



Youth and Families Task Force

Report

April 2010

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Section I. Acknowledgements

Task Force Co-Chairs:



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Gina Warner, Executive Director, GNO Afterschool Partnership

Task Force Members:

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- Mary Joseph, Children's Defense Fund
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- Nancy Marsiglia, Agenda for Children
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Section II. Executive Summary

Introduction

Mayor-Elect Mitch Landrieu launched Transition New Orleans on February 12th. Transition New Orleans was designed to engage citizens in the transition process for the new administration of the City of New Orleans. It was led by Co-Chairs, Doug Thornton, Senior Vice President of SMG and Judy Reese Morse, Chief of Staff in the Office of the Lt. Governor.

Transition New Orleans launched 17 Task Forces to solicit ideas and recommendations from experts and citizens in order to maximize widespread community involvement. Each Task Force is led by two Co-Chairs who are experts in their field and leaders in the community. The Mayor-elect invited each Task Force to make recommendations on specific areas of priority and interest to the public. All Task Forces were asked to consider the following framework for recommendations:

- Identify the biggest opportunities/challenges for New Orleans that should be acted on in the first 100 days;
- Identify the mid to long term policy priorities that the administration should consider in the first 6 months and beyond;
- Recommend how to measure success in order for the City to track progress going forward.

Youth and Families Task Force

Mayor-elect Landrieu appointed the Youth and Families Task Force to be led by Co-Chairs Dr. Calvin Mackie of Channel ZerO and Gina Warner of GNO Afterschool Partnership. The Youth and Families Task Force was tasked to recommend ways for the incoming administration to engage our city's youth and families to promote equity, expand opportunities, and develop healthy families and communities. New Orleans will be a city that encourages youth and families to live, learn, work, and prosper.

Summary of the current state of Youth and Families in New Orleans

The diverse families of New Orleans are the central unit of our city. They are the keepers of our culture and the propagators of our values. However, many of the youth and families of New Orleans are in dire need of assistance.

New Orleans has 354,850 residents¹, over 85,000 of whom are 18 and under² and nearly 106,000 of whom are under the age of 25³. Of the 15,000 families with children under the age of 18 in New Orleans, half are headed by single parents.⁴

Louisiana is a poor, economically stratified state, and New Orleans is one of its poorest cities. Thirty-eight percent of children in New Orleans live in poverty. This is compared to 23 percent statewide and 17 percent nationally. Twenty-three percent of all persons in New Orleans live in poverty. Much of the poor in New Orleans are young, black, and under-educated.

As the new administration takes office, city officials should focus on helping to build strong families and positive environments for the city's children and youth to develop, learn, grow and prosper. When developing programs, city officials should recognize that New Orleans' youth and families represent various cultures, different ethnicities, and diverse socio-economic groups. As such, it is important to address and accommodate the unique needs and cultural sensitivities of each community.

Summary of Task Force Recommendations

The Youth and Families Task Force believes city government has a unique opportunity to play a leading role in supporting the youth and families of New Orleans and presents the following recommendations to the Mayor-elect for consideration.

This Task Force recognizes that New Orleans' youth and families represent various cultures, different ethnicities, and diverse socio-economic groups. As such, it is important that the recommendations set forth in this report, if acted upon, are tailored to accommodate the unique needs and cultural sensitivities of each community.

- I. Create strong and effective infrastructure, within and across city government agencies, to support children, youth and families.
- II. Solicit strong and sustained private investment to support services for children, youth and families.
- III. Expand opportunities for children, youth and families to learn and work by investing in place-based initiatives that will transform New Orleans neighborhoods into zones of promise of children, youth and families.

¹ U.S. Census Bureau, Population Division. *County total population and estimated components of population change: April 1, 2000 to July 1, 2009*. From a compilation by the GNO Community Data Center.

² U.S. Census Bureau, 2006-2008 American Community Survey.

³ Puzzanchera, C., Sladky, A. and Kang, W. (2009). "Easy Access to Juvenile Populations: 1990-2008." Online. Available: <http://www.ojjdp.ncjrs.gov/ojstatbb/ezapop/>

⁴ U.S. Census Bureau, 2006-2008 American Community Survey.

- IV.** Maximize out-of-school time (Summer, Holidays, Weekends) as a time to build learning and work experiences for children and youth in every community, and a time to provide child care support for working families.
- V.** Address the unacceptably high truancy and high school drop-out rates.
- VI.** Increase Youth Voice in Decision-Making
- VII.** Recognize and address the crisis in the African American male community by creating an initiative that provides specific information, training and empowerment for Black men and boys.
- VIII.** Build a healthy community for children, youth and families by providing greater access to food, especially in underserved neighborhoods.
- IX.** Build a safe community for Children, Youth and Families through improved relationships with police.
- X.** Build a safe community for children, youth and families by addressing issues of family violence and mental health.
- XI.** Invest in early childhood development as one of the city's best long-term economic development strategies.
- XII.** Promote family literacy activities appropriate for families from diverse cultures and backgrounds in community-based settings such as public libraries, NORD centers and city health clinics.
- XIII.** Use public spaces to build community and to provide children, youth and families with safe places to play and learn.
- XIV.** Make information on services and resources readily and conveniently available to children, youth and families through a comprehensive database.
- XV.** Foster financially fit families in which children and youth can thrive.
- XVI.** Consider youth and families in every policy decision and celebrate youth and families frequently and holistically.

Section III. Overview of Mission and Process

The Youth and Families Task Force developed a vision statement and defined a specific mission for its work.

Task Force Vision Statement

New Orleans will be a city that encourages youth and families to live, learn, work, and prosper.

Task Force Mission

The Youth and Families Task Force was tasked to recommend ways for the incoming administration to engage our city's youth and families to promote equity, expand opportunities, and develop healthy families and communities.

- Identify ways to improve and maintain the health and wellness of families.
- Recommend ways to work with the New Orleans Police Department and other agencies to ensure a safe environment for our families.
- Recommend ways that the administration can facilitate and improve youth development in New Orleans.
- Identify and propose models to expand opportunities for youth to learn and work.
- Identify best practices to increase municipal support for family and caregivers.
- Recommend ways to develop infrastructure and expand access to existing resources for youth and families.

Task Force Process

The Youth and Families Task Force held a series of Task Force and Subcommittee meetings, as well as one Community Meeting to seek public input. Task Force members also attended the Juvenile Justice Partnership of LA Youth Summit to gain further insight. A summary of meetings follows:

- | | |
|------------------------|--|
| March 18, 2010: | First Task Force Meeting |
| March 23, 2010: | Second Task Force Meeting |
| March 27, 2010: | JJPL Youth Summit |
| March 30, 2010: | Third Task Force Meeting |
| April 12, 2010: | Community Meeting at John McDonogh High School |
| April 13, 2010: | Fourth Task Force Meeting |
| April 21, 2010: | Fifth Task Force Meeting |

During meetings, task force members discussed the current state of neighborhoods in New Orleans, how well neighborhoods coordinate with each other and the city, and how city government may be able to improve the efficacy of neighborhood efforts.

The Youth and Families Task Force members divided into five subcommittees: Health and Wellness; Safe Communities/Environment; Youth Development; Opportunities to Learn; and Family and Caregiver Support. The subcommittees were aligned with task force objectives and met regularly to develop recommendations. The recommendations were then discussed, amended, and approved by the full Task Force.

Section IV. Current State of Youth and Families in New Orleans

The diverse families of New Orleans are the central unit of our city. They are the keepers of our culture and the propagators of our values. However, many of the youth and families of New Orleans are in dire need of assistance.

New Orleans has 354,850 residents⁵, over 85,000 of whom are 18 and under⁶ and nearly 106,000 of whom are under the age of 25⁷. Of the 15,000 families with children under the age of 18 in New Orleans, half are headed by single parents.⁸

Louisiana is a poor, economically stratified state, and New Orleans is one of its poorest cities. New Orleans has severe racial inequity in wages, crime, and access to basic needs like health care, housing, education, transportation, and nutrition. The devastation of Hurricane Katrina exacerbated that problem. Immediately after the storm, there were even fewer resources available for families who were able to return.

Thirty-eight percent of children in New Orleans live in poverty. This is compared to 23 percent statewide and 17 percent nationally. Twenty-three percent of all persons in New Orleans live in poverty. Much of the poor in New Orleans are young, black, and under-educated.

Current data demonstrates that investing in Early Childhood Development is one of the best long-term economic development strategies. Children who receive quality early childhood education programming are better equipped to succeed in both school and professional life.

The Economic Policy Institute estimates that the economy sees a return of \$8.74 for every \$1 invested in quality early childhood education. That return increases when early childhood development resources are spent on children living in poverty. Investing in early childhood education is not only caring for our children; it grows our economy.⁹

As the new administration takes office, city officials should focus on helping to build strong families and positive environments for the city's children and youth to develop, learn, grow and prosper. When developing programs, city officials should recognize that New Orleans' youth and families represent various cultures, different ethnicities, and diverse socio-economic groups. As such, it is important to address and accommodate the unique needs and cultural sensitivities of each community.

⁵ U.S. Census Bureau, Population Division. *County total population and estimated components of population change: April 1, 2000 to July 1, 2009*. From a compilation by the GNO Community Data Center.

⁶ U.S. Census Bureau, 2006-2008 American Community Survey.

⁷ Puzzanchera, C., Sladky, A. and Kang, W. (2009). "Easy Access to Juvenile Populations: 1990-2008." Online. Available: <http://www.ojjdp.ncjrs.gov/ojstatbb/ezapop/>

⁸ U.S. Census Bureau, 2006-2008 American Community Survey.

⁹ Economic Policy Institute, Report: "Exceptional Returns: Economic, Fiscal, and Social Benefits of Investment in Early Childhood Development"

Summary of Public Comment

On Monday, April 12, the Youth and Families Task Force held a public meeting at John McDonough High School. The Task Force took the following comments into consideration when constructing its report:

A job is probably the best after school program for older youth

I recommend that summer feeding be one of your sixty-day priorities

Focus on early childhood development

Better school nutrition

Schools as community centers

When we make decisions, let's ask ourselves, how is this going to affect our children?

Prepare young people for careers

Job 1

Confront the historic romance with guns and violence and stress nonviolent conflict resolution

Our children suffer for a lack of exposure to the arts

We have to listen to the parents who are not here; who do not feel empowered to be here.

We need psychological intervention for families. We need programs that strengthen families as a whole.

Section V. Task Force Recommendations

The Youth and Families Task Force believes that city government has a unique opportunity to play a leading role in supporting the youth and families of New Orleans and presents the following recommendations to the Mayor-elect for consideration.

This Task Force recognizes that New Orleans' youth and families represent various cultures, different ethnicities, and diverse socio-economic groups. As such, it is important that the recommendations set forth in this report, if acted upon, are tailored to accommodate the unique needs and cultural sensitivities of each community.

I. *Create strong and effective infrastructure, within and across city government agencies, to support children, youth and families.*

First 100 days:

- Convene and lead the development of a **Youth and Families Master Plan** as a mechanism to weave the interrelated recommendations of all of the Transition New Orleans Task Forces and develop a blueprint for developing a workable, actionable blueprint that guides policy and practice.
- Create a **Youth and Families Budget** that provides a transparent accounting for the city's resources for youth and families and how they are spent across all city departments.
- Identify a deputy mayor, executive-on-loan, or standalone executive position that reports directly to the Mayor to drive the creation and implementation of these recommendations and the Youth and Families Master Plan.

Mid to Long term:

- Create an **Office of Youth and Families**, to be housed in the Office of the Mayor or the City Department of Human Services (as determined by the Youth and Families Master Plan) that serves as one stop shop for families seeking resources and as an intermediary between the administration and the community. It would be responsible for:
 - gathering and disseminating data on the city's children, youth, and families;
 - developing and coordinating federal, state and private resources for the city's families, including creative approaches to generating new revenue through the city's general fund;

- supporting public-private collaboration for positive youth development across the city; housing CYPB, JDAI and a reconstituted Office of Criminal Justice Coordination;
- overseeing of the Youth Study Center; and representing the Mayor on issues related to children, youth, and families for policy and resource development.
- Identify and map all providers of services to youth and families (private, public, nonprofit) in order to identify opportunities for collaboration across sectors and important gaps in assistance.
- Promote the importance of **fatherhood** across communities and create awareness for programs that support the role of fathers in families.
- Convene and lead the development of a multi-partner **Poverty Reduction Plan** for New Orleans. The rebirth of New Orleans, presents many opportunities for economic diversification and growth, however past experiences have proven that periods of strong economic development have not been reflected in corresponding reduction in poverty. The Mayor-elect may draw upon the resources and expertise of the Rooting Out Poverty, national campaign of the national community action network and Step Up –Savannah’s Poverty Reduction Initiative.

II. Solicit strong and sustained private investment to support services for children, youth and families.

First 100 days:

- Meet with **10 national foundations** to encourage new or expanded investment in New Orleans programs that serve children, youth and families.
- Meet with **15 regional private foundations and corporations** in the New Orleans area to encourage new or expanded investment in New Orleans programs that serve children, youth and families.

Mid to Long Term:

- Continue to cultivate **relationships** with key foundation and corporation staff members and encourage their voice and insight into citywide initiatives that impact children, youth and families.

III. Expand opportunities for children, youth and families to learn and work by investing in place-based initiatives that will transform New Orleans neighborhoods into zones of promise of children, youth and families.

This will build on President Obama's **Promise Neighborhood** and **Choice Neighborhood** initiatives by creating resources to support place-based planning for disadvantaged neighborhoods and will galvanize and support communities to develop better futures for all their residents.

First 100 days:

- Define criteria for “highest needs” neighborhoods. Consider basing criteria on the Promise Neighborhood criteria.
- Identify 15 neighborhoods, with at least 2 neighborhoods per Council District, that meet “highest needs” criteria.

Mid to Long Term:

- Support applicant(s) for federal Promise Neighborhood Planning Grant (upon release of the federal RFP).
- Support scalability planning for additional highest needs neighborhoods.
- Help create neighborhood-based prenatal-to-college/career pipelines of high quality, fully coordinated services for every neighborhood in New Orleans.
- Solicit corporate support needed to adopt and replicate proven place-based development models.

IV. Maximize out-of-school time (Summer, Holidays, Weekends) as a time to build learning and work experiences for children and youth in every community, and a time to provide child care support for working families.

First 100 days:

- Work with OPSB, RSD, and charter schools to determine school-based out-of-school time offerings and facilitate school-community partnerships to increase appropriate out-of-school time learning opportunities for all school-aged youth.
- Empower NORD to house highest quality youth programming through partnerships with community organizations, educational entities, and workforce development agencies.
- Re-envision Job 1 as a true career portal for youth by assessing youth interests, taking career goals into consideration when making placements, and providing appropriate training for youth so that out-of-school time provides career exploration, not just a job.

Mid to Long Term:

- Facilitate (through streamlined processes, MOUs, and funding) public-private partnerships between NORD and community-based youth programs to provide highest quality out-of-school time programming at all NORD sites in all neighborhoods.
- Reorganize Job 1 to maximize federal WIA dollars for youth career development in a wider variety of professional placements that better reflect youths' (and their families') career goals, and that better align with the 21st Century economy and the 21st Century skills New Orleans youth will need to participate in an increasingly sophisticated workforce.

V. *Address the unacceptably high truancy and high school drop-out rates.*

First 100 days:

- Identify current services (public and private) that work toward truancy and drop-out prevention.
- Assess operating procedures and effectiveness of the various fragmented truancy-prevention initiatives currently operating in New Orleans, including New Orleans Assessment and Service Center (Family Service of Greater New Orleans); Families In Need Of Service (Louisiana Supreme Court); and the Truancy Center (RSD and City of New Orleans Municipal Court).
- Reach out to existing organizations with proven track records in successful mentorship of youth (one proven practice for preventing drop-out), such as 100 Black Men of America, Each One Save One, YALT, and Big Brothers/Big Sisters to explore proven mentoring training and models.

Mid to Long Term:

- Create Mayor's NOLA Cares Program, which will commit to providing 1,000,000 mentoring hours over the course of the Mayor's first term, by recruiting and providing training to City workers interested in serving as mentors, and provide background checks on those potential mentors.
- Create necessary infrastructure to coordinate existing truancy and drop-out prevention efforts including NOTASC, FINS, the Truancy Center, and private nonprofits working on this issues at both the local and state level.

VI. *Increase Youth Voice in Decision-Making*

First 100 days:

- Identify funding opportunities for planning grants to support the thoughtful development of a citywide Youth Council.
- Identify partner agencies including schools/school districts, youth serving organizations, public sector entities, and other community partners.
- Establish a Youth Advisory Council to operate as a youth transition task force which will assist in the development of a geographically, politically, and culturally appropriate model for a New Orleans Youth Council. This Advisory Council, as well as the eventual citywide Youth Council, should reflect the race, gender, socioeconomic, neighborhood, and educational diversity of the city.

Mid to Long Term:

- Engage youth, the Mayor/municipal executive staff, and City Council members/municipal legislative staff in the establishment and implementation of the Youth Council.
- Create bylaws or ordinance to fund the Youth Council in perpetuity and to define its structure, composition, roles and responsibilities within municipal government, including the establishment of youth-friendly meeting times, locations, and formats.

VII. *Recognize and address the crisis in the African American male community by creating an initiative that provides specific information, training and empowerment for Black men and boys.*

First 100 days:

- Mayor directly acknowledges and addresses the issues facing African American males.
- Assess current efforts in the community already working to address this issue and seek partners in the faith-based, education and corporate communities.
- Charge a team of key stakeholders with crafting a proposal for a planning grant to establish direct services addressing these issues and a clearing house for data, information, training, and funding as it relates to African American males, to be submitted to major national foundations focused on this work (Open Society Institute, Ford, 21st Century Foundation, WK Kellogg, etc).

Mid to Long Term:

- Enact strategies and actions identified in the planning grant.

VIII. ***Build a healthy community for children, youth and families by providing greater access to food, especially in underserved neighborhoods.***

First 100 Days:

- Convene food assistance and food systems professionals to ensure effective disaster preparedness and response for at-risk populations.
- Identify all open community summer feeding sites throughout Orleans Parish, and identify/create one city-owned, up-to-code commercial kitchen to be used in partnership with Second Harvest Food Bank as a Summer Food Service Provider under the U.S. Department of Agriculture's summer meal reimbursement program for youth and families eligible for meal subsidies.
- Ensure that eligible populations maximize opportunities like Supplemental Nutrition Assistance Program (SNAP, formerly known as food stamps).

Mid to Long Term:

- Accept, adopt, and implement the recommendations to the City from the Food Policy Advisory Council (FPAC).
- Support the effective implementation of the Fresh Food Retail Incentive program, for which the City of New Orleans has allocated \$7 million in disaster CDBG funds. This program will create a dedicated source of loans and grants for fresh food retail development in underserved New Orleans neighborhoods.
- Support additional farmers markets, community gardens and urban agriculture projects (many of which could utilize and train youth).
- Support transforming some of the 60,000 blighted properties into neighborhood gardens with the help of organizations like the Latino Farmers Cooperative of Louisiana, with assistance with from afterschool programs and AmeriCorps volunteers.
- Support the improvement and expansion of school food and after-school food programs.

IX. *Build a safe community for Children, Youth and Families through improved relationships with police.*

First 100 days:

- Hire a Chief of Police with an understanding of positive youth development and a demonstrated track record of utilizing community policing as a crime prevention strategy.

Mid to Long Term:

- Mandate that all NOPD officers receive evidence-based skills training in positive youth development. All officers must attend Advancing Youth Development training, a 30-hour skills building workshop to increase core competencies for working with Youth.
- Require volunteer service for NOPD officers through the re-instatement of P.A.L. (Police Athletic League) in conjunction with community organizations and NORD programming.

X. *Build a safe community for children, youth and families by addressing issues of family violence and mental health.*

Both child abuse and domestic violence threaten the health of families and our community, as do limited access to mental and behavioral health care.

First 100 days:

- Strongly encourage child abuse and domestic violence prevention training for all professionals working with children, youth and families. This includes but is not limited to; teachers in public and private schools, students in medical schools, nursing schools and allied sciences programs, judiciary branch, NORD staff, police, fire and EMT personnel.
- Survey current services for behavioral/addictive disorders and assess gaps in and barriers to treatment.
- Convene public, private, and community stakeholders toward the end of identifying significant funding opportunities from the Substance and Mental Health Service Administration (SAMSHA) and the Institute of Mental Health (IMH) for citywide mental and behavioral health initiatives.

Mid to Long Term:

- Develop on- going public awareness activities that reach all families and would be coordinated with existing State Agency resources.
- Advocate at the state level to clear the way for licensed community providers to receive Medicaid reimbursements for work with families in schools and school-based health centers. This would greatly increase the number of youth and families receiving treatment throughout New Orleans.

XI. Invest in early childhood development as one of the city's best long-term economic development strategies.

First 100 days:

- Lead public relations campaigns and clearinghouse information about tax credits available to early childhood care/education providers and families, about the Quality Rating and Improvement System, about where families can find high quality childcare settings, and about how families can qualify for childcare subsidies, in order to increase access to and quality of early childhood settings.

Mid to Long Term:

- Help restore the city's largely depleted post-Katrina Head Start and Early Head Start federally funded slots and class A licensed child care, based upon accurate information on what ECD/ECE resources currently exist in the city, the number and income level of children at each age up to age 5, and where the gaps are that must be filled based upon that data.
- Create public "safe spaces" for early childhood care and education by connecting NORD, public libraries, and other public entities to the early childhood education community.
- Access funding in innovative and more efficient ways by braiding currently segregated public funds (e.g., Head Start, Early Head Start, LA-4, Non-Public Schools Early Childhood Development Program, Child Care Assistance Program, Title 1) and working with the business sector and private philanthropic community to promote Early Childhood Development as one of the city's best long-term economic development strategies.
- Promote timely use and build capacity of the highly effective, evidence-based Nurse-Family Partnership program and advocate for continued expansion of the program throughout the city.

- Identify high quality existing materials for new parents from sources such as the American Academy of Pediatricians (www.aap.org) and the LA Office of Public Health, and work with the United Way and other community groups in organizing distribution of educational kits including these materials, offering tips for new parents in the most commonly spoken languages, and distribute them through local hospitals, physicians, community and faith-based organizations.
- Convene early childhood and school aged care providers to create seamless transitions from early childhood environments to school and out-of-school settings that promote positive youth development.

XII. *Promote family literacy activities appropriate for families from diverse cultures and backgrounds in community-based settings such as public libraries, NORD centers and city health clinics.*

First 100 days:

- Assess the landscape of organization and corporations currently offering and supporting family literacy programs, such as the Lindy Boggs National Center for Community Literacy, the “Reach Out and Read” program sponsored by Ochsner Hospital, and the “Prime Time” program sponsored by LEH.
- Help bring to scale already established programs in the city by creating public-private partnerships between organizations identified in the assessment and the public entities.

Long Term:

- Work to fill gaps identified in the assessment by engaging community providers in a long-term plan to maximize public/private partnerships that promote family literacy.
- Ensure all neighborhoods, particularly those that are underserved and lacking in public facilities, have access to family literacy opportunities through use of mobile libraries and other means.

XIII. *Use public spaces to build community and to provide children, youth and families with safe places to play and learn.*

First 100 days:

- Assess how many public spaces (NORD, Gallier Hall, public schools and others) are being used by outside community groups.

Mid to Long Term:

- Create space-sharing (joint use) agreements between public entities and community groups that facilitate this work.
- Create incentives for city-owned buildings to welcome community partnerships.

XIV. *Make information on services and resources readily and conveniently available to children, youth and families through a comprehensive database.*

First 100 days:

- Assess existing websites and databases and designate one as the official Children, Youth and Families Resource Database for the City of New Orleans.
- Fully populate the database with data collected from existing data collections, including the Greater New Orleans Community Data Center, Agenda for Children, VIA LINK and others.
- Create alternative forms of awareness (not just through internet channels) to promote the above-mentioned resources and services to all people and partners.

Mid to Long Term:

- Designate public spaces (like libraries) where residents lacking access to technology in their homes can come to use the database.

XV. *Foster financially fit families in which children and youth can thrive.*

Access to financial services, the ability to accumulate and protect savings or other financial assets, and steps to avoid bad credit or unmanageable debt are keys to both family financial stability and the broader economic vitality of our city.

First 100 days:

- Assess current financial literacy programs in existence, covering topics such as budgeting, saving, preparing for homeownership, using bank services, accessing and understanding credit scores and accessing the federal Earned Income Tax Credit.
- Through existing city communications, publicize the availability of existing financial education classes.

Mid to Long Term:

- Require financial literacy classes as a prerequisite for participation in city incentive programs.
- Work with communities and financial institutions to increase financial stability, home ownership, and intergenerational transmission of wealth through expanded access to homeownership counseling, incentives such as downpayment assistance, free or low-cost financial products that encourage residents to save, and free tax preparation.
- Restrict the activity of predatory lenders through zoning ordinances.

XVI. *Consider youth and families in every policy decision and celebrate youth and families frequently and holistically.*

First 100 days:

- Determine criteria for “family-friendliness” and assess the “family-friendliness” of existing citywide and neighborhood celebrations.
- Create an annual calendar that highlights an issue related to children, youth and families each month and highlights existing events and celebrations. Suggested topics could include awareness of the importance of early childhood learning, summer learning, youth service, etc. This would provide an opportunity to not only highlight the importance of these issues, but also serve as platform to bring together local organizations already engaged in this work and allow them the opportunity to showcase their efforts and highlight the positive children and youth who benefit from their work. The annual campaign would be branded and would employ print, television, radio and social media to increase awareness. Each monthly focus would have a community event and would deliberately focus on being geographically, racially and culturally diverse.
- Convene a planning team to organize this campaign including a public relations firm that would offer pro bono (or reduced cost) services.
- Secure corporate sponsorship for the overall campaign and each monthly focus.

Mid to Long Term:

- Create incentives to build “family-friendly” components into public events, particularly those that are publicly funded or subsidized.

- Build an information portal through City Hall that allows publicizes these events and promotes them to New Orleans' families.
- Launch yearlong “family friendly” calendar effort in January 2011.
- Each year, have year-long effort culminate in an annual Celebration of The Children, Youth, and Families of New Orleans.

Measuring Success: Children, Youth & Families

As the City of New Orleans enters its second five years post-Katrina, indicators of youth success will be our most telling data of how we, as a city, will fare in the future. At the federal level, the Obama administration and key research partners Center for the Study of Social Policy, PolicyLink and Child Trends have recommended that youth success be measured against 4 outcomes:

- Children Are Healthy and Prepared for School Entry
- Children Are Healthy and Succeed in School
- Youth Graduate from High School and College
- Families and Neighborhoods Support the Healthy Development, Academic Success, and Well-Being of Their Children.¹⁰

Given the particular needs of New Orleans youth and families,¹¹ we suggest two additional results:

- Youth of New Orleans Become Leaders
- Families of New Orleans Build Multi-Generational Wealth.

The individual indicators that show progress toward our six proposed outcomes are far too numerous to catalogue here. However, this body of indicators captures both quantitative and qualitative assessments across domains at the level of the individual, the family, the school, the neighborhood, the community, and the City of New Orleans as a whole.¹²

Deep, rich indicator data that speak to these outcomes are collected continuously by organizations, agencies, and entities that serve youth in the public, nonprofit, and private sectors. However, the storage, management and analysis of that data are most often fragmented, uncoordinated, and therefore not actionable.

As such, the final recommendation of the Youth & Families Transition Task Force is that the Landrieu administration explore and identify, within its First 100 Days, existing

¹⁰Moore, K.A. et al. (2009) *Results and Indicators for Children*. An analysis to inform discussions about Promise Neighborhoods, produced by Child Trends.

¹¹ As determined by the joint research and needs-assessment efforts of the Children, Youth & Families Task Force member agencies

¹² See, e.g. *Focusing on Results in Promise Neighborhoods: Recommendations for the Federal Initiative; A Discussion Paper*. By Harlem Children's Zone, PolicyLink, and The Center for the Study of Social Policy, November 2009, especially Appendix A.

repositories of youth outcome data from local, state, and federal sources; and that the administration support efforts to clearinghouse all data from disparate sources such that valid assessments of youth success can be made.