

April 2, 2014

I am Dondieneita Fleary-Simmons and I am the Director of Programs at Goodman Community Center and I am co-presenting with Helen our very, very new manager, Helyn Luisi-Mills, and she is taking over the reins of married at a very critical time as we have sort of launched deeply and do our sustainability goals and objectives, so we'd like to share with you a little bit about what we are doing there as an organization. Okay, all right, so, we decided to make this fun and to make sure that people know that even though it's not exactly magic there really are some tricks that you can use to be sustainable and so we want to share with you about five of those tricks as we go through, but I want to start by kind of giving you an overview of what the organization looks like and where we come from. So, our vision is to empower young people so our program is actually called Madison Empowering Responsibility in Teens and it comes out of an organization the Goodman Community Center is your local neighborhood community center, so unlike some of these other presenters that are tied to a university directly or tied to a government organization or something. We are actually the small end of the pond and, so we took on a very big project from a very small place. Our organization has about 55 or 60 full-time staff, but we do all kinds of things across that staff population, so as others have mentioned we are literally a cradle-to-grave we start at age 3, our oldest participant at the community center is 97 and we do a whole array of programs and so married is only one component of that and we came and applied for funding to be a TPP Organization we really did it from the perspective of a very holistic what's good for the community, what's hurting our community and how can we help our community and our big vision and our big focuses positive youth development and so within positive youth development which is an asset based model for looking at youth not a problem or risk based model of looking at youth. We started to think about what is it that our youth bring and our youth have goals, our youth have dreams, our youth have aspirations, our youth have opportunities, so they have lots of things to work from and what they need then is the information that we can share with them to kind of help shape how they move through their world and so our program is really about empowering them to make good decisions by having great information and one of the things that we found is our youth are the only ones that lack information, so our communities also need information and they needed in ways that are digestible, so what we have done is Helyn created this fabulous infographics which you will see throughout the presentation, but when we kind of try to make very visual quick representation of what our program does and is achieving, so that we use data all the time in everything that we do to communicate what we are creating in our program, I mean, my favorite message is that you can tell the story, you can sell the story so there is money out there to do just about anything. There is money to pay for paperclips right, so nobody really needs those, it's just a very handy and so by comparison what we do a so much more important and so much more impactful and hold so many more things together that we can sell that, but we have to believe in what we have

and in the way that we have to communicate that as to our infographics. So, we are billing a coalition of thought leaders that have the youth expertise we are kind of integrating our model so that it's more than just sexual health, but behavioral health holistically. Have, there is no illness, there is all kinds of other types of well-being and we really want to focus on. We have got a very diverse population. We work with kids primarily our primary target is our people in the schools, so we work with our Metropolitan School District and the Greater Madison area school district, so we actually have an MOU with the school district to provide services in all of the middle and high schools and in three other areas two of them we now have relationships and we are creating MOUs with those as well. We also work with other youth serving organizations, other community centers and neighborhood centers. We work with students who are in corrections. We work with students who are in alternative high schools and so on, so a lot of different demographics. Here comes Chlamydia as what I was told, I said Helyn you gave me Chlamydia, we are dividing up the slides, so, so, I wanted in Madison when people think of Madison in general they think it is a very, very white which is right, very, very rich, which is right, community that has relatively no problems and in fact is on the top five list on just about everything in terms of places to live, however, none of those things are true anymore if you are black or brown. We have a 74% child poverty rate among black people in the City of Madison where it's like the fifth highest median income in the country, so not only really poor you are just proportionately poor and you are poor on ways that you can't even imagine, so somebody making \$30,000.00 in Madison is making, you know, fifth of the median income in Madison it's really kind of scary and sad and tied with that we also have horrible. We have some of the top schools in the country in fact we have probably the top or second of the top depending on the year outcomes for high school graduation in the country and for college, matriculation in the country, but among black and brown students more than half don't graduate. 51% of our African-American males are correctionally involved. So, we have got, we can't tell our story and sell our story on the joys and beauty of Madison. We have to talk about it in terms of a very specific and very peculiar in terms of outcomes demographic and that makes it really hard for our business community to hear because what we have to do is say it is incredibly progressive, Bastion of the Midwest were also incredibly racist in terms of our practices and our outcomes and so, we are trying to tell a lot of stories right about the same time and then we throw in the importance of sexual health and sexual health curriculum. So these are just some of the outcomes around sexual health and parenting, really parenting in Madison. Oh, so we have served over 2,100 young people in these different sort of environments, I cannot read, so the thing at the bottom the legend, so it is, but the big number is middle school students then there are a number of different types of high schools, so we just serve regular high school and then we have high schools that are alternative schools and then we have community based organizations and that's it. I think I got them all okay and, so that we have to work with all of those to establish sort of what message is right for them to hear so that they can become engaged in the discussion about adolescence sexual health and like I said in general behavioral health and well-

being for adolescence. Okay, so, now into the tricks, so, how much time do we have, 40 minutes okay, so, so a lot of the things that you've heard are fellow presenters have also expressing some of the things that you have done yourself, but we wanted to just name them because naming them sort of brings them out of the magic and then to reality, so to be visible people don't actually know what mirror is and so we've done a lot to implement our visibility in the community generating buzz having multilevel marketing and we are presenting as often as we can. If you are doing something we are going to ask if we can come and tell you about us. Oh, that was one of those fuzzy moments okay, so we are using give ways, T-shirts or branding ourselves or planning a citywide campaign to generate a community understanding about the issue that is not just about Teen Pregnancy Prevention, but the ways in which we need to address these issues that are particularly affecting our African-American and Latino brothers and sisters and we are planning a mirror of proclamation which I am kind of excited about. So our, so to be strategic, so we have talked out about strategy and knowing who we should connect with, but it's also knowing for us what is happening in the area of Teen Pregnancy Prevention, what is that we do really well and who is that we are connecting with and one of the things that we know were doing well is that we are collecting really good data and we have really good information not just about our own program, but about how our program is interacting in the places that we are doing, so we are able to use our information to talk about the holistic approaches that you can use even if you are implementing a very specific kind of curriculum, I saw Teen Pregnancy Prevention condoms panic, but actually there is so much more that you can bring out from that interaction that you guys have talked about and of course using the strategic partnerships and expanding our networks to connect with new opportunities to develop sustainability even beyond our own understanding of what we think about might be. We are one of the indispensable, so we want to not just be another thing the new hot trends, but actually provide something that is that you can live without and for our principals that includes supplementing their health curriculum like one of the biggest things is health teachers panic older teachers like don't know how to talk about it and so there is a distancing of themselves from the students and it becomes irrelevant to them so one of the ways in which we become is dispensable is we are not afraid of talk about it, we are approachable, we are engaged and then we can also train teachers to do the same, so that's, that just they know who to call. We are valuable right, so one of the things that we learned is that we shared is the challenge when you implement something for free at the beginning how do you then convince somebody to pay for it, so recognizing that the cost of something is not necessarily determined by its value, so ways in which we have done that is identified like we've shared earlier what is it, what are your long term savings, what are the ways in which this seemingly free thing is actually addressing issues of money, addressing issues of savings, can we save money by providing you training and fidelity support, so raising those pieces and the last one is to be data driven, so we know that we have identified that strength in every time that we interact with someone we have something positive to say about our data. We use it to with school principals when we are talking about safe environments. We implement, we not only implement

the curriculum, but we are also asking questions about school engagement, we are asking questions about their interaction with their teachers, we are asking about their ability to be part of decision making and we provide that information to principals who understand what the positive use environment is in their schools beyond our own program this is there teachers and we are also identifying what are the compelling things that we can tell our donors. What is that, that they want to know and how can we make it strong and how can we make it compelling and how do we make it visually interesting, so this, this is basically where the (inaudible) experimentation is happening, so with that we just wanted to share some of our magic tricks and thank you.