



2012 Sapphire Award Honorable Mention (\$10,000) Excellence in Community Health—Individual



Richard C. Moss

Administrative Volunteer, Citrus County Family Resource Center

Richard Moss is committed to his community and improving the lives of those who are in need. One of Moss' greatest accomplishments was creating the Citrus County AIDS Coalition. His lifelong commitment to volunteering is vast.

"It is truly difficult to completely measure the total impact of Richard's work in Citrus County," said Lisa Strong, L.P.N., Citrus County Family Resource Center. "He is a visionary who takes an idea and makes it a reality."

When Moss created the Citrus County AIDS Coalition in 1993, misinformation about the disease was vast, and the community had few resources to learn more about the disease or receive support. Even more important to Moss was making sure that no person with AIDS felt alone, especially near the end of their battle with the disease. He started the coalition from the ground up. Within the first year, he had developed policies, procedures and a volunteer handbook, which, most importantly, allowed persons with AIDS to have a place to turn to for assistance, referral and support. The organization still supports the community today.

During this time, Moss was also on the administrative board for the Ryan White Consortium, which was directly responsible for allocating funds to AIDS service organizations and assisting patients in locating the necessary medical treatment and services in the area. Through this work, he was able to lobby the health department board of directors for funds to establish an AIDS clinic at the Citrus County Public Health Department.

One of Moss' proudest moments was creating the Sunshine Program more than 20 years ago. He established this program to create partnerships between home health care agencies, hospice and florists in the region. When a patient was having a hard time, a worker would contact their assigned florist to have a delivery sent to the patient to brighten their day. The program still operates today.

"For Richard, this program is about that one person receiving the flowers and having that little sense of joy in a time when what to come is inevitable," said Ginger West, executive director, Citrus County Family Resource Center and nominator.

In 2010, a foundation gave the Citrus County Family Resource Center a donation with simple instructions to provide mammograms and Pap smear testing. Moss, a volunteer at the center, took this direction, created guidelines for an innovative cancer screening program, and established partnerships with the proper medical services and hospitals in the area. The result of his amazing work was the establishment of the Connections Clinic, which to date, has screened over 60 patients and successfully referred 90 percent for mammograms, as well as follow-up care.

In addition to volunteering, Richard is studying full-time at the University of South Florida. As the administrative volunteer at the Citrus County Family Resource Center his duties include grantwriting, program development and administrative work. Richard's other work includes grant administration with the Boys and Girls Club, serving as an instructor for disaster services and sitting on the advisory board for the American Red Cross, Hernando Chapter. He has also volunteered with the United Way.

For more information about the Citrus County Family Resource Center, visit www.ccfrc.org or call (352) 344-1001.