study. The ACEs study is the research paper that has changed the way service providers think about childhood trauma. She encouraged the Leadership Committee to provide direction to help the committee determine where to focus, from the childhood population up. Ms. Marino added that this is scientific fact (*American Journal of Preventive Medicine, Volume 14, Number 4*) and reveals proof of the health, social and economic risks that result from childhood trauma.

Commissioner Beckner reaffirmed that the questions would be presented to the Leadership Council in May and asked how they could assist the Committee. Ms. Hall responded she would greatly appreciate the support of the Leadership Council as well as their feedback. The Chair asked for any other comments or response from the members. Mr. Jurman added that this Action Plan reveals a better and more focused direction and thinking ahead he could see how we could acquire data from this survey that could permit some possible future grant funding.

Mr. Bridenback made a motion to approve the Action Plan of the Improving Neighborhoods Committee. The motion was seconded by Ms. Stuart and the motion carried unanimously.

Commissioner Beckner then moved the group forward to the next item on the Agenda, an Update on the RFQ from Mr. Jurman.

Mr. Jurman informed the group that there will be a meeting scheduled within the next week to further refine the interview criteria, which will be very similar to the hiring committee's criteria, and he hopes to have some good responses to review. Ms. East asked about the possibility of having some candidates for consideration at the April 14th Leadership Council meeting. Mr. Jurman believes that could be possible, depending upon the applications received by the closing deadline of March 23rd at 5:00 p.m. Commissioner Beckner asked if the hiring committee plans to begin interviews before April. Mr. Jurman responded that it will depend upon the schedules of the RFQ Interview Committee members.

Commissioner Beckner asked Mr. Jurman to send intermittent updates to the Leadership Council once the RFQ closes and let the Council know when interviews are lined up. Mr. Wagner informed the group that Procurement will transfer the responses to himself or Mr. Perez, and they will distribute them to the Chair and the members of the Hiring Committee. Mr. Jurman assured the group the Hiring Committee would already have a meeting scheduled by that time. Commissioner Beckner cautioned the group to keep all communications in the Sunshine.

Commissioner Beckner then moved to the next item on the Agenda, an update on the Interlocal Agreement. Mr. Perez informed the group that he sent out the revised Interlocal on March the 5th and has received a good response, with about half of the agencies having returned the signed Agreement. Commissioner Beckner asked which agencies they have not hear from. Mr. Perez responded that they are waiting on signed Agreements from the City of Plant City, City of Tampa, Hillsborough County Sheriff's Office, State Attorney's office and Hillsborough County. Commissioner Beckner asked the representatives of those agencies to please contact the appropriate parties to get the agreement signed and returned to Mr. Perez as soon as possible. Ms. East emphasized that the Agreement would also need to be placed on the BOCC Agenda and reminded the group that the Agenda Deadline is next Thursday, March 26th.

The next item on the Agenda was an update on the UNITY Convening. Ms. East recalled for the group that Ms. Holt had provided a recap of the conference in January. She would like to add to the discussion with a focus on developing partnerships in the community.

The name of the conference was A Multi-Sector Approach to Preventing Violence. Violence Prevention is not all about substance abuse and mental illness, but focusing on the hot pockets areas of high crime and using a scientific method to determine what intervention would work best in a particular community.

Developing partnerships with the business community is a challenge to our group, and has been a challenge to the other jurisdictions as well. There were some excellent workshops at the UNITY conference, some focusing on public/private partnerships and how they are vital in this effort. The Council must be able to communicate to the business community that reducing violence is key to their bottom line. Ms. East emphasized that the business community would bring a valuable skill set to the table. As the Council members reach out to the business community, Ms. East asked the Leadership Council to accentuate that reducing violence is the single most effective way to stimulate the economic development in high risk communities.

Businesses that partner in the Violence Prevention Collaborative benefit in the following ways:

- enhance their visibility, improve their recognition;
- provide an opportunity to stand out as leaders;
- generate favorable publicity for their businesses;
- improve their image and standing in the community;
- increase their access to political leaders and decision makers;
- reduce the perception of crime and violence where the company conducts their business; and
- increase safety for their employees and customers.

Ms. East directed the group to the publication from the Prevention Institute that was distributed in the meeting backup, entitled *What's Good for Health is Good for Business*. Ms. East asked the group to consider moving forward in this effort by creating an ad hoc committee to prepare a mini-strategic plan with steps to begin building relationships and recruiting business partners in the Violence Prevention effort. Our goal would be to figure out who in the business community to invite in and what function they may serve.

The 2015 budget includes technical assistance money, and Prevention Institute or a similar agency could provide technical assistance in the form of a training workshop detailing how to build these public private initiatives.

Ms. East added that while in Oakland, she was amazed to see the number of law enforcement personnel involved in the effort. In Oakland, law enforcement was involved in a variety of functions, from being mentors to participating in outreach to the business community.

Ms. East offered to send additional materials to the members.

Ms. Hanscom informed the group of a recent initiative in Austin Texas, where the city is currently partnering with the business community. They have created a dashboard that shows which businesses are working to spearhead particular initiatives in the community. She forwarded the link to Ms. East to review and forward to the Council.

Ms. East thanked her and offered another example of such a partnership. In New Orleans their professional basketball team has created a Midnight Madness basketball league for young men ages 13-19. They meet once per month to mentor the boys and teach basketball. It has been a tremendous success for the city.

Commissioner Beckner was very interested in the Austin initiative, which took parts of their strategic plan and assigned them to specific businesses in the community. The Commissioner liked the way in which the businesses take ownership of these community efforts. Ms. Hanscom added there was a lot of in-kind contribution, resource sharing, grant writing assistance, fundraising, etc.

Ms. East added that Seattle offers mini-grants for community initiatives and their area businesses have matched those mini grants.

Ms. Smith added that just across the bay, Tarpon Springs is involved in a similar effort which started by using SAMSA grant.

Ms. Griffin suggested if we have Prevention Institute facilitate a training for business outreach, they could also assist us to prepare such an action plan. She would like to be part of that ad hoc committee.

Commissioner Beckner then requested some discussion from the group of where we are and what needs to be done before we do the actual outreach. We are reporting to the Board that we are deferring the outreach to the business community until we can get the infrastructure in place. In the meantime, we can work to get our strategy in place so that when the infrastructure is in ready we will be prepared to approach the businesses in the community.

Ms. Hall asked the group to be cognizant that the nonprofits represented on the Council each have a governing board which usually includes area business leaders. Those involved business leaders could be a key gateway in the outreach. Ms. East recalled for the group that Ms. Parris has shared previously that in her work in Birmingham one of the greatest cheerleaders for community improvement efforts was the Realtors Association, who has a vested interest in property values increasing and people moving to the community.

Commissioner Beckner suggested the Ad Hoc committee map out particular businesses to work on specific areas of the existing Action Plans. Ms. Stuart asked for clarification. The Commissioner suggested that the first step would be developing the strategy, and then breaking out the steps of the Action Plans that have been developed. At that point, we would start brainstorming appropriate groups or agencies to contribute or perform that function. Then we could identify the specific member of the Leadership Council or other people in our community that we would ask to approach the business leader.

Ms. Stuart recalled that the Support the Health & Wellbeing of All Families Action Plan is at the action step of engaging the business community for opportunities to employ ex-offenders. Mr. Blount suggested that the Council prepare for the business leaders coming to the table with very specific initiatives they want to support. For example, the timing would be right to engage the NFL and the Buccaneers in an initiative to reduce domestic violence. He asked the group to consider those nuances as outreach efforts commence. The Support the Health & Wellbeing of All Families Committee will be having a luncheon next week with prospective business partners and it is his hope to be able to gauge their commitment and bring that information back to the Council at the April meeting.

Commissioner Beckner concurred that we must approach the business leaders with specific requests or perhaps a menu of options. That emphasizes the importance of the Strategic Plan, so we know exactly what requests to present to them. Mr. Sinacore suggested a business leader be invited to be member of the ad hoc committee. Commissioner Beckner would be more inclined to have the plan in place first.

Chief Albano suggested once the plan is in place we roll it out to either the Chambers of Commerce or the Chairman of each of the Chambers for the City of Tampa, City of Temple Terrace, City of Plant City and Brandon. It has been his experience that this is a very effective way to get more for our investment of time. He also suggested a PSA, perhaps produced through the USF facilities.

Commissioner Beckner agreed that was a great idea. He suggested a combined presentation of the Strategic Plan, followed by a presentation of the opportunities for the business community to become involved. Commissioner Beckner stressed the most important thing is to be able to clearly articulate to the business

community what we are doing and specifically how they can become involved. Businesses tend to be approached by so many interests, they basically will want to know what the bottom line is.

Ms. Marino suggested we have put a lot of work into creating our Safe & Sound brand, and there may be a business with Safe & Sound in its name that could benefit from the tie in.

Mr. Jurman added that businesses will want to know what the return on investment is. If we can demonstrate where other communities have had successes and the benefits that have come from those successes, we will see more willingness to invest.

Mr. Blount suggested including a member of a Chamber of Commerce on the Council. Commissioner Beckner believes that involvement will be part of the future of the Council, perhaps even a Business Community Committee which includes business leaders at some point. The Chairman remained committed to waiting until we can articulate what our Actions Plans are, what other communities and corporations have done and what we are trying to do here and the best way to present this to the business community.

Mr. Robe suggested that we invite a business leader to the Prevention Institute workshop. The Commissioner can see bringing in a representative from the business community to the Prevention Workshop to add their perspective as we lay out the steps for the outreach plan ahead. Once we can articulate our Action Plans then we can bring them in to brainstorm with us.

Ms. East added first of all, the committee needed to be formed to consider and research all aspects of the outreach and come back to the Leadership Council with their recommendations. Steps to prepare for the outreach would be:

1. Form the Ad Hoc Committee
2. Ad Hoc Committee schedules workshop with Prevention Institute
3. Facilitate a Business Community Outreach brainstorming session
4. Invite business people to participate

Further discussion opened the door to possibly including a few key business leaders to the Prevention Institute workshop and brainstorming sessions.

Prospective members of the Business Outreach Committee are Ms. Griffin, Chief Albano, Mr. Watts, Ms. Stuart, Mr. Robe, Ms. Marino, Ms. Hall and possibly Col. Luszczynski, with Ms. East serving as ad hoc staff.

The Chairman thanked the group for the good discussion and asked if there were any additional items of new business.

Mr. Jurman introduced his new alternate, Steven Cook with Big Brothers/Big Sisters.

Ms. Griffin informed the group that Sulpher Springs School has recently be reclassified as a K-8 school and it is her hope that this school will become of the first of many Community Schools in our area, which means it would offer additional wrap around services for the students and their families. The Community School concept will open up opportunities for partnerships in the business community as well.

Mr. Robe informed the group that April 9th will be the next Town Hall meeting, which will be held in the Plant City area.

He thanked the group again for their time and commitment. There were no further questions or comments and the meeting was adjourned at 2:40 p.m.

There is no financial impact to Hillsborough County BOCC as a result of this meeting.

The next scheduled meeting of the Safe & Sound Leadership Council will be:

Tuesday, April 9, 2015 – 1:00pm
24th Floor Conference Room