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Community Outreach / VISTA

Where I have been...

Summary

Starting July 24, 2006, I began canvassing the business of corridors of the City of Camden, distributing the "Camden Numbers & Data" report to residents. I identified residents by asking, introduced myself, gave them the report, and briefly explained what information was on the report. People responded differently. Some people remarked on the first thing that they read, while others quietly glanced. Some had questions, while others had suggestions. Everyone was encouraged to call or e-mail questions and to visit the website for more detailed information. August clearly had an increase of website visits compared to the other summer months.

Demographics

The information collected on many people that the report was distributed to and discussed with was age, gender, race, and neighborhood. Based on that, these are the statistics:

Males:28
Females:46

Age:
0-17 - 5
18-24 - 10
25-44 - 20
45-64 - 35
65 and over - 10

Neighborhoods:
East Camden 8
Cramer Hill - 3
North Camden - 8
 Cooper Grant 1
Downtown 15
 Cooper Plaza 4
South Camden 13
 Morgan Village 2
Fairview - 12

Centerville - 6
Liberty Park 2
Whitman Park 4
Parkside 6

Race/ethnicity: African American/ Black 54, Hispanic 22

Events with Multitudes

At all of these events, I had assistance with distribution. Demographics that were collected are included in the canvassing numbers in the previous section.

Youth Day (August 11th) - Distributed Camden Numbers and Data. This was across from the Pink Elephant, located at 8th and Carl Miller Blvd.

Peace in the Streets Rally (August 17th) - Distributed Kids Count Summary, Camden Numbers & Data, and CamConnect Fact sheet to other organizations, parents, and youth at the event. This was at Wiggins Park.

Mayor's Youth Expo (August 18th)– Distributed Kids Count Summary, Camden Numbers & Data, and CamConnect Fact sheet to other organizations, parents, and youth at the event. This was at Campbell's Field.

Larry Gaines Basketball Tournament (August 12th and 13th) (4th & Washington Park)– Distributed Camden Numbers and Data

History and Progression of Outreach

Phase I – (December – June) Concentrated on contacting, meeting, presenting CamConnect to local community based organizations, non-profit organizations, neighborhood associations, public safety boards, local government agencies.

Phase II – (June – November) Recognizing that not all residents are a part of an organized group that regularly meets, the focus shifted to canvassing so that the residents could directly receive data that CamConnect has to offer. The canvassing included brief discussions about various data potentially relevant to the Camden resident.

Phase III – (September – November) Identifying connectors, people that know many other people and act as a resource. CamConnect members and popular residents will be encouraged and empowered to solicit membership and distribute data to interested persons. These connectors will be made ambassadors and will continue to do outreach once the position is terminated.