

Quarterly Report
June 2023 - August 2023

FEVER
EVERY
BODY

Project STAR (Social Transformation and Renewal) is a social and economic development initiative created by the Private Sector Organisation of Jamaica (PSOJ) in partnership with the Jamaica Constabulary Force (JCF) and driven by communities to bring about societal transformation through targeted interventions in under-resourced areas of Jamaica.



Project STAR is supported, in part, by financial contributions from our donors.

LEGACY



SIGNATURE



LEADING



PATRON



CONTRIBUTING



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OUR VISION

Project STAR believes that, working together, we can transform Jamaica into a place where everyone is valued and has the opportunity to thrive.



OVERVIEW OF THE FIRST QUARTER OF YEAR TWO

The first quarter of Project STAR's second year started against the backdrop of a national advertising and publicity campaign, which supported our public fundraise and partnership with the Jamaica Social Stock Exchange (JSSE). This collaboration with the JSSE was designed to deepen the engagement with the wider Jamaican population and provide one route to fulfilling our commitment to open reporting and accountability, given that the Exchange will facilitate the regular publication of relevant STAR reports to the audience it serves.

Further, in July the accountability and reporting framework within the project was also strengthened by the establishment of two sub-committees under the Management Monitoring and Reporting Committee: one sub-committee focusing on project finance and one focusing on contracts and compensation. Community activations across the communities of East Downtown Kingston (EDTK), Savanna-La-Mar (SAV), Westmoreland and May Pen (west) Clarendon (MPWC), progressed and were amplified during the quarter; complementing the employment and sports programmes already underway in the first two communities. Of note is that STAR supported summer activities across the three communities for youth and children. Some of our key activities during the quarter included: visioning and planning for community transformation

in EDTK along with a social services fair that provided financial access services for residents; the establishment of the local team in SAV, where approximately eight community-led activities were supported by STAR and the continued local stakeholder engagement in MPWC.

During this quarter the STAR team welcomed nine additional corporate donors with a combined contribution of nearly J\$45M. We anticipate that our engagement with these new partners will expand the opportunities, reach and impact of the work as the business sector deepens its commitment to the transformation of communities.



9 NEW DONORS

The Project STAR team remains committed to the work of transformation and is confident that, through continued collaboration and engagement with residents and partners, we will, together, create a Jamaica where everyone has a chance to thrive.



A SNAPSHOT OF OUR PERFORMANCE INDICATORS

The first quarter of year two saw the continued activation and roll out of the community entry process across the three identified STAR communities - EDTK, SAV and MPWC. The ongoing activation of STAR programming and community transformation has resulted in the Continuing Visioning and Planning for community transformation in EDTK, identification and activation of a local team in SAV, continued local stakeholder engagement and community-led/ STAR-supported community-wide information and engagement sessions in Savanna-La-Mar. The cumulative results for these various activities and initiatives are shared in the table below. Please note that we are still early in the entry process of May Pen and the following figures reflect this.

Thematic Area	KPIs	Results				
			Project wide	EDTK	SAV	MAY PEN
Social protection and inclusion	# of persons accessing STAR led and supported initiatives	Cumulative	1421	987	369	65
		Quarterly update	683	387	231	65
Local economic development	# of community members trained	Cumulative	113	81	32	n/a
		Quarterly update	59	27	32	n/a
	# of community members obtaining employment	Cumulative	52	45	7	n/a
		Quarterly update	17	10	7	n/a
	# entrepreneurial based support initiatives	Cumulative	5	3	2	n/a
		Quarterly update	4	2	2	n/a
Community led action - partnership for development	# of individuals impacted by entrepreneurial based support	Cumulative	96	32	64	n/a
		Quarterly update	96	32	64	n/a
	# of residents involved in community planning	Cumulative	1531	895	396	240
		Quarterly update	403	67	96	240
	# of institutional/organisational stakeholders involved in project delivery activities	Cumulative	29*	18	14	6
		Quarterly update	27	15	12	6
	# communities entered	3				
	# of local community groups created/strengthened and reactivated	Cumulative	28	25	3	n/a
		Quarterly update	28	25	3	n/a
	# community-led initiatives	Cumulative	46	34	10	2
		Quarterly update	26	16	8	2

**This indicator calculates the total number of organisational stakeholders involved in project delivery locally in all communities and project wide. Discrepancies in the numbers are due to the reality that some organizations like the SDC, HEART, MLSS, MOJ etc are counted at the local level based on the initiatives delivered for the period and will contribute to the project wide numbers as well, but counted once at that level. In an effort to avoid double counting, the project wide number reflects all organizations that are involved in programme delivery.*





During the lifetime of the project, STAR expects to see sustained reductions in major crime of 40% in targeted communities.

Progress of safety and security in communities - Crime Profile

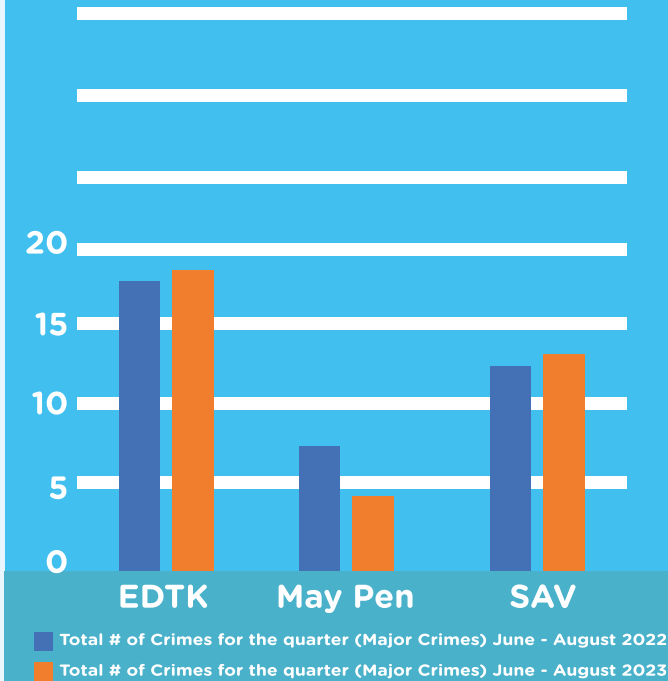
During the lifetime of the project, STAR expects to see sustained reductions in major crime of 40% in targeted communities, all of which have a major crime rate higher than the national average. As such, the team continues to monitor and track all major crime incidents in our communities, in order for us to improve our approaches.

Over the quarter June to August 2023, major crimes reported to the JCF in STAR communities were mixed in comparison to the same period in 2022. Despite there being an overall fall in crime rates in these communities, the period saw an increase in some major crimes such as shootings and murders.

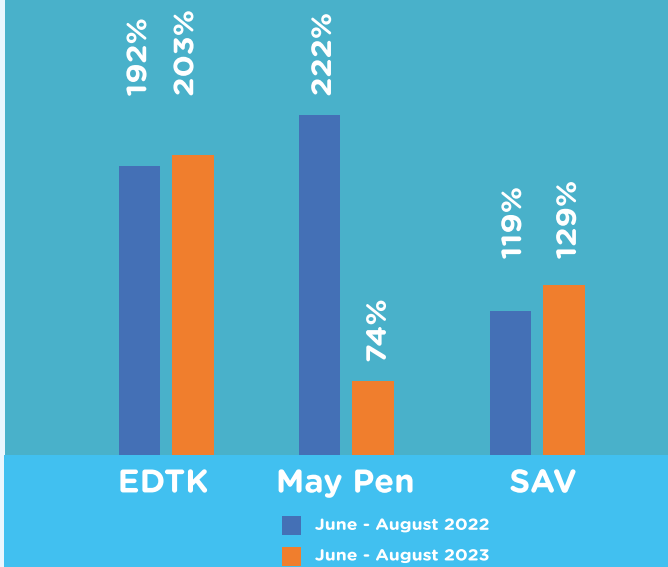
This notwithstanding, the STAR community of May Pen, consisting Racetrack, Havanna Heights Phase 3 and Treadlight, continued to see a decrease in all major crimes for the comparative period. In 2022 there were six reported cases of major crimes and in 2023 for the same period, June to August there were only two. In addition, there were no flare-ups in the quarter, and stability continues to be observed in the area.

In the communities of SAV and EDTK however, there were slight increases in the number of reported major crimes committed for the period. In 2022 June to August there were 17 crimes committed

Total # of Major Crimes



Quarterly Major/Serious Crime Rate Per 100,000





2023. Most of the crimes committed were in June of this year. Whilst there has been an evident decrease in major crimes, over the period August 2022 to August 2023, there are sporadic increases and decreases over the months. This indicates a level of instability and unpredictability which may affect crime fighting strategies and socio-economic transformation efforts; we recognise the need to further analyse the root causes of these flare-ups. STAR continues, through programming and collaboration, with all stakeholders, to address the root causes of violence towards creating communities that are safer and more resilient with improved social outcomes and reduced levels of violence; through strengthened social cohesion and resilience of communities and improved strategies and responses to conflict within communities.

In terms of the crime rate for the STAR communities, there was a decrease in the crime rate for May Pen from 222 per 100,000 of the population in 2022 to 74 per 100,000 of the population in 2023. This indicates a significant decrease of 148. In SAV the crime rate for the community increased by 10, representing a crime rate of 192 for the quarter. For EDTK, the quarterly crime rate was 203 per 100,000 of the population, which represents an increase of 11 over the same period in 2022. The comparative quarter of June to August 2022 represents the state of target communities before the community entry stage of STAR programming thus serves as the baseline for comparison of gains, losses and other crime trends in the STAR communities as well as measurement of targeted reductions yearly.

in EDTK. For the same period in 2023, there were 19 major crimes committed in the community, along with a series of ‘fire bombings’. This has affected the turnout of residents to some STAR programming – such as the employment programme, job readiness training, and community weekly football – and overall cohesion in the space. Similarly, in SAV the data reveals a slight increase in comparison to the same period in 2022. There were 12 major crimes committed for the same period in 2022 and 13 in June to August

Progress towards targets for Y2 Q1 and actual results

The activation of the programming element of the Project gave focus to community transformation planning in EDTK – (Rose Gardens) as well as quick-win and other programmes including the job placement programme; sports towards social cohesion and personal development; activities and initiatives to promote social protection and inclusion; family-based support through parenting groups and support for summer camps and capacity-building for local community groups (CBOs).

In SAV, the strategic focus for the quarter continued to consist of facilitating activities around building trust and gaining buy-in from local stakeholders and activating quick-wins. These included over eight community led activities around increasing access to social services as well as initiatives towards improving the delivery of summer activities for children and residents. We also continued to focus on the formalisation of the fisherfolk group based at St. Mary’s Beach.

In May Pen, the activities were centred around local engagement with stakeholders through open days and data collection to inform the quick-win approach.

Overall, the Project saw gains in the areas of employment and training opportunities – with an increase in participant numbers, training opportunities, access to social services for residents in communities, formalising and training of CBOs, community transformation efforts and an increase in participation of residents in STAR programming.

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Developing the local economies - employment + training

There are now 113 residents trained through the STAR employment and training programme.

EAST DOWNTOWN KINGSTON



10 young men trained in forklift operations



Five people are participating in internships and on-the-job training



61 residents have been trained in job readiness. Among these are 17 newly-trained residents, who are participants in cohort 3 of the programme

45 residents have gotten jobs through STAR

SAVANNA-LA-MAR



32 residents have been trained in job readiness and...



Seven have been employed. The team continues to prioritise job placement through continuous engagement with stakeholders

The programme is on track to meet its target of training 3 cohorts - 100 residents per community - in each anniversary year of the first training. In SAV, training for the next cohort will be advanced over the next quarter. We will also activate the employment programme in May Pen



Financial inclusion + capacity building

EAST DOWNTOWN KINGSTON



Six residents who attended the Social Services Fair accessed financial services (opening of bank accounts) from First Global Bank

The strategy of incorporating financial institutions in social service fairs and other social events will be employed going forward as part of an overall integrated approach to the delivery of STAR's programmes in targeted communities



STAR hosted two sessions on 'Introduction to Social Enterprise' with 35 representatives from Community Based Organisations (CBOs)

Following this intervention, seven CBOs will participate in STAR's Social Enterprise Incubator Programme where they will benefit from funding and other capacity-building support

SAVANNA-LA-MAR



STAR facilitated the planning and convening of a meeting with the fisherfolk of the St Mary's fishing beach for a visioning session geared at revitalising their fishing cooperative. This will be advanced over the next quarter.

STAR supported RISE Life in mobilising 22 of the participants for the Spotlight Initiative project called, Reducing Inter-Partner Violence (IPV) Through Micro-Enterprise Development. The women were educated about inter-partner Violence (IPV) and business plan writing



Social protection and inclusion

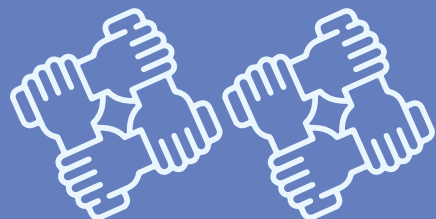
411 residents engaged in STAR programming across EDTK and SAV.



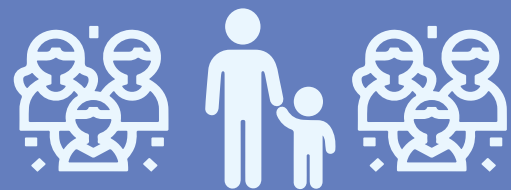
They are participating in the Employment Programme...



The weekly sport programme...



The Community Transformation Boards (CTBs)...



Parenting groups



Persons are receiving psychosocial support and part of social support programmes like PATH



The School Feeding Programme in EDTK paused at the end of the school year, and underwent an internal review to guide the approach for the upcoming school year. We are encouraged by the continued support of donors Musson and Rainforest, and by the impact of the programme during its first iteration.

Weekly sporting activities within communities have continued to be popular among participants. The football games decreased temporarily in sections of EDTK due to shootings in July and fires in August. This notwithstanding, the participants have relocated their weekly games to more central locations, such as schools, to ensure their continuation. STAR continues to support them with refreshments and football.



The residents of the target communities in SAV hosted the community's first sports day competition, supported by the STAR team. It was an inter-community football competition with four communities participating. Held in collaboration with the Social Development Commission (SDC) and the Jamaica Constabulary Force (JCF), the event targeted youth and saw the participation of 40 young males.

The activities have thus far served as a means of bringing youth together and facilitating the promotion of STAR programmes (primarily in EDTK) while also allowing residents to transition into programmes such as the Employment Programme.



In EDTK, an average 30 young men participate weekly

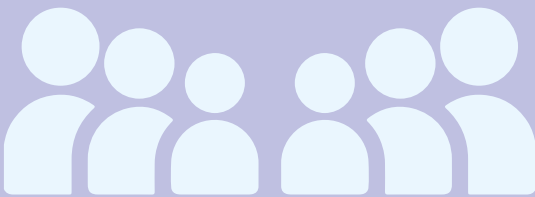


One football club established in Parade Gardens

Children + family-based support and access to social services

East Downtown Kingston

In EDTK, children + family-based support was prioritised with a series of activities and initiatives. Residents’ access to school-based support programmes increased over the period.



Two parenting groups have been established (one in each community). Both are in the formalisation process

The groups met four times over the period and have established governance and leadership frameworks

The groups consist of 31 participants – 21 in Parade Gardens and 10 in Rose Gardens

- Key issues leading to poor parenting have been identified as:
- single parenting
 - lack of employment opportunities
 - early/ teenage pregnancy
 - lack of knowledge related to proper parenting

Six summer camps were supported by Project STAR (financially or otherwise). Each camp had an average 23 children/ youth and impacted a significant number of children and parents in the communities

Savanna-La-Mar

The children and family-based support element of the social pillar of STAR has not yet been fully activated in SAV. As such, the team has prioritised children and family-based support through targeted activities such as the 3 summer camps which were initiated over the reporting period. These included a SDC Summer camp , RISE Life Management Services summer camp and the Y’s Mennettes resource Center Summer Camp which saw the participation a cumulative total of 131 children from 7-17 in activities around conflict resolution, anger management and fun activities.

May Pen

One summer camp and one back- to-school treat were supported by the STAR team over the period.

The Pennant Wood Citizen Association and the Race Track CA supported by STAR, facilitated the hosting of a summer camp which allowed for the participation of over 40 children aged 4 in social and educational development activities.

25 children in Havana Heights (Phase 3) were provided with back-to-school supplies through a community-led intervention by the Citizens Association in partnership with Project STAR

Across SAV + EDTK



224 residents across SAV and EDTK accessed social protection services for the period.



Two community fairs provided access to critical social services and civil documentation to vulnerable residents from RGD, PATH and NIS, etc



32 residents accessed services from the Registrar General’s Department



25 persons signed up for HEART NSTA training opportunities



- 26 people accessed PATH services for the quarter
- NIS: 30 applicants
- TRN: 14 applicants



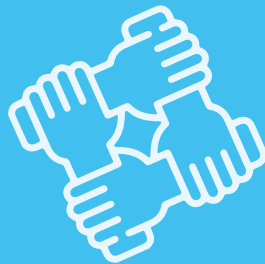
In SAV, residents were provided with access to medical services which resulted in 58 medicals being completed for children, 20 general check-ups for the seniors and the provision of 33 doses of vaccines

Activating community-led action through empowering residents and local community groups + partnerships towards development



403 residents were involved in different phases of the community planning processes - 67 in EDTK, 96 in SAV and 240 in May Pen.

65 in EDTK (Parenting Group, Community Prioritization process, CTBs)
96 in SAV
240 in May Pen (through our open day activities)



Community-led activities also increased over the period

Across the communities there were 46 community led activities. This shows an overall increase in community-led activities . It also indicates an interest and willingness of residents to participate in community activities



11 Community Transformation Board (CTB) meetings held this quarter

Six in EDTK towards planning community activities and for the community planning prioritisation process and strengthening the governance framework for the CTBs

One CTB for SAV was established

Five meetings were held with two geared towards establishing the CTB (and three towards planning activities for the summer including a health fair)

In May Pen there were stakeholder engagements towards establishing the CTB. This will be finalised in the next quarter

Community Intervention Teams (CITs) in the three communities were active for the period

The May Pen CIT was established in this quarter. CITs continue to play a collaborative role with STAR and CBOs within the space to strengthen the activation of initiatives and peace-building efforts in communities



The Rose Gardens CTB and residents also participated in their community prioritisation process with the SDC

This has resulted in a draft Community Transformation Plan which will be validated and reviewed in the next quarter to commence specific community transformation and action planning





Newly-trained forklift operators attend their graduation ceremony



PUBLIC AWARENESS

National Campaign builds public awareness of STAR

To support Project STAR's major public fundraise through the Jamaica Social Stock Exchange (JSSE), the communications team was tasked with creating an awareness-building campaign which needed to include traditional advertising, social media promotion, press appearances and events and ongoing engagement and collateral design, production and support for the brokers and banks which were participating in the fundraise.

Our approach was to work with the advertising agency, The Lab, on traditional advertising (creative concept and production and media placement) and to handle the public relations, social media and special events planning and roll-out in-house. This was in consideration of cost, efficiency and adaptability and the quantity of collateral which would be required.

The national campaign and JSSE fundraise were launched with a press conference followed by a bell-ringing ceremony on the floor of the stock exchange, and included outside broadcasts in Halfway Tree, Sam Sharpe Square (Montego Bay) and the stock exchange; print, radio and television ads; social media posting, boosting and advertising; placement of branded signage and printed collateral at locations around the country. The campaign ran from May 21 to August 18 and was driven by the following objectives:

- Creating compelling content to highlight the social and economic programmes – including their impact and key beneficiaries – in which STAR is engaged
- Leveraging influential spokespeople as project ambassadors to build brand and project awareness
- Partnering with the broker/ dealer and



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banking communities, along with the credit union movement, to promote the fundraise on the Jamaica Social Stock Exchange (JSSE)

Media partnerships and outcomes

In anticipation of the start of our national campaign, the Project STAR team secured partnership with six media entities, spanning radio, television and print/online. Throughout the 11 weeks of the campaign effort netted \$33M in PR/Visibility value with a reach of more than \$2M according to the media monitoring report from DRT communication.

Our partnership with the JSSE and the broker community generated extensive media coverage, significantly increasing brand awareness among brokers and our target audience within the general population. This partnership substantially raised Project STAR’s profile and highlighted the importance of the Social IPO resulting in a \$12M+ investment from individuals.

Throughout the campaign, we utilised stories to shed light on early programme results such as in East Downtown Kingston with the School Feeding Programme, crime reduction in the Rose Gardens neighbourhood and our Employment Programme. These stories effectively underscored the issues addressed by Project STAR.

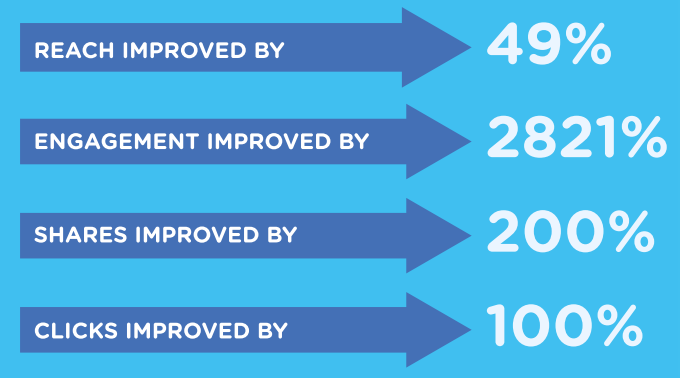
Of note was a partnership with telecoms provider Flow, which implemented a digital advertising campaign on its platform that boosted the brand’s visibility and amplified the call for donations in the JSSE fundraise. Closer to the end of the campaign, the project inked a \$10m in-kind agreement with Nationwide News Network, which will include monthly features across all its platforms for the next 4 years of STAR.



Social media

On social media, our chief campaign goal was to drive awareness for the national fundraising campaign which was achieved by driving reach. We focused our efforts on Meta’s platforms, Facebook and Instagram, and on Twitter (now X).

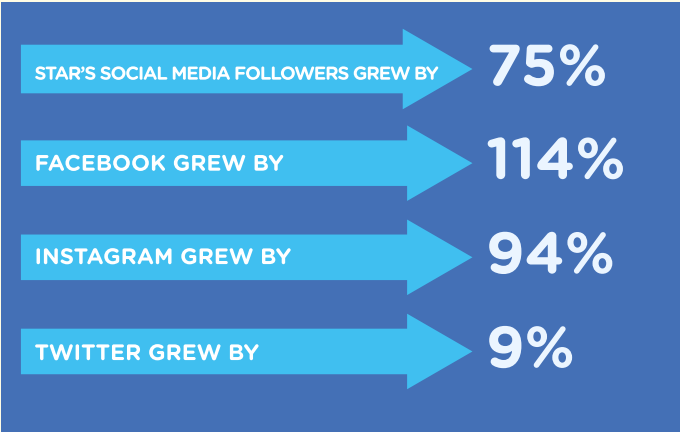
The content strategies used during the campaign period showed a significant improvement in organic social media metrics vs the pre-campaign averages:



Key observations and insights

According to Meta’s cross-platform comparisons, STAR performed better than similar organisations. Across several indicators including published content, follower growth, content interactions and video views, STAR’s posts performed significantly better than similar global organisations and generally above the top 75th percentile for each metric.

The follower growth across platforms exceeded the rate of national social media usage penetration rates.



PUBLIC AWARENESS

One of the observations we made which was a surprise and which affected social media performance was that across the board, partner organisations and donors chose to publish STAR posts directly from their own accounts, instead of sharing from STAR’s accounts. This meant that, in effect, the STAR-related posts they published extended the reach and visibility of STAR and boosted their platforms’ performance. Thirty eight percent of our posts were shared by partner organisations.

Jamaicans at home are a more interested group for STAR’s offering: TV ad boosts indicate that Jamaicans at home were a more interested/ engaged group during STAR’s campaign. Click through Rate (CTR) from this group was extremely high at 13%, with an avg CTR of 8% between at home and amongst diaspora audiences.

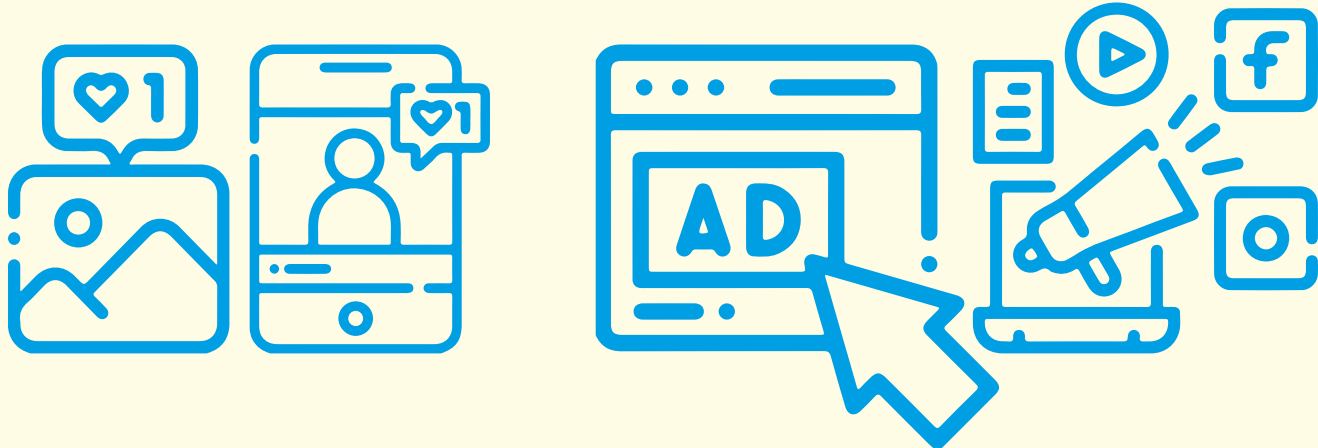


The numbers

*The following data relates to the national campaign period between May 29 and August 18.

208 POSTS

30 COMPLETED AD SETS



	Impressions	Reach	Engagement	Shares	Comments	Link Clicks	
Organic Posts	263,390	172,423	84,971	694	109	106	Organic data includes data from planned posts only. Stories not included
Paid Posts	2,845,799	1,638,558	913,108	178	-	29,797	
TOTAL	3,109,189	1,810,981	998,079	872	109	29,903	
Follower Growth							
	Followers as at June 01	Followers at at Aug 18	Growth	% Growth in Followers	% of JA citizens with specific SM account		
FB	1013	2172	1159	114%	52%		
IG	1293	2510	1217	94%	32.80%		
TW	989	1078	89	9%	6%		
TOTAL	3295	5760	2465	75%			

In conclusion

Our campaign reached a substantial audience through general media channels, totalling 2,212,056. On social media, our reach exceeded 5 million, including some engagement from the diaspora.

We’ve effectively conveyed the project’s mission and its impact on Jamaican communities. By reaching over 2 million individuals through general media and engaging over 5 million via social media, we have created substantial awareness.

We can confidently state that Project STAR is now positioned for greater recognition, with a heightened understanding of the Project’s goals and achievements. This is a testament to the dedication of our team and the power of strategic communication.

As we continue to work towards our goals of social and economic transformation in under-resourced areas of Jamaica, we are excited about the continued support from our stakeholders, donors and the wider community.

Supporting community development

The Scotiabank Jamaica Foundation is a proud supporter of the Project STAR (Social Transformation and Renewal) initiative. At Scotiabank, we are committed to contributing to the development of our nation by investing in the lives of the people within the communities we serve.

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