

Advisory Board Meeting

August 19th, 2010
CPLC Main Office
Presented by TRUCE
Partners

Phoenix Facts

- In 2008, 113 gun homicides
- 367 assault-related shootings caused serious injuries, hospitalization, and emergency department visits
- The leading cause of death statewide for youth 15-17 years are gun injuries
- 58% of youth from inner city neighborhoods reported knowing someone who had been shot

What is the Issue?

For TOO many people,
gun violence has
become the norm.

The Partnership

- Chicanos Por La Causa, Inc.
- Arizonans for Gun Safety
- St. Joseph's Hospital and Medical Center
- ASU Center for Violence Prevention and Community Safety



Chicanos Por La Causa, Inc.

Chicanos Por La Causa, Inc. (CPLC) is a statewide community development corporation (CDC), committed to building stronger, healthier communities as a lead advocate, coalition builder and direct service provider. CPLC promotes positive change and self-sufficiency to enhance the quality of life for the benefit of those we serve.

www.cplc.org



Arizonaans for Gun Safety

AzGS is a non-profit, community-based organization dedicated to reducing gun deaths and injuries with common sense, prevention-oriented solutions. We have supporters in both Phoenix and Tucson representing health care, child advocacy groups, faith communities, law enforcement, education, parent groups and community organizations. Our mission is to engage individuals, organizations and public officials from diverse communities in a statewide campaign to prevent gun violence.

www.azfgs.com



St. Joseph's Hospital
and Medical Center

St. Joe's

The Prevention and Outcomes Research Program coordinates epidemiological studies, collaborates on various data services and serves as a project incubator for new programs. In addition, the Injury Epidemiologist provides technical assistance in the areas of grant writing, evaluation, data collection and analysis to internal programs and externally to organizations and programs within the community, county and state.

www.injuryfree.org



Toward the goal of social embeddedness, Arizona State University established the Center for Violence Prevention and Community Safety in July 2005 to respond to the growing need of Arizona's communities to improve the public's safety and well being. The Center for Violence Prevention and Community Safety is a research unit within the College of Public Programs at Arizona State University.

www.cvpcs.asu.edu/about-cvpcs



City of Phoenix Police Dept.

The partnership established with the South Mountain Precinct is unique. The City of Phoenix PD contributes to the project by providing us with data as to violent activity. This is a one way street. TRUCE staff DOES NOT provide information to the City of Phoenix PD.

PREVENTION

Our MISSION is to EMPOWER youth, families, and communities by promoting healthy lifestyles, education, leadership through advocacy and culturally relevant programming.

Our VISION is to be a leading innovator in implementing strategies that inspire positive change within our communities.

TRUCE

- START the Peace. STOP the Violence.
- Four Components to promoting community change
 - Outreach
 - Shooting Responses
 - Public Education
 - Community Collaboration

Outreach

CREDIBLE MESSENGERS:

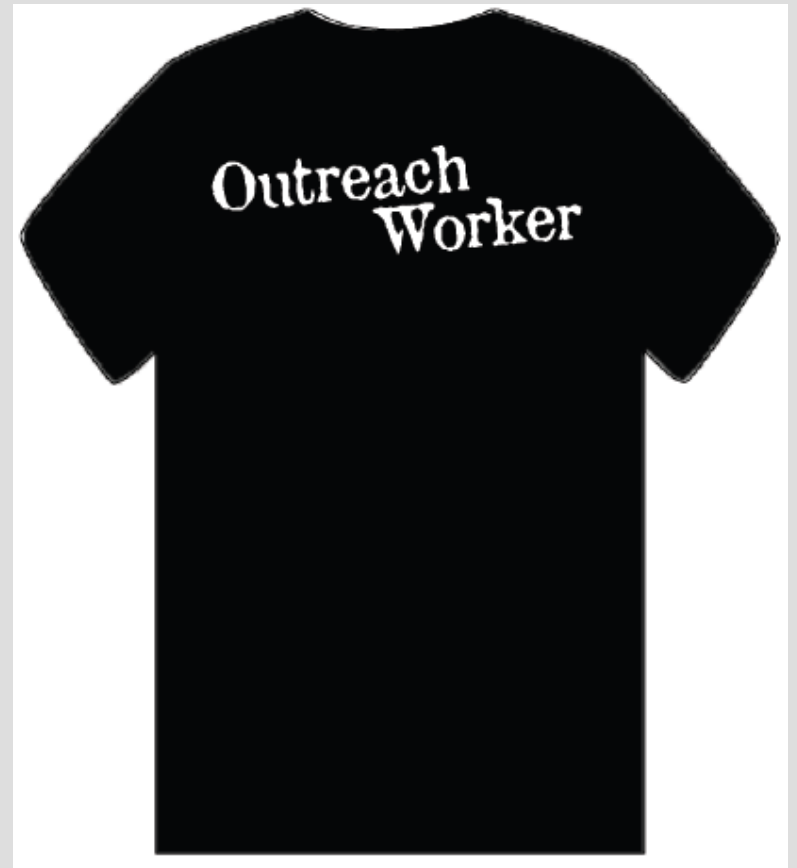
- work directly on the street with individuals who are at high risk to shoot or be shot
- Establish a trusting bond with individuals in order to begin moving away from violence
- Utilize conflict resolution skills to settle arguments before they escalate to violence
- All of this work also takes place during hospital responses
- Canvass neighborhoods during times of high tension to embed the message:

START the PEACE. STOP the VIOLENCE.

What does a



**OUTREACH WORKER
look like?**



**When a shooting takes
place what happens?**

Shooting Responses

- Collaborate with community (members, organizations, churches, business) to send the message that shootings are UNACCEPTABLE.
- Continue outreach and mediation work. The time immediately after a shooting is extremely volatile. Anything can happen.

Public Education

- Utilizing various forms of communication we will spread the TRUCE message.
- Events will be planned to saturate the community with TRUCE materials.
- The purpose will be to raise awareness of TRUCE, change social norms, and promote nonviolence.
- In development:
 - Shared Experience Campaign
 - Wise Women's Campaign

After months of work...



Community Collaboration

- Build bridges with organizations focusing on violence and high risk individuals
- Develop relationships with other social service organizations in South Mountain in order to connect clients with necessary resources
- Work with organizations and coalitions to bring the issue of Violence to their attention.

Where are we?

- We are completely staffed!!!!
 - Field Supervisor
 - Darren Chapman
 - Outreach Workers
 - Donnie Juarez
 - Curtea King
 - David Otero
 - Patricia Williams
 - Violence Interrupters
 - Prentice Roberts
 - Natividad Mendoza
 - Ronnie Thompson
 - Armon Turner

Where are we? (cont.)

- We are searching for a home:
 - We have looked at various locations in the Hermoso Park area and hope to have an office by the end of the month.
- Outreach Workers are building up their caseloads and developing relationships in the community.

Next Steps

- Establish a group of individuals who will offer guidance to our project.
 - Help us establish in roads to resources for our clients (ie. Health, School, Housing, Work)
 - Spread the message of Start the Peace. Stop the Violence.
 - Develop a plan for sustainability and growth.

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