



## 2006-07 Action Learning Projects Abstracts

### **Forsyth County Senior Power Think Tank "Aging in Forsyth County"**

With baby boomers nearing retirement, this project was charged with developing a survey to determine what baby boomers want during their retirement years and whether or not Forsyth County has the necessary elements in place. In response to this charge, the Action Learning Team created a survey to answer those questions in six categories: housing, transportation, healthcare, volunteering, care giving and culture/leisure/education. The team not only developed the survey but also distributed it to over 1200 people.

A survey designed and implemented by the Action Learning Team helps the Forsyth County Senior Power Think Tank assess the issue of how Forsyth County baby boomers envision retirement.

### **Winston-Salem/Forsyth County School System "Dropout Prevention, Intervention and Recovery Services"**

The dropout rate in Forsyth County is an overwhelming problem. After much research, the Action Learning Team chose to focus on addressing the earliest signs of dropout potential. In order to make a difference, the Team decided to support an existing YMCA after-school dropout prevention program. The Team prepared grant proposals for \$10,000 to provide funding for 10 laptops computers and corresponding software to bolster the YMCA's program. The Team received the requested grant money and the laptops were purchased for the YMCA.

Laptop computers to support an existing YMCA after-school dropout prevention program were purchased with grant money awarded in response to the Action Learning Team's grant proposal.

### **Faith Seeds "Faith Seeds Marketing and Communication Plan"**

The mission of Faith Seeds is to assist ex-offenders in their transition back into society. The Action Learning Team provided Faith Seeds with a step-by-step community outreach and marketing plan. The plan includes a proposed timeline and a list of issues for Faith Seeds to consider as they implement the plan.

The Action Learning Team delivers a community outreach and marketing plan for use by Faith Seeds, an organization dedicated to assisting ex-offenders in their transition back into society.

### **Hospice & Palliative Care Center of Winston-Salem/Forsyth County "Hospice & Palliative Care for African Americans"**

The objective of this project was to help identify why there is a low level of utilization of Hospice & Palliative Care programs by African-Americans, as compared to the white population. The Action Learning Team chose to survey several African-American churches in the community. The survey results should provide valuable insights that will help Hospice in its efforts to increase African-American utilizations of its services.



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A survey conducted by the Action Learning Team at African-America churches will aid Hospice & Palliative Care Center in its efforts to increase African-American utilization of its services.

### **Forsyth County Infant Mortality Reduction Coalition “Preterm Labor Education/Marketing Plan”**

The Forsyth County Infant Mortality Reduction Coalition asked the Action Learning Team to develop a marketing plan for educating the public about the signs of preterm labor, which are not well-recognized and often misunderstood. After researching existing programs and materials, the Team identified target audiences and marketing methods.

The Action Learning Team develops a marketing plan to educate the public about the signs of preterm labor for the Forsyth County Infant Mortality Reduction Coalition.

### **Second Harvest Food Bank of Northwest North Carolina “Kids Cafes of Forsyth County”**

A program of the Second Harvest Food Bank, Kids Cafes throughout Forsyth County meet the needs of children at risk of being hungry and provide tutoring to children who need additional help in school. Each Kids Café is operated slightly differently. After observing the area Kids Cafes, the Action Learning Team made recommendations for improvement to enhance communications and increase consistency.

After observing Forsyth County Kids Cafes, recommendations were given to increase consistency and enhance communications.

### **Susan G. Komen Piedmont Triad Chapter “Reaching Young Women with Breast Health Information”**

The Susan G. Komen Piedmont Triad Chapter asked the Action Learning Team to help devise a marketing plan to reach young women with breast health information. The Team researched breast cancer occurrence in teens, analyzed other youth targeted messages, and developed a survey to assess teen awareness. The results were presented to Komen, which planned to use the information to apply for an education grant.

The Action Learning Team researched and surveyed teen awareness of breast health and identified ways to target the teen audience for Susan G. Komen Piedmont Triad Chapter.

### **Northwest Child Development Centers, Inc. “Challenges to NWCDC’s Mission”**

Northwest Child Development Centers is dedicated to providing affordable, quality childcare to families with young children. The Action Learning Team was tasked with identifying and investigating challenges to the Centers’ mission and to recommend strategies and options to overcome those obstacles. Among other things, the Team benchmarked similar organizations, visited all of the Centers’ childcare sites, and recommended changes.



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Northwest Child Development Centers needed to identify challenges to its mission and the Action Learning Team did that plus recommended ways to overcome those challenges.

### **Nonprofit and Volunteer Connections “Volunteer Connections Database”**

At the request of Nonprofit and Volunteer Connections, the Action Learning Team created a series of recommendations to address marketing, partnerships and target populations. The Team also provided the agency with a list of partner agencies and suggested applying for a grant for advertising services.

A series of marketing, partnership and target population recommendations was provided to Nonprofit and Volunteer Connections.