



2011 In Review

Presented by:
Kris Bennett, CCHY

Community Coalition for Healthy Youth c/o Tompkins County Youth Services Dept.
320 W. ML King Jr./State St., Ithaca • 274-5310 • www.healthyyouth.org



DFC Goal 1 – Build and strengthen our coalition

- Over **80** meetings to accomplish our work!
 - CCHY board
 - Committees
 - Workgroups



DFC Goal 1 – Build and strengthen our coalition

- Increased linkages with others including:

Rotary  Kiwanis

Campus Community Coalition CARS

Village at Ithaca Sheriff & district attorney

SHRM (society of human resource managers)



DFC Goal 1 – Build and strengthen our coalition

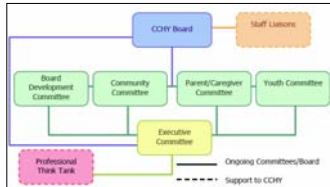
- Membership
 - Welcomed & oriented new members
 - Rich Bernstein, Jen Mainville
 - Said goodbye to retiring members
 - Ron Acerra, Nancy Potter, Jim Steinmetz, Nick Maine, Erin James, Stephanie Gummaer





DFC Goal 1 – Build and strengthen our coalition

- Organizational
 - Changed meeting structure to make it warmer & more inclusive
 - Implemented new committee structure
 - Increased knowledge of staff & board thru trainings, webinars, conferences, networking



DFC Goal 1 – Build and Strengthen our coalition

- Sustainability work: Connected with Cornell's Johnson School to develop a marketing strategy:
 - Messaging sessions - CCHY Board & Staff
 - Audit County to gauge awareness
 - Analyze findings to enhance CCHY positioning



DFC Goal 1 – Build and strengthen our coalition

- Managed all aspects of grant
 - Submitted successful renewal grant
 - Submitted all required reports to feds. on time



DFC Goal 1 – Build and strengthen our coalition

- Increased CCHY Visibility
 - Media





DFC Goal 1 – Build and strengthen our coalition

- Increased Visibility (con't)
 - Over 40 presentations
 - Tabling & more



DFC Goal 1 – Build and strengthen our coalition

- Graduated from CADCA Academy; nominated for Chairman's Award



DFC Goal 2 – Reduce youth substance use

- Analyzed student survey results; published & shared Summary of Highlights



DFC Goal 2 – Reduce youth substance use

- Hosted successful Bill DeJoy training event





DFC Goal 2 – Reduce youth substance use

- Developed new pharmaceutical safety posters using student survey data



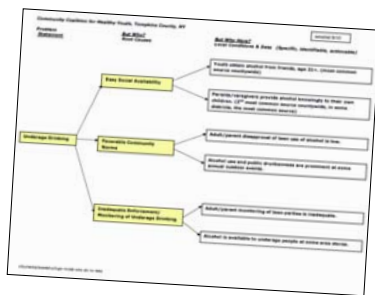
DFC Goal 2 – Reduce youth substance use

- Launched Social Norms campaign at Tburg Middle School



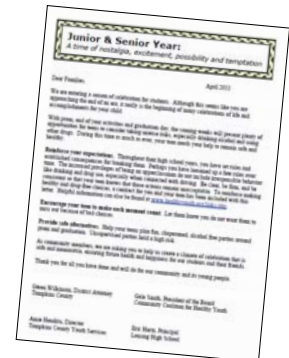
DFC Goal 2 – Reduce youth substance use

- Developed action steps for 3 logic models to strategically guide our work and tie it to identified local needs



DFC Goal 2 – Reduce youth substance use

- With grant from Stop DWI & support from BOCES, sent 1,995 Safe Celebrations letters to parents of H.S. juniors & seniors





DFC Goal 2 – Reduce youth substance use

- Supported 2 Sticker Shock campaigns - Groton & GrassRoots



DFC Goal 2 – Reduce youth substance use

- Developed & distributed 11 prevention messages aimed at parents & caregivers



DFC Goal 2 – Reduce youth substance use

- Met with school athletic directors & provided posters



DFC Goal 2 – Reduce youth substance use

- Supported annual youth Drug Quiz (sponsored by BOCES) – 5 M.S. teams participated





DFC Goal 2 – Reduce youth substance use

- Supported 2 drug collection events & purchase of 2 permanent drop boxes



1,657 pounds



DFC Goal 2 – Reduce youth substance use

- Engaged youth thru ATI. Received national recognition for our calendar!



GOOD WORK BY ALL!