



# Safe & Sound

HILLSBOROUGH

November 19, 2014  
**Leadership Council**  
**AGENDA**

- I. Call Meeting to Order/Pledge of Allegiance
- II. Approve recap of October 23 meeting
- III. New Business:
  - a. Hiring Committee/Next Steps (Kelley Parris) (40 mins.)
  - b. Data/Evaluation, Youth Outreach Survey (USF) (15 mins.)
  - c. 2015 Meeting Schedule/Frequency (5 mins.)
- IV. Old Business:
  - a. 1<sup>st</sup> 100 Days + Matrix (45 mins.)
    - i. Committee appointments (handout)
    - ii. Communications Proposal (handout)
    - iii. Speaker's Bureau
    - iv. Action Plans/Group Facilitation Update (Dr. Gordon)
- V. Housekeeping/Announcements:
  - a. UNITY/PI Convention (Jan. 7-9) (5 mins.)
  - b. Prevent Grant (April Griffin/Cindy Stuart) (5 mins.)
- VI. Questions and Comments (5 mins.)
- VII. Next Meeting: December 11, 2014, 1:00 PM
- VIII. Adjourn

**Safe & Sound Hillsborough Collaborative**  
**Thursday, October 23, 2014**  
**County Center, 24th Floor Conference Room**

**Leadership Council Members Present**

Kevin Beckner, Chair, BOCC  
Jerry Seeber, City of Temple Terrace  
Chief Kenneth Albano, City of Temple Terrace (?)  
Col. Donna Luszczynski, HCSO  
Deputy Chief Brian Dugan, Tampa Police Dept.  
Michael Bridenback, Court Administrator  
Michael Sinacore, State Atty's Office (via phone)  
Chakita Hargrove, Chair Faith Community Comm.  
Kelley Parris, Chair, Community-Based Orgs.  
Steve Hegarty, Chair, Communications Comm.  
Walter Niles, Chair, Health Committee  
Daniel Jurman, Chair, Public Safety/Judiciary (?)

**Alternates Present**

Holly East, Commissioner's Aide  
Cindy Stuart, H/C School Board  
Marie Marino, Public Defender's Office  
Daragh Gibson, Florida Dept. of Health

**Others Present**

Dr. Leslene Gordon, Florida Dept. of Health  
Jamie Robe, Planning Commission  
John Chaffin, HCSO  
Nnadozie Emechebe, USF Health, Harrell Center  
K. Angela Smith, AOC  
Kate Bauer, United Way Suncoast  
Robert Blount, Abe Brown Ministries

**Staff Present**

Lori Hudson, Communications Dept.  
Brandon Wagner, Government Services  
Lynne Tierney, Division of Children's Services

The meeting was called to order at 1:00 p.m. Commissioner Beckner led the Collaborative in the Pledge of Allegiance.

Safe & Sound Hillsborough received copies of the minutes from the September 22, 2014 meeting via email to allow the opportunity for review prior to this meeting. Col. Luszczynski made a motion to approve the minutes, seconded by Mr. Seeber. The minutes were approved unanimously.

**OLD BUSINESS:**

Commissioner Beckner directed the group to Mr. Hegarty's proposal for a strategic communications partner who would guide the communications effort on a *pro bono* basis. Commissioner Beckner asked the members to review the objectives and the skill set required from such a partner and that each member reach out to qualified agencies or individuals and gauge their interest. He asked that members bring referrals to the November meeting for further discussion.

The next item of Old Business is the list of appointees and their attendance records. Members were asked to contact their appointees to see if they are interested in continuing to serve the Safe & Sound Hillsborough

effort, and to bring that information back to the next meeting. Also included in the meeting materials is list of people who contacted Comm. Beckner's office with an interest in serving after appointments had been made.

The next item of Old Business is a presentation on the revisions to the GIS/Heat maps prepared by Jamie Robe of the Data Committee. Mr. Robe explained that, as a result of input from USF at the last meeting, he modified the ranking process from the six maps presented in September. The new classification scores all zip codes from 1 to 5 and sums up the sub-scores, shading the results from red to green based on that score. The top eleven worst zip code areas on the map are the same as the original ranking, which validates the original maps. Mr. Robe expressed to the members that one of the limitations of the zip code ranking is that the affected area could be as large as one half of one zip code, or as small as a single apartment complex within the area. Mr. Robe suggested that these six indicators were a great first effort and served their purpose in the Strategic Plan, but suggested that moving forward the group might want to consider additional data that builds upon this framework, utilizing more specific geographic areas with tighter grids within zip codes.

Mr. Chaffin added that when the Data Committee met with USF last week, the group concurred that as the focus areas for long term prevention are selected the data needed and the performance measures will vary between targeted areas. For example, traditionally transient areas may require different surveys and different data indicators to measure how those areas are performing over time.

Mr. Niles asked that the group be cognizant of ensuring that cultural competence and accessibility are priorities and handled with sensitivity.

Commissioner Beckner thanked Mr. Robe and the Data Committee for an excellent job.

The final item of Old Business is a report from Ms. Parris on the hiring of the Safe & Sound Violence Prevention Coordinator. Ms. Parris reported that during the initial recruitment period only four applications were received. The Hiring Committee extended the recruitment period through October 24<sup>th</sup>, resulting in eight additional applications. The Hiring Committee will review the applications and schedule interviews for the week of November 5<sup>th</sup>. Commissioner Beckner expressed his hope we would have a decision by December.

#### ANNOUNCEMENTS:

Mr. Hegarty was pleased to announce that the School District of Hillsborough County has received a grant award from Project Prevent in the amount of \$3.75 million dollars. This 5-year federal grant comes through the Department of Education and will focus on 21 schools located in high poverty areas. Mr. Hegarty thanked Commissioner Beckner for his letter of support.

Commissioner Beckner announced that he would be giving a presentation to the Boys & Girls Clubs the next day. The Commissioner anticipates more requests for presentations as this effort moves forward, and has prepared a slide show with an associated script. He asked that a speaker's bureau be formed for Safe & Sound Hillsborough, and welcomed members to use the presentation, as needed.

## NEW BUSINESS:

Commissioner Beckner welcomed Dr. Leslene Gordon, who volunteered her time to serve as facilitator for prioritizing strategies in the Strategic Plan and completing the tasks required of the 1<sup>st</sup> 100 Days. Dr. Gordon stated that the background material she reviewed was very helpful, clear that the Collaborative is using public health underpinnings for the project, that prevention is the focus, that data is important and that the Leadership Council understands the complexities of the problem. The natural next step is the action planning phase of the strategic planning process.

The first three items of the Plan have been accomplished or nearly accomplished, and Dr. Gordon moved the discussion to the remaining five items on the First 100 Days Plan:

Bullet 4: *Identify community partners to take responsibility for aspects of the plan; and*

Bullet 5: *Plan a community forum to solicit input from the community-at-large on the draft plan; Finalize Strategic Plan, print & distribute.* Dr. Gordon identified these two items as requiring action planning.

Bullet 6: *Develop Business Committee,* Dr. Gordon was unclear on that item and asked the group to table that item until the next Safe & Sound Collaborative meeting.

Bullet 7: *Develop a means to evaluate data indicators and deliverables to measure progress;* Dr. Gordon has reviewed the Collaborative Budget and agreed that it is a small budget to begin with, but it appears that the work has started with USF. Ms. East provided insight that they will be providing an update next month, and recalled for the group that the budget includes a \$31,000 Line Item each year for the USF College of Public Health to evaluate of the work of the Collaborative and measure the implementation and progress of the Strategic Plan. Dr. Gordon responded that today's effort will help USF develop that plan, including pieces of data, indicators and data points that they will want to consider.

Dr. Gordon asked about the status of the Interlocal Agreement. Ms. East informed Dr. Gordon and members that the draft agreement has not been distributed to the members at this time, but the County Attorney's office has completed their review. Ms. East will send the draft Agreement to members.

Dr. Gordon moved forward with a focus on Bullets 4 and 5. The group will be moving from strategies, which give a broad sense of how to get things done, to action planning, which will provide clarity and be the blueprint for running the initiative. This will also help make clear the mission for the staff coming on board and may also help the members as they consider the kind of deliverables that will be required for the contractual staff. Public health and social issues are very complex and will need to be broken down into manageable, measureable components. The Action Plan will ensure no important detail gets overlooked in the process. The group will need to understand what is possible for Safe & Sound Hillsborough based on infrastructure, resources and community support. These possibilities will be made clear in the Action Plan and allow for the most efficient use of the time, energy and resources available. The Action Plan will define accountability and make clear that each member is doing what they have promised. The Action Plan will tell the group what actions will take place, who will carry it out, and what resources are needed to carry out the change.

The objectives should outline the specific measurable result of each strategy. Dr. Gordon asked the group to keep in mind the SMART acronym as the plans are developed, which stands for Specific, Measurable, Achievable, Relevant and Timed. Dr. Gordon presented some examples of effective action plan statements and prioritizing strategies to the group.

She encouraged the members to break into five small groups, each led by a champion. Each group will use the goals outlined on pages 18-25 of the Strategic Plan to develop one strategy under each goal area. When choosing these initial objectives, consider one that can be accomplished timely, one that may already have resources in place, and if there a sense of urgency for a particular goal. Urgent goals may be driven by a particular problem in community, a priority for a partner agency, or for political expediency. Also, go for the low hanging fruit. A goal that can be accomplished quickly with an early success can help move this effort forward.

Mr. Bridenback expressed some concern that certain members who were not present would have valuable expertise necessary to create the most effective Action Plans.

The Collaborative partners broke into small groups, each focused on one or two particular strategies in the Strategic Plan. The group reconvened with the following Action Plan items:

**GOAL 1: SUPPORT THE HEALTH AND WELL-BEING OF ALL FAMILIES**

- Objective: Identify top 5 non-governmental employers; host focus group to identify existing and new incentives for hiring formerly incarcerated individuals and barriers to implementing those incentives by the end of the first quarter 2015
- Strategy: Successful Reentry
- Champion: Robert Blount

**GOAL 2: CULTIVATE A STRONG, CONNECTED COMMUNITY**

- Objective: By December 2014 participate in 6 bi-monthly town hall meetings to discuss child safety and introduce the Collaborative
- Strategy: Social Connections in Neighborhoods
- Champion: Kelley Parris

**GOAL 2: CULTIVATE A STRONG, CONNECTED COMMUNITY**

- Objective: By January 2015 implement out of school time services (include specific population or school or community)
- Strategy: Quality Education and School Climate
- Champion: Kelley Parris

**GOAL 3: IMPROVE CONDITIONS IN NIGHTBORHHODS MOST IMPACTED BY VIOLENCE**

- Objective: By July 2015 develop a Countywide screening process for trauma victims and those impacted by violence
- Strategy: Trauma Informed Approach
- Champion: Walter Niles

#### GOAL 4: COORDINATE EFFORTS TO MAXIMIZE OUR IMPACT

- Objective: By June 2015 create a comprehensive guide map of programs and services related to violence prevention and distribute to Safe & Sound Collaborative and partners for effective coordination of planned initiatives
- Strategy: Coordinate Multi-Sector Initiative
- Champion: TBD

Dr. Gordon reviewed each goal/objective with the Leadership Council.

Dr. Gordon ensured the group was comfortable with the objectives identified. The next step is to flush out the Action Plans by either coming back and re-forming the groups or by scheduling some conference calls with all the related parties to identify further the Action Plans, i.e., what are the steps, who is going to do it, when will it be done.

The workgroups agreed to work ahead and develop the Action Plans in an effort to move forward quickly. Dr. Gordon asked the members to think about what has been decided on and reassured the group that as they develop the plans it is okay to make a change.

Dr. Gordon mentioned that the Leadership Council did not address the Community Forum Action Plan and asked that it be carried over to the next meeting. She would like to have one of the groups start off the November meeting with a presentation of their data. She suggested making any additional data that may be required part of the Action Plans.

Dr. Gordon proposed that the Leadership Council finish the Action Plans, work together to create the Community Forum Action Plan, and clarify the status of the Committees at the next meeting. Ms. East agreed to send the MS Word versions of the Actions Plans and copies of the GIS Heat Maps to the group.

Mr. Robe expressed that perhaps some members who were not here today should be plugged into specific groups. Mr. Niles recommended Ms. Linda McKenna be included on the mailing list.

Commissioner Beckner thanked Dr. Gordon for her facilitation.

The meeting was adjourned at 3:01 p.m.

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

The next scheduled meeting of the Violence Prevention Collaborative will be:

Wednesday, November 19, 2014  
24<sup>th</sup> Floor Conference Room  
1:00 p.m.

- Develop a communications plan for Youth Outreach Survey data and Strategic Plan;
- Develop a budget that provides sustainable funding; secure financial and in-kind commitments from Collaborative partners;
- Develop Hiring Committee to define staff positions, deliverables, salary ranges; hire lead;
- Identify community partners to take responsibility for aspects of the plan;
- Plan a community forum to solicit input from the community-at-large on the draft plan; finalize, print & distribute;
- Develop Business Committee;
- Develop a means for USF College of Public Health to evaluate data indicators and deliverables to measure progress; and
- Present Interlocal Agreement to Tampa, Temple Terrace and Plant City City Councils, Hillsborough County BOCC, School Board of Hillsborough County for approval.

**Green** = Leadership Council  
**Blue** = Coordinator



TASKS	TIMELINE	10/01/2014	11/01/2014	12/01/2014	01/01/2015	02/01/2015	03/01/2015	04/01/2015	05/01/2015	06/01/2015	07/01/2015	08/01/2015	09/01/2015	10/01/2015	11/01/2015	12/01/2015
<b>1st 100 Days</b>																
Hire Coordinator		Green	Green	Green	Green											
Develop Data/Eval Measurements		Blue	Blue	Blue	Blue											
ID Community Partners			Blue	Blue	Blue											
Develop Forums																
Formalize Interlocal Agreement			Green	Green	Green											
<b>In Budget</b>																
Get 3 Computers Donated		Green	Green													
Develop Website				Blue	Blue	Blue	Blue									
Annual Violence Prevention Conference					Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue			
Mini Grants					Blue	Blue										
Deliverables for Administrative Assistant				Green												
Hire Administrative Assistant				Blue												
Deliverables for Outreach Manager				Green												
Hire Outreach Manager				Blue												
<b>09/22/2014 MTG</b>																
Deliverables for Coordinator		Green	Green	Green												
Reorganize Committees		Green	Green	Green												
<i>Pro Bono</i> Communications Firm		Green	Green	Green												
Plan Press Conference for Youth		Blue	Blue	Blue	Blue											
Outreach Survey Data		Blue	Blue	Blue	Blue											
Data Sharing Project		Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
<b>10/23/2014 MTG</b>																
Develop Speakers Bureau			Green	Green												
Schedule 2015 Meetings, determine frequency			Green													
<b>Action Plans:</b>																
#1 Successful ReEntry				Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue			
#2 Social Connections/Neighborhoods				Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue			
#3 Quality Education/School Climate				Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue			
#4 Trauma-Informed Approach				Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue			
#5 Coordinate Multi-Sector Initiative				Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue	Blue			



<b>Public Safety/Judiciary</b>					
<b>Nominator</b>	<b>Nominee</b>	<b>Phone</b>	<b>Phone 2</b>	<b>Email</b>	
Chief Judge	Judge Lisa Campbell	813-272-6874		<a href="mailto:campbeld@fjud13.org">campbeld@fjud13.org</a>	13th Jud. Cir.
City of Plant City	Captain Susan Pruet	707-2229		<a href="mailto:spruet@plantcitygov.com">spruet@plantcitygov.com</a>	Plant City Police
City of Tampa	Marvin Knight	813-453-5690		<a href="mailto:mrvnkni@aol.com">mrvnkni@aol.com</a>	TECO
City of Temple Terrace	Ret. Capt. Tracy Mishler	813-985-2726		<a href="mailto:temishler@verizon.net">temishler@verizon.net</a>	Ret. TTPD
HCSO	Capt. Scott Wellinger	813-247-8607		<a href="mailto:swelling@hcsotampa.fl.us">swelling@hcsotampa.fl.us</a>	HCSO
Hillsborough County	Daniel Jurman	813-558-5212 x208	813-973-3237	<a href="mailto:djurman@uacdc.org">djurman@uacdc.org</a>	University Area CDC
Public Defender	Joan Boles	813-232-1222 x144		<a href="mailto:jboles@bals.org">jboles@bals.org</a>	Bay Area Legal
School Board	David Friedberg	813- 623-3996		<a href="mailto:david.friedberg@sdhc.k12.fl.us">david.friedberg@sdhc.k12.fl.us</a>	School Board Security
State Attorney	Douglas Covington	813-274-1640		<a href="mailto:covington_d@sao13th.com">covington_d@sao13th.com</a>	SAO
Court Administrator	Patricia Waterman	813-272-7180		<a href="mailto:watermpl@fjud13.org">watermpl@fjud13.org</a>	Child Justice Center
Leadership Council	Stephen Koch	(813) 453-3335		<a href="mailto:Stephen.koch@bbsbf.org">Stephen.koch@bbsbf.org</a>	Big Brothers/Big Sisters
<b>Faith Community</b>					
<b>Nominator</b>	<b>Nominee</b>	<b>Phone</b>		<b>Email</b>	<b>Organization</b>
City of Plant City	Pastor Calvin Callins	754-3626		<a href="mailto:drcallins@msn.com">drcallins@msn.com</a>	Greater New Hope Anointed Ministries
City of Tampa	Antonio Hawkins	813-280-9861		<a href="mailto:pastorahawkins@yahoo.com">pastorahawkins@yahoo.com</a>	Faith Alive Church
City of Temple Terrace	Pastor Ted Fielland	813-787-8172		<a href="mailto:fielland@hotmail.com">fielland@hotmail.com</a>	TTCommunity Church
HCSO	Major Curtis Flowers	813-247-0200		<a href="mailto:cflowers@hcsotampa.fl.us">cflowers@hcsotampa.fl.us</a>	HCSO
Hillsborough County	Chakita Hargrove	813-965-7863		<a href="mailto:chakita_h@yahoo.com">chakita_h@yahoo.com</a>	None
Public Defender	Robert Blount	813-247-3285		<a href="mailto:Robert.Blount@abebrown.org">Robert.Blount@abebrown.org</a>	Abe Brown Ministries
School Board	Maxine Woodside	813-248-8700		<a href="mailto:m.woodsides@bethesdaministriescdc.org">m.woodsides@bethesdaministriescdc.org</a>	Bethesda Ministries CDC
State Attorney	Rita Peters	813-274-1424		<a href="mailto:peters_r@sao13th.com">peters_r@sao13th.com</a>	SAO
Court Administrator	Tonya S. Muhammad	813-272-6330		<a href="mailto:muhamts@fjud13.org">muhamts@fjud13.org</a>	Court Administration
Leadership Council	Djamil Abdel-Jaleel	813 508 0379		<a href="mailto:ummiabdurrahman@aol.com">ummiabdurrahman@aol.com</a>	Masjid Omar Al Mokhtar
<b>Health Care</b>					
<b>Nominator</b>	<b>Nominee</b>	<b>Phone</b>		<b>Email</b>	<b>Organization</b>
Chief Judge	Judge Jack Espinosa	813-272-5610		<a href="mailto:espinosi@fjud13.org">espinosi@fjud13.org</a>	13th Jud. Cir.
City of Plant City	Karen Kerr	757-1205		<a href="mailto:Karen.Kerr@baycare.org">Karen.Kerr@baycare.org</a>	
City of Tampa	Dr. Jason Wilson	813.843.2110		<a href="mailto:tampaerdcc@gmail.com">tampaerdcc@gmail.com</a>	Tampa General Hospital
HCSO	Dr. Beth Weaver	813-247-8320		<a href="mailto:bweaver@hcsotampa.fl.us">bweaver@hcsotampa.fl.us</a>	HCSO
Public Defender	Dr. Nicole Shiber	813-631-2502		<a href="mailto:nicole.shiber@va.gov">nicole.shiber@va.gov</a>	Veteran's Administration
School Board	Dr. Maria Russ	813-273-7020		<a href="mailto:maria.russ@sdhc.k12.fl.us">maria.russ@sdhc.k12.fl.us</a>	School Health
State Attorney	Lorie Cura	813-274-1580		<a href="mailto:cura_l@sao13th.com">cura_l@sao13th.com</a>	SAO
Court Administrator	Joan Montagno	813-276-2337		<a href="mailto:montagie@fjud13.org">montagie@fjud13.org</a>	Magistrate
Leadership Council	Frank Jones	813.631.2505		<a href="mailto:frank.jones2@va.gov">frank.jones2@va.gov</a>	US Dept. of Veterans Affairs
Leadership Council	Frank Strom	813.246.3169		<a href="mailto:stromf@hillsboroughcounty.org">stromf@hillsboroughcounty.org</a>	Hills. Co. Veterans Affairs
Leadership Council	Walter Niles	(813) 307-8015 x 6601		<a href="mailto:Walter_Niles@doh.state.fl.us">Walter_Niles@doh.state.fl.us</a>	Dept. of Health
Leadership Council	Jane Murphy	813.233.2800 x101		<a href="mailto:Jmurphy@Hstart.org">Jmurphy@Hstart.org</a>	Healthy Start
Leadership Council	Bryanna Fox	813.974.6104		<a href="mailto:bhfox@usf.edu">bhfox@usf.edu</a>	USF - FMHI
Leadership Council	Joe Rutherford	813.239.8083		<a href="mailto:jrutherford@gracepointwellness.org">jrutherford@gracepointwellness.org</a>	MHC (Gracepoint)
<b>Education</b>					
<b>Nominator</b>	<b>Nominee</b>	<b>Phone</b>		<b>Email</b>	<b>Organization</b>
Chief Judge	Dean Chris Pietruszkiewicz	727-562-7809		<a href="mailto:cmp@law.stetson.edu">cmp@law.stetson.edu</a>	Stetson U. College of Law
City of Plant City	Dr. Larry Sykes	740-3711		<a href="mailto:larry.sykes@sdhc.k12.fl.us">larry.sykes@sdhc.k12.fl.us</a>	Hillsborough Schools
City of Tampa	Dr. Martha Coulter	813-974-7829		<a href="mailto:mcoulter@health.usf.edu">mcoulter@health.usf.edu</a>	USF
City of Temple Terrace	Carol Dell			<a href="mailto:chrdd@aol.com">chrdd@aol.com</a>	
HCSO	Sgt. Laura Regan	813-247-8076		<a href="mailto:lregan@hcsotampa.fl.us">lregan@hcsotampa.fl.us</a>	HCSO
Public Defender	Dr. Kathleen Heide	813-334-1200		<a href="mailto:kheide@usf.edu">kheide@usf.edu</a>	USF
School Board	Charles Mendez	813-251-3600 x217		<a href="mailto:cmendez3@mendezfoundation.org">cmendez3@mendezfoundation.org</a>	Mendez Foundation
State Attorney	Ron Gale	813-274-1753		<a href="mailto:gale_r@sao13th.com">gale_r@sao13th.com</a>	SAO
Court Administrator	Yvette Boatwright	813-307-4478		<a href="mailto:Boatwrvf@fjud13.org">Boatwrvf@fjud13.org</a>	Court Administration
Leadership Council	Mark Hutek, Director			<a href="mailto:marc.hutek@sdhc.k12.fl.us">marc.hutek@sdhc.k12.fl.us</a>	Adult & Community Ed.
Leadership Council	Karen Buckenheimer RN	813.287.5032		<a href="mailto:kpesce@morehealthinc.org">kpesce@morehealthinc.org</a>	More Health
Leadership Council	Nanci Newton	813.974.2791		<a href="mailto:nancin@usf.edu">nancin@usf.edu</a>	USF Victim Adv. & Violence Prev.
<b>Community Based Organizations</b>					
<b>Nominator</b>	<b>Nominee</b>	<b>Phone</b>		<b>Email</b>	<b>Organization</b>
Chief Judge	Susan Johnson-Velez	813-254-4150		<a href="mailto:susan@sjvlawfirm.com">susan@sjvlawfirm.com</a>	Attorney
City of Plant City	Lee Williams	813-478-0599		<a href="mailto:lee@feltonsproduce.com">lee@feltonsproduce.com</a>	Felton's Food & Produce
City of Tampa	Dr. Carolyn Collins	813.679.3268 M		<a href="mailto:CarCollins1@aol.com">CarCollins1@aol.com</a>	NAACP
City of Temple Terrace	Ronald Govin	813-988-6000		<a href="mailto:rgovin@mmstamp.com">rgovin@mmstamp.com</a>	Consultant
HCSO	Major Sank Montoute	813-247-8289		<a href="mailto:smontout@hcsotampa.fl.us">smontout@hcsotampa.fl.us</a>	HCSO
Hillsborough County	Constance Rose	727-515-3619		<a href="mailto:constancerose@gmail.com">constancerose@gmail.com</a>	Victims2Survivors, Inc.
Public Defender	David Braughton	813-964-1964		<a href="mailto:dbraughton@crisiscenter.com">dbraughton@crisiscenter.com</a>	Crisis Center
School Board	Michael Brown	813-224-9622		<a href="mailto:michael.brown@tampaymca.org">michael.brown@tampaymca.org</a>	YMCA
State Attorney	Margaret Laing	813-274-1311		<a href="mailto:Laing_m@sao13th.com">Laing_m@sao13th.com</a>	Victim Assistance
Court Administrator	Andrea Layne	813-254-1734		<a href="mailto:andrea.layne@gmail.com">andrea.layne@gmail.com</a>	Junior League
Leadership Council	Kelley Parris	813.229.2884		<a href="mailto:parris.k@childrensboard.org">parris.k@childrensboard.org</a>	Executive Director, CBHC
Leadership Council	Lance Lansrud	813.966.8280		<a href="mailto:lance.lansrud@gmail.com">lance.lansrud@gmail.com</a>	Community Tampa Bay
Leadership Council	Darrell Daniels	813-241-1415		<a href="mailto:darrell.b.daniels@gmail.com">darrell.b.daniels@gmail.com</a>	Derrick Brooks Charities
Leadership Council	Mindy Murphy	813.247.5433 x312		<a href="mailto:mmurphy@thespring.org">mmurphy@thespring.org</a>	The Spring of Tampa Bay
<b>Data Collection Committee</b>					
<b>Nominator</b>	<b>Nominee</b>	<b>Phone</b>		<b>Email</b>	
School Board	Jeff Eakins	813-272-4101		<a href="mailto:Jeffrey.Eakins@sdhc.k12.fl.us">Jeffrey.Eakins@sdhc.k12.fl.us</a>	Secretary - Linda Fernandez
Temple Terrace	Sally Sanders	813-506-6518		<a href="mailto:ssanders@templeterrace.com">ssanders@templeterrace.com</a>	
HCSO	John Chaffin	813-318-5652		<a href="mailto:jchaffin@hcsotampa.fl.us">jchaffin@hcsotampa.fl.us</a>	
SAO	Kelly Kelly	813-274-1763		<a href="mailto:Kelly_k@sao13th.com">Kelly_k@sao13th.com</a>	
Hillsborough County	Bob Sheehan	813-903-2242		<a href="mailto:sheehanr@hillsboroughcounty.org">sheehanr@hillsboroughcounty.org</a>	
Plant City	Mark Hudson	813-659-4200 x4125		<a href="mailto:mhudson@plantcitygov.com">mhudson@plantcitygov.com</a>	
Leadership Council	Jamie Robe			<a href="mailto:robej@plancom.org">robej@plancom.org</a>	
Court System	Angie Smith	813-272-5838		<a href="mailto:smithka@fjud13.org">smithka@fjud13.org</a>	
<b>Communications Committee</b>					
<b>Nominator</b>	<b>Nominee</b>	<b>Phone</b>		<b>Email</b>	
Hillsborough County	Anette Spina	813-307-8388		<a href="mailto:spinaa@hillsboroughcounty.org">spinaa@hillsboroughcounty.org</a>	
School District	Steve Hegarty	813-272-4046		<a href="mailto:shgartv@sdhc.us">shgartv@sdhc.us</a>	
Temple Terrace	Michael Dunn	813-506-6406		<a href="mailto:mdunn@templeterrace.com">mdunn@templeterrace.com</a>	
State Attorney	Mark Cox	813-274-1920		<a href="mailto:Cox_m@SAO13th.com">Cox_m@SAO13th.com</a>	
Public Defender	Nichole Hanscom	813-277-1424		<a href="mailto:hanscomn@pd13.state.fl.us">hanscomn@pd13.state.fl.us</a>	
City of Tampa	Ali Glisson	813-274-8262		<a href="mailto:Ali.Glisson@tampagov.net">Ali.Glisson@tampagov.net</a>	
HCSO	J. D. Calloway	813-247-8058		<a href="mailto:jcallawa@hcsotampa.fl.us">jcallawa@hcsotampa.fl.us</a>	
Court System	Jeff Stidham	813-307-4456		<a href="mailto:stidhaw@fjud13.org">stidhaw@fjud13.org</a>	



VPC Subcommittee Appointees and Attendance  
9/2013 - 6/2014

MEMBER	APPOINTEE	COMMITTEE	09/12/2013	11/07/13	12/05/2013	01/09/2014	02/13/2014	03/13/2014	04/10/2014	05/15/2014	06/12/2014
<b>Chief Judge</b>											
	Lisa Campbell	Public Safety	✓	✓	✓	✓	✓	✓	✓	✓	✓
	NONE	Faith									
	Judge Jack Espinosa	Health	0	✓	✓	0	✓	✓	0	missing	0
	Dean Pietzruszkiewich	Education	✓	0	✓	0	✓	✓	✓	0	✓
	Susan Johnson-Velez	Community-Based	0	0	0	0	0	0	0	0	0
	NONE	Data									
	NONE	Communications									
<b>Plant City</b>											
	Capt. Susan Pruet	Public Safety	0	✓	✓	✓	✓	✓	✓	✓	✓
	Pastor Calvin Callins	Faith	0	0	0	0	missing	0	0	0	0
	Karen Kerr	Health	✓	0	0	0	0	0	0	missing	0
	Dr. Larry Sykes	Education	0	0	✓	✓	✓	0	✓	0	0
	Lee Williams	Community-Based	0	0	0	0	0	0	0	0	0
	Mark Hudson	Data	0	✓	✓	✓	✓	0	0	✓	✓
	NONE	Communications									
<b>Tampa</b>											
	Marvin Knight	Public Safety	✓	0	✓	0	✓	0	0	✓	0
	Antonio Hawkins	Faith	✓	0	0	0	missing	0	0	0	0
	Dr. Jason Wilson	Health	✓	✓	0	✓	✓	0	0	missing	✓
	Dr. Martha Coulter	Education	✓	✓	✓	0	✓	✓	✓	✓	✓
	Dr. Carolyn Collins	Community-Based	✓	✓	✓	0	✓	✓	0	✓	0
	NONE	Data									
	Ali Glisson	Communications	0	0	0	0	0	0	0	0	0
<b>Temple Terrace</b>											
	Capt. Tracy Mishler	Public Safety	✓	✓	0	✓	✓	0	✓	0	0
	Pastor Ted Fielland	Faith	✓	✓	0	0	missing	0	0	0	✓
	NONE	Health									
	Carol Dell	Education	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Ronald Govin	Community-Based	✓	✓	✓	✓	✓	✓	0	0	✓
	Sally Sanders	Data	0	✓	✓	✓	✓	✓	0	✓	✓
	Michael Dunn	Communications	0	✓	✓	✓	✓	✓	0	0	✓
<b>HCSO</b>											
	Capt. Scott Wellinger	Public Safety	✓	0	✓	✓	✓	✓	✓	✓	✓
	Maj. Curtis Flowers	Faith	✓	✓	✓	✓	missing	0	✓	✓	✓
	Dr. Beth Weaver	Health	0	0	0	0	0	0	0	missing	0
	Sgt. Laura Regan	Education	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Maj. Sank Montoute	Community-Based	0	✓	✓	✓	✓	0	✓	✓	✓
	John Chaffin	Data	✓	✓	✓	✓	✓	✓	✓	✓	✓
	JD Calloway	Communications	0	0	✓	✓	✓	0	✓	✓	0



VPC Subcommittee Appointees and Attendance  
9/2013 - 6/2014

MEMBER	APPOINTEE	COMMITTEE	09/12/2013	11/07/13	12/05/2013	01/09/2014	02/13/2014	03/13/2014	04/10/2014	05/15/2014	06/12/2014
<b>BOCC</b>											
	Dan Jurman	Public Safety	✓	✓	✓	✓	✓	✓	0	✓	✓
	Chakita Hargrove	Faith	✓	✓	✓	✓	missing	✓	✓	0	✓
	NONE	Health									
	NONE	Education									
	Constance Rose	Community-Based	✓	0	✓	0	0	✓	0	✓	0
	Bob Sheehan	Data	✓	✓	✓	✓	✓	✓	✓	✓	0
	Annette Spina/Lori Hudson	Communications	✓	0	✓	0	✓	✓	✓	✓	✓
<b>Public Defender</b>											
	Joan Boles	Public Safety	✓	0	✓	✓	✓	✓	✓	✓	✓
	Robert Blount	Faith	✓	0	✓	✓	missing	✓	✓	✓	✓
	Dr. Nicole Shiber	Health	✓	✓	✓	✓	✓	✓	✓	missing	✓
	Dr. Kathleen Heide	Education	✓	✓	✓	✓	✓	0	✓	✓	✓
	David Braughton	Community-Based	✓	✓	0	✓	✓	✓	0	✓	✓
	NONE	Data									
	Nichole Hanscom	Communications	✓	0	✓	✓	✓	✓	✓	✓	✓
<b>School Board</b>											
	David Friedburg	Public Safety	✓	0	✓	0	0	0	0	0	0
	Maxine Woodside	Faith	✓	✓	✓	✓	missing	✓	✓	✓	✓
	Dr. Maria Russ	Health	✓	✓	0	✓	✓	0	✓	missing	0
	Charles Mendez	Education	✓	✓	✓	✓	0	✓	✓	0	✓
	Michael Brown	Community-Based	✓	✓	✓	0	0	0	0	0	0
	Jeff Eakins	Data	✓	✓	✓	✓	✓		✓	✓	✓
	Steve Hegarty	Communications	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>State Attorney</b>											
	Douglas Covington	Public Safety	✓	✓	0	✓	✓	✓	✓	✓	✓
	Rita Peters	Faith	✓	✓	✓	0	missing	0	✓	✓	0
	Lorie Cura	Health	✓	✓	✓	✓	✓	✓	0	missing	✓
	Ron Gale	Education	✓	✓	0	0	✓	✓	0	✓	0
	Margaret Laing/Curtis Baughman	Community-Based	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Kelly Kelly	Data	0	✓	0	✓	✓	✓	0	✓	✓
	Mark Cox	Communications	✓	0	✓	✓	✓	0	✓	✓	✓
<b>Court Administrator</b>											
	Patricia Waterman	Public Safety	0	0	✓	✓	✓	✓	✓	✓	✓
	Tonya Muhammad	Faith	✓	✓	✓	✓	missing	✓	✓	✓	0
	Joan Montagno	Health	✓	✓	✓	✓	✓	✓	✓	missing	0
	Yvette Boatwright	Education	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Andrea Layne	Community-Based	✓	0	✓	0	✓	0	0	0	0
	Angie Smith	Data	0	✓	✓	✓	✓	✓	✓	0	✓
	Jeff Stidham	Communications	✓	✓	✓	✓	✓	0	✓	0	✓





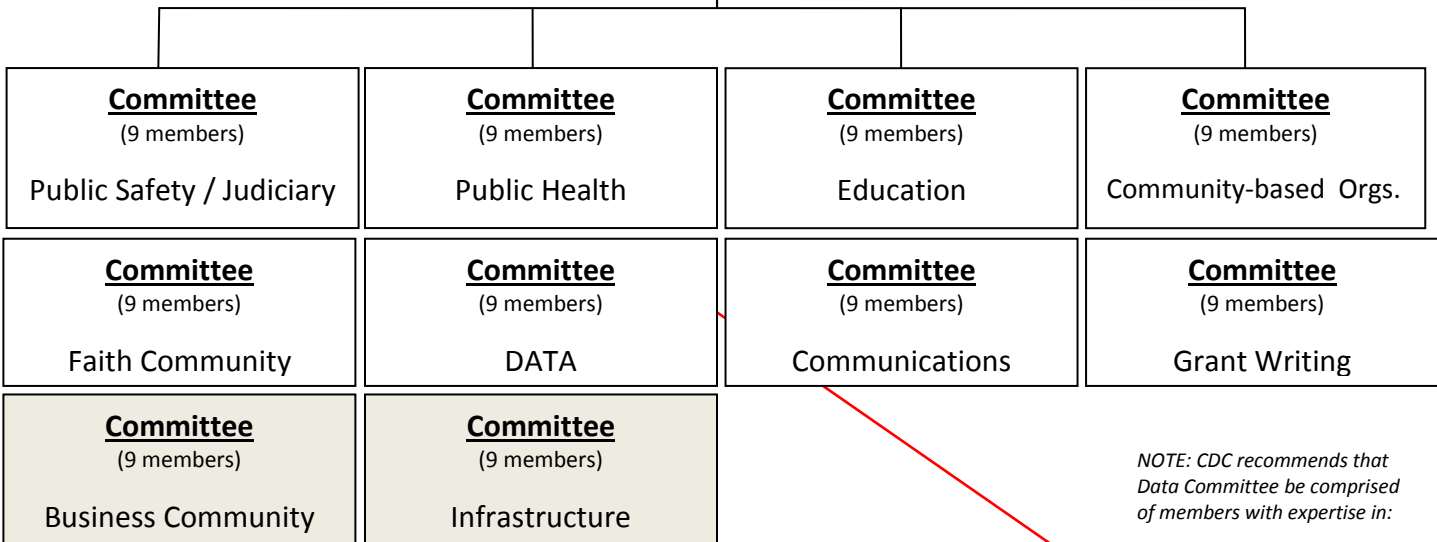
## Violence Prevention Collaborative ReOrganizational Chart

**Leadership Council**  
 Leadership Council Members + Subcommittee Chairs:

Hillsborough County Commissioner  
 Mayor of Plant City  
 Mayor of Tampa  
 Mayor of Temple Terrace  
 Hillsborough County Sheriff  
 Hillsborough County School Board  
 Hillsborough County State Attorney  
 Hillsborough County Public Defender  
 13<sup>th</sup> Judicial Circuit Chief Judge

Robert Blount, Faith-Based Comm.  
 Chakita Hargroves, Faith-Based Comm.  
 Marty Coulter, Education  
 Karen Buckenheimer, Education  
 Dan Jurman, Public Safety  
 Walter Niles, Public Health  
 Kelley Parris, Community-Based  
 \_\_\_\_\_, Data  
 Steve Hegarty, Communications

**Hiring (ad hoc)**  
 (5 members)  
 Kelley Parris  
 Dan Jurman  
 Walter Niles  
 Cindy Stuart  
 Holly East



*NOTE: CDC recommends that Data Committee be comprised of members with expertise in:*

- violence prevention*
- youth development*
- criminal justice*
- GIS*
- epidemiology*
- other public health disciplines*

**Individuals and Agencies who inquired about VPC:**

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Ernest Coney/Chloe Coney  
CDC of Tampa, Inc. -  
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**Agencies of Interest (not appointed in 1<sup>st</sup> iteration of subcommittees):**

Central Hillsborough County Medical Association - Debbie Zorian, Executive Director - 813.253.0471

Florida Behavioral Health Network - (Central Florida) Linda McKinnon, CEO - (813) 740-4811 ext. 226

Tampa Bay Healthcare Collaborative - Carrie Y. Hepburn, Executive Director (727) 812-4952

League of United Latin American Citizens (LULAC) - LULAC Florida Council - Maria Cristina Montenegro  
[mmontenegro@tampabay.rr.com](mailto:mmontenegro@tampabay.rr.com)

United Way of Tampa Bay - Rhonda L. Abbott, Associate VP of Community Partnership & Development  
813-274-0908



## **VPC Communications: *Engaging a Communications Partner***

The success of the Violence Prevention Collaborative (VPC) will depend largely on effective communication – in the community and among VPC members. Due to the broad scope of the initiative and budget limitations, there is tremendous need to strategically focus the effort on agreed upon milestones (as determined by the Leadership Council), identify stakeholders who can assist with the effort, and make use of low-cost/high-impact strategies to meet our goals.

Violence prevention is an ongoing, long-term community effort. The VPC has met all of the initial challenges: Engaging an impressive and effective group of stakeholders to comprise the VPC, having that group collaborate on a coherent strategic plan, and garnering community awareness of and goodwill toward the effort of violence prevention. The next challenges are substantial. As a data-driven enterprise, the VPC has taken on the challenge of showing measurable results in the short term and long term.

While steps are being taken to hire a staff to handle the day-to-day work of the VPC, the Collaborative would be wise to engage a strategic communications partner who would guide the communications effort on a pro bono basis and help achieve the overall communications goals and objectives. The strategic communications partner would work closely with VPC staff and communicate with the director. However, until staff is hired the communications partner would have the support of the Communications Subcommittee, acting as consultants. On an ongoing, project-by-project basis County staff and members of the Communications Subcommittee would be available to serve as staff.



## Communications Objectives

### 1) **Seek community input on strategic plan**

One of the objectives in the “First 100 Days” plan is to seek community input on the strategic plan. The Communications Partner will play a key role in determining the following:

- a) The best methods for reaching the various audiences and community groups. This will include designing branded materials that summarize the key points in the strategic plan.
- b) The format for the community forums or surveys. The format will be driven by the answer to “a.”
- c) A strategy for collecting, organizing, reporting, and acting upon the input.

### 2) **Present Strategic Plan to partners**

Another one of the objectives in the “First 100 Days” is to present the strategic plan to all the organizations that are formally supporting the VPC effort. The Communications Partner will assist in developing a presentation that is brief and effective. The presentation likely will include a brief PowerPoint with highlights, as well as branded materials that can be left behind.

### 3) **Communicate with public using ads and brief, PSA-style video(s) that communicate important aspects of the work of the VPC.**

The ad(s) and/or video(s) will highlight the issues being addressed by the VPC and conclude with a hopeful message and/or call to action. (“Violence *can* be prevented.” “Won’t you work with us as we build a community that is *safe and sound*.”) The VPC members will capitalize on all media relationships to attempt to get ads or videos circulated in local media. All materials will also be featured on the VPC website, either on the homepage or on a dedicated YouTube channel.

### 4) **Social media and internet presence will be essential in announcing milestones and the overall progress of the VPC.**

The VPC has a Facebook and Twitter presence. It is important that they grow and that they are regularly updated to sustain interest.

## **Skill Set**

### **Strategic Planning**

*The Communications Partner (CP) must have experience developing a coherent communications strategy that recognizes the unique nature of the VPC endeavor.*

### **Familiarity with the Community**

*The CP must have a deep understanding of the many diverse communities that make up Hillsborough County.*

### **Graphic Design**

*The CP must have the ability to develop branded materials in the form of flyers, tri-folds, posters, PowerPoints, etc.*

- VPC has a stunning logo – Safe & Sound - that serves as the foundation for all branding.

### **Writing Skills**

*The CP must have excellent writing skills, both short form (tweets) and long form (a report to the community).*

- Though much of the content will be provided by staff and/or members of the Communications Subcommittee, at any time it might be necessary to call upon the Communications Partner to, for instance, reduce a report to its essence, or assist in writing a newspaper column.

### **Social Media and Website**

*The CP must have a deep understanding of, and facility with, social media in its many forms, as well as the ability to make the best use of the VPC website.*

### **Video**

*The CP must have the ability to plan and produce brief videos for PSA's or for social media.*

# Action Plan

Date: October 23, 2014

Goal 1: Support the health and well-being of all families
Objective:
Strategy:
Champion:

<b>Action Steps</b> <i>What will be done</i>	<b>Responsible Team Members</b> <i>Who will do it</i>	<b>Resources Needed</b> <i>Money/time/people/materials</i>	<b>Potential Partners</b> <i>Any others that need to be involved</i>	<b>Outcome</b> <i>Product or result for this action</i>	<b>Time Frame</b> <i>By when?</i>



# Action Plan

Date: October 23, 2014

Goal 2: Cultivate a strong, connected community
Objective:
Strategy:
Champion:

<b>Action Steps</b> <i>What will be done</i>	<b>Responsible Team Members</b> <i>Who will do it</i>	<b>Resources Needed</b> <i>Money/time/people/materials</i>	<b>Potential Partners</b> <i>Any others that need to be involved</i>	<b>Outcome</b> <i>Product or result for this action</i>	<b>Time Frame</b> <i>By when?</i>



# Action Plan

Date: October 23, 2014

Goal 3: Improve conditions in neighborhoods most impacted by violence
Objective:
Strategy:
Champion:

<b>Action Steps</b> <i>What will be done</i>	<b>Responsible Team Members</b> <i>Who will do it</i>	<b>Resources Needed</b> <i>Money/time/people/materials</i>	<b>Potential Partners</b> <i>Any others that need to be involved</i>	<b>Outcome</b> <i>Product or result for this action</i>	<b>Time Frame</b> <i>By when?</i>



# Action Plan

Date: October 23, 2014

Goal 4: Coordinate efforts to maximize our impact.
Objective:
Strategy:
Champion:

<b>Action Steps</b> <i>What will be done</i>	<b>Responsible Team Members</b> <i>Who will do it</i>	<b>Resources Needed</b> <i>Money/time/people/materials</i>	<b>Potential Partners</b> <i>Any others that need to be involved</i>	<b>Outcome</b> <i>Product or result for this action</i>	<b>Time Frame</b> <i>By when?</i>

## Action Plan

Date: October 23, 2014

Goal : Conduct a community forum to solicit input from the community at large on the draft plan.

Objective:

Strategy: Community education, engagement and advocacy

Champion:

<b>Action Steps</b> <i>What will be done</i>	<b>Responsible Team Members</b> <i>Who will do it</i>	<b>Resources Needed</b> <i>Money/time/people/materials</i>	<b>Potential Partners</b> <i>Any others that need to be involved</i>	<b>Outcome</b> <i>Product or result for this action</i>	<b>Time Frame</b> <i>By when?</i>