



INFORMATION FOR SPONSORING ORGANIZATIONS

About the White Plains Youth Bureau

The White Plains Youth Bureau is a municipal organization whose mission is to provide positive youth development activities during the after-school hours. The White Plains Youth Bureau is the largest youth bureau in the State of New York offering over 50 programs for youth ages 6 years – 24 years. The majority of the programs are provided free of charge to community residents. The Youth Bureau serves approximately 2,000 youth each day. The White Plains Youth Bureau is the parent organization of the White Plains Cares Coalition and the Coalition for Living Wellness.

About the Coalitions

Coalition for Living Wellness:

The Coalition for Living Wellness (CFLW) was formed to respond to the health and wellness needs of the White Plains community. The Coalition works to promote optimal health through a balance of the 8 dimensions of wellness – physical, emotional, social, spiritual, environmental, financial, intellectual, and occupational wellness. Wellness Week is the first initiative launched under the auspices of this Coalition.

The 2013 & 2014 Wellness Week drew participation from a diverse audience across White Plains and Westchester County. Approximately 5,000 people have participated cumulatively in the weeks' events. The demographic breakup was approximately 25% Caucasian, 30% Hispanic, 20% African American, and 25% Asian. This initiative has successfully engaged more than 80 organizations to partner with the Coalition to implement Wellness Week.

The Coalition for Living Wellness continues to reach out to new organizations each year to sustain the Wellness Week initiative. Some sponsors and partners have been: White Plains Hospital, Substance Abuse and Mental Health Services Administration (SAMHSA), NY State OASAS, Westchester County Dept. of Community Mental Health, Fidelis Care NY, Forme Urgent Care, White Plains Urgent Care, New York Presbyterian Hospital (Westchester), Fordham University, St. Vincent's Hospital, Upper Cervical Chiropractic, and many other organizations (See the Wellness Week Sponsorship Guide for a full listing).

White Plains Cares Coalition:

The White Plains Cares Coalition (WPCC) is a community-based organization that promotes protective factors to support positive youth and community development. The Coalition administers prevention programs and cultivates community partnerships to reduce risk factors associated with youth and community development. The mission of the White Plains Cares Coalition is to identify the impact of substance abuse on youth in White Plains, and to advocate for and provide substance abuse prevention for White Plains' youth and families.

The White Plains Cares Coalition was launched in 2003 supported by a 10-year federal grant from SAMHSA. Over the years the Coalition has implemented several strategies to impact the factors that put youth at-risk for/ safeguard youth from substance abuse and other delinquent behaviors. Some the strategies are: Saving Our Sons / Step Up for Boys initiative, White Plains READS! Literacy initiative, Anti-Bullying Initiative, Red Ribbon Month Campaign, Middle School Prevention Coordinator, and Tobacco-free policy initiatives. These initiatives have shown positive impact as evidenced by the youth survey administered to 8th, 10th, and 12th grade students every 2 years (Contact the Youth Bureau for more information).

Coalition & Youth Bureau Events

The Coalitions host several community events during the calendar year and partners with community stakeholder organizations to educate the community about issues and risk factors related to substance use that could threaten the overall sustained health of the community. Standing events include participation in White Plains Public Safety's **National Night Out** in August, hosting **White Plains Wellness Week** (3rd week of September), and hosting **Red Ribbon Month** October, and the **City Mixer** networking events. In addition to these events, the Coalitions also support the programs/ events hosted by the parent organization – White Plains Youth Bureau.

These programs/ events are:

1. White Plains COMICCON – **NEW!**
2. Youth Bureau Open House
3. Father-Daughter Dance
4. Mother-Son Dance
5. Bit's N' Pieces Summer Camp (Elementary Age)
6. Summer Fitness Boot Camp (M.S. & High School Age)
7. Youth Bureau Family Fun Nights and Youth Café nights
8. Dads Take Your Child to School Day
9. Youth Bureau Dance Benefit
10. Harlem Fine Arts Show
11. Institute for Health & Wellness

In addition to the above events, the Coalitions also hold forums and town-hall meetings to address specific community issues as they arise. Historically these events have drawn anywhere from 100 – 400 adult participants at each event.

COMMUNICATION STRATEGIES:

The key to the effectiveness and impact of various programs and strategies is targeted and timely communication utilizing multiple channels. The Youth Bureau and the Coalitions utilize the following methods to “spread the word”:

1. Websites: www.whiteplainsyouthbureau.com
www.wpwellnessweek.com
www.whiteplainscares.com
www.cityofwhiteplains.com
2. Social Media: Facebook pages at:
www.facebook.com/WPCCoalition
www.facebook.com/wpyouthbureau
The Coalition runs ads regularly to promote events on Facebook
3. E-Blast: Well designed emails utilizing Mail Chimp, e-newsletters and emails are sent out regularly to:
 1. All City of White Plains Employees
 2. All White Plains School Employees
 3. PTA
 4. Youth Bureau list serve (Over 1800 emails)
 5. Coalition members
4. TV, Signage, Fliers, Posters: The Coalition creates and runs PSA’s on local access cable TV as well as Cablevision (Optimum) channels. Fliers/ posters are utilized widely and are created in both English & Spanish. Additionally, as a municipal department the Youth Bureau and therefore the Coalition has free access to the city-wide digital signs as well as publicity channels available to the City of White Plains. The Youth Bureau and the White Plains Cares Coalition send out press releases to publicize events through the Office of the Mayor of White Plains for each event.

Sponsors would be publicized utilizing all these channels.