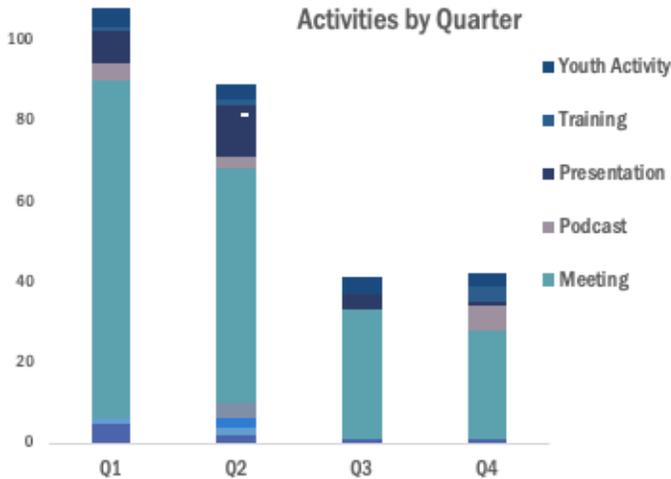




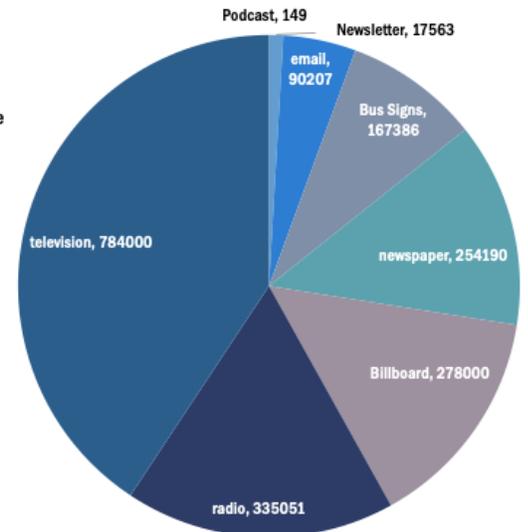
JANESVILLE MOBILIZING 4 CHANGE

Annual Report Summary

During the 2019/2020 fiscal year, JM4C held a variety of activities covering a range of topics, including vaping, alcohol and other drug prevention, LGBTQ+ awareness, sexual violence prevention, and youth activities. Many planned activities scheduled for Quarter 3 & 4 were cancelled due to the pandemic and as a result, JM4C increased its use of traditional and social media in its prevention efforts.



In 2019/20 Television, Radio, Billboard, and newspapers had the greatest reach



Making an Impact in a changing environment

1167 YOUTH INVOLVED IN JM4C ACTIVITIES



6920 ADULTS INVOLVED IN PREVENTION ACTIVITIES



ENGAGED A TOTAL OF 10,086 USERS ON FACEBOOK

JM4C posted 34 Tweets on Twitter and 37 Instagram posts that accumulated 324 likes and 226 followers



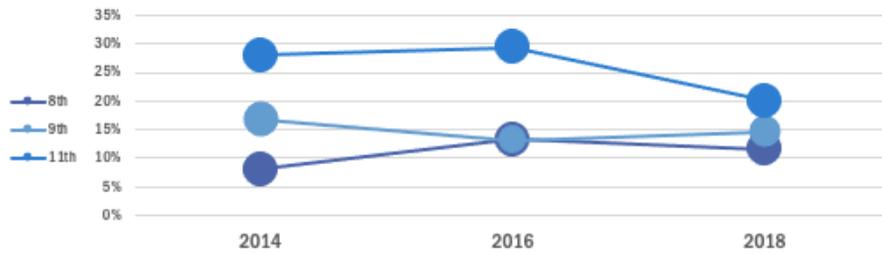
The year for engaging the community Remotely

Between October 2019 and September 2020, JM4C held 279 activities across the area, including 201 meetings, 26 presentations, 16 youth activities, 13 podcasts, 9 booths, and 4 film screenings.

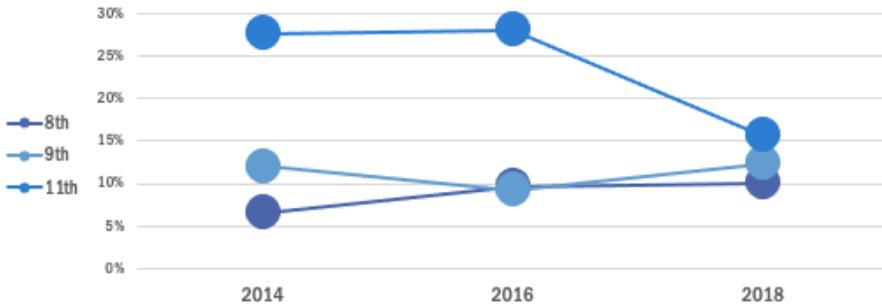
In March 2020, JM4C moved its prevention efforts to a virtual platform. JM4C found creative ways to engage youth through virtual meetings, scavenger hunts, and story time. Youth meetings that had been meeting at school, now met virtually. In an effort to reach more youth, JM4C posted 6 Snap Chat ads resulting in 4,353 'Swipe-Ups' connecting people to the JM4C website. JM4C committees and monthly coalition meetings were held virtually, along with cultural diversity trainings and presentations.



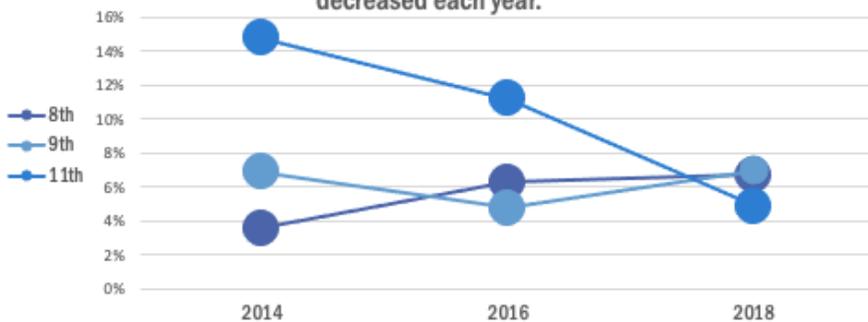
The YRBS results revealed that 30-day alcohol use decreased by 9 percentage points between 2016 and 2018 among 11th grade students.



YRBS data reveals that 11th grade marijuana use decreased substantially from 2016 to 2018



The YRBS Reported 11th grade prescription drug misuse has decreased each year.

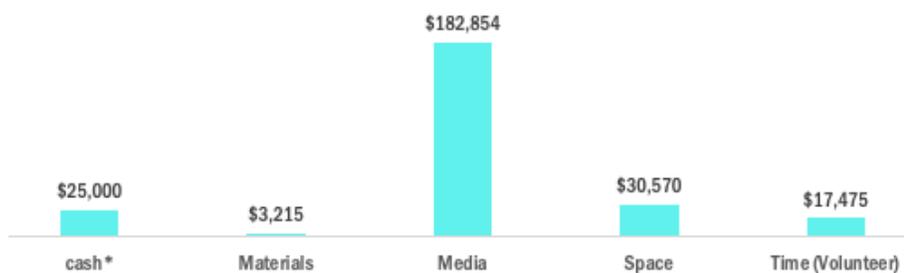


WORKING TOGETHER TO ACHIEVE SHARED GOALS

The majority of expenses for JM4C's Youth Wellness and Education activities were contributed by community partners and through volunteer efforts. Over \$200,000 in-kind donations were used to implement these programs.

Donated time, space, materials, and cash donations contribute to the success of JM4Cs prevention efforts.

Media generated the most matching funds during the 2019/20 grant year.



* Blackhawk Region United Way grant

LOCAL PROBLEMS REQUIRE LOCAL SOLUTIONS

Janesville Mobilizing 4 Change (JM4C) is an organization that operates as a department of the City of Janesville, with Hedberg Public Library serving as the fiscal agent. JM4C operates as a private non-profit agency securing additional funding to expand its prevention efforts, addressing youth substance use and mental health issues.

Serving as a backbone for community change, JM4C leads the collective impact approach through committees, working groups, and networks in Janesville and Rock County. The JM4C Board of Directors represent a diverse group of stakeholders. The JM4C Board serves to guide the strategic direction and collaborations through their leadership roles in the community and shared communications about community initiatives within their professional organizations.

