



**NEW JERSEY DEPARTMENT OF CHILDREN AND FAMILIES**

New Jersey Statewide Student Support Services (NJ4S)  
Advisory Taskforce Meeting  
February 6, 2024

# NJ4S Advisory Group Agenda

- Welcome and Introductions
- NJ4S Status: Sanford Starr
- NJ4S Communications Plan: Jason Butkowski
- Hub Presentations
  - Essex Vicinage: Family Connections
    - Diane Travers, NJ4S Hub Director
  - Burlington Vicinage: Legacy Treatment Services
    - Stefanie Richardson, NJ4S Hub Director



# Current NJ4S Status

- DOE Broadcast January 31, 2023
  - Increases the number of school representatives to 8 per participating school
- Staffing: 84% Fully Staffed (*across Hub network*)
- Tier 1 Services
  - 1,223 programs attended by an estimated 39,000 individuals
- NJ4S Engagement:
  - Number of schools and districts with Connex access:
    - 498 schools and 295 districts



# Current NJ4S Status

- Number of schools that have submitted applications
  - 116 schools submitted applications *(from 90 districts)*
  - 484 applications in Connex *(with various application statuses excluding draft)*
    - 25 applications: *filed/submitted status*
    - 103 applications: *consultations status*
    - 16 applications: *decision/approval status*
    - 245 applications: *intervention status*
    - 96 applications: *closed status*
- Number of Tier 2 and Tier 3 applications: 175 applications *(with an intervention status and completed service tickets)*



# Trends

- Continued increase in applications month over month for both Tier 2 and Tier 3 services
  - 73% of services are for mental health and well-being followed by interventions for classroom management/disruptive behavior, absenteeism, anti-bullying and violence prevention and others.
- Community Referrals by Hubs
  - Counseling/Intensive Support, Concrete Services, Employment/Training, Family and Social Connections, Healthcare, Public Benefits





**NEW JERSEY DEPARTMENT OF CHILDREN AND FAMILIES**

## **NJ Statewide Student Support Services (NJ4S) Network**

### **Multi-Channel Communications Plan**

Jason Butkowski, Director of Communications  
February 6, 2024



To maximize general awareness and adoption of hub-and-spoke regional supports, with the ultimate goal to improve youth mental wellbeing statewide, prevent negative outcomes, and reduce stigma; to normalize asking for help.

**PLAN GOAL**



# Intended Outcomes

## ■ Awareness

- Less defined Call-to-Action; “Learn More”
- Goal is not to drive people to use the service, but to know that it’s available.
- Focused on parents, youth, etc...

**VS.**

## ■ Engagement

- Clear Call-to-Action
- Converting from basic awareness to driving towards a specific action (i.e. using the system, promoting the program, etc...)
- Focused on school administrators, teachers, counselors, etc...





# Audience Considerations



School  
Counselors /  
Nurses / Social  
Workers



Teachers



Superintendents  
& Principals



Students



Parents &  
Caregivers



General  
Awareness –  
Local Elected  
Leaders,  
Community  
Programs, Clergy

Engagement

Awareness



# Key Strategies

- Logo
- Designed Collateral
- Presentation Materials
- Web Portal (General Audience)

- Promoter Scripts
- Newsletter
- System User Messages

Branding

Organic

Outreach

Paid

- Press Releases
- Op-Eds
- Unpaid Social Media
- Traditional Media Coverage

- Social Media Ads
- Streaming Digital Ads
- Video / Audio PSA



# Deliverables – First Six Months

	Feb-16	Mar-1	Mar-15	Mar-29	Apr-12	Apr-26	May-10	May-24	Jun-7	Jun-21	Jul-5
School Counselors / Nurses / Social Workers	First 100 Days NJ4S Press Release  Monthly Event Social Media	Onboard "How To" ★	Outreach Scripts Phone Calls ★	School Nurses Assn. Article	NASW Conf. / NJSCA Conf.	Graphic to NJSCA	Hubs Create TikTok-Style Videos for May as Mental Health Aware Month		Local-tailored press release for NJ4S summer programs	Complete PSA Deliverable	Collateral for Paid / Organic Social Media Campaign Approved and Sent for Translation
Teachers		"My school's NJ4S contact is" poster ★			System User "We Miss You" Message ★			Hub Leader Op-Ed in Trades / Trad. News Outlets			
Supes & Principals			Pitch Story on Student / Hub Activities								
Students											
Caregivers		Web Portal Content		Monthly Social Media	Monthly Social Media	Leg. Mental Health Aware Campaign		Monthly Social Media		Monthly Social Media	



# Looking Ahead . . .

- NJ4S “Persuasion” PSA filmed in Q2 2024
- Social media collateral developed through Q1 and Q2 – deployed organically ahead of paid campaign
- Possible Legislative meet-up with Hub leaders – Late Q1 / Q2
- “DCF on the Air” episode with Hub leader(s) in August
- Feature NJ4S Portal on main NJ.gov website ahead of 2024-2025 school year
- Training for Hubs on effective community / stakeholder outreach (if interest is there)
- One-Pager for “Back to School” packets
- Paid social campaign to launch August 2024 – run through September 2024 (10-week campaign)





# Legacy Treatment Services

SUPPORTING BURLINGTON COUNTY



# NJ4S of Burlington County Team





# Advisory Group

## Members:

- Aspire Youth Development
- Balanced Planet Yoga
- Burlington County Care Management Organization (CMO)
- Burlington County Human Services
- Burlington County School Representatives
- Burlington County Superintendent of Schools
- Center for Family and Community Empowerment
- City of Refuge Fellowship
- Cooper Health – Clinical Programs
- Generations Family Success Center
- Nelson Counseling
- Oaks Integrated Care
- Parent Representative
- Pinelands Family Success Center
- Prevention Plus of Burlington County
- Student Representative
- YMCA of the Pines
- Youth Advocate Program (YAP)



## Interactive Discussion:

- Service updates
- Youth recruitment
- Partnership programs
- Family/community needs
- Resource sharing



*Crisis Response Canines*

*Society for Teen Suicide: Making Educators Partners*

*The Pride Center of New Jersey*

*The Center for Family and Community Empowerment*

*Children's Mobile Response &  
Stabilization Services*

*YMCA of the Pines*

*Pinelands Family Success Center*

*Project Teach*

*Aspire Youth  
Development*

## COMMUNITY PARTNERS & SPOKE LOCATIONS

*Prevention Plus*

*Tri State Canine Response*

*Generations Family  
Success Center*

*Kennedy Center –  
Willingboro Recreation &  
Parks Dept.*

*Balanced Planet Yoga  
Studio & Community  
Space*

*Family Support Organization  
of Burlington County*

*Burlington Family Division Courts*

*Oaks Integrated Care: Yates  
Center*

*Youth Advocate Programs (YAP) –  
Burlington & Camden Counties*

*DCPP: Burlington Office*

*The Center: Pemberton*

*Care Management  
Organization*

*Burlington County Library  
System*

*The Fatherhood Center of New Jersey: Burlington County*



# FINANCIAL LITERACY

## for High School Students



- ▶ Examines career options and education/training.
- ▶ Explores the relationship between income and taxes.
- ▶ Facilitates dialogue on setting financial goals and creating a financial plan.
- ▶ Promotes conversation on spending and personal budgeting.
- ▶ Discusses the importance of savings and compound interest.
- ▶ Provides education on building credit and credit cards.

**FINANCIAL LITERACY FOR HIGH SCHOOL STUDENTS**

**NJ4S**  
Legacy Treatment Services  
SUPPORTING BURLINGTON COUNTY

Attend all 4 sessions & receive a \$10 Starbucks eGift Card

Please join NJ4S of Burlington County for a series of Financial Literacy learning sessions for high school students. Session 1 Topics include:

- Career Options
- Educational Tracks
- Relation Between Taxes & Income

Who: Burlington County High School Students  
When: Wednesday November 8 @ 6:00PM  
Where: Evesham Library  
984 Tuckerton Road, Marlton, NJ 08053

Register Now

Youth Program Registration Form

**Chris Wilson**  
Prevention Consultant

# NURTURED HEART APPROACH



- Promotes healthy relationships with the people in one's life.
- Teaches parents, caregivers, and educators to recognize and amplify positive behavior and not amplify negative behaviors.
- Helps the adult recognize that each person has strengths, and the importance of recognizing these attributes in detail.
- Uses intensity and the development of individual inner wealth.
- Empower individuals to develop positive relationships and learn techniques on self-regulation.



# FAIR FIGHTING

## Managing Conflict with Your Child

- Teaches "Fair Fighting" guidelines to facilitate healthy discussions and disagreements.
- Provides specific communication techniques, which are applicable to all relationships.
- Identifies problem solving and conflict resolution interventions for families.



**Fair Fighting  
Managing Conflict**

January 4  
6:00 PM- 7:00 PM  
Virtual

Join us to learn how to identify problem solving and conflict resolution interventions.

**Ryan Zeitz**  
Clinician

The flyer is presented in a tilted, Polaroid-style frame. It features a teal and white color scheme. At the top right, there is a circular logo with the letters 'NJ4S' and a network diagram. The central illustration shows three stylized figures (two women and one man) sitting on large, rounded shapes, engaged in a conversation. One woman is holding a laptop, and a speech bubble is above the man. A computer monitor icon with a headset is positioned to the right of the time information.

# BACK-TO-SCHOOL PARENT CHECKLIST



- Provides information on ways for parents/guardians to talk to their children about school.
- Promotes conversation on becoming organized for the school year.
- Focuses on creating individual and family routines.

BACK TO SCHOOL  
**CHECK**  
*List*  
ZOOM  
TUESDAY 9/12  
6:00PM-7:00PM

Join the NJ4S Team to review  
your back-to-school checklist!  
Presentations for both  
students and parents!

- STUDY HABITS ✓
- GETTING INVOLVED ✓
- BURNOUT ✓
- TIME MANAGEMENT ✓

Student Sign-up

Parent Sign-up

Ryan Cornell  
Parent Advocate

# R.Y.S.E.

## Record Your Story Everywhere

- ▶ Creates a space for teen parents to connect and share experiences.
- ▶ Fosters a natural supportive network among teen parents.
- ▶ Captures milestones by encouraging parents to document and celebrate their child's milestones through photos.
- ▶ Promotes meaningful parent-child bonding.
- ▶ Supports emotional well-being by offering a positive outlet for self-expression and reflection.



**Ometa T. Pope**  
Supervising Prevention Consultant



# FAMILY YOGA

- Helps families come together through meditation & mindfulness.
- Fosters a sense of community.
- Promotes stress reduction, relaxation & mindfulness.
- Teaches self-awareness and brightens mood.
- Helps bolster self-esteem & self-confidence.

**FREE** Family **YOGA**

**NJ4S** Legacy Treatment Services  
SUPPORTING BURLINGTON COUNTY

balancedplanet yoga

**SATURDAY JANUARY 27, 2024**  
**11:30AM-12:30PM**  
**BALANCED PLANET YOGA**  
**795 ERTE 70**  
**UNIT F**  
**MARLTON, NJ 08053**  
Registration appreciated  
Walk-ins also welcome

SCAN HERE TO REGISTER

**Samantha Martine**  
Supervising Prevention Consultant

# FOREST FRIENDS

A Social Emotional Learning Program  
ages 5-7

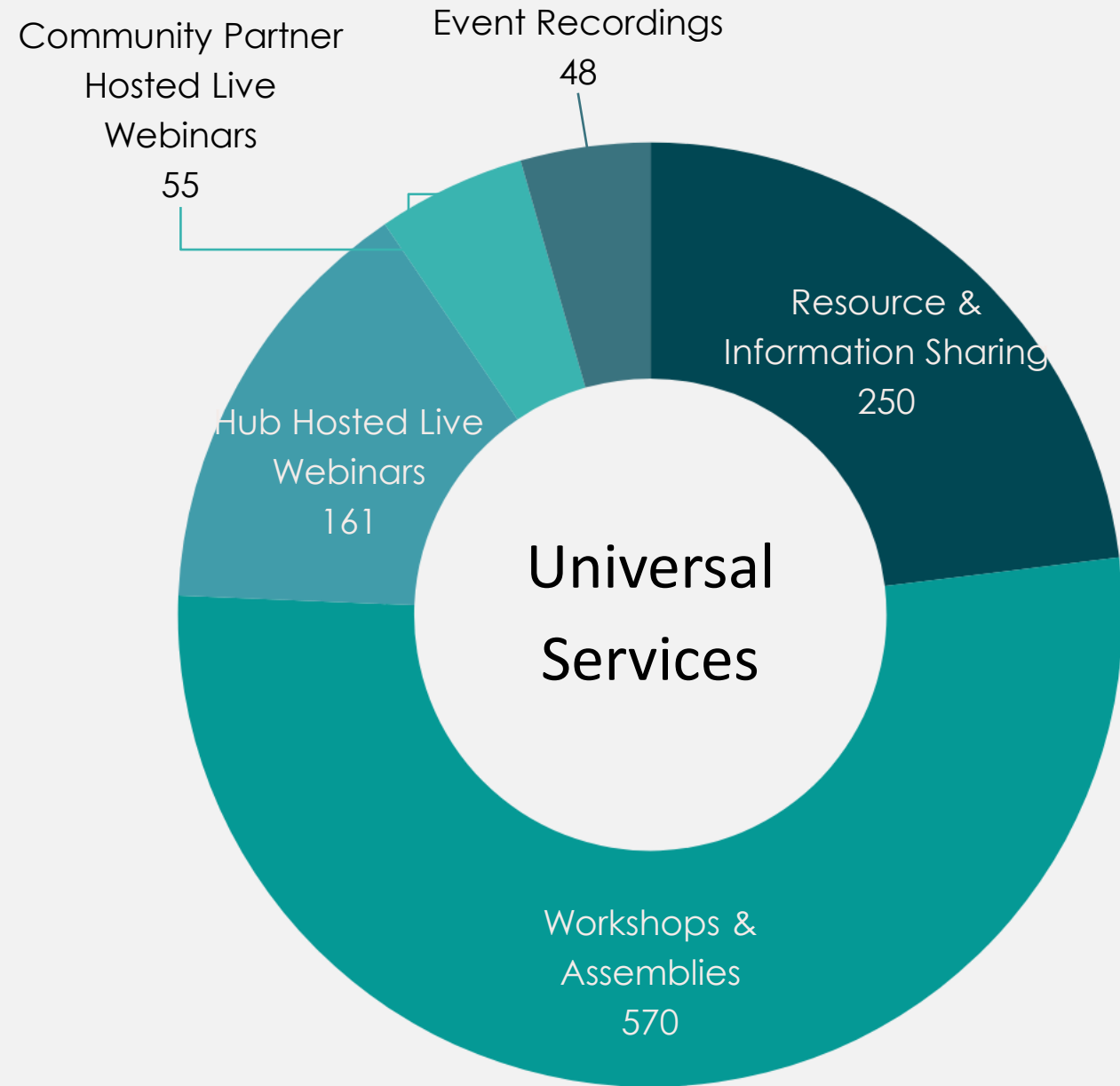
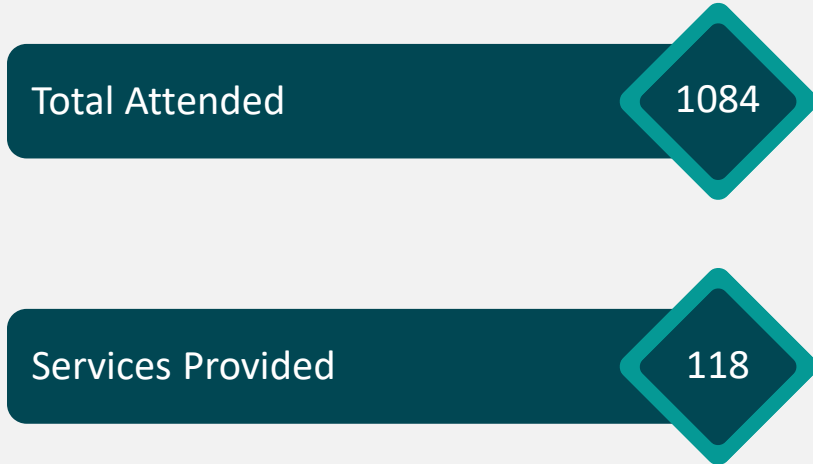


- A collaboration with Prevention Plus of Burlington County.
- Facilitates life lessons through lovable puppets.
- Teaches feelings, honesty, respect, self-esteem and positive decision making skills.
- Reduces incidences of bullying.



# Total Attendance by Universal Service Category

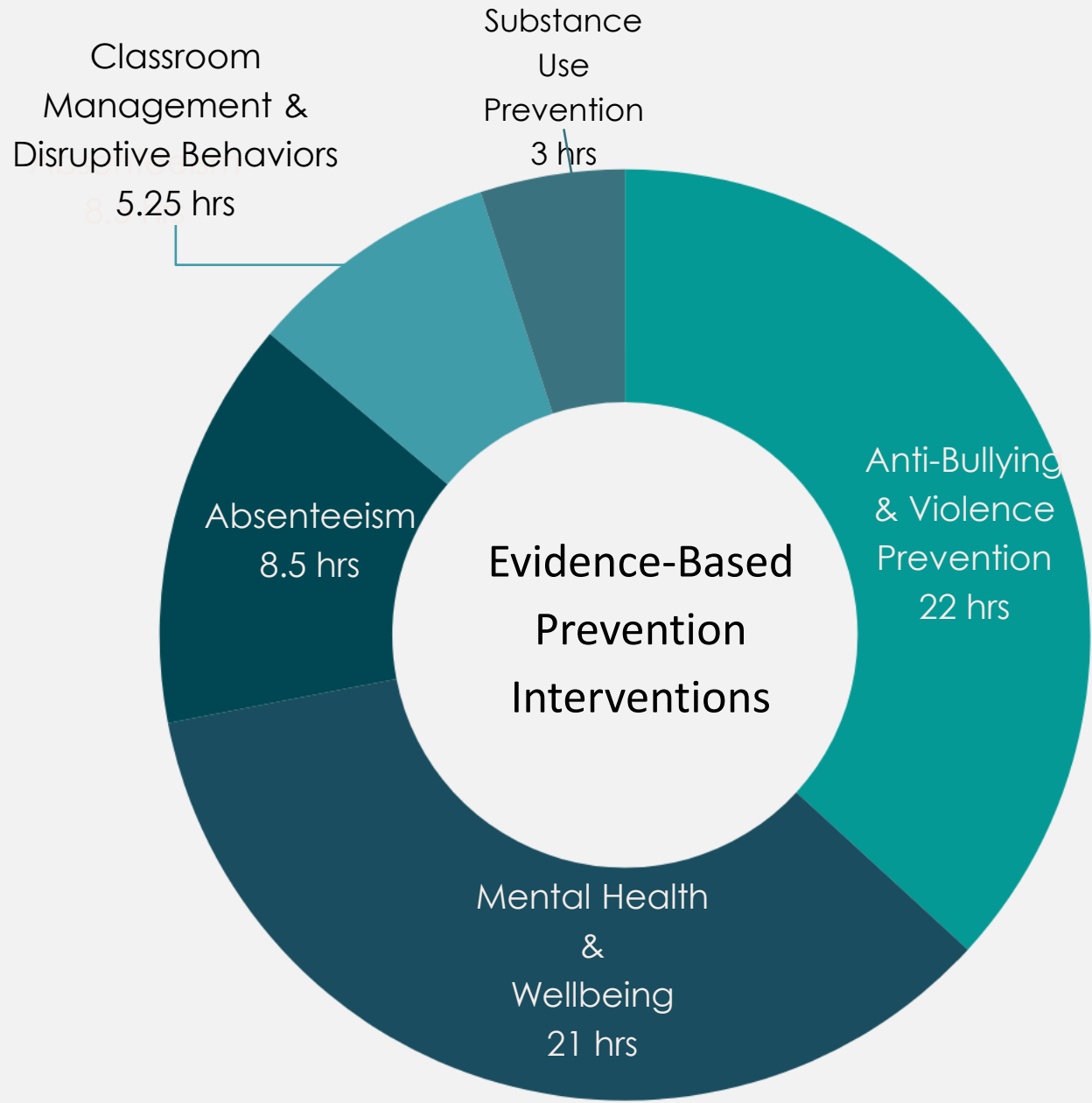
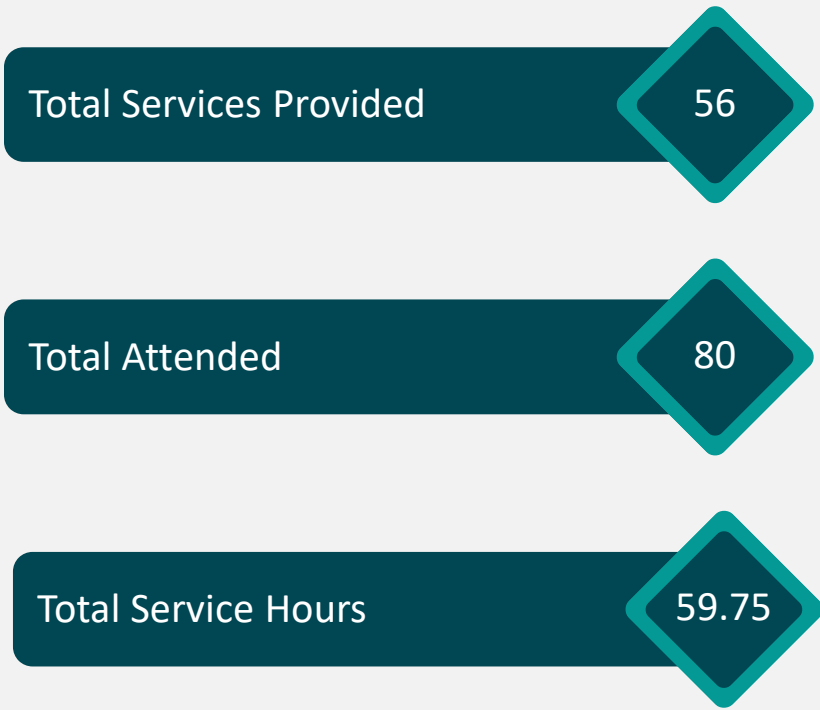
(YTD 1.24.24; Tier 1)





# Prevention Intervention Service Hours by Category

(YTD 1.24.24; Tier 2)



# Brief Clinical Intervention Service Hours by Category

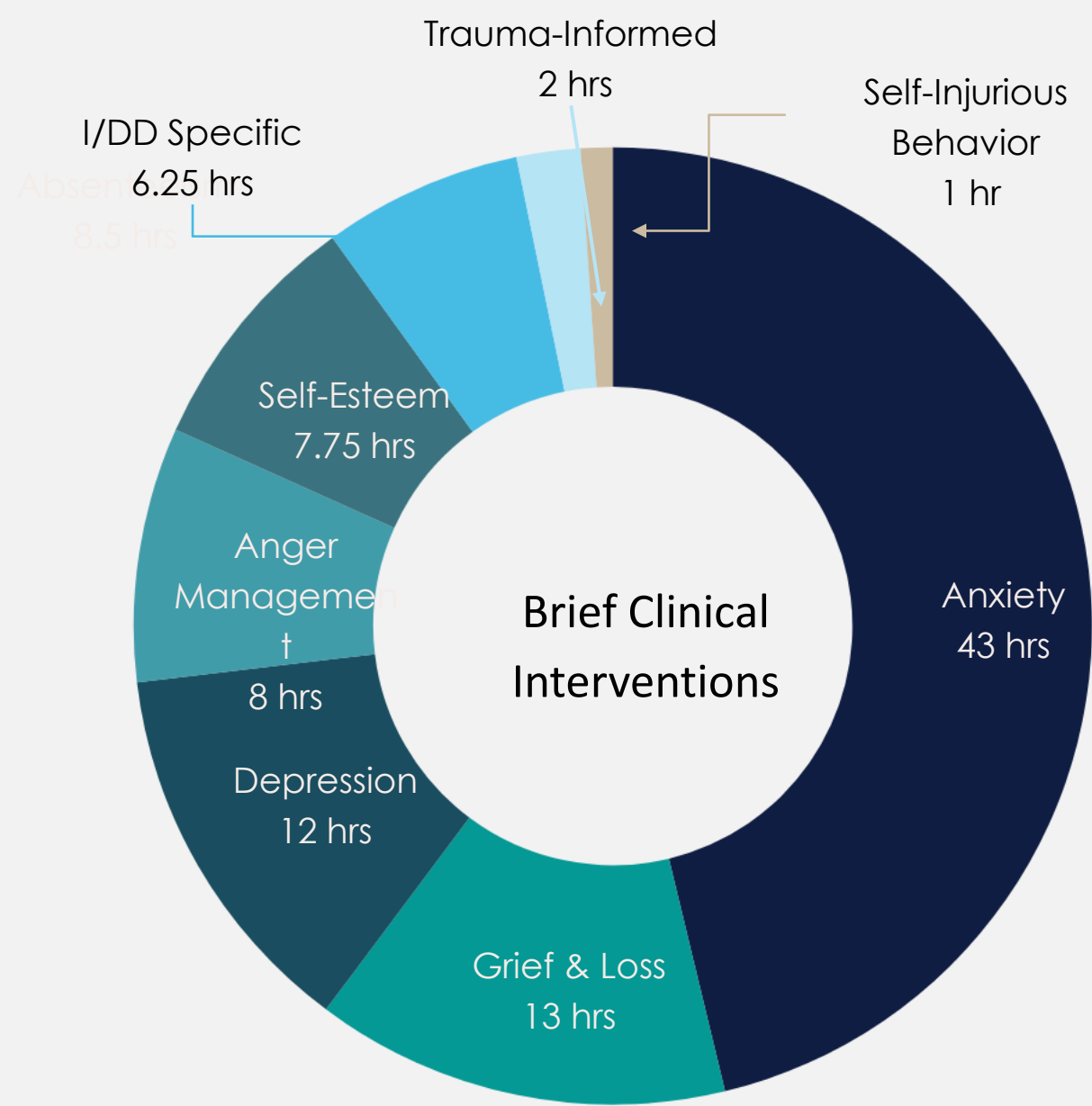
(YTD 1.24.24; Tier 3)

Total Services Provided

99

Total Service Hours

92.25



# Evidence Based Programs

## Social Connections

Girls Circle - My Family, My Self;  
Who I Am; Empowerment & Identity;  
Relationships with Peers;  
Expressing My Individuality; Being A Girl;  
Honoring Our Diversity;  
Mother-Daughter Circle

The Council for Boys & Young Men - Journey of  
the Great Warrior;  
Growing Healthy, Going Strong;  
Standing Together: A Journey Into Respect;  
Brothers As Allies

Nurtured Heart Approach

## Wellbeing & Mental Health

Coping and Support Training (CAST)

The Council for Boys & Young Men - Living a  
Legacy: A Rite of Passage

Strengthening Families Program

SAMHSA Anger Management

Girls Circle - Body Image; Wise & Well;  
La Mariposa: A Personal Empowerment Program  
for Latinas

Botvin LifeSkills Training -  
Mind/Body Connection

The C.A.T. Project

The Blues Program

Youth Mental Health First Aid

## Substance Use Prevention

Girls Circle - Mind, Body, Spirit

Youth Message Development

Don't Get Vaped In - Youth

Project ALERT

All Stars Core

# Evidence Based Programs

## Sexual Health Education & Pregnancy Prevention

One Circle - Sex in the Digital Age: Talking with Teens About Pornography & Sexting

Safe Dates

## Classroom Management & Disruptive Behaviors

Coping and Support Training (CAST)

Botvin LifeSkills Training - Middle School; High School

## Suicide Prevention

Youth Mental Health First Aid

Society for Suicide Prevention: Making Educators Partners

## Parent Programs

Botvin LifeSkills Training - Parent Program

Active Parenting of Children & Adolescents

Active Parenting of Teens

Nurtured Heart Approach

Don't Get Vaped In - Adult

## Job & Career Readiness

College & Career Success Skills

Girls Circle - Paths to the Future

## Anti-Bullying & Violence Prevention

The Council for Boys & Young Men - Men of Honor: Becoming Respectful, Nonviolent Leaders

Safe Dates



## In Progress Program Goals

- 1 Experiential program
- 2 Multi-lingual program offerings
- 3 Summer school enrichment programs