

# 39<sup>TH</sup> AJFCA ANNUAL CONFERENCE

MAY 15-17, 2011

The Westin Hotel, Calgary, Alberta

## THE GOODMAN AWARD SUBMISSION FORM

Please complete this form by typing in to the shaded fields and save it as a Word document. Email the completed form as an attachment to Lisa Budlow at [lbudlow@ajfca.org](mailto:lbudlow@ajfca.org).

### I. General Information

- a. Program Title: Healthy Youth-Healthy Communities
- b. Agency Name: Jewish Family and Children's Service of Minneapolis and Jewish Family Service of St. Paul
- c. Date Program Began: June 2007

### II. Summary

- a. Initial Problem(s) to be Addressed by the Program:

Our community had two strong collaborations in place that were targeted at educating and reducing stigma the Jewish community regarding mental health and domestic abuse. We realized that we needed to address the problem much earlier in order to affect change. To get to the root of these problems, we understood that we needed a program to address issues challenging our youth. The program would need to address topics such as unhealthy relationships including teen dating violence and sexual assault; mental health issues; substance abuse and addiction; eating disorders; sexual health and body image; bullying (including cyber), and internet safety. All programs would need to be GLBTQ friendly. This realization led to the creation of Healthy Youth – Healthy Communities (HY-HC).

- b. Brief Overall Program Description:

The mission of Healthy Youth-Healthy Communities is to raise awareness and build skills among youth and families that promote health, reduce harm, and result in a healthier community. HY-HC provides preventative health programming to Jewish youth from pre-adolescence through college.

HY-HC does its work by providing innovative, interactive and culturally appropriate educational programming. The HY-HC specialist with the assistance of college interns delivers the programming. The interns are studying education or a health-related field and have career aspirations that include Jewish communal work. The success of the program is that it is delivered to the youth; they do not have to come to it. Our staff provides programming to religious schools, day schools, Hebrew schools, camps, and synagogue youth groups.

In addition to our customized presentations, our staff provide resources to connect youth to mental health services, counseling, and other services, as needed.

### III. Components

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- a. Jewish Component: The program is targeted specifically at youth in the Jewish community. We deliver programs in Jewish settings and use Jewish content to enhance the message. Depending on the program, rabbis or Jewish educators may help provide the Jewish content and/or delivery.
- b. Outreach Component: We reach Jewish youth by engaging synagogues, youth groups and camps and day schools and supplemental Hebrew schools. After establishing relationships with these organizations in the early years of the program, HY-HC has become the go-to program for these topics that are often difficult for the staff to approach.
- c. Community-Building Component: The entire program is focused on building a healthier Jewish community and creating connections to Jewish agencies. In accomplishing this two-pronged goal, we know that we are increasing the probability of a vibrant Jewish future for our community.

## IV. Outcomes

### a. Outcomes of the Program to Date:

HY-HC participants:

- Increased awareness and education on targeted topics
- Received preventative health education within the context of Jewish life
- Increased understanding of resources available in their own community for challenging issues
- Enhanced connections to our Jewish communal agencies

b. Evaluation Method: Participants complete evaluations following every program that we use to improve future presentations. We are also in the process of conducting a survey that will reveal our target audience's knowledge of issues regarding mental health, substance abuse, and relationships. The survey also explores awareness of community resources. This survey will provide a base-line for future programming and evaluation.

## V. Sustainability

a. Total Program Cost: \$36,000

b. Major Income Sources: Foundations, Federation sources, and individual donors

c. Agency's Plans for the Continuation of the Program: As the program matures, the demand for presentations goes up. More donors who are interested in the future of the Jewish community are expressing interest in this program as a funding opportunity. It is also clear that collaboration with other organizations serving youth in both the Jewish and secular communities strengthens our ability to attract funders and sustain this creative, replicable model.

## VI. Contact Information

- a. Contact Person's Name: Betsy Sitkoff
- b. Contact Person's Title: Jewish Community Health Awareness Program Manager
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