

# public citizens for children + youth

## Special Projects Associate

**Position Summary:** The Special Projects Associate will have primary responsibility for executing PCCY's free health care events, Give Kids a Smile and Give Kids Sight Day, and will assist with implementing lead poisoning prevention advocacy, policy and outreach activities in the region. Since 2009, PCCY has also organized a day of free eye care for 1,000+ children in need at Wills Eye Hospital in the fall. This year the event takes place on October 5. Children receive free eye checks, and if necessary, two free pair of eyeglasses they pick up a month after the event. Nearly 450 volunteers are recruited for the event. PCCY coordinates the major sponsors of the event as well as the Children's Vision Care Coalition.

For 14 years, PCCY has coordinated a free dental care event for children, Give Kids a Smile, that involves recruiting dental practices in the Philadelphia region to provide free dental care to more than 700 children during spring break. PCCY manages a pop-up call center in our office staffed by volunteers we recruit for three weeks leading up to Give Kids a Smile week to make dental appointments for the children and refer uninsured children to apply for insurance through PCCY's telephone Helpline. Preparations for Give Kids a Smile start in November 2019 and the event takes place over spring break the week of April 6th, 2020.

The Special Projects Associate will assist with launching new lead poisoning prevention advocacy and policy approaches in Delaware County to increase screening rates among children and remove lead hazards from children's homes by educating municipal officials on local options for lead ordinances and educating policy makers about options for remediation funds.

### **Key Duties:**

#### **Recruitment**

- Help coordinate recruitment for 450 Sight Day volunteers and train lead volunteers (Captains) in their administrative roles.
- Secure vendors for a health and wellness resource fair embedded into Give Kids Sight Day.
- Recruit 25+ dental practices in southeast PA, primarily in Philadelphia and Delaware counties, to create appointments for at least 725 children and serve as the main contact for participating dental offices to finalize the services they will provide and answer questions.
- Assist in building and convening a cross-sector coalition in Delaware County to support lead poisoning prevention advocacy and policy activities comprised of local government officials, remediation and inspection companies, health care, childcare and social service providers.



1709 Benjamin Franklin Pkwy  
Sixth Floor  
Philadelphia, PA 19103

215-563-5848 Office  
215-563-9442 Fax  
info@pccy.org Email

@pccyteam  
facebook.com/PCCYPage

[pccy.org](http://pccy.org)

### **Operation Support**

- Coordinate Give Kids Sight Day ‘Major Partner’ meetings (by conference call and face to face) comprised of the four lead sponsors of the event. Representatives from each organization provide overall oversight and manage operations that adhere to the event timeline
- Coordinate PCCY’s Children’s Vision Care Coalition meetings whose members help with Sight Day program planning, community outreach and volunteer recruitment.
- For Give Kids Sight Day and Give Kids a Smile, oversee the procurement of materials, supplies and equipment for each event as well as food and refreshments for volunteers and families, and manage data collection, analysis and dissemination to stakeholders.
- Assist in preparations for a forum in Delaware County with municipal leaders about local options for lead ordinances including creating materials, handling logistics, outreach to participants and agenda setting.
- Assist in advocacy with Medicaid Managed Care Organizations to increase lead poisoning screening rates and with government officials to increase lead remediation funds by conducting policy analysis, developing recommendations for policy improvement and researching and writing briefing papers.

### **Outreach**

- For Give Kids a Smile and Give Kids Sight Day, conduct community outreach to recruit families and children to participate by:
- Outreaching to families across southeastern PA with children most likely to be uninsured or under-insured with a specific emphasis on children who are unauthorized immigrants, children who live in immigrant families, kindergartners and teenagers;
- Focusing outreach activities with school nurses in public, parochial and charter schools and organizations that work with immigrant families;
- Executing outreach activities over the phone, via email and social media posts and face to face with the target population and organizations that work with the target population, and
- Coordinating communications work with PCCY Communications Director.

### **Qualifications**

- College degree preferred in program/project management, public health, social work or related fields
- Two years’ experience as a project manager, program coordinator or event planner
- Two years’ experience facilitating community-based coalitions
- Excellent public speaking and presentation skills
- Bilingual in English and Spanish preferred
- Highly organized with a demonstrated ability to prioritize and multi-task
- Skilled at Excel

- Strong problem-solving skills and capacity to navigate a variety of health and youth-serving agencies
- Flexibility, adaptability, can-and-will do attitude are essential

**Timeline:** June 2019 to January 2019

**Reports To:** Health Policy Director

**Apply: Resume and Cover Letter to:** [info@pccy.org](mailto:info@pccy.org)

**About PCCY:** Public Citizens for Children and Youth (PCCY) is a private nonprofit organization dedicated to improving the lives and chances of children within the Philadelphia region through thoughtful and informed advocacy. PCCY works to ensure that every child has the access to the fundamental building blocks for success, including consistent healthcare, a high-quality education, proper nutrition, and a dependable network to help them to learn and grow. PCCY's vision is to ensure that every child realizes their innate potential to become a healthy adult, productive citizen, and contributing member of society.