

Community Violence Prevention Collaborative



SUBCOMMITTEE AGENDA

April 10, 2014
10:00 A.M.



Summit #3: Neighborhood Deterioration



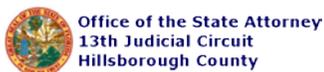
1. Status Review (Attached PowerPoint)
2. Discussion: Neighborhood Deterioration
(Handouts #1, #2 and #3)



3. Large Group discussion (Handout #4)
4. Outreach (Handout #6)



5. Update on May Workshop: Priority Setting
6. Closing comments



Community Violence Prevention Collaborative



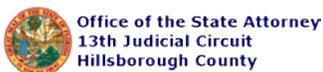
AGENDA

April 10, 2014

1:00 PM



LEADERSHIP COUNCIL and STEERING COMMITTEE MEETING



1. Welcome: Commissioner Beckner, Chair
2. Pledge of Allegiance
3. Approve minutes of March 13, 2014
4. Overview: Herb Marlowe
5. Subcommittees:
 - a. Report: Summit #3 – Neighborhood Deterioration
 - b. Continued Discussion: Policies and Laws
 - c. Data Committee Update: Bob Sheehan
 - i. Data Indicators
 - ii. Maps
 - d. Communications Committee Update - Steve Hegarty
6. Consultant Update: Implementation – Annie Lyles
7. Youth Survey Update - Mike Bridenback, Julie Holt
8. May Workshop:
Priority Setting – Annie Lyles/Herb Marlowe
9. Leadership Council:
 - a. New Business
10. Closing Questions and Comments
11. ADJOURN

Handout 1: Committee Discussion Questions

Today our focus is on the risk factor of neighborhood deterioration. Our goal is to better understand how we can strengthen preventive resources and activities (best practices, programs, services, collaborative efforts, etc.) that would address this risk factor. Keep in mind the strategies selected in the January workshop:

- Economic development, employment and job opportunities
- Successful re-entry
- Quality education and positive school climate
- Trauma informed care
- Family support services
- Supports for mental health and substance abuse treatment

We will identify early stage or upfront resources or activities that increase or strengthen the resilience factor of positive attachments and family relationships.

Each committee is asked to address questions 1 and 2 below.

- 1. How could we make an impact on preventing or ameliorating neighborhood deterioration? What programs exist that are working? What is missing?**
- 2. How could the local governments and the school board enhance their services that address neighborhood deterioration?**

While there are many activities which could be preventative, we ask that you focus on the activity(s) that you think would be of greatest benefit to the community at this time and that is truly an upfront activity. This may be an existing activity that needs to be enhanced or expanded or a new activity that needs to be developed. [Handout 2 has been developed by Prevention Institute as a resource for your discussion.]

You will have approximately 30 minutes for this discussion in your committee, then a large group discussion of each question for approximately 45 minutes. As you report to the entire group, the resources or activity(s) you believe would be most important, we ask that you share with the group the reason for your selection. We want to know both what you would do and why.

Please be succinct in your comments, have the recorder in your group complete Handouts 3-6 and **return to Robert Salmon.**

HANDOUT #2

Neighborhood Deterioration

Background on a prioritized risk factor

Prepared for Hillsborough County



“Neighborhood residents spoke at length about the importance of connections between neighbors in promoting safe and vibrant neighborhoods. Many times, these connections are disrupted by conditions in the built environment that invoke and compound the trauma of high rates of community violence. Lack of appropriate lighting, blight, and trash all negatively impact a place’s health. By improving our neighborhoods’ environments, we can begin to restore our connections as neighbors.”

—NOLA for Life Playbook

- Perception of safety is an important component of the well-being of community members and neighborhoods. Graffiti, litter, and neglected buildings and public spaces can contribute to perceptions that neighborhoods are unsafe, exacerbate fears of victimization, and contribute to increased criminal activity.
- Efforts to improve the physical appearance of a neighborhood should include people who live in the neighborhood and reflect the local culture. Such efforts can include mural projects and other art programs, making sure that parks are clean and well-maintained, and removing graffiti and blight promptly.
- Neighborhood deterioration may be marked by a lack of infrastructure needed for bicycling and walking, which discourages residents from being outdoors and results in a fear for safety. A denser presence of pedestrians and cyclists is characteristic of a strong sense of community, improving the sense of safety, enhancing natural surveillance, and fostering social interactions
- Residents often cite a lack of sufficient lighting around housing complexes, streets and parks as a key aspect of the environment impacting their sense of security.
- Declining quality among schools and housing contribute to the feeling among youth that society does not care about them.

SAMPLE ACTIVITIES

- **Access to Public Spaces:** Ensure community members have access to safe, clean, and inviting public spaces in order to foster resident interaction, relationship building, and trust. In addition to outdoor parks and town squares, increase access to cultural spaces including libraries and museums. Elements of safe spaces include: well maintained, proper lighting, adequate sidewalks, a sense of openness, and clear of trash and debris.
- **Physical Appearance:** Improve the physical appearance of neighborhoods by fostering arts programs and community gardens, improving park and neighborhood maintenance, and removing graffiti and blight.
- **Decreased Alcohol Availability:** Decrease the density of alcohol outlets and related advertising in neighborhoods afflicted with high crime and violence.
- **Increase Economic Stability:** Advocate for policies that ensure community members can earn a living wage and access to local employment. Tie job training and placement programs for community residents to neighborhood beautification and maintenance, infrastructure and commerce development, and female economic empowerment.

- **Engage Businesses:** Support business development districts and other community-level efforts that increase economic growth and sustainability. Highlight fiscal benefits of improving community appearance and social cohesion to recruit local businesses.
- **Day of Service:** Host community-wide volunteer days throughout the year to encourage community members to work together, support each other, harness community assets, and enhance their neighborhood.

“Place attachment is what you want with residents, especially with youth in a community. If they are attached to a place, if they are connected, they’re going to contribute to that neighborhood in a positive way.”

— Tanya Rovira Osterwalder
CHIP Chula Vista, Calif.

SAMPLE ACTIVITIES FROM RECENT COMPREHENSIVE PLANS TO PREVENT COMMUNITY VIOLENCE In Minneapolis

To accomplish the objective “Enhance neighborhood conditions to improve community perceptions of safety,” the nationally-recognized *Blueprint for Action* includes as activities:

- The Innovative Graffiti Prevention Micro Grant program, overseen by the City of Minneapolis Division of Solid Waste and Recycling, awards grants to community groups and organizations to fund projects that will reduce graffiti in communities that are routinely vandalized and that have a high risk for youth violence.
- The City of Minneapolis Public Works department provides graffiti abatement services and maintenance of city-owned streetlights.
- Neighborhood Clean Sweep, overseen by Clean Minneapolis, works with neighborhood associations to make neighborhoods cleaner and safer.
- Minneapolis Department of Public Works will continue to provide maintenance and repair on all city green spaces, mini-malls, plazas, and bike trails in the public right-of-way.
- The City of Minneapolis will continue to support the infrastructure necessary for positive bicycling and walking opportunities for residents.

In Oakland, Calif.

The City-County Neighborhood Initiative (CCNI) aims to empower community members to address problems impacting their neighborhood and improve their collective wellbeing. Below is a list of strategies CCNI employs in two neighborhoods.

- **Street-Level Outreach:** Trained staff links residents with resources related to employment, health services, education, truancy, and crime prevention.
- **Community Capacity-Building:** CCNI works closely with residents to increase their leadership skills and build their power to create healthier neighborhoods.
- **Community Surveys** help identify residents’ concerns and ideas.
- **Resident Action Councils,** drawing between 20 and 40 residents, meet monthly in each neighborhood to learn about community issues and plan events and campaigns.
- **Youth Development:** CCNI engages youth ages 12 to 24 in leadership development, community surveys, advocacy with policy-makers and special events, such as the annual “Keepin’ It Real” celebration.
- **Mini-Grants** provide seed money for resident-led health and neighborhood improvement projects.

Citations available upon request

Community Connectedness

Background on a prioritized resilience factor

Prepared for Hillsborough County



“To become the caring citizens we need them to be, young people need to have made real the vision of interdependent lives organized around public, as well as private, caregiving responsibilities.”

—Diane Mendley Raunder,
They Still Pick Me Up When I Fall

- Community connectedness refers to the social connections and communal culture of a neighborhood characterized by trust, concern for one another, willingness to take collective action for the common good and to impose social sanctions against violence.
- When people say they are connected to their neighbors, they are more likely to report good health and well-being.
- Strong social networks and connections have been found to correspond with lower rates of homicide, suicide, and alcohol and drug abuse.
- Positive social climates foster increased youth engagement, interaction, and empowerment.

SOCIAL CONNECTEDNESS

- Elements of social connectedness include: interpersonal relationships characterized by trust, involvement in community activities, membership in peer groups and networks, and maintaining physical neighborhood spaces. Social connectedness protects against violence and is associated with improved health and well-being.
- One study showed that children were both mentally and physically healthier in neighborhoods where adults talked to each other.
- Social networks are often helpful for finding employment, companionship, or support in times of need. These networks also define and enforce social sanctions that diminish negative behavior and can reduce the incidence of crime, juvenile delinquency, and access to firearms.
- Social connectedness can play an important role in interrupting the cycle of violence as neighbors are more likely to grieve and support each other, and work collectively to reduce the likelihood of future violence.

“Community participation is your main investment in accountability and sustainability. Community participation is when, truly, you involve people in creating a mechanism for themselves to define change.”

— America Braccho
Latino Health Access

THE BUILT ENVIRONMENT

- A neighborhood’s community connectedness is influenced by the built environment. Neighborhood deterioration, for example, discourages social cohesion because residents are isolated when they feel unsafe in public spaces or have limited access to outdoor activities. When public spaces are well-maintained and feel secure, residents are more likely to spend time outdoors and interact with each other.
- Land use decisions and physical improvements to public spaces can enhance a sense of community. Such approaches have been found to improve community connectedness, increase a sense of safety and security, and reduce crime.

- A sense of collective ownership of neighborhood spaces can enhance connection among residents and increase safety. When everyone is invested in building a clean and healthy environment, community members work together and support each other in improving their surroundings.

SAMPLE ACTIVITIES

- **Access to Public Spaces:** Ensure community members have access to safe, clean, and inviting public spaces in order to foster resident interaction, relationship building, and trust. In addition to outdoor parks and town squares, increase access to cultural spaces including libraries and museums. Elements of safe spaces include: well maintained, proper lighting, adequate sidewalks, a sense of openness, and clear of trash and debris.
- **Honor Culture:** Celebrate community culture and engage community members in cross-cultural celebrations and exchanges.
- **Trauma-Informed Approach:** In addition to providing trauma-informed services to individuals, adopt a trauma-informed approach to community meetings and projects. Support communities so they heal from violence and can take collective action to prevent future violence. Healing circles can bring people together and provide a way to start mending rifts in community connections.
- **Restorative Justice:** Implement restorative justice programs with community organizations and the justice system.
- **Re-Entry:** Create more viable connections between people inside detention facilities and their communities, offer incentives for employees to hire formerly-incarcerated individuals, and support the transition from detention to the community through mental health services, substance abuse treatment, job training and employment services, and family supports.
- **Celebrate Role Models:** Highlight the contributions of existing role models and natural mentors to emphasize the importance of community leadership.
- **Day of Service:** Host community-wide volunteer days throughout the year to encourage community members to work together, support each other, harness community assets, and enhance their neighborhood.
- **Out-of-School Time (OST):** Utilize OST activities to provide opportunities for youth to build relationships with positive peer groups. OST opportunities offer youth meaningful ways to influence the world around them, nurture their interests and talents, practice and enhance their skills and competencies, and increase their connectedness to community.
- **Community Education:** Research has demonstrated that long-term public education campaigns effectively support efforts to prevent violence. They can mobilize communities around a common goal, enhance understanding of the ways individuals and groups can contribute to creating a violence-free community, inform the target audience about effective prevention and intervention strategies, and help people identify and access resources.
- **Peer Support:** Foster community connectedness by sponsoring social activities in areas with the highest concentration of caseloads and community violence. Activities would foster trust, build skills, and bring residents together.

“Having regular community activities that are positive in nature and not organized around a traumatic event is critical to building positive social norms. There has to be consistency so the ways in which people experience the community starts to shift on a daily basis and is sustained for a prolonged period of time.

— Howard Pinderhughes
UC San Francisco

- *Nurture Parent-School Relationships:* Enhance adult involvement and presence on school campuses, by expanding opportunities to participate in school-day activities. Utilize schools and other local institutions as hubs to foster connection among residents.
- *Intergenerational Connections:* Intergenerational connections foster community connectedness and support healthy youth development. Build up the places and spaces where intergenerational connections exist, and to make these types of relationships common.

SAMPLE ACTIVITIES FROM RECENT COMPREHENSIVE PLANS TO PREVENT COMMUNITY VIOLENCE
For residents in Oxnard, Calif., and in New Orleans, community connection was tied to neighborhood deterioration as reflected in the activities presented in their strategic plans.

In Oxnard, Calif.

Fostering socially-connected neighborhood environments was an essential objective for Oxnard’s violence prevention efforts. The Blueprint identified the following strategies for this objective:

- Create neighborhood gathering places
- Ensure that neighborhood parks and other community assets are safe, well-lit and well-maintained
- Establish neighborhood associations in highly-impacted areas, with pro-active dispute resolution structures and support at the neighborhood level
- Collaborate with Oxnard Family Power Project to identify neighborhood assets and reinforce neighborhood supports
- Foster ongoing communication and information exchange in neighborhoods, through newsletters, website, meetings and publicity
- Foster cooperation and collaboration among all faith-based groups, including the expansion of the Clergy Council
- Support the activities of existing community members (church, recreational, local business, informal) to plan events, festivals, block parties and clean-ups at the neighborhood level

In New Orleans

Providing access to safe and healthy environments was one strategy to accomplish the objective “Increase neighborhood connectedness by improving the built environment.” As excerpted from the NOLA for Life Playbook: “Social capital involves the time and effort allocated for building community bonds between residents through recreation, neighborhood improvement projects and active civic participation. In order to develop social capital, this strategy coordinates activities to increase use of neighborhood parks and facilitate connections between community members and key community institutions. The core components of the project are the following:

- **Park and Playground Safety:** Through community policing and a greater presence of law enforcement and volunteers from the Police and Justice Foundation, the project increases the amount of supervision and security of the parks and surrounding neighborhood
- **Built Environment:** The project will improve park aesthetics and draw users to the upgraded facilities through infrastructure investments and renovations
- **Expand Physical Activity Programming:** The project will fund an increase in the number of inter-generational and community-based physical activity programming and athletic and recreational leagues”

Citations available upon request

Coordinated Approach

Background on a prioritized resilience factor

Prepared for Hillsborough County



“[Violence] is not the problem of one neighborhood or group, and the response and solutions are not the responsibility of one sector of the community or of one agency, professional group, or business. Coming together and owning this problem and the solutions are central.”
—Dr. Deborah Prothrow-Stith, Harvard School of Public Health

- Cities and counties with more coordination, communication and attention to preventing violence have been shown to have lower rates of violence than those that do not.
- By bringing together existing organizations and individuals to address an issue, it is possible to have greater impact than any single person or group working in isolation could achieve.
- For the best possible outcomes, efforts to coordinate services and resources should build on existing efforts and effective local practices.

COORDINATED SERVICES

- Public and private institutions include: elected and appointed government leaders, public health and health services, social services, education, public safety, economic and workforce development, community groups and coalitions, faith institutions, businesses, news media, arts institutions, and community services such as libraries, parks and recreation. Ideally, services are widely available, accessible, high-quality, culturally-appropriate and well-coordinated.
- In addition to collaboration across public and private spheres, effective coordination across departments within the public sector is important. This includes data-driven planning, data-sharing among departments and jurisdictions, directed funding, and more.
- The expertise within each sector and department can advance knowledge and practice of preventing violence, and respective strengths can be leveraged within a context of collaboration to create an accessible, effective and coherent services-delivery system.

FUNDING AND RESOURCES

- Partnerships, coalitions and networks facilitate the integration of health services with other human services so that resources are used efficiently and efforts are not needlessly duplicated.
- Adequate resources support collaboration and staffing and other essential elements of preventing violence, such as community engagement; the implementation of programs, policies, and practices; skills development and capacity building; communications; strategic planning; and data and evaluation.

COLLABORATION MULTIPLIER

A Prevention Institute tool, Collaboration Multiplier guides an organization or group of organizations in developing a shared vision and a deeper understanding of its partners. The activities help identify ways the group can leverage its expertise and resources to accomplish goals in common. Collaboration Multiplier can also be used to develop joint strategies or talking points for engaging potential partners. “Multi-Sector Partnerships for Preventing Violence” is a forthcoming Collaboration Multiplier guide that explores the roles of 10 public and private sectors to prevent violence, includes sample actions and features local success stories.

SAMPLE ACTIVITIES

- **Violence Prevention Coordinator:** Design and implement policy that establishes a violence prevention coordinator position. This role can carry out major responsibilities associated with successful implementation of prevention efforts, such as promoting accountability, acting as a neutral organizer and working with all relevant stakeholders at all levels.
- **Coordinated, Multi-Sector Initiatives:** The public sector can more effectively coordinate departments and jurisdictions to maximize efficiency, leverage limited resources, and model collaboration.
- **Joint Use:** Promote joint use agreements that expand access to recreational spaces and opportunities by allowing community use of school and neighborhood facilities. Joint use agreements allow for shared responsibility for facilities to remain open after usual operational hours. Especially in neighborhoods that lack safe recreational spaces, joint use agreements may help promote physical activity while addressing violence.
- **Coordinated Data Systems:** Establish data systems that enable effective tracking and sharing of risk and resilience factors, indicators and milestones associated with preventing violence, to inform policy and enable sound decision-making across departments and agencies.
- **School-Linked Services:** Offer health, mental and behavioral health, social services, family support, and neighborhood services at school sites. By offering services where young people and their families are, utilization is likely to increase with decreased services duplication.
- **Integrated Family Services:** Support the integration of services to families in need, such as therapy, case management, home visiting, income support and employment services. Providing families with a wide range of services and support can help foster nurturing and trusting relationships within the family and promote self-sufficiency and empowerment.
- **Early Intervention:** Create processes for systems to take action at the very first signs of risk for involvement in violence. Such action can include intervening with youth who have issues with truancy, meeting curfew and low-level offenses, addressing family and sexual violence, directing services toward youth who have been victims or who are at risk of becoming victims of street or community violence, and targeting outreach and community-based programming to disconnected youth.
- **Coordinated Services:** Services for at-risk youth and their families should be coordinated across multiple sectors and organizations to reduce the possibility of school failure, violence and gang involvement, and to increase the possibility of positive outcomes. Build on existing mechanisms such as attendance review boards and development programs.

SAMPLE ACTIVITIES FROM RECENT COMPREHENSIVE PLANS TO PREVENT COMMUNITY VIOLENCE
From Minneapolis to New Orleans, cities are adopting a coordinated approach to improve services and make violence prevention strategies more efficient.

IN MINNEAPOLIS

Minneapolis's nationally recognized *Blueprint for Action* highlights the city's commitment to preventing violence. Among its activities is the Juvenile Supervision Center. The Juvenile Supervision Center at City Hall stays open 24/7 to work with young people ages 10 to 17 who violate curfew, cut school or are picked up for minor offenses in Hennepin County.

"In the past, youth sit there in detention, parents are called in and they get to go home," said former Violence Prevention Coordinator Bass Zanjani. "We said, 'While the youth are sitting there, why aren't we learning more about what's making them ditch school? Why aren't we using that as a moment to build a relationship with the youth and family, and work with the schools?' So we created a Juvenile Supervision Center where a community-based organization conducts an

assessment, has a conference with parents when they pick up their child, and then follows up 30, 60, 90 days, and six months later.”

The Juvenile Supervision Center is a safe and supervised space for youth and a positive alternative to incarceration. The staff assesses each young person’s strengths and risks, and provides case management as appropriate. They connect youth and their families to recreation and education opportunities, family support services and others resources, so students stay safe and in school. More than nine in 10 of the youth who received case management in 2010 were not picked up in the six months afterwards. “The Juvenile Supervision Center in City Hall has really done a lot not to build the kids as risk factors but to build the capacity of kids not to be back there again,” former Mayor R.T. Rybak said.

Leadership and staff from Hennepin County, the City of Minneapolis, Minneapolis Public Schools, community-based organizations, and faith communities work collaboratively toward program alignment and improved implementation. In response to the lack of positive interventions and programming available for these youth, the service model for the Juvenile Supervision Center was revamped in 2008. The JSC is funded and governed through a Joint Powers Agreement executed by Hennepin County, the City of Minneapolis, and Minneapolis Public Schools. The revamped service model features:

- Adherence to best practices to provide a safe and supervised environment, risk screening and assessments, immediate interventions, and follow-up and aftercare.
- Collaboration between staff, police, the health department, county human services, probation, corrections, and schools to ensure that youth brought to the center receive the supportive services they need to stay in school and stay away from more serious criminal activity.
- Data sharing and a cooperative approach to program coordination, resulting in a significant improvement in service delivery.

IN NEW ORLEANS

To enhance their violence prevention efforts, the City of New Orleans developed the NOLA for Life Community of Practice effort, bringing together a diverse group of service providers to network, coordinate programming, identify policy barriers and improve service delivery to better serve high-risk individuals. As a result of additional resources from the NOLA for Life fund and monthly meetings of the Community of Practice, the city is developing a more cohesive and connected system of social services.

Objectives:

- Build a Continuum of Services for high risk individuals
- Identify policy improvements that enable effective implementation of the Continuum of Services

Performance Indicators Include:

- Number of services provided to individuals at risk of killing or being killed
- Number of policy and practice improvements implemented to better serve high risk individuals
- Implementation of Continuum of Services and increase the number and type of participating service providers

Citations available upon request

Handout #3

<p><i>Please write on back if you need to do so.</i></p>	<p>Your Committee Name: _____</p> <p>Recorder's Name and Contact Info: _____</p>
Question	Committee Response (Please write legibly)
<p>1. How could we make an impact on preventing or ameliorating neighborhood deterioration? What programs exist that are working? What is missing?</p>	
<p>2. How could the local governments and school board enhance their efforts to address neighborhood deterioration?</p>	

RETURN TO: ROBERT SALMON

Handout #4:
Coordination of Resources and Community Connectedness

Large Group Discussion:

1. How could neighborhood improvement efforts be better coordinated in the County?
2. What connections could be established or improved among various stakeholders in the County with respect to neighborhoods?

Recommendations & Rationale:

When presenting your idea(s) please explain the rationale for your choice(s).

Note Taker Name: _____

Note Taker Contact Info (phone or email): _____

RETURN TO ROBERT SALMON

**Handout #5:
STEERING COMMITTEE**

<p><i>Please write on back if you need to do so.</i></p>	<p>Your Committee Name: STEERING COMMITTEE</p> <p>Recorder's Name and Contact Info:</p> <hr/>
<p>Question</p>	<p>Committee Response (Please write legibly)</p>
<p>1. Is there a local policy we need or should change that would improve efforts to address neighborhood deterioration efforts in Hillsborough County?</p>	
<p>2. Is there a state or federal policy the Leadership Council should advocate for developing or changing that would strengthen efforts to improve neighborhood and address deterioration?</p>	

RETURN TO: ROBERT SALMON

**Handout #6:
Email contact list**

In February we asked for email addresses of those persons you believe should be informed. We are providing a second opportunity to add names to that list.

1. Please list below the name and email address of those you would like to receive the summary and comment on it. (NOTE: We do not have the resources to research email addresses so there will be no follow up on those for whom only a name is given.)

Name	Email address

2. Within 5 days of submitting this information, please send an email from you with a message somewhat like the one provided below:

Dear

I have submitted your name and email address to the Violence Prevention Collaborative on which I serve.

We are developing a strategic plan to reduce community violence in Hillsborough County and because of your (community involvement/professional expertise/interest/...) I believe your perspective on our work would be helpful. You will receive a status document on a recent Summit that address strategies via email. You can provide written comments if you wish to the email address or call me to provide your perspective. Thank you for your contribution in advance to this important work.

Please keep an eye out for messages from the Collaborative and either Email or FAX your written comments to:

ROBERT SALMON, Special Projects Coordinator

FAX: 813- 276-8445

eMail: salmonr@hillsboroughcounty.org

Handout #7: Continued Development of Policy Options

In February the following policy topics were identified. Today we would like to clarify direction with respect to these topics:

Establishment of a task force to identify information sharing needs and policy issues related to that sharing

Program alternative experiments. One program was discussed that illustrated how alternative programs could result in cost savings. The policy issue is whether there should be systematic exploration of such options.

Mental illness stigma. The phenomenon of stigma was identified as a barrier. The policy question is whether systematic and sustained proactive efforts to address this issue should be established in the community.

Crime and mental illness. The policy issue is whether there should be a stronger balancing of “tough on crime” policies with policies that recognize that law enforcement solutions to mental illness are insufficient.

Dedicated funding sources. The policy issue is whether dedicated local funding streams should be explored for mental health and substance abuse services.

**HILLSBOROUGH COUNTY VIOLENCE PREVENTION COLLABORATIVE
LEADERSHIP COUNCIL MEETING**

Thursday, March 13, 2014 at 1pm
University Area Community Development Center
14013 North 22nd Street
Tampa, Florida 33613

Leadership Council Members Present

Kevin Beckner
Michael Sinacore
Julianne Holt

Facilitator

Dr. Herb Marlowe

Consultant

Prevention Institute, Annie Lyles

Subcommittee Chairs Present

Public Safety.....Daniel Jurman
Faith Based.....Robert Blount
Data.....Bob Sheehan
Health Care.....Walter Niles
Community Based.....Kelley Parris
Communications.....Steve Hegarty
Data.....Bob Sheehan
Faith Based.....Chakita Hargrove
Education..... Karen Buckenheimer

Leadership Alternates Present

Holly East
Bill McDaniel
Michael Bridenback
Cindy Stuart
Marie Marino
John Newman
Gerald Seeber
John Chaffin

Guests

Glen Brown
Cesar Hernandez
Jane Murphy

Collaborative Staff Present

Brandon Wagner
Robert Salmon

The Violence Prevention Collaborative Leadership Council Meeting was called to order by Commissioner Kevin Beckner at approximately 1:11pm. Commissioner Beckner introduced the site host, Dan Jurman, Executive Director of the UACDC, who welcomed attendees. Chair Beckner then led the group in the Pledge of Allegiance.

The minutes of the February 13, 2014, Violence Prevention Collaborative Meeting were unanimously approved without any corrections, additions or deletions.

Mr. Marlowe presented an overview of the Positive Attachments & Relationships in Families Summit from the morning subcommittee meetings, which focused on understanding how to strengthen preventive resources and activities that strengthen the resilience factor of positive relationships.

The subcommittee chairs provided their reports from the morning session (see Subcommittee Meeting recap) and made comments regarding the morning's discussion.

Mr. Marlowe then referred to the spreadsheet listing the 18 data points (attached), and went through each item seeking questions or clarification. Annie Lyles of Prevention Institute, attending via telephone, discussed the use of 18 data points and data from the youth survey in the Strategic Plan, stating that the combination of the data collection and the survey results would provide a big picture, or broad swath, measure of violence in the community.

Members reached consensus on the following:

- 1) #5/#7: FCAT scores reflect those students performing at Level III and above. This backup language needs to be included in the definitions. Both Cindy Stuart, School Board Member, and Steve Hegarty, Communications Officer for Hillsborough County Public Schools, said this would be a simple fix.
- 2) #13, Active Voting Population: Steering Committee members reached consensus that both registered voters and eligible voters should be used, and PI concurred. The definition by the Data Committee should be modified to reflect that change.
- 3) #14, % of Families in Poverty: Steering Committee members reached consensus that the Data Committee would include kids receiving free/reduced lunch program, and that the guidelines/qualifications for eligibility would provide the definition for that data.
- 4) #16, Single Parent Families: Steering Committee members reached consensus that the Data Committee would include # of single parent families living in poverty. Jane Murphy of HealthyStart said she could provide stats for the number of single mothers living in poverty.
- 5) #5/#7, #17/#18, High School/Middle School data: The Steering Committee members reached consensus that the data should be broken down to separate scores for Alternative School, Magnet School, IB School, and general public school populations. Cindy Stuart, School Board Member, said this data was readily available.
- 6) The Data committee recommended a change to the definition of Child Abuse and the addition of source information to #3. The Steering Committee members agreed.

Consensus on the current 18 data points will be discussed at the April meeting, following clarification by Prevention Institute of the requested data information.

Mr. Marlowe then introduced a presentation slide (attached) regarding implementation of the strategic plan, beginning preliminary discussion about a long-term structure for the Violence Prevention Collaborative.

OVERSIGHT:

Robert Blount and Julianne Holt spoke to the possibility of the Public Safety Coordinating Council. Commissioner Beckner said that oversight by the Hillsborough County Board of County Commissioners would not make sense because the BOCC does not have countywide jurisdiction. Following this discussion, the Leadership Council decided to leave three options on the table:

- Leadership Council
- Steering Committee
- Public Safety Coordinating Council

SHARED CONTRIBUTIONS:

The committee added Technology and Data, and accepted the suggestions provided on the slide.

LOCATION:

Kelley Parris suggested that whatever site is chosen to house the effort needed to be politically neutral. Commissioner Beckner suggested that it might make sense to issue an RFQ so that we had a better idea of which agencies or entities had an interest. It was agreed to add RFQ to the 'location' column. Julie Holt mentioned that the PSCC has no bricks and mortar or budget to house the VPC, and it was agreed to remove it.

FUNDING:

Regarding funding of the Collaborative, Mike Bridenback said that fee-for-service could work, but that legislative support for fines on prisoners should be discarded. Dan Jurman said that fee-for-outcome could work. Commissioner Beckner expressed the benefits of having a diverse funding stream.

OTHER CONSIDERATIONS:

Holly East said that several Steering Committee members who provided input for the chart stressed that the funding source must be sustainable, and reminded the group that the subcommittee members feel strongly that any structure be designed to promote cooperation, not competition.

Karen Buckenheimer announced that The Florida Dental Association was sponsoring a public service in which dentists and dental staff from throughout Florida would provide free dental services. The Florida Dental Association organized the event, which takes place on March 28 and 29 in Tampa at the State Fairgrounds.

Holly East provided an update on the Youth Survey, advising the Leadership Council that the survey was on track to be administered and preliminary analysis completed in April.

Commissioner Beckner then asked the Leadership Council if it concurred with the recommendations of the Steering Committee. The LC agreed to postpone moving for consensus of the data information until the April meeting after the spreadsheet and definitions are edited to reflect today's discussion. Due to technology failures, PI was unable to hear much of the conversation, and the Leadership Council agreed that Holly East would write PI to get feedback on the proposed changes to data indicators to make sure those changes assist (rather than hinder) the process.

The meeting was adjourned at approximately 3:00pm.

DATA INDICATORS

Legend:
Highlighted/bold= addition or deletion by Data Committee

Italicized/underlined/bold=LC note or request

INDICATOR	YEAR	SOURCE	DATA			Sources/Comments
1. Gang Related Crime	2012	HCSO	643 arrests (+37.98%)			Data drawn from HCSO arrests marking gang activity and TPD incident reports indicating gang activity. This data is reported separately for discussion, but the data is not comparable.
		TPD	930 incidents (-7.96%)			FBI Part 1 Index Crimes
2. Violent Crime (total reports)	2012	FDLE	4570 (-1.3%)			Includes all 20 factors from the DCF Maltreatment Index and is drawn from HCSO Child Protective Investigation Division Sheltered Children for physical abuse cases, including sexual battery.
	2012	DCF	2434 verified abuse		4008 No indication of abuse	Summary data from Child Protective Services reflects initial removal of child from home due to evidence of abuse. Child abuse is defined in F.S. 827.03.
3. Child Abuse	2012	DCF	2434 verified abuse			DV Statistics were drawn from the "Charge books (codes)" maintained by SAO and HCSO, and reflect arrests for crimes with DV component.
	2013	CPS	2713 Verified Cases			
4. Domestic Violence	2010-2013	HCSO SAO	14,230 (verified arrest data)			FCAT Scores are not averaged and percentages reflect scores above satisfactory level/Level III or above . Grade 11, 12 do not take state assessments. Both FCAT and end-of-course scores affect school grade.
	2013	HCSB	Grade 9: 51% FCAT Reading Grade 10: 52% FCAT Reading		High School: FCAT 70% Writing	Data related to assessment is defined in Florida State Statute 1003.428. Percentages represent students assessed at satisfactory or above. Percentiles represent the percentage of students assessed lower on continuum.
5. High School State Assessment Score	2012	HCSB	Grade 9: 62 nd Percentile - SAT Reading Grade 10: 66 th Percentile - SAT Reading		EOC Math: 66% EOC Science: 55%	At least 30 days unexcused in a 180 day period. Data is drawn based on truancy definition in School Board Policy 5200.
	2012-2013	HCSB	3.7%			FCAT Scores are not averaged and percentages reflect scores above satisfactory level/Level III or above . Both FCAT and end-of-course scores affect school grade. Data related to assessment is defined in Florida State Statute 1003.428. Percentages represent students assessed at satisfactory or above. Percentiles represent the percentage of students assessed lower on continuum.
6. High School Truancy	2012-2013	HCSB	3.7%			At least 30 days unexcused in 180 day period. Data is drawn based on truancy definition in School Board Policy 5200.
	2013	HCSB	Grade 6: 55% FCAT Reading Grade 7: 51% FCAT Reading Grade 8: 51% FCAT Reading		Grade 6: 51% FCAT Math Grade 7: 54% FCAT Math Grade 8: 53% FCAT Math	At least 30 days unexcused in 180 day period. Data is drawn based on truancy definition in School Board Policy 5200.
7. Middle School State Assessment Score	2012-2013	HCSB	1.6%			Special diplomas and GEDs do not count in the graduation rate. Graduation data drawn based on guidelines contained in Florida State Statute 1003.428.
	2011-2012	HCSB	72.6%		Standard Diploma	This secondary data source is presented for comparative purposes. NOTE: On 3/13/14, LC agreed on the recommendation of PI to use overarching NGA data point, but to report both.
8. Middle School Truancy	2011-2012	HCSB	72.6%			
	2010-2011	HCSB	84.3% National Governors Assoc.		Includes special diplomas and GED	
9. High School Grad Rate	2011-2012	HCSB	72.6%			
	2010-2011	HCSB	84.3% National Governors Assoc.			

DATA INDICATORS

Legend: **Highlighted/bold** = addition or deletion by Data Committee

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10. Government Allocations to Non-Profits	Year	Agency	Allocation to Non-Profits	Budget	% of Total Annual Budget	Total budget drawn from public record of last fiscal year budget. Allocations self-reported by each agency and/or public record sources. Data is rounded. Total of all cited allocations to non-profits is \$36.14 million.
	FY13	BOCC	\$16.7 million	\$3.38 billion	.5%	
	3-1-13 thru 3-18-14	School Board	\$3.01 million	\$2.83 billion	1.06%	
	FY13	Court Administrator	\$1.13 million	\$35 million	3.22%	
	FYE 9-30-13	HCSO	\$280.6 thousand	\$379.6 million	.07%	
	FY13	State Attorney	\$0	Undetermined	0%	
	FY13	Tampa	\$14.97 million	\$804.4 million	1.87%	
	FY 12/13	Plant City	\$32.9 thousand	\$82.64 million	.03%	
	FY 11/12	Temple Terrace	\$12.5 thousand	\$48 million	.003%	
	FY13	Public Defender	Pending	Undetermined	Undetermined	
11. % High School Teachers Fully Credentialed	2012-2013	HCSB	93.47% teaching in subject area on certificate = highly qualified	100% have educator's certificate, but sign agreement to take coursework necessary to become highly qualified.		Fully credentialed indicates a valid Florida Teaching Certificate. Credentialed data drawn based on guidelines contained in School Board Policy 3120.
12. % Middle School Teachers Fully Credentialed	2012-2013	HCSB	96.77% teaching in subject area on certificate = highly qualified			Fully credentialed indicates a valid Florida Teaching Certificate. Credentialed data drawn based on guidelines contained in School Board Policy 3120.

DATA INDICATORS

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<p>13. % Active Voting Population</p>	<p>2012</p>	<p>Supervisor of Elections</p>	<p>73% of voters participated in 2012 election in Hillsborough County.</p>	<p>58% of eligible voters participated in 2012 election.</p>	<p>89.6% of voters participated nationally.</p>	<p>Active Voting Population is defined by Data Committee as registered voters that participated in 2012 election. Both active and eligible voters are reported for purposes of discussion. Active registered voters are those eligible to vote in 2012 General Election. Both are reported. Definitions based on guidelines provided by the Supervisor of Elections and U.S. Census public websites. http://www.census.gov/prod/2010pubs/p20-562.pdf Note: LC agreed at 3/13/14 meeting that both participating and eligible voters would be considered the 'active voting population.' Hillsborough County Election Office Website reports percentage of registered voters voting. It is possible to extrapolate local data in form Federal data is presented if it contributes to strategic report. The data is presented in the form it is presented in public data.</p>
<p>14. % of Families in Poverty</p>	<p>2012</p>	<p>US Census</p>	<p>12.4% Family income below poverty level in the past 12 months.</p>			<p>Based on 2012 American Community Survey 5 year estimate (direct link to the county wide data can be found here: http://factfinder2.census.gov/bknlk/table/1.0/en/ACS/12_5YR/B17010/0500000U12057)</p>
<p>15. % Unemployment</p>	<p>2013</p>	<p>Bureau of Labor Statistics</p>	<p>8.5%</p>	<p>32.9% of civilian labor force (16 and older) not participating in employment.</p>	<p>28.9% 16-19 years of age</p>	<p>Based on 2012 American Community Survey 5 year estimate (direct link to the county wide data can be found here: http://factfinder2.census.gov/bknlk/table/1.0/en/ACS/12_5YR/B17010/0500000U12057)</p>
<p>16. % Single Parent Families</p>	<p>2012</p>	<p>US Census</p>	<p>17% Single householder with own children under 18</p>	<p>3.8% male head of household</p>	<p>13.2% female head of household</p>	<p>Based on 2012 American Community Survey 5 year estimate (direct link to the county wide data can be found here): http://factfinder2.census.gov/bknlk/table/1.0/en/ACS/12_5YR/B11003/0500000U12057</p>
<p>17. % High School Students scoring below Level III on FCAT reading scale</p>	<p>2012-2013</p>	<p>HCSB</p>	<p>% below satisfactory 9th Grade: 49% 10th Grade: 48%</p>	<p>% above satisfactory 9th Grade: 51% 10th Grade: 52%</p>		<p>11th/12th grade do not take assessments. May also be reported with grade level combined. Data is reported using guidelines provided in Florida State Statute 1008.22.</p>
<p>18. % Middle School Students scoring below Level III on FCAT reading scale</p>	<p>2012-2013</p>	<p>HCSB</p>	<p>% below satisfactory 6th Grade: 45% 7th Grade: 49% 8th Grade: 49%</p>	<p>% above satisfactory 6th Grade: 55% 7th Grade: 51% 8th Grade: 51%</p>		<p>May also be reported with grade level combined. Data is reported using guidelines provided in Florida State Statute 1008.22.</p>

Definitions

Active Voting Population – Hillsborough County Supervisor of Elections

According to the Supervisor of Elections Office there were 747,605 active registered voters in the 2012 general elections. 545,134 actually voted for a 72.92% turnout.

In 2012 the U.S. Census reported that 58.2 % of total population voted in national election, 63.6% of the citizen population voted in the national election, and 89.65 of registered voters voted in the national elections. The U.S. Census Bureau and the Federal Elections Commission report voter registration and voter turnout using ratios between total populations (those over the age of 18), citizen population (those over 18 and U.S. citizens) and registered voters. There is only one state that does not require voter registration.

http://www.votehillsborough.org/ew_pages/Election%20Results/2012%20General%20Election

<http://www.census.gov/prod/2010pubs/p20-562.pdf>

Census Bureau Data

Based on 2012 American Community Survey 5 year estimate (direct link to the county wide data can be found here: http://factfinder2.census.gov/bkmk/table/1.0/en/ACS/12_5YR/B17010/0500000US12057)

Child Abuse (Statute Definition)

F.S. 827.03 Abuse, aggravated abuse, and neglect of a child; penalties.—

- (1) DEFINITIONS.—As used in this section, the term:
 - (a) “Aggravated child abuse” occurs when a person:
 1. Commits aggravated battery on a child;
 2. Willfully tortures, maliciously punishes, or willfully and unlawfully cages a child; or
 3. Knowingly or willfully abuses a child and in so doing causes great bodily harm, permanent disability, or permanent disfigurement to the child.
 - (b) “Child abuse” means:
 1. Intentional infliction of physical or mental injury upon a child;
 2. An intentional act that could reasonably be expected to result in physical or mental injury to a child; or
 3. Active encouragement of any person to commit an act that results or could reasonably be expected to result in physical or mental injury to a child.

The cited DCF information is drawn from the DCF Public Website for 2012. The data provides a total of 10, 279 reports of child abuse. Investigation of those complaints lead to conclusions that 2,434 cases were verified instances of child abuse, 3,837 cases indicated abuse may have occurred, and 4008 cases in which no abuse was indicated.

The cited Hillsborough County Sheriff’s Office (HCSO) data includes all 20 factors from the DCF Maltreatment Index and is drawn from HCSO Child Protective Investigation Division Sheltered Children for physical abuse cases, including sexual battery. Summary data from Child Protective Services reflects initial removal of child from home due to evidence of abuse.

Domestic Violence (Statute Definition)

F.S.741.28 Domestic violence; definitions.-As used in ss. 741.28-741.31:

- (1) "Department" means the Florida Department of Law Enforcement.
- (2) "Domestic violence" means any assault, aggravated assault, battery, aggravated battery, sexual assault, sexual battery, stalking, aggravated stalking, kidnapping, false imprisonment, or any criminal offense resulting in physical injury or death of one family or household member by another family or household member.
- (3) "Family or household member" means spouses, former spouses, persons related by blood or marriage, persons who are presently residing together as if a family or who have resided together in the past as if a family, and persons who are parents of a child in common regardless of whether they have been married. With the exception of persons who have a child in common, the family or household members must be currently residing or have in the past resided together in the same single dwelling unit.
- (4) "Law enforcement officer" means any person who is elected, appointed, or employed by any municipality or the state or any political subdivision thereof who meets the minimum qualifications established in s. 943.13 and is certified as a law enforcement officer under s. 943.1395.

DV Statistics were drawn from the "charge books (codes)" maintained by SAO and HCSO, and reflect arrests for crimes with DV component.

End of Class (EOC) Assessments – Florida Department of Education

The Florida EOC Assessments are part of Florida's Next Generation Strategic Plan for the purpose of increasing student achievement and improving college and career readiness. EOC assessments are computer-based, criterion-referenced assessments that measure the Next Generation Sunshine State Standards for specific courses, as outlined in their course descriptions. The first assessment to begin the transition to end-of-course testing in Florida was the 2011 Algebra 1 EOC Assessment. Biology 1 and Geometry EOC Assessments were administered for the first time in spring 2012, and the U.S. History EOC Assessment was administered for the first time in spring 2013. The Civics EOC Assessment will be administered for the first time in spring 2014. Achievement Levels for the Algebra 1, Biology 1, and Geometry EOC Assessments were established through a standard-setting process. This process will be followed again for the U.S. History and Civics EOC Assessments. Data related to assessment is drawn based on standards in Florida State Statute 1003.428.

FCAT Assessment - Florida Department of Education

The FCAT 2.0 measures student achievement of the Next Generation Sunshine State Standards in reading, mathematics, science, and writing. New Achievement Levels for FCAT 2.0 Reading and Mathematics were approved in 2011 and for FCAT 2.0 Science in 2012 through a standard-setting process.

FCAT Scores are not averaged. Grade 11, 12 do not take state assessments. Both the FCAT and end-of-course scores affect school grade. Data related to assessment is drawn based on standards in Florida State Statute 1003.428.

Fully Credentialed Teacher – Hillsborough County School System

Fully credentialed indicates the teacher holds a valid Florida Teaching Certificate. Credentialing data drawn based on guidelines contained in School Board Policy 3120.

Gang Activity (Statute Definition)

F.S. 874.03 Definitions.-As used in this chapter:

- (1) "Criminal gang" means a formal or informal ongoing organization, association, or group that has as one of its primary activities the commission of criminal or delinquent acts, and that consists of three or more persons who

have a common name or common identifying signs, colors, or symbols, including, but not limited to, terrorist organizations and hate groups.

(a) As used in this subsection, “ongoing” means that the organization was in existence during the time period charged in a petition, information, indictment, or action for civil injunctive relief.

(b) As used in this subsection, “primary activities” means that a criminal gang spends a substantial amount of time engaged in such activity, although such activity need not be the only, or even the most important, activity in which the criminal gang engages.

(2) “Criminal gang associate” means a person who:

(a) Admits to criminal gang association; or

(b) Meets any single defining criterion for criminal gang membership described in subsection.

(3) “Criminal gang member” is a person who meets two or more of the following criteria:

(a) Admits to criminal gang membership.

(b) Is identified as a criminal gang member by a parent or guardian.

(c) Is identified as a criminal gang member by a documented reliable informant.

(d) Adopts the style of dress of a criminal gang.

(e) Adopts the use of a hand sign identified as used by a criminal gang.

(f) Has a tattoo identified as used by a criminal gang.

(g) Associates with one or more known criminal gang members.

(h) Is identified as a criminal gang member by an informant of previously untested reliability and such identification is corroborated by independent information.

(i) Is identified as a criminal gang member by physical evidence.

(j) Has been observed in the company of one or more known criminal gang members four or more times. Observation in a custodial setting requires a willful association. It is the intent of the Legislature to allow this criterion to be used to identify gang members who recruit and organize in jails, prisons, and other detention settings.

(k) Has authored any communication indicating responsibility for the commission of any crime by the criminal gang.

(4) “Criminal gang-related activity” means:

(a) An activity committed with the intent to benefit, promote, or further the interests of a criminal gang, or for the purposes of increasing a person’s own standing or position within a criminal gang;

(b) An activity in which the participants are identified as criminal gang members or criminal gang associates acting individually or collectively to further any criminal purpose of a criminal gang;

(c) An activity that is identified as criminal gang activity by a documented reliable informant; or

(d) An activity that is identified as criminal gang activity by an informant of previously untested reliability and such identification is corroborated by independent information.

Data drawn from HCSO arrests marking gang activity and TPD incident reports indicating gang activity. This data is reported separately for discussion, but the data is not comparable. Data collected through the crime analysis units of the respective agencies.

Government Allocations to Non- Profits

Each cited allocation to non-profits is provided by the allocating agency. Each agency provided the identity of the allocation recipient as it is recorded on their records. For discussion purposes the total allocation for each agency is presented on the spreadsheet with the publicly reported total budget for the matching fiscal year, and the percentage of total budget the allocation represents. Reporting periods for each agency are not alike, but none are older than FY 2012.

Graduation Rates – Hillsborough County School System

Special diplomas and GED’s do not count in the graduation rate. Graduation data drawn based on guidelines contained in Florida State Statute 1003.428.

Graduation Rates – National Governors Association

This data includes GED and special diplomas in graduation rates. This presented for discussion and is not comparable data to graduation rate as defined by the State of Florida and the Hillsborough County School Board.

Poverty Levels

For a Family of Four (4) –

Qualifying Income for free lunch program is \$30615. This information was provided by the Hillsborough County School Board.

2014 Medicaid and Children’s Health Insurance Program qualifying income is \$23,850 (100% Federal Poverty Level). <http://familiesusa.org/product/federal-poverty-guidelines>

School Truancy – Hillsborough County School System

At least 30 unexcused absence days in a 180 day period. Data is drawn based on truancy definition in School Board Policy 5200.

Violent Crime

The FBI Uniform Crime Reporting (UCR) Program collects data about **Part I** offenses in order to measure the level and scope of crime occurring throughout the Nation. The Program’s founders chose these offenses because they are serious crimes, they occur with regularity in all areas of the country, and they are likely to be reported to police. The **Part I** offenses are:

Criminal homicide-

a.) Murder and non-negligent manslaughter: the willful (non-negligent) killing of one human being by another. Deaths caused by negligence, attempts to kill, assaults to kill, suicides, and accidental deaths are excluded. The Program classifies justifiable homicides separately and limits the definition to:

(1) The killing of a felon by a law enforcement officer in the line of duty; or (2) the killing of a felon, during the commission of a felony, by a private citizen.

b.) Manslaughter by negligence: the killing of another person through gross negligence. Traffic fatalities are excluded.

Forcible rape -The carnal knowledge of a female forcibly and against her will. Rapes by force and attempts or assaults to rape, regardless of the age of the victim, are included. Statutory offenses (no force used —victim under age of consent) are excluded.

Robbery -The taking or attempted taking of anything of value from the care, custody, or control of a person or persons by force or threat of force or violence and/or by putting the victim in fear.

Aggravated assault -An unlawful attack by one person upon another for the purpose of inflicting severe or aggravated bodily injury. This type of assault usually is accompanied by the use of a weapon or by means likely to produce death or great bodily harm. Simple assaults are excluded.

Burglary (breaking or entering) -The unlawful entry of a structure to commit a felony or a theft. Attempted forcible entry is included.

Larceny-theft (except motor vehicle theft)-The unlawful taking, carrying, leading, or riding away of property from the possession or constructive possession of another. Examples are thefts of bicycles or automobile accessories, shoplifting, pocket-picking, or the stealing of any property or article that is not

taken by force and violence or by fraud. Attempted larcenies are included. Embezzlement, confidence games, forgery, worthless checks, etc., are excluded.

Motor vehicle theft -The theft or attempted theft of a motor vehicle. A motor vehicle is self-propelled and runs on land surface and not on rails. Motorboats, construction equipment, airplanes, and farming equipment are specifically excluded from this category.

Arson -Any willful or malicious burning or attempt to burn, with or without intent to defraud, a dwelling house, public building, motor vehicle or aircraft, personal property of another, etc.

DRAFT

VPC Communications Campaign

The success of the Violence Prevention Collaborative (VPC) will depend largely on effective communication – in the community and among VPC members. Due to the potentially broad scope of the initiative and the lack of a dedicated budget, there is tremendous need to strategically focus the effort (this focus will be informed by the ongoing work of the Data Collection Subcommittee and the Leadership Council), to identify stakeholders who can assist, and to make use of low-cost/high-impact strategies to meet our goals.

Violence prevention is an ongoing, long-term community effort. However, the VPC is charged with showing an impact in the short term. While actual violence prevention remains the ultimate long-term goal, in the short term the VPC efforts must result in a plan to change policies and community attitudes about violence and violence prevention.

Overarching Communications Goals

- 1) Promote awareness among the various audiences about the many forms of violence in our community, and the existing violence prevention initiatives.
- 2) Engage the community in the effort. Seek public input.
- 3) Provide stakeholders with clear message of what role they play in preventing violence in their community.
- 4) Make community aware of the work of the VPC as an unprecedented countywide collaborative effort.

Strategies

Goal 1: Build awareness among the various audiences about the many forms of violence in our community, and the existing violence prevention initiatives.

Strategies:

- A good news/bad news approach.
 - We need to a) illustrate what violence is – in its many forms, and b) share success stories of successful violence prevention.
- Humanize/personalize the stories behind the data.
 - Violence isn't data and bar graphs. It is people, communities, and families.
 - The data will be more powerful with personal details and stories, and the personal stories will be more powerful with data.
- Create mechanisms for receiving community input via two-way communication, and mechanisms for doing something with that input.
 - We need strategies for keeping the website current.

Goal 2: Engage the community in the effort. Seek public input.

Strategies:

- Provide public with opportunities to tell us what the priorities are.
- Make it clear that we received feedback and are making use of it.

Goal 3: Provide stakeholders with clear message of what role they play in reducing/preventing violence in their community, whether it be a particular neighborhood, a school, etc.

Strategies:

- Get input from VPC members and stakeholders about best practices and strategies for preventing violence.

Goal 4: Make community aware of the work of the VPC as an unprecedented countywide collaborative effort.

Strategies:

- Develop talking points, a slogan (branding), and a call to action that will accurately capture what we're doing and resonate with the public.
 - Before settling on the message(s), determine a) what we want people to know, b) what we want them to feel, and c) what we want them to do, as a result of hearing our message.
- Use social media, earned media, and any other low-cost/high-impact communications tools to create buzz
- Create mechanisms and schedules for regular updates to the public about the work of the VP Collaborative.
 - Sadly, our community has many opportunities to reinforce the need for effective violence prevention. All stakeholders can carry that message. When a violent incident captures the public imagination and dominates the local news, law enforcement and courts have an opportunity to reinforce our message.

Ancillary Goal: Improve internal communication within the Violence Prevention Collaborative.

Strategies:

- The Data Collection Subcommittee is providing data to help determine the focus of VPC efforts, and ultimately that is a function of the Leadership Council. However, the Communications Subcommittee can play a role and help make clear to VPC members how the initiative is focused.
- There is a great deal of knowledge and expertise among Collaborative members that can be harnessed.
 - The Communications subcommittee is tasked with visiting the various subcommittees to try to capture some of that knowledge and expertise.

Recommended “To Do” List

Agree on branding:

- Develop and distribute logo for use in social media and elsewhere
 - Establish Twitter account and get in the conversation by having various Twitter-friendly organizations with representation on the Collaborative (HCSO, HCPS, etc.) retweet our postings.
- Develop and disseminate slogan or catch phrase. Alameda adopted the RAP branding (“**R**espect **A**nd **P**eace. Live it. Give it.”) We need to develop our own. Suggestions?
 - Safe and Sound (The definition of “sound” being strong, secure, robust.)
 - Violence prevention – Everyone has a role
 - Violence can be prevented – You can help
 - Community+Collaboration=Violence Prevention
 - We can prevent violence
 - Hillsborough County: Taking a stand against violence

Provide content for website:

- Brandon Wagner with the County can update the website for us.

Plan video:

- Develop rough outline of script
 - Several short videos? With Collaborative leaders speaking
 - One longer video? With a couple of “talking heads” and some footage of actual scenes from our community
- Estimate the cost of producing the video

Implementation
(Revised by Prevention Institute for Purposes of Discussion)

OVERSIGHT	SHARED CONTRIBUTIONS	LOCATION	FUNDING	OTHER COMMENTS
Current committee moves to oversight or advisory committee	Budget shared on an equal parts or formula schedule	County Department Children & Youth Services Neighborhood Service Center	Social Investment Bonds	Agencies must have tangible outcomes
			Donors	
Public Safety Coordinating Council (PSCC)	Indirect expenses charged on research related grants to cover administrative costs similar to University indirect	State Agency Health Department Public Defender's Office	Grants NIJ +CDC Allegheny Franciscan Ministries DOJ	Current service delivery structure is disjointed and ineffective
Legend: Blue font, + sign = added at 3/13/14 VPC meeting.	Direct financial contributions for purposes of sustainability	Governmental Agency CBHC	Children's Board ad valorem tax levy	Partners coordinate messaging
	Contribution by size of budget	USF College of Public Health	Public/Private partnerships	Coordinator is grant writer + backbone
	In-kind commitment of dedicated staff	+Advertise RFQ	Community Development Block Grant (CDBG)	<i>*Create collaborative environment, not competitive environment.</i>
	Share grant writers		Combine some programs of CBHC and Court Administrator's programs, pursuant to DJJ.	
	Use interlocal agreements with Children's Board of Hillsborough County (CBHC) and Court Administrator to provide needed technical support.		Hillsborough County general fund	Adopt Coordinator model initially; move toward Agency-wide model
	Self-assessed contribution		Combine all forms of funding	<i>*Sustainability is of paramount importance</i>
	Combined in-kind and self-assessed		State of Florida	Annual recognition of outstanding efforts or system improvement
	+Share Technology & Data		+Fee For Service	
		+Fee for Performance Outcome		

Implementation

OVERSIGHT	SHARED CONTRIBUTIONS	LOCATION	FUNDING	OTHER COMMENTS
Current committee moves to oversight or advisory committee	Budget shared on an equal parts or formula schedule	County Department Children & Youth Services Neighborhood Service Center	Social Investment Bonds Donors	Agencies must have tangible outcomes
Public Safety Coordinating Council (PSCC)	Indirect expenses charged on research related grants to cover administrative costs similar to University indirect	Federal Agency CDC FEMA Homeland Security	Grants NIJ +CDC Allegheny Franciscan Ministries DOJ	Current service delivery structure is disjointed and ineffective
Legend: Blue font, + sign = added at 3/13/14 VPC meeting.	Direct financial contributions for purposes of sustainability	State Agency Health Department Public Defender's Office	Children's Board ad valorem tax levy	Partners coordinate messaging
	Contribution by size of budget	HCC Nursing Criminal Justice Institute	Public/Private partnerships	Coordinator is grant writer + backbone
	In-kind commitment of dedicated staff	Local Non-Profit Organization CBHC Crisis Center/211 American Red Cross/Tampa Bay Chapter	Community Development Block Grant (CDBG)	Support of the Collaborative rather than competition is mandatory
	Share grant writers		Combine some programs of CBHC and Court Administrator's programs, pursuant to DJJ.	
	Use interlocal agreements with Children's Board of Hillsborough County (CBHC) and Court Administrator to provide needed technical support.	USF Jim Walter Partnership Center Center for Victim Advocacy & Violence Prevention Center for Community Engagement Center for Leadership and Civic Engagement College of Medicine/Nursing College of Public Health School of Social Work	Hillsborough County general fund	Adopt Coordinator model initially; move toward Agency-wide model
	Self-assessed contribution		Combine all forms of funding	Sustainability is of paramount importance
	Combined in-kind and self-assessed	Healthcare Sector Blue Foundation Humana Molina Health	State of Florida	Annual recognition of outstanding efforts or system improvement
	+Share Technology & Data		+Fee For Service	
		Coordinate agencies with common goals +Advertise RFQ	+Fee for Performance Outcome	