



How to  
***“Move the Needle”***  
on Juvenile Crime, Teen Pregnancies and  
Academic Achievement  
in Struggling Neighborhoods

*NFBPA Forum, April 5, 2019*

Track/Session: 3.18

Moderator: Lisa Early

Panelists: Brenda March, Tyrone Walker, Raysean Brown

# Orlando Children's Initiative

## MISSION and VISION

The City's Families, Parks and Recreation Department offers ***comprehensive, innovative, data-driven*** programs, from cradle to college and career, to improve academic achievement, workforce readiness, and health and wellness of Orlando's youth, especially disadvantaged youth, to "move the needle" on academic performance, juvenile crime, teen pregnancies and child health in Orlando.

# Strategy

Step One: Develop an effective model in Orlando's most disadvantaged neighborhood.

Step Two: Scale up the model's effective practices citywide, throughout the Families, Parks and Recreation Department's network of neighborhood centers and school partnerships.

# Strategy (con't)

Scale up promising practices to 17 neighborhood centers, 9 middle schools and 5 high schools citywide

Scale up promising practices to impact Boys and Young Men of Color citywide via My Brother's Keeper Orlando

Expand Parramore Kidz Zone to additional neighborhoods

Invest in children's programs in Orlando's most disadvantaged neighborhood via replication of Harlem Children's Zone:  
Parramore Kidz Zone (PKZ)

Total Served:  
12,289  
85% Low  
Income



Invest in children's programs in Orlando's most disadvantaged neighborhood via replication of Harlem Children's Zone:

**Parramore Kidz Zone (PKZ)**

# The Model

- Delineate a neighborhood-sized geographic area
- Invest in evidence-based programs in “the zone,” covering key aspects of children’s lives – academic, health/wellness, economic security
- Connect *all* neighborhood youth to the programs, from cradle-to-career
- “Move the Needle” on child outcomes – education, crime, teen pregnancies, economic and social success.



# The Place: Parramore, 2000-06

## Demographics

- 2,066 children, 73% below poverty
- 84% in single parent households
- 47% of adults -no high school diploma or GED.
- Median household income \$13,613

## Child Well-Being Indicators

- Zip code with highest reports of child abuse/neglect
- Juvenile arrest rate: two-and-a-half times that of the City
- Teen birth rate: six times the County rate

## Neighborhood Survey Findings

- ❑ 86% of families run out of money
- ❑ 32% of children lost a loved one in the past year
- ❑ 78% of parents need more help with their children
- ❑ 87% say tutoring assistance is the most needed
- ❑ 61% of children under 5 aren't in childcare/pre-k
- ❑ 41% of Parramore children have chronic health problems

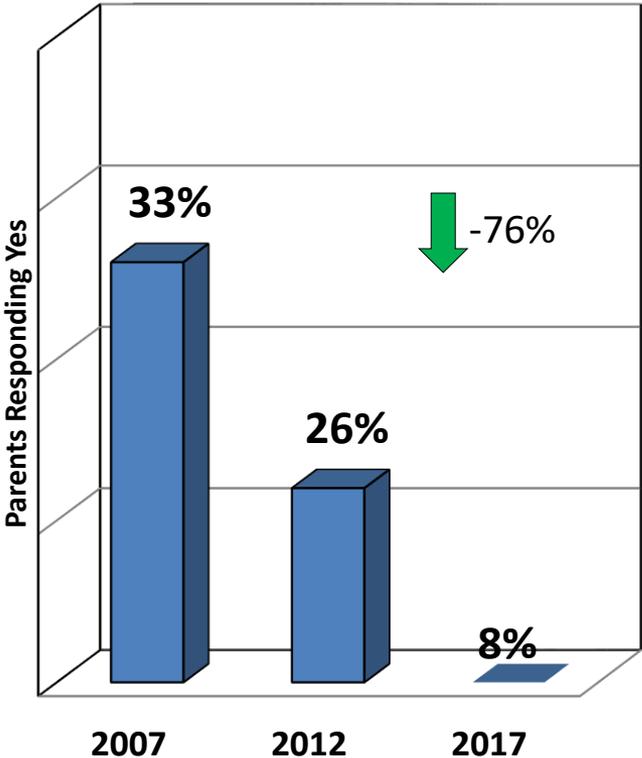
# Strategic Investments since 2006

- Approximately \$2 million is invested per year in 20 partner programs/locations throughout the neighborhood, aimed at:
  - Increasing the number of young children attending high quality preschool programs
  - Building positive parenting skills
  - Mitigating family economic instability
  - Enhancing children's physical health and wellness
  - Supporting academic success among elementary, middle and high school children
  - Increasing the number of youth entering – and completing – post-secondary education
  - Giving kids experiences and exposure to the world outside their neighborhood
  - Building workforce skills and income generating activities among older youth and young adults
  - Keeping older youth and young adults out of trouble and on a positive track toward social and economic success.

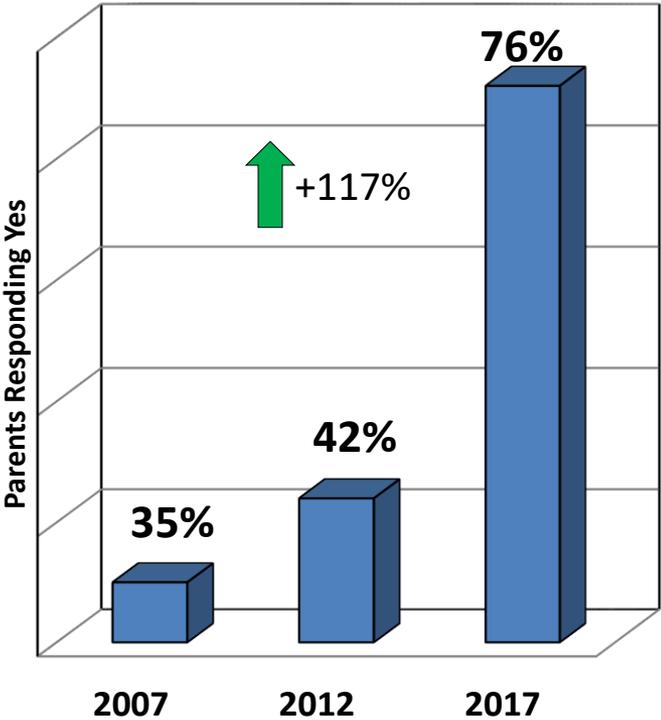
# Results

# Trends in Parent Survey Responses, 2006, 2012 and 2017

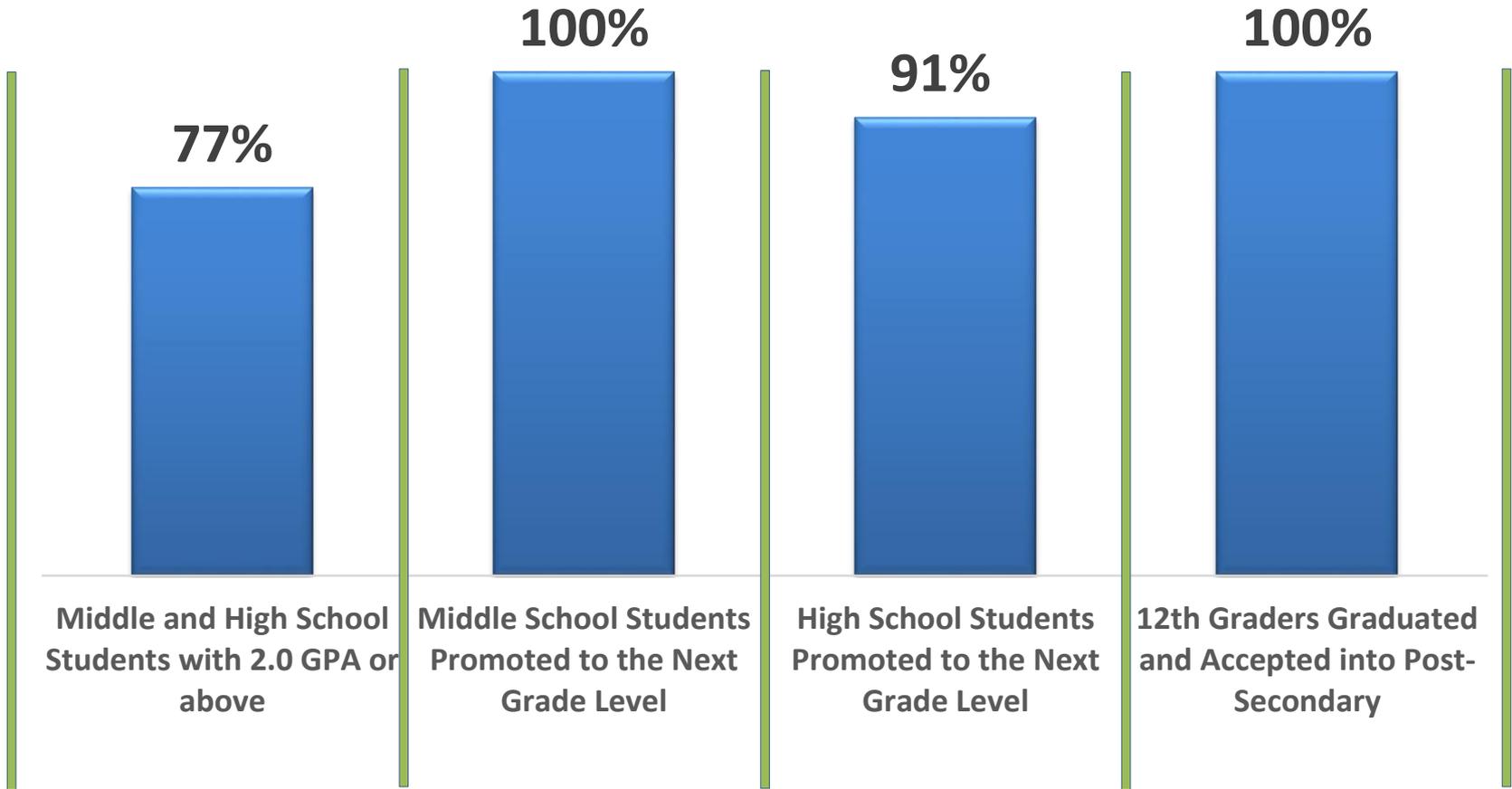
### Are your children getting into trouble at school?



### Does your child attend preschool?

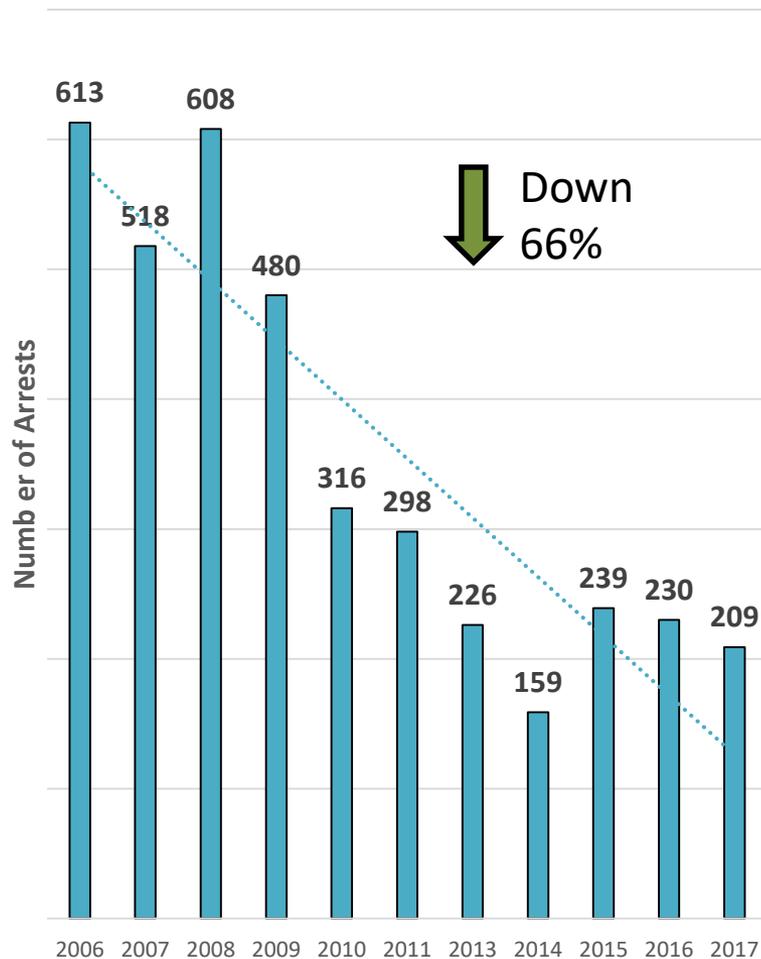


# Results: 2017-18 Student Advocate Services

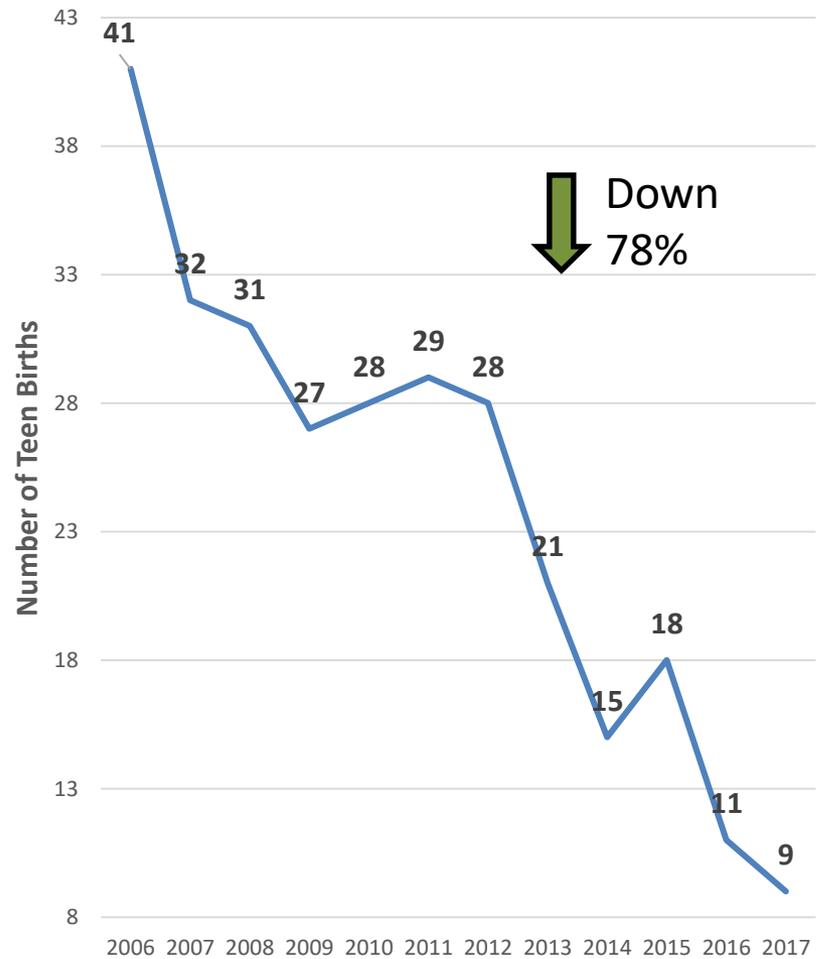


# Impact: Crime and Teen Pregnancies

Trends in Juvenile Arrests:  
Parramore, 2006-2017



Trends in Teen Births:  
Parramore, 2006-2017



# Perspective of a young man who grew up in Parramore: Raysean Brown



Expand Parramore Kidz Zone to  
additional neighborhoods:

Holden Heights

Scale-up promising  
practices to impact Boys  
and Young Men of Color  
citywide

MY BROTHER'S KEEPER

**MBK**

ORLANDO

# History of My Brother's Keeper Orlando

- 2013: City of Orlando joins the National League of Cities Technical Assistance project to Promote Black Male Achievement, and the Campaign for Black Male Achievement, and begins developing My Brother's Keeper Orlando.
- 2013-14: MBKO collaborative partnership is formed and community goals are developed:
  - **Improve academic performance**
  - **Increase employment opportunities**
  - **Reduce incarceration**

*....among Orlando's boys and young men of color.*
- 2014: President Obama issues MBK Community Challenge to cities across the nation, and Orlando Mayor Buddy Dyer signs on, making Orlando one of the first cities to do so.

# Focusing on Boys and Young Men of Color

- When we commit to focus on a particular population, we add an extra layer of intentionality to our work to adequately address the needs and interests of that population.
- With regard to boys and young men of color, we ask ourselves these questions:
  - Are our programs designed to attract boys and young men of color?
  - Are we making intentional investments that support their academic and workforce success?
  - Are we effectively addressing public policy issues that affect BYMOC?
  - Are we positively showcasing the successes, talents and resilience of BYMOC?
  - Are we engaging youth voice in everything we do?
  - Are we collaborating with partners who are deeply committed to this work?
  - Are we leveraging public dollars, philanthropy and grants to support the work?
  - Does our leadership and staff reflect the population we're serving?
  - Are we tracking the results of our work to ensure accountability and share promising practices?

# Impact

Last year, we employed 279 boys and young men of color (68% of all male youth employees).



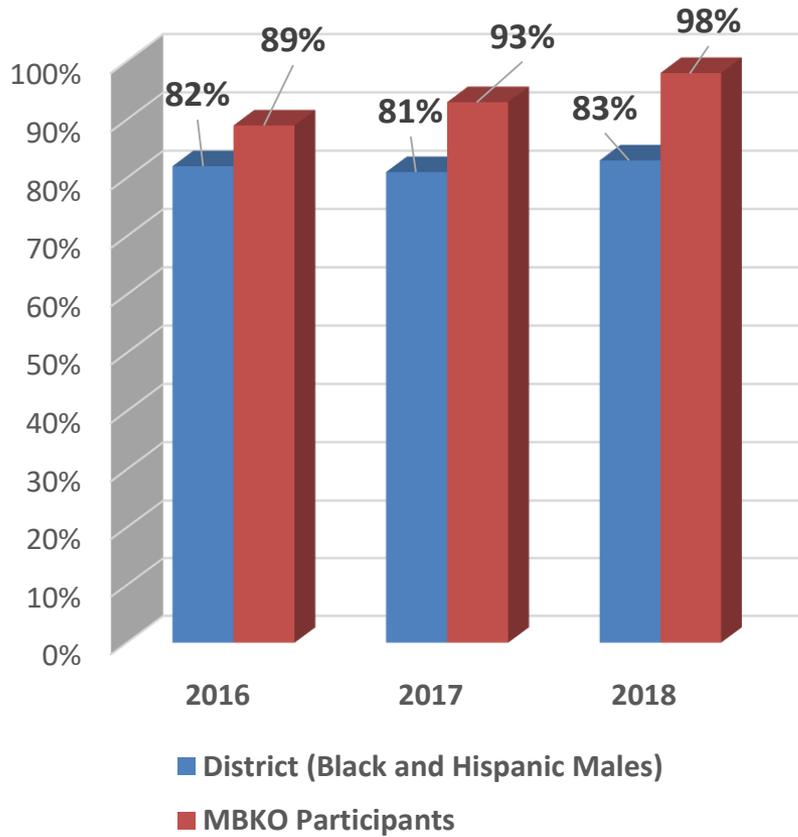
# Tyrone Walker: Recreation.Outreach.And.Mentoring. ROAM

- [https://www.youtube.com/watch?time\\_continue=1&v=3eDlimSyt6w](https://www.youtube.com/watch?time_continue=1&v=3eDlimSyt6w)

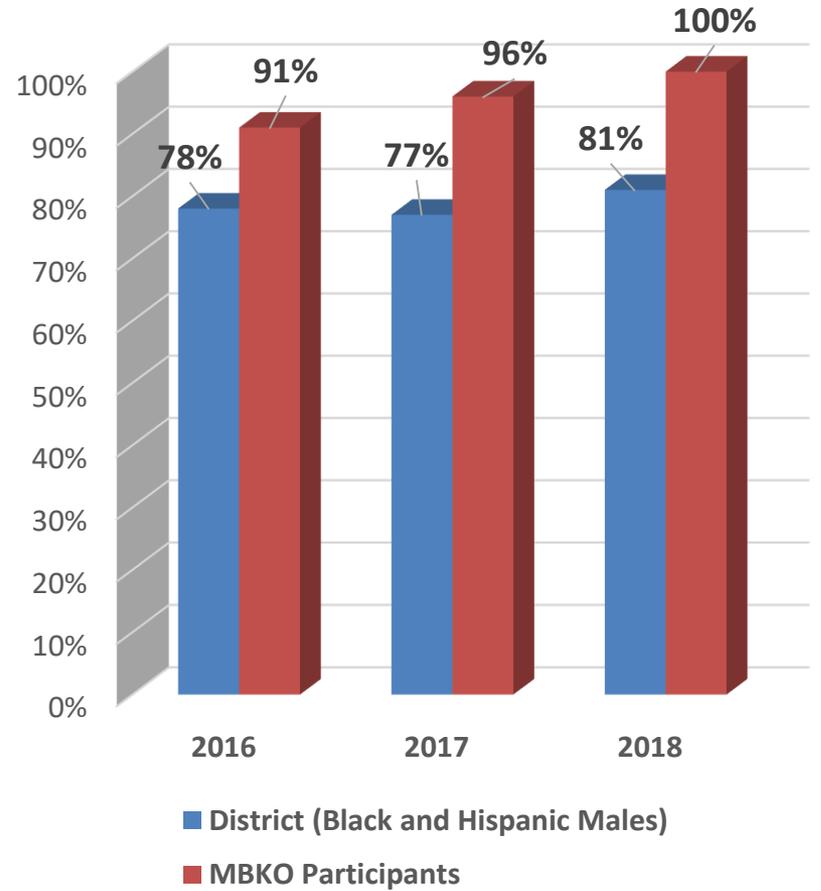


# Impact

### On-time Grade Promotion (2017-18 Middle and High School)

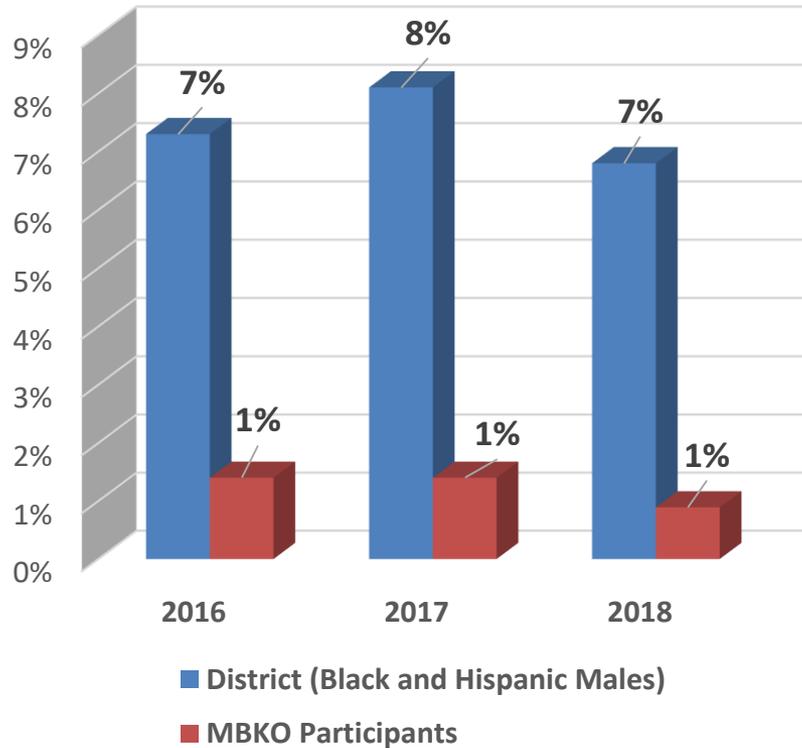


### High School Graduation Rate (2017-18)

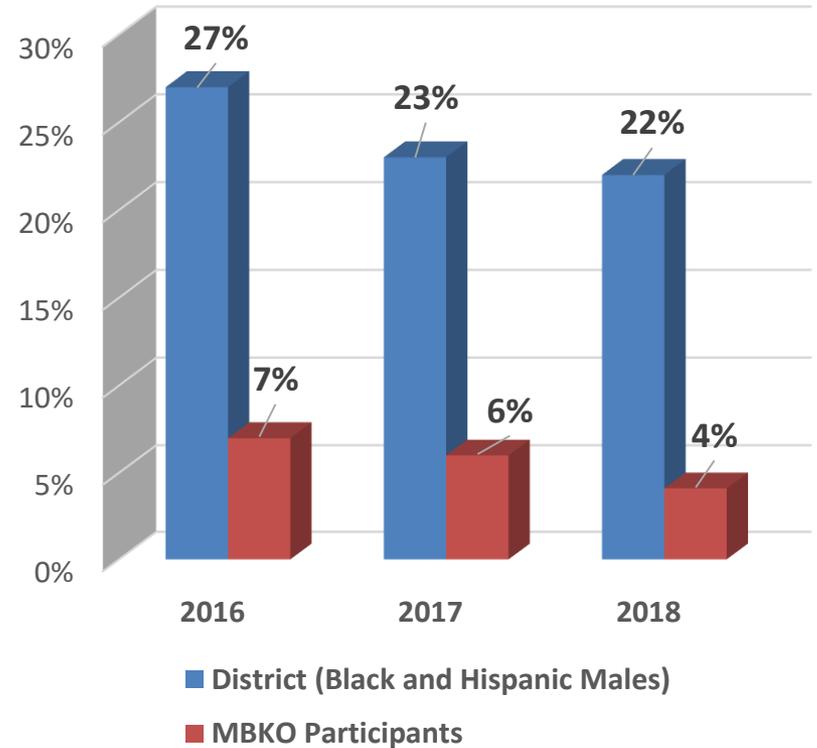


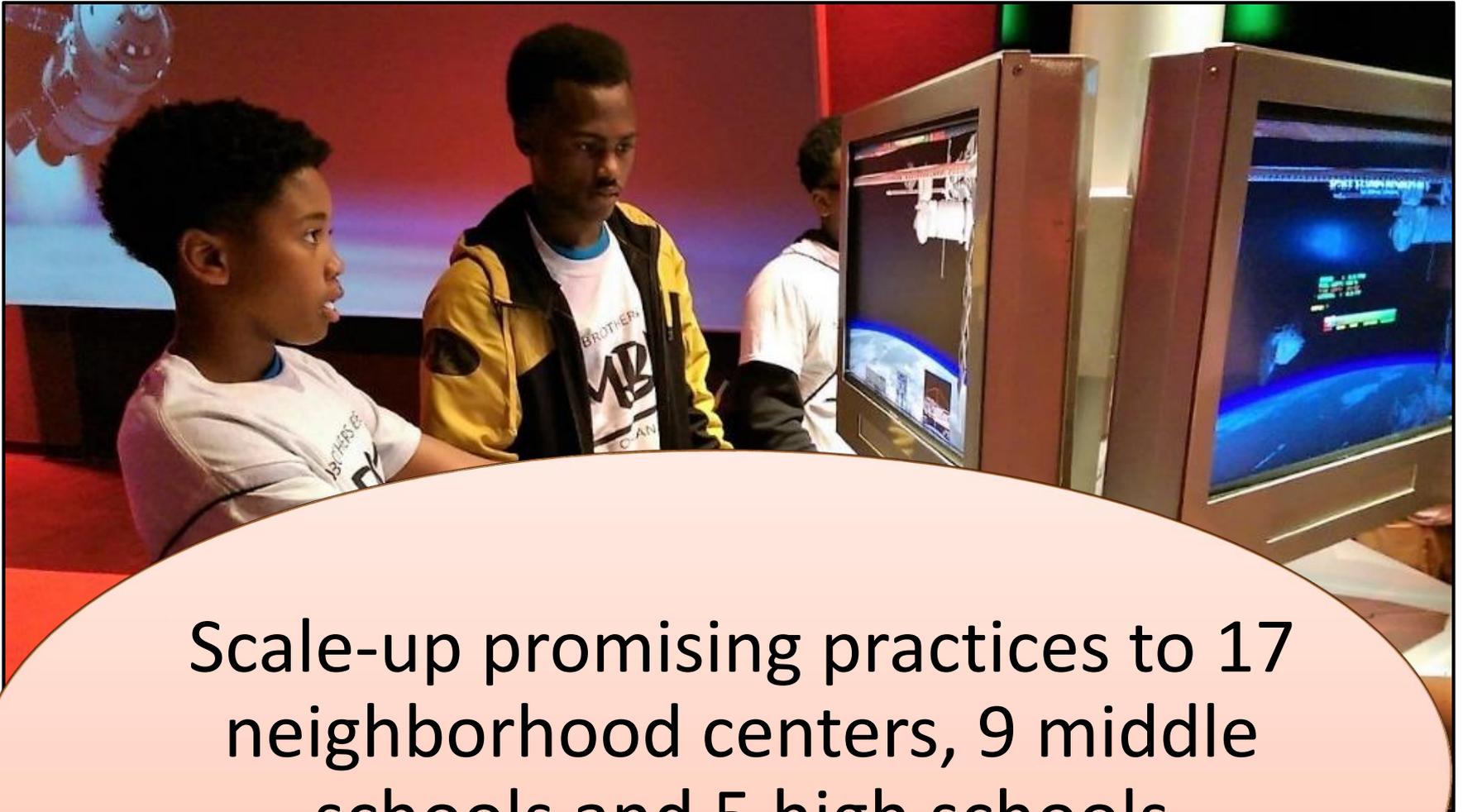
# Impact

**% of Middle and High School Students Involved in Arrest or Adjudication (2017-18)**



**% of Middle and High School Students Receiving Suspensions and/or Expulsions (2017-18)**





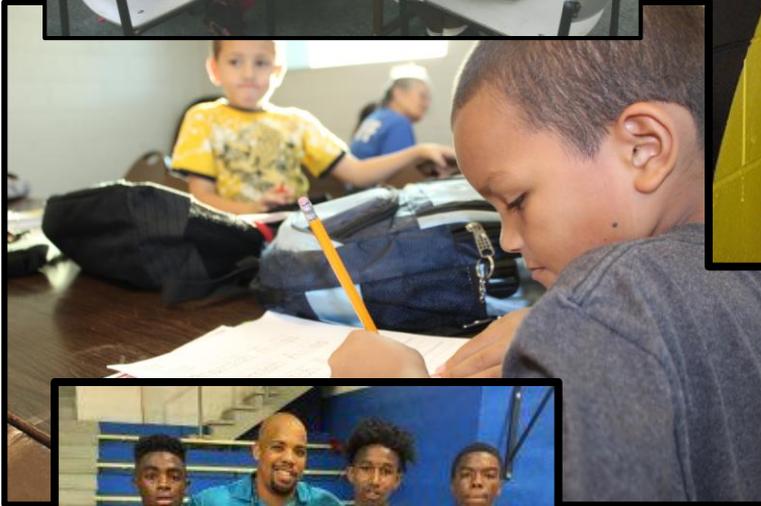
Scale-up promising practices to 17  
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My Brother's Keeper Trip to Kennedy Space Center

[https://www.youtube.com/watch?time\\_continue=8&v=Hzyn513jbx8](https://www.youtube.com/watch?time_continue=8&v=Hzyn513jbx8)

# Examples of Scale Up: Leveraging Federal, State and Local Funding

- 21<sup>st</sup> Century Community Learning Center grants: 130+ teachers are deployed to 9 middle schools and 3 neighborhood centers providing year round academic support to 2,500 youth.
- AmeriCorps grants: 70 AmeriCorps members are deployed to 5 middle schools and 5 high schools, providing tutoring and mentoring to 2,000 youth.
- Federal Nutrition grants: 900,000 meals are served to low income children each year, 5 days a week, at 27 sites.
- Federal and state grants and corporate philanthropy: 400 youth are employed via our summer youth jobs program.



## Examples of Impact

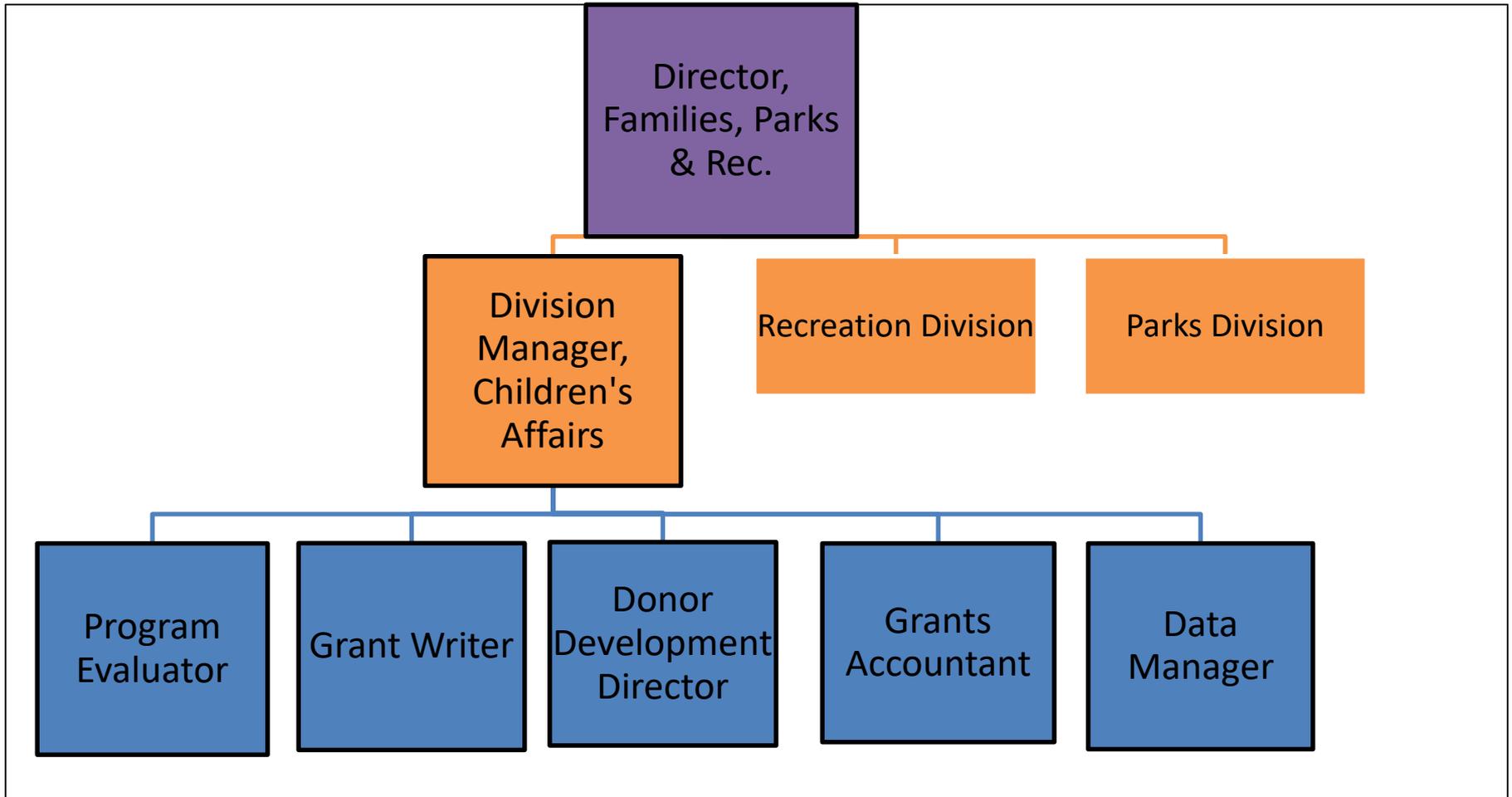
- Elementary School. 88% of children maintained a satisfactory grade or improved their grades. Percentages who maintained A/B, or improved a letter grade from C/D/F: 70% in English, 76% in Math, and 81% in Science.
- Middle School. 100% of 8<sup>th</sup> graders were promoted to 9<sup>th</sup> grade.
- High School. 100% of the high school seniors graduated and went on to pursue either college, trade school, workforce, military or national service.

# Funding

Source of Funds	Amount
City General Revenues	\$7.855 million
Grants and Fundraising*	\$3.725 million
In-Kind Donations	\$1.18 million
<b>Total</b>	<b>\$12.76 million</b>

*\*Examples: Corporation for National and Community Service, FL Dept. of Education, 21<sup>st</sup> Century Community Learning Centers, USDA/FL Dept. of Health, United Way, Siemens Corp., Bank of America, Universal Orlando, Central Florida Foundation, other corporate donors, fundraisers.*

# Backbone Administrative Structure



Partnership....

Commitment....

Impact....

.....Whatever It Takes

