



Prepared by: Andrea Villasenor-Perry, Program Manager
Reviewed by: Aimee Reedy, Sr. Public Health Manager

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TO: James T. Beall, Jr.
Chair, Health & Hospital Committee
Liz Kniss
Vice-Chair, Health & Hospital Committee

FROM: Guadalupe S. Olivas, Ph.D.
Director, Public Health Department
Chair, Violence Prevention Task Group *Guadalupe S. Olivas*

SUBJ: Violence Prevention Action Plan - Update on Implementation

Requested Action

The Health and Hospital Committee is requested to accept this update on the status of the Violence Prevention Action Plan (VPAP) implementation. This report contains a history of the VPAP and Violence Prevention Program and presents a summary of accomplishments from January, 1999 through April, 2001.

Introduction

Over the past decade, violence has increasingly been recognized as among the biggest health threats in the United States. While crime in the United States is decreasing and is now at its lowest level since 1973, experts caution that this is no time for complacency. A few national, state and local statistics illustrate the ongoing need to support efforts to reduce and prevent violence:

- While the youth homicide rate has been declining in the past few years, gun violence remains the leading cause of death in California for youth between the ages of 13 and 19 (CA Wellness Foundation, Portfolio, Fall, 2000).
- A study by the American Psychological Association (APA) completed after the tragedy at Columbine, indicated that as many as 20 - 25% of youth may suffer from serious mental illness and are at high-risk for suicide (Garbarino, 1999).

- Family violence continues to be a “health crisis in the lives of women and children.” Some 90% of battered women reported that their children were present when they were beaten. Reducing children’s exposure to violence in the home is gaining increased policy and programmatic attention, including the Santa Clara County’s Green Book Project, 1999.
- Recent research and the anecdotal experience of those who work with the disabled suggest that persons with disabilities are experiencing a heightened risk of becoming victims of violence and abuse (Joan Petersilia, Ph.D., Human Rights, Winter, 2000).
- In Santa Clara County, violence and abuse statistics show that in 1999, there were over 20,000 child abuse reports, nearly 8,000 domestic violence calls to law enforcement agencies, and over 1,200 cases of elder abuse (SCC Public Health Dept., 2000).

History of the Violence Prevention Program and Violence Prevention Action Plan

The Violence Prevention Program is pleased to present this update on the progress of the Violence Prevention Action Plan (VPAP) implementation. It was nearly five years ago that the Public Health Department initiated a Violence Prevention Program and a great deal has been accomplished since that time.

In May 1996, the Public Health Department received a two-year grant from the David & Lucile Packard Foundation to assist with the development of a violence prevention program within Public Health and to apply public health approaches to the problem of violence. The grant (Project HALT Violence) was also intended to support efforts which would increase the community’s commitment to violence prevention strategies, public policies and programs.

From the initiation of the grant program, the Public Health Department (PHD) advocated for a comprehensive approach to violence prevention. The Department’s approach recognized that the problem of violence in our society has multiple and complex causal factors, and that any effective response to violence would have to be comprehensive and multidisciplinary, involving partnerships at every level of the community. In the first year of the Packard grant, the PHD began working in several key areas:

- Creating a framework for the ongoing collection and analysis of violence-related data.
- Researching “best practices” in school and community-based violence prevention.
- Reviewing national and local efforts to address violence in the media, and
- Working to develop strategies to reduce and prevent firearm violence.

In January, 1997, as the incoming Chair of the Board of Supervisors, the Honorable James T. Beall, Jr., requested that the Public Health Department coordinate and develop a comprehensive county-wide action plan for violence prevention by working with all other entities addressing this issue. In May 1997, the Violence Prevention Council of Santa

Clara County was established to increase awareness about the impact violence has in our community and to create a community approach to prevent and reduce violence through collaborative county-wide action. During the County's budget hearings in June, 1997, recognizing the need to make violence prevention a community priority, the Santa Clara County Board of Supervisors voted to fund and institutionalize violence prevention as a program in the Public Health Department and provided \$247,000 to staff the Violence Prevention Council, its committees, and overall community planning process which led to the development of the Violence Prevention Action Plan.

In June 1998, anticipating the release of the VPAP in the Fall of 1998, the Board of Supervisors set aside \$350,000 in reserve to assist with the implementation of the recommendations. After an intense eighteen month planning process, which involved numerous committee meetings, several all-day planning sessions and nine community forums, the Violence Prevention Action Plan was presented to the Board of Supervisors in October 1998.

The purpose of Santa Clara County's Violence Prevention Action Plan (VPAP) is to prevent violence, as well as, psychological and physical abuse and related injury, trauma, death, disability and crime through the implementation of multiple levels of prevention and intervention and through collaborative county-wide action in order to create a safer, healthier, more economically viable community. The VPAP defined violence as, "the threatened or actual use of physical or psychological force or power against another person, against oneself, or against groups or community that either results in, or has the high likelihood of resulting in injury (physical or psychological), death or deprivation" (Adapted from the Centers for Disease Control and Prevention).

The underlying principle of the VPAP is that abuse and violence are learned behaviors and therefore preventable. Violence and abuse are complex problems that require collaborative community action. The VPAP envisions a community that fosters the development of healthy communities, healthy families, and healthy, responsible youth.

The goals of the Violence Prevention Action Plan are:

- To raise public awareness about violence in our society – the scope, magnitude, and complexity of the problem, and the conditions which promote violence, while building consensus around potential solutions.
- To advocate for policies, strategies, and organizational changes which promote prevention and early intervention, best practices and collaborative action.
- To refocus the community's attention on the social values which promote nonviolence such as respect for all people, acceptance and respect for diversity, and personal and social responsibility.
- To work with communities to build on their capacity to develop and implement effective strategies and policies which reduce and prevent violence.
- To focus special attention on the importance of involving youth in school and community-based violence prevention efforts.
- To expand and develop new funding and prioritize existing resources with a particular focus on creative funding strategies to support collaborative prevention efforts and

systemic strategies to address the multiple factors associated with violence in our society.

After reviewing national, state and local data, the development of Santa Clara County's VPAP by the Violence Prevention Council (VPC) and Committees was influenced by the comprehensive research, conceptual framework, policy recommendations and strategies contained in the California Attorney Generals' Violence Prevention report entitled, "A Vision of Hope" (1995). This report remains an example of "best practices" with regards to violence prevention policy recommendations. The Violence Prevention Council identified three priorities for action in Santa Clara County: promoting violence-free relationships, reducing access to alcohol, and reducing and preventing firearm violence. Highlighting these priority areas, and after review of violence prevention "best practices", the VPC and its committees focused on developing recommendations in the following areas: community assessment and data, policy development, public awareness and education, and community-based initiatives.

After the first public hearing on October 28th, another public hearing was scheduled for December 15, 1998. At that time, the Board of Supervisors was unanimous in its approval of a more coordinated system of violence data, collection and analysis across departments and also approved all of the recommendations which promoted primary prevention strategies to address interpersonal violence. In early 1999, VPAP committees began implementing the following recommendations:

- developing a public awareness campaign to promote violence-free relationships
- planning a media literacy conference for parents and child care providers
- developing family violence prevention training for the Public Health and Mental Health departments
- partnering with the Human Relations Commission to develop the Youth Task Force, a youth advisory group to the Board of Supervisors.
- developing a data warehouse, the Violence Prevention Information Library (VPIL).
- addressing the issue of violence and abuse against people with disabilities
- promoting awareness of elder abuse with the Department of Aging and Adult Services.
- continuing to build community support for the PeaceBuilders program

Due to the complexity and political nature of the recommendations which addressed firearm violence and alcohol-related violence, the VPAP required further review and deliberation by the Board of Supervisors. By April 1999, the Board approved the modified VPAP with the exception of the recommendations on the future governance and organizational structure of the Violence Prevention Council and released the funding that had been set aside (\$350,000) for VPAP implementation. At this time, the firearm policy recommendations were referred to the County's Legislative Committee for review and refinement. In addition, work was initiated to develop a firearm safety campaign in conjunction with the San Mateo/ Santa Clara SAFEKIDS Coalition. The Alcohol Policy Work Group accepted the Board modifications and began meeting again with the Department of Alcohol and Drug Services as the lead partner.

Finally, on December 7, 1999, the Violence Prevention Council was formally dissolved and the Board of Supervisors approved the modified governance and organizational model – the Violence Prevention Task Group (VPTG). **(Copies of the modified Violence Prevention Action Plan recommendations approved by the Board of Supervisors in a matrix format have been distributed throughout the community and are available upon request.)**

The VPTG is the new collaborative body designated by the Board to coordinate and guide the implementation of the VPAP in an efficient and effective manner. The VPTG includes representation from all of the major county departments addressing violence prevention and five county commissions: Domestic Violence Council, Child Abuse Council, Human Relations Commission, Office of Human Relations, Commission on the Status of Women, Mental Health Board, Office of the County Executive, Social Services Agency, Department of Aging & Adult Services, Health & Hospital System, Office of the District Attorney, Office of the Public Defender, Office of the Sheriff, Probation Department, Department of Corrections. **(For a copy of the roster of VPTG members and VPAP Implementation Flow Chart see Attachment A)**

The VPTG met in both February and March 2000, to develop and refine operational procedures and to adopt criteria for its decision making process regarding its review of requests for use of violence prevention allocated funds. The VPTG developed funding request criteria. The criteria stipulates that all funding requests submitted to the VPTG must:

- be consistent with VPAP recommendations.
- demonstrate a “best practices” approach to program implementation.
(Programs funded will demonstrate at a minimum, beginning evaluation results and/or promising research-based results.)
- involve county and community agencies as collaborative partners.
- maximize existing resources and include a plan for evaluation (with outcomes measures) and future funding opportunities.
- contain a realistic timeline and workplan.

VPAP applications for FY01/02 funding were approved at the VPTG meeting Friday, April 27, 2001. The recommended budget allocations will be submitted to the Board of Supervisors in June for their approval.

VPAP Accomplishments-To-Date from 1999 through April , 2001

The narrative matrix that follows represents progress-to-date on the Violence Prevention Action Plan implementation from 1999 through February 2001.
(Attachment B is the text for the Powerpoint presentation.)

Organizational Structure Development	
New Organizational Structure for County Violence Prevention Effort Established	<p>On December 7, 1999 the Board of Supervisors unanimously approved the modified governance and organizational model-the Violence Prevention Task Group (VPTG). The VPTG has been designated by the Board to coordinate and guide the implementation of the VPAP. The following has been accomplished in the past 16 months by the Public Health Department and VPTG:</p> <ul style="list-style-type: none"> ◆ Recruited membership for the VPTG which includes representation from the following county commissions and agencies addressing violence prevention: Domestic Violence Council, Child Abuse Council, Human Relations Commission, Office of Human Relations, Commission on the Status of Women, Office of the County Executive, Social Services Agency, Department of Aging & Adult Services, Health & Hospital System, Mental Health Board, Office of the District Attorney, Office of the Public Defender, Office of the Sheriff, Probation Department, Department of Corrections. ◆ Convened the VPTG to review and refine roles and responsibilities of the VPTG and operational procedures. ◆ Developed and adopted criteria for its decision making process regarding its review of requests for use of violence prevention allocated funds. ◆ Reviewed and made recommendations to the BOS for the expenditure allocation of FY 99/00 funds and FY 00/01 funds. ◆ Sponsored a Violence Prevention training and dialogue on future VPAP efforts on February 28, 2001. ◆ In April 2001, recommended allocations for the FY01/02 VPAP Expenditure Plan which will go to the BOS in June, 2001.
VPAP Recommendation Implementation	
Lead Partner: Public Health Department –	
Violence Prevention Program	
1. Public Awareness and Education – Media Campaign	<p>Violence Prevention Program (VPP) staff have worked with the Public Awareness and Education (PA & Ed) to develop a multimedia, multiyear public education campaign to promote violence- free relationships and have accomplished the following (FY99/00):</p> <ul style="list-style-type: none"> ◆ Researched best practices with public education efforts and developed the initial mission and objectives for the campaign (1999). ◆ Hired Holly Potter, of HTPotter Communications-Strategies for Prevention (August, 1999) as the communications consultant to assist with: identifying audiences, message development, long term planning for the campaign and resource development. ◆ Incorporated research completed by HTPotter Communications into the development of a Request for Proposal (RFP) to design and implement a public awareness campaign. <p>In FY00/01:</p>

	<ul style="list-style-type: none"> ◆ An RFP was initially released in June 2000 but insufficient response was obtained. ◆ RFP was released again (contract amount \$210,000) to an expanded list of communications and public relations experts (almost 100 vendors) on August 4, 2000. ◆ Following a rigorous review process, the RFP was awarded to Valdez and Associates, Dr. Valdez, principal. The winning proposal was realistic , targeted in approach and displayed the firm's expertise in multiculturalism. ◆ The VP Program Manager has served as Project Manager for the campaign implementation with support from a team of county communications experts and the PA & Ed. Committee. ◆ For the past 5 months, Valdez and Associates have conducted focus groups in English, Spanish and Vietnamese, scripted media messages, produced TV and radio spots, and developed the basic campaign design including campaign logo. ◆ First year of campaign to focus on family violence prevention and will target both the general population and Vietnamese and Spanish speaking communities. ◆ Official previews of TV and radio spots will take place during the month of May, 2001 with the media campaign to start in July, 2001. ◆ The first phase of the campaign's community mobilization will take place from June - October, 2001 with support from the VPTG and PA&Ed Committee (now called the Violence Prevention Network). ◆ Dr. Valdez will work with the Board of Supervisors and VPTG to leverage in-kind support for the campaign from the major media entities.
<p>2. Public Awareness and Education (PA&E) Committee – Community Outreach and Outreach to Media</p>	<ul style="list-style-type: none"> ◆ Community Outreach funds were used to support the Child Abuse Symposium, the Domestic Violence Council's annual conference, and an educational presentation on Assets Development for Youth (FY 98/99 - \$10,000) ◆ The Violence Prevention Program joined a number of county agencies, the City of San José and the San José Police Department to organize the "Silence the Violence" Bus Tour in September, 1999. ◆ The bus tour traveled to five cities in California and ended in Sacramento with the purpose of educating legislators, media, opinion leaders and the public about the need for increased investment in violence prevention programs for youth. <p>The Committee was awarded \$25,000 in FY99/00 to provide community outreach and trainings for VP efforts and community. The following has been accomplished over the past year:</p> <ul style="list-style-type: none"> ◆ The Berkeley Media Studies Group completed the Phase I training for the development of a Speakers Bureau. (Fall 2000) The Speakers Bureau is comprised of members from the VPTG and VPAP workgroup committee members who will support the public education and awareness campaign. ◆ A follow-up training constituting PHASE II of the Speakers Bureau Training is being planned for Fall

	<p>2001.</p> <ul style="list-style-type: none"> ♦ The committee has conducted a review of educational materials already available on violence prevention and will purchase some of these to make available to community groups seeking resources on violence prevention. ♦ The committee has assisted VPP staff and Valdez & Associates to develop the public awareness campaign and preparations are underway for the community mobilization phase of the campaign expected to start 07/01. ♦ The committee will assist with outreach efforts for the firearm safety awareness campaign to begin in June, 2001.
3. Parent Education & Media Literacy	<ul style="list-style-type: none"> ♦ The Parent Education and Media Literacy Committee (PEML) was awarded \$5,000 (FY 98/99) to convene a summit on media literacy targeting parents and childcare providers. ♦ The PEML Committee raised \$15,000 to support conference costs. A successful conference on early brain development and media literacy was held on December 3, 1999, with over 400 parents and child care providers in attendance. <p>The Committee was awarded \$40,000 (FY00/01) to support a second conference, the development of a "best practices" resource inventory and pilot trainings on media literacy. The following has been accomplished over the past 6 months:</p> <ul style="list-style-type: none"> ♦ Sponsored a second successful conference on media literacy January 20, 2001. This conference was attended primarily by parents, teachers, childcare providers and youth. The conference presented information from two nationally recognized keynote speakers and 4 skill-based workshops. ♦ Developed an initial brochure to aid with recruitment of additional committee members and distributed brochures and other educational materials at various community meetings and events. ♦ Begun development on a training for trainers on media literacy which is scheduled for fall, 2001 and is making materials on the topic available through schools, PTAs, and libraries. ♦ Developed the scope of work for resource inventory and preparing to secure contract services. ♦ Currently participating in a planning effort with the Diocese of San Jose, which is sponsoring a "Children and Violence in the Media" conference on October 13, 2001 at the University of Santa Clara targeted to educators and youth.
4. Family Violence Prevention Training	<ul style="list-style-type: none"> ♦ The Public Health Department worked with the Social Services Agency, Mental Health and county Domestic Violence agencies to develop a curriculum for the family violence prevention training. ♦ 500 Public Health employees received a daylong training on family violence prevention in October 1999. Funding was provided by the Public Health Department.

	<ul style="list-style-type: none"> ◆ In FY99/00, \$30,000 was made available to the Mental Health Department to provide family violence prevention training to all Mental Health employees. ◆ Focus groups were conducted to assess staff training needs and a curriculum for the Mental Health Department was developed that integrated child abuse and family violence and provided a clinical orientation. ◆ A training collaborative was hired to provide the training. The following DV agencies are part of the collaborative: Community Solutions, ACCI, Next Door and Support Network for Battered Women and Maureen Lowell, MFCC, consultant ◆ Mental Health employees will receive the training in April, May and June, 2001 and training evaluations will be made available to the VPTG. ◆ The Mental Health Department is also preparing a family violence prevention training for the County's contract agencies.
<p>5. Building Community Support for PeaceBuilders and other Best Practices in School-based Violence Prevention</p>	<p>PeaceBuilders is a proven school-based violence prevention program that was initiated at six schools in Santa Clara County with funding from the David & Lucile Packard Foundation in the 1998/99 school year. The PHD and VPP staff have worked closely with PB staff to build community awareness and support for PB and effective school-based violence prevention efforts and have accomplished the following:</p> <ul style="list-style-type: none"> ◆ Secured 3 year's funding from the David & Lucile Packard Foundation (09/07 - 06/00) to implement PeaceBuilders at 2 middle schools and 4 elementary schools. ◆ Secured an initial \$75,000 in ongoing funding from the Board of Supervisors in June 1998 to expand the program to eight additional schools. ◆ Developed the first Santa Clara County PeaceBuilder Awards which were presented at the December 3rd (1999) Violence Prevention conference to three individuals (a youth, school counselor and community volunteer) who exemplify Peace Building skills in their community. ◆ Secured funding during mid-year budget hearings to expand the PeaceBuilders program to 10 new schools in FY 00/01. ◆ Developed methods to assist implementation of the program such as: quarterly newsletters to schools, meetings with teachers, parent presentations, and ongoing school assessments ◆ Hired a new (FTE .5) bilingual/ bicultural Health Educator (Christina Tiscareno) to work with Spanish-speaking parents and community members (May 2000). ◆ Applied successfully for City/County JPA monies (\$29,000) to fund 5 additional school sites in FY00/01. ◆ Hired a new program coordinator, Alice Kawaguchi, MPH, (November 2001) who is experienced in program development. <p>The PeaceBuilders program is currently serving over 18,000 children in county schools. Current efforts</p>

	<p>underway include:</p> <ul style="list-style-type: none"> ◆ PB staff continue to work closely with Heart Springs, Inc., the distributor of PeaceBuilders, to improve the implementation, translation of materials, and evaluation of the program (00/01) ◆ The Violence Prevention Program and the PeaceBuilders Program are working to develop a more integrated, coordinated approach to youth and school-based violence prevention (01/02) ◆ Efforts are underway to expand PeaceBuilders training to parents (09/01) and to pilot a partnership with the CREST (conflict resolution) program (09/01)
6. Develop a Comprehensive Information System on Violence (CISV) Project DATA	<ul style="list-style-type: none"> ◆ The Interagency Task Force, chaired by the County Executive's Office, has worked closely with Information Systems to lay the foundation for a more coordinated system of data collection and analysis across departments, the Community Information System on Violence (CISV, 1999) <p>In fall, 1999, Sociometrics was hired as a consultant to provide technical assistance for initial development of the Violence Prevention Information Library (VPIL) - a data warehouse concept. The PHD requested that Departments designate an individual from their organization to serve on the VPIL data Workgroup.</p> <ul style="list-style-type: none"> ◆ In December, 1999 the Public Health Department received a grant award of \$150,000 from the David & Lucile Packard Foundation for Project DATA (Developing a Team Approach) to support the continuing development of the Violence Prevention Information Library (VPIL), a component of the CISV. ◆ Marcela Vasquez has been hired to serve as coordinator for Project DATA and is organizing a series of meetings with county departments. ◆ Project DATA funding will be used to establish an effective collaborative process for the creation of the VPIL. ◆ A pilot linking demonstration between the Department of Alcohol & Drug Services and the PHD death records has been completed. ◆ A total of 14 multidisciplinary agency representatives have been interviewed. The interviews served as a means of collecting information about databases that may be included in the VPIL. ◆ In FY99/00, PH Data Management received \$40,000 through VPAP funding to include an intimate partner violence and violent sexual assault survey as part of the Behavior Risk Factor Survey. The telephone survey was completed early this year and results of the survey will be made available to the VPTG at their meeting in 09/01. ◆ In August 2000, Project DATA was awarded \$50,000 from the VPTG to support multi-agency participation, staffing, technical issues, and data collection for inclusion in the VPIL. ◆ Project DATA has applied for additional funding from the David & Lucile Packard Foundation and will receive notice of an award in July 2001.

VPAP Recommendation Implementation Community Lead Partners	
1. Youth Leadership – Youth Task Force <i>Lead Partner: Office of Human Relations in collaboration with the Violence Prevention Program</i>	<ul style="list-style-type: none"> ♦ The Youth Task Force (YTF) organized a Youth Panel for the January 27th "Creating a Hate-Free Community Conference." ♦ Through VPAP funding for FY99/00, the Youth Task Force received \$59,500 to hire a Youth Task Force Coordinator to develop a YTF newsletter and provide leadership trainings to YTF members. The following has been accomplished in the past year: ♦ The YTF participated in a three-day leadership training in September 2000. The training covered such topics as conflict resolution, political and media advocacy, policy development and grant writing. ♦ The YTF sponsored and participated in several community conferences and events including the Silicon Valley Youth Service Day Youth Summit, Multicultural Conference, Women's Breakfast, and the Women and Girls Conference. ♦ Rachel Floyd, youth advocate, was hired as the YTF Coordinator (10/01). ♦ The YTF quarterly newsletter, Speak Out was distributed to over 1000 individuals and community groups throughout the year 2000 and plans to increase outreach in 2001. ♦ The YTF released their announcements for Minigrants in February 2001. They will be awarding the minigrants to youth groups by June 2001. ♦ Members of the YTF are working with the Human Relations Commission, Justice Review Committee on Juvenile Justice related issues within Santa Clara County. ♦ Members of the YTF advise the Human Relation Commission on a rotating basis at the HRC monthly meetings. ♦ YTF will be traveling to Sacramento for a leadership training in early Summer 2001 to learn more about local and state political procedures. ♦ The YTF is currently recruiting new members for the Task Force for 2000-2001 school years.
2. Work Group to Prevent Violence and Abuse Against People with Disabilities <i>Lead Partner – Mental Health Department in collaboration with the Violence Prevention Program</i>	<ul style="list-style-type: none"> ♦ The Committee to Prevent Violence Against People with Disabilities (CPVAPD) has developed a recruitment brochure that describes the committee's purpose, current activities and lists critical resources and hotlines for people with disabilities. ♦ Through VPAP funding in FY 99/00 (\$10,000) the CPVAPD, in conjunction with the County's Advisory Commission for People with Disabilities held three successful public hearings in Gilroy (10/24/00), Mountain View (02/10/01) and San Jose (03/29/01) to hear from people with disabilities and others about the problem of violence and abuse and potential solutions. ♦ The public hearings were supported by the County, the VPTG, the City of San Jose's Commission on People with Disabilities, the Office of the Sheriff, and nearly twenty community advocacy groups for

	<p>people with disabilities.</p> <ul style="list-style-type: none"> ◆ The final public hearing held on Thursday, March 29th 2001 from 2 - 6pm at the County Government Building at 70 West Hedding, San José was the most successful to date, with over 100 community members in attendance and strong media coverage from the major stations. ◆ Information received from these hearings will be compiled in a report for the VPTG and the Board of Supervisors. The draft report will go to the VPTG in September 2001. ◆ Through VPAP funding in FY98/99, and FY 99/00 (\$20,000), the CPVAPD hired Barbara Waxman Fidduccia, a nationally recognized disability consultant to produce a "best practices" resource inventory on policies and programs addressing violence against people with disabilities. Due to the untimely death of the consultant, the draft report has been delayed and is expected to be produced by the end of the year (2001). ◆ The CPVAPD will be actively involved in the Public Awareness Campaign to address family violence. ◆ The CPVAPD is planning to pilot a workshop training for law enforcement and health and human services professionals in Spring, 2002 to orient county professionals to the problem of violence against people with disabilities.
<p>3. Promote Awareness of Elder Abuse <i>Lead Partner:</i> <i>Department of Aging & Adult Services</i></p>	<ul style="list-style-type: none"> ◆ Since 1997, elder and dependent adult abuse reports have gone up 40%. ◆ The Social Services Agency/Department of Aging and Adult Services (DAAS) spearheaded the initial public awareness and education effort "Respect Your Elders" Campaign which was launched in Spring 1999. ◆ The Violence Prevention Action Plan's Public Awareness and Education Committee partnered with the Social Services Agency, the Council On Aging and the City of San José to promote the Campaign and the new Adult Protective Services 800 telephone number for reporting incidents of abuse and neglect. \$25,000 in VPAP funding was provided in FY98/99 to support this campaign. ◆ With VPAP funding in FY00/01, DAAS released an RFQ for the second phase of the Elder Abuse Awareness Campaign in February, 2001. ◆ Valdez & Associates, Dr. Valdez, principal, was awarded the contract in April, 2001. The Elder Abuse Awareness Campaign is expected to start in July 2001. ◆ DAAS has applied for additional VPAP funding in FY01/01 (\$75,000) to develop a training geared toward the identification, reporting and elimination of financial abuse of elders in Santa Clara County. ◆ Planning is underway to explore opportunities to integrate elder abuse awareness into the overall VPAP Public Awareness and Education Campaign.

	<ul style="list-style-type: none"> ◆ DAAS will provide an update to the VPTG at their meeting scheduled for Fall, 2001.
<p>4. Firearm Awareness Campaign <i>Lead Partner- SAFEKIDS Coalition in collaboration with the Violence Prevention Program</i></p>	<ul style="list-style-type: none"> ◆ The Public Health Department's Violence Prevention Program has been an active participant in the initiation of the Firearm Safety Committee of the Santa Clara/San Mateo SAFEKIDS Coalition. ◆ The SAFEKIDS Firearm Safety Subcommittee (FSC) has been working since Fall, 1999 to address the issue of firearm safety for children and completed initial research about gun safety "best practices." ◆ The FSC is comprised of people from law enforcement, fire departments, hospitals, health departments, and community-based organizations. ◆ The Public Health Department - Violence Prevention Program has contracted with the SAFEKIDS Coalition to develop and implement a firearm awareness and safety campaign. (FY00/01 - \$30,000) ◆ An initial draft brochure on firearm safety, which will target parents, is being finalized and will be made available in English, Spanish and Vietnamese. ◆ This brochure and plans for the overall public awareness campaign will be presented to the Board prior to implementation. ◆ It is expected that 30,000 brochures will be distributed in Santa Clara County in FY01/02. ◆ The SAFEKIDS Firearm Safety Subcommittee has hired a new Firearm Safety Coordinator, Bonnie Gradstein, MPH.
<p>5. Alcohol Policy <i>Lead Partner: Department of Alcohol and Drug</i></p>	<p>The Department of Alcohol and Drug Services (DADS) is responsible for VPAP policy recommendations which address the prevention and reduction of alcohol-related violence with environmental strategies. In 1999, DADS convened an Alcohol Policy Group (APG) to further develop the identified policy areas contained in the VPAP and to guide the process of collecting and analyzing data, standards, and model ordinance criteria. The APG received VPAP funding in FY98/99 (\$50,000) and met for over a year in subcommittees to accomplish the following:</p> <ul style="list-style-type: none"> ◆ Established a broad-based APG comprised of governmental, health and law enforcement professionals and community leaders. ◆ Convened a successful all day planning session (November 16, 1999) to engage the community in the environmental strategies policy formulation. ◆ Hired Teresa Shook, Esq., expert in legal analysis of alcohol policy as a consultant to assist the APG. ◆ Provided training to stakeholders on promising environmental prevention strategies. ◆ Provided technical assistance to local planning departments to help with public policy revisions. ◆ Developed and maintained working relationships with alcohol policy efforts throughout California.

	<p>The APG expects to present policy recommendations to the Board of Supervisors in September, 2001. The APG requested an additional \$50,000 in VPAP funding for FY00/01 and will soon announce mini-grant funding opportunities to engage youth in public awareness and education efforts.</p> <ul style="list-style-type: none"> ◆ The APG plans to seek support and funding from the Trauma Foundation which has just been awarded \$497,000 from the California Endowment to build citizen's advocacy groups in San Diego and the SF Bay area that will work to prevent alcohol-related youth violence.
<p>6. Community C.A.R.E.S. <i>Lead Partner:</i> <i>Choices for Children</i></p>	<ul style="list-style-type: none"> ◆ The Community, Coping, Assistance, Resiliency, Support (C.A.R.E.S.) Project is a collaborative project bringing stress relief training to preschoolers, their parents and childcare providers. ◆ C.A.R.E.S. was awarded \$60,000 in FY 00/01 to develop and conduct trainings and to hire a part-time coordinator. ◆ Choices and the VPP have worked together to translate all materials into Spanish. ◆ Choices for Children held a two-day training February 10 and 12 for 35 childcare professionals who will participate as Lead Trainers in the Community C.A.R.E.S. project. ◆ Lead Trainers are expected to train 2-3 additional childcare professionals from their centers or family child care homes within the next year. ◆ Choices holds monthly support meetings for all lead trainers to discuss implementation successes and concerns. ◆ The training was conducted by Gloria Elder, Director of the Wholistic Stress Institute and founder of the Pre-School Stress Relief Training in Georgia. ◆ Choices for Children have hired Michelle Scatena as the project coordinator. ◆ C.A.R.E.S. has applied for the City/County JPA funding for FY01/02 to continue their training project.

<p>7. Institute for Non-Violence <i>in collaboration with the Santa Clara County Office of Human Relations (OHR) and Gavilan Community College (GCC)</i></p>	<p>The Institute for Non-Violence is a community organization with its headquarters in South County which was established in 1998 to address the disproportionate rate of violence in South County. The Institute was awarded \$78,000 in VPAP funding for FY00/01 to develop violence prevention trainings for future educators. OHR is serving as the administrative and fiscal agent for the Institute until they can acquire 501C3 status. The collaborative has accomplished the following in the past 6 months:</p> <ul style="list-style-type: none"> ♦ The Institute has partnered with the OHR and Gavilan Community College to develop and implement a student/teacher/community training in non-violence and violence prevention at the community college level, "Project Paz." ♦ To date, 49 students and 9 community college staff have received training and 24 students are participating in community service learning projects. ♦ A peer mentoring program is being developed along with a website for the Institute. ♦ Gavilan College students, guided by OHR staff and Gavilan college staff, have been hired to help lead implementation efforts. ♦ The Institute is planning to expand the violence prevention training to other local universities and colleges and has applied for second year VPAP funding for FY01/02 to do so.
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Sources of Funding

The Public Health Department's Violence Prevention Program receives \$350,000 annually in ongoing funding from the Santa Clara County Board of Supervisors for VPAP implementation. Currently the VPP/ VPAP Implementation and PeaceBuilders Program are funded through the following sources:

Santa Clara County Board of Supervisors

VPP Staffing	\$247,000	(3.5 FTE)
PeaceBuilders Staffing and Materials	\$175,000	(two .5 FTE)
VPAP Implementation	\$350,000	

The David & Lucile Packard Foundation	\$150,000	Project DATA
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SCC/ City of San Jose Joint Powers Authority	\$30,000	PeaceBuilders
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TOTAL	\$952,000.	
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**Violence Prevention Program / PeaceBuilders Program
Description of Staff Support for FY 01/02**

Public Health Department staff listed below have the following roles and responsibilities:

For the past two years, Aimee Reedy, MPH, Senior Manager, Health Planning and Evaluation has provided administrative consultation and oversight of Violence Prevention Program staff. In March, 2001, the Public Health Department (PHD) made the decision to move coalitions that had completed a strategic planning process and moved into their second year or more of implementation into other parts of the PHD. Effective June 1, 2001, the Violence Prevention Program will report to the Health Protection Division under Zakiyyah El' Amin, Senior Manager.

Andrea Villasenor-Perry, MSW, Program Manager, Violence Prevention Program and PeaceBuilders (1.0 FTE) is responsible for direct supervision of all VPP and PB Program staff and provides leadership for and assists with the VPAP implementation with the support of the VPP Health Educator, PB Program staff, and the administrative support staffperson.

Kris Lee Freiwald, VPP Health Education Specialist (0.5 FTE) is assigned to staff all youth-related violence prevention work and assists with VPAP implementation in the areas of public awareness and education.

Susan Lowery, VPP Health Education Specialist (0.5FTE) has been re-hired effective April 16, was formerly the Coordinator for the PeaceBuilders Program and is now assigned to staff the parent education and media literacy efforts and Firearm Safety Committee.

Alice Kawaguchi, MPH, PeaceBuilders Coordinator, Health Education Specialist, (0.5 FTE) is assigned to lead the implementation of the PeaceBuilders Program. Currently, PeaceBuilders is being implemented at 28 school sites in Santa Clara County.

Christina Tiscareno, Health Education Associate, PeaceBuilders Program (0.5 FTE) is bilingual/bicultural and is skilled at working with monolingual Spanish-speaking parents. She provides outreach services to families and assists with other PeaceBuilders activities.

Tami Meyer, Advanced Clerk Typist (0.5 FTE) is currently providing administrative support to the VPP/ PB Programs until full-time support staff can be hired.

VPAP – Future Directions

Strategic Planning underway

The Violence Prevention Task Group (VPTG) and VPAP Work Groups have begun discussion about the future of the VPAP. Toward this end, on February 28, 2001, Larry Cohen, MSW, Executive Director of the Prevention Institute in Berkeley, was invited to meet with members of the VPTG and the VPAP Work Groups to initiate the dialogue regarding future planning. The VPTG will continue this discussion at a special meeting planned for August, 2001.

Planning for VPAP Evaluation

All VPAP activities funded must include an evaluation component and there is ongoing evaluation of all VPP and VPAP work. In addition, the PHD is currently working to develop a Department-wide program evaluation framework. The Health Planning and Evaluation Division is engaged in a process that will establish evaluation questions, indicators and performance measures to be used in evaluating all of the department's programs and services. This PH evaluation framework will be applied to the Public Health Violence Prevention Program's activities in the coming fiscal year to complement the ongoing plan evaluation currently in use.

Future Funding

Over the past two year period, the Public Health Department and Violence Prevention Program have been aggressive in seeking funding from national and local sources. Last fall, (2000) the VPTG submitted an application for a federal (SAMHSA) grant for a coordinated youth violence prevention strategy. In 1999, applications for funding were also submitted to the California Wellness Foundation and the David & Lucile Packard Foundation. The PHD successfully applied for and received funding from the David & Lucile Packard Foundation in December 1999 for Project DATA, a component of the Violence Prevention Information Library (VPIL) and successfully applied for additional funding for the PeaceBuilders Program from the Santa Clara County/ City of San Jose Joint Powers Authority in May 2000. The PHD Violence Prevention Program will

continue to seek funding at all levels and next year a number of VPAP Work Groups intend to seek funding from government, foundation and other local sources.

Conclusion

In closing, the Public Health Department anticipates the opportunity to improve and expand upon violence prevention efforts to date. Fortunately, the concept of prevention and early intervention are gaining more advocates at the national, state and local level. In the past four years, a great deal of national attention has been placed on youth violence prevention. In California, the passage of Proposition 10 has offered local communities a vision of hope for reducing and preventing violence with increased resources for prevention and early intervention.

Locally, these promising trends are even stronger. Santa Clara County is fortunate to have policymakers who unequivocally support effective prevention initiatives. The Public Health Department looks forward to a continuing strong partnership with the Santa Clara County Board of Supervisors, Violence Prevention Task Group, and VPAP Work Groups to continue the critical work to reduce and prevent violence in our county community.

Violence Prevention Task Group Roster

Task Group Members and Designees:

Lead Partner for the following Workgroups:

1. Child Abuse Council

Representative: Erin Simile, Chair

Designee: Rev. Anne Carlson

2. Commission on the Status of Women

Representative: Gay Katilius, Chair

Designee: Jo Seavey

3. Domestic Violence Council

Representative: Judge Len Edwards

Designee: Wiggys Sivertsen

4. Office of Human Relations

Representative: James McEntee, Director

Youth Task Force

5. Human Relations Commission

Representative: Gertrude Welch, Chair

6. Social Services Agency

Representative: Will Lightborne, Director

Designee: Mary Helen Doherty

Promoting Awareness of Elder Abuse

7. Department of Aging and Adult Services

Representative: Betty Malks, Director

Designee: Jamie Buckmaster

Promoting Awareness of Elder Abuse

8. Mental Health Board

Representative: Navah Statman, Chair

9. Mental Health Department

Representative: Nancy Peña, Director

Designee: Bob Porter

Workgroup to Prevent Violence Against People with Disabilities and Family Violence Prevention Training - In collaboration with the Public Health Department Violence Prevention Program

10. Department of Alcohol and Drug Services

Representative: Bob Garner

Designee: Rogelio Balderas

Alcohol Policy

11. Office of the District Attorney

Representative: George Kennedy, District Attorney

Designee: Marc Buller, Deputy District Attorney

12. Office of the Public Defender

Representative: Jose Villarreal, Public Defender

Designee: Joe Guzman

13. Office of the Sheriff

Representative: Laurie Smith, Sheriff

Designee: Undersheriff Steve Cushing

14. Probation Department

Representative: John Cavalli, Chief of Probation

Designee: Glenn Arima

15. Office of the County Executive

Representative: Richard Wittenberg, County Exec.

Designee: Alice Foster, Deputy County Executive

16. Public Health Department

Representative: Guadalupe S. Olivas, Ph.D., Director
Chair, Violence Prevention Task Group

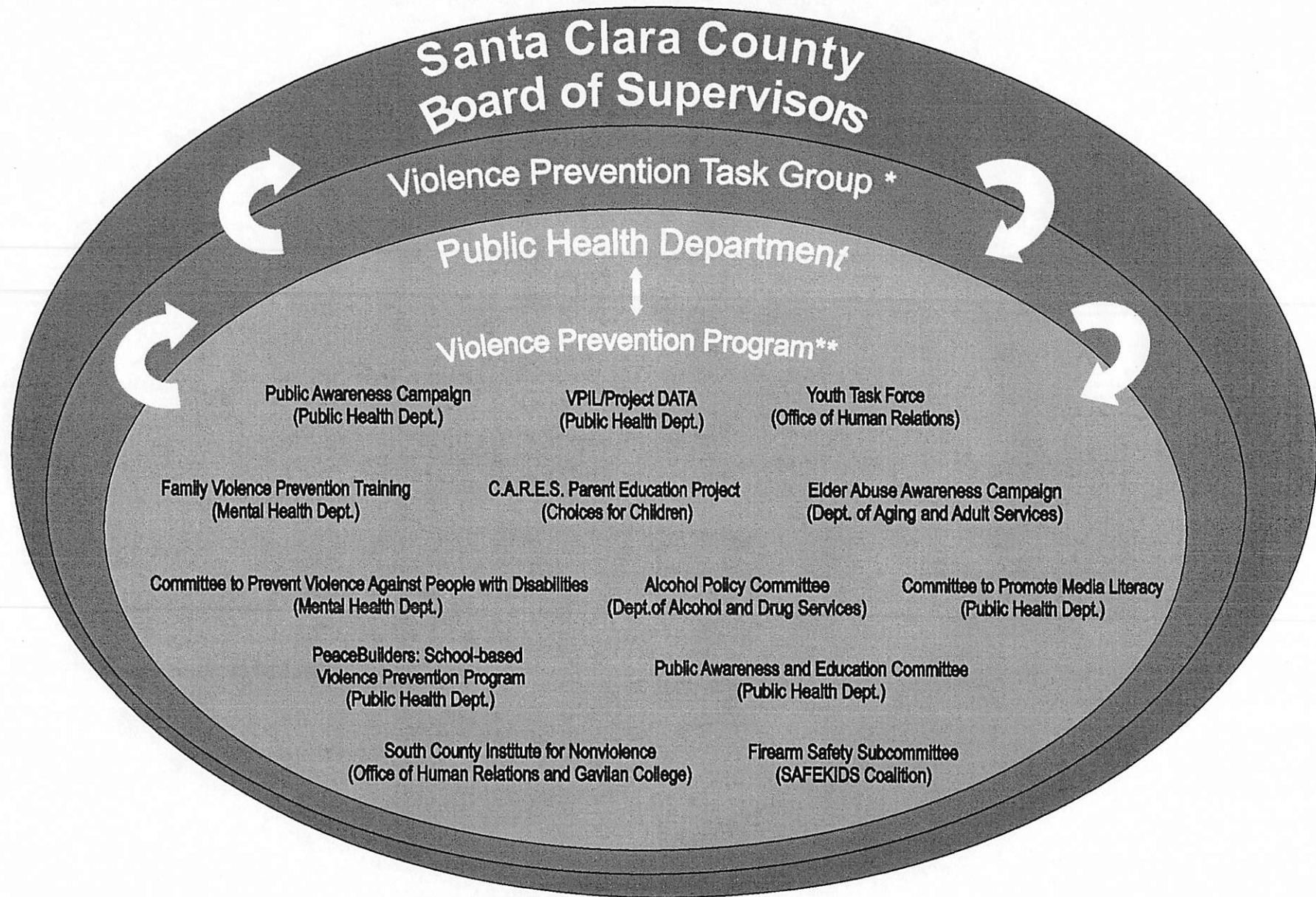
Public Awareness Campaign; Media Literacy; Parent Education; Family Violence Prevention Training; Proactive Outreach to Community and Media; Community support for PeaceBuilders.
In collaboration with Mental Health: Workgroup to Prevent Violence Against People with Disabilities
In collaboration with community groups: the Firearms Awareness Campaign
In collaboration with the Office of Human Relations: Youth Task Force

17. Department of Corrections

Representative: Timothy Ryan, Chief of Corrections

Designee: Robert Bravo

Violence Prevention Action Plan Implementation ~ Flow Chart



* Dr. Guadalupe Olivas, Director of Public Health, Chair of the Violence Prevention Task Group

** Lead Partners are specified in parentheses under each project or workgroup.

<div><div>Violence Prevention Action Plan Update on Implementation May 16, 2001</div><div>Santa Clara County Public Health Department Violence Prevention Program</div></div>

<div><div>Introduction</div><div><p><i>Over the past decade, violence has increasingly been recognized as among the biggest health threats in the United States. While crime in the United States is decreasing and is now at its lowest level since 1973, experts caution that this is no time for complacency.</i></p><ul style="list-style-type: none">✓ While the youth homicide rate has been declining in the past few years, gun violence remains the leading cause of death in California for youth between the ages of 13 and 19 (CA Wellness Foundation, Portfolio, Fall, 2000).✓ A study by the American Psychological Association (APA) completed after the tragedy in Columbine, indicated that as many as 20-25% of youth may suffer from serious mental illness and are at high-risk for suicide (Garbarino, 1999).</div></div>
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<div><div>Introduction (cont.)</div><div><ul style="list-style-type: none">✓ Family violence continues to be a "health crisis in lives of women and children." Some 90% of battered women reported that their children were present when they were beaten (Santa Clara County's Green Book Project, 1999).✓ Recent research and the anecdotal experience of those who work with the disabled suggest that persons with disabilities are experiencing a heightened risk of becoming victims of violence and abuse (Joan Petersilia, Ph.D., Human Rights, Winter, 2000).✓ In Santa Clara County, violence and abuse statistics show that there were over 20,000 child abuse reports, nearly 8,000 domestic violence calls to law enforcement agencies, and over 1,200 cases of elder abuse (SCC Public Health Dept., 2000).</div></div>
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History of the Violence Prevention Program (VPP) and the Violence Prevention Action Plan (VPAP)

In May, 1996, Public Health Department (PHD) received two year grant from the David & Lucile Packard Foundation to develop a Violence Prevention Program.

Purpose of this effort is two-fold:

- ✓ Apply public health approach to problem of violence.
- ✓ Increase community's commitment to violence prevention strategies, public policies, and programs.

PHD began working in Several Key Areas (July 1996-June 1997)

- ✓ Creating a framework for better collection/analysis of violence-related data.
- ✓ Researching "best practices"- school and community-based in violence prevention.
- ✓ Reviewing efforts to address violence in media.
- ✓ Developing strategies to reduce & prevent firearm violence.

Purpose of Violence Prevention Action Plan

The purpose of Santa Clara County's Violence Prevention Action Plan (VPAP) is to prevent violence, as well as, psychological and physical abuse and related injury, trauma, death, disability, and crime through the implementation of multiple levels of prevention and intervention and through collaborative county-wide action in order to create a safer, healthier, more economically viable community.

Definition of Violence

"The threatened or actual use of physical or psychological force or power against another person, against oneself, or against groups or community that either results in, or has the high likelihood of resulting in injury (physical or psychological), death or deprivation."

(Adapted from the Centers for Disease Control and Prevention)

Goals of VPAP

- ✓ To raise public awareness about violence in our society.
- ✓ To advocate for policies, strategies, and organizational changes which promote prevention and early intervention, best practices and collaborative action.
- ✓ To refocus the community's attention on the social values which promote nonviolence.
- ✓ To work with communities to build on their capacity.
- ✓ To focus special attention on the importance of involving youth in school and community-based violence prevention efforts.
- ✓ To expand and develop new funding and prioritize existing resources.

VPAP Recommendations Guided by these Principles:

- ✓ Violence is a complex problem which requires a comprehensive, data-driven, multi-level & multi-dimensional approach.
- ✓ Violence is learned behavior and therefore, preventable.
- ✓ Violence prevention requires collaborative community-wide efforts.
- ✓ Conceptual framework, policy recommendations & strategies contained in "Vision of Hope." (1995)
- ✓ Research on "best practices."
- ✓ VPC identifies three priority areas for recommendations:
 - promoting violence-free relationships;
 - reducing and preventing alcohol-related violence; and
 - firearm-related violence.

Initiation of Violence Prevention Action Planning Process

- ✓ In January, 1997, Jim Beall, Chair of the Board of Supervisors asked PHD to coordinate and develop a comprehensive county-wide action plan for violence prevention.
- ✓ In May, 1997, the Violence Prevention Council convened to lead the development of a collaborative county-wide action plan.
- ✓ In June, 1997, the Board of Supervisors approved funding for staff (\$247,000) to institutionalize the program.
- ✓ Committees formed to develop recommendations:
 - ✓ Community Assessment and Data
 - ✓ Policy Development
 - ✓ Public awareness and education
 - ✓ Community-based initiatives

Initiation of Violence Prevention Action Plan Process (cont.)

- ✓ In November, 1997, an all day action planning conference convened with over 250 community members.
- ✓ In June, 1998, Board of Supervisors approved set-aside of \$350,000 to fund VPAP recommendations.
- ✓ Nine community hearings were held to hear from county residents.
- ✓ All Board members convened hearings in their own districts.
- ✓ On October, 1998, the VPAP was first presented to the Board of Supervisors.

Review process for VPAP Recommendations

- ✓ Public Hearings were held on VPAP recommendations in October & December 1998 and February and March 1999
- ✓ Board modifies VPAP recommendations on firearms & alcohol approves all recommendations with exception of governance.
- ✓ April 1999, \$350,000 was released to PHD for VPAP implementation.
- ✓ December 7, 1999 - Board approved modified governance and organizational model - the Violence Prevention Task Group.

The Violence Prevention Task Group meets for first time in February, 2000.

The VPTG was designated by the Board of Supervisors (12/99) to:

- ✓ Coordinate & monitor the implementation of the VPAP.
- ✓ Make funding recommendations to Board on annual VPAP expenditure plan.
- ✓ Advocate for VP policies, strategies, and programs.

VPTG Membership

Representatives from the following commissions:

- ✓ Domestic Violence Council
- ✓ Child Abuse Council
- ✓ Human Relations Commission
- ✓ Commission on the Status of Women
- ✓ Mental Health Board

VPTG Membership (cont.)

Representatives from the following departments:

- ✓ Office of the County Executive
- ✓ Social Services Agency
- ✓ Public Health Department
- ✓ Office of the Sheriff
- ✓ Mental Health Department
- ✓ Probation Department
- ✓ Office of the District Attorney
- ✓ Office of the Public Defender
- ✓ Department of Aging and Adult Services
- ✓ Department of Alcohol & Drug Services
- ✓ Department of Corrections
- ✓ Office of Human Relations

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This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is a faint vertical crease down the center, suggesting it might be a notebook page or a piece of paper designed for two columns of writing. The paper appears slightly aged or off-white.

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This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 10 visible lines, creating 9 rows for writing. The paper appears slightly aged or off-white.

**Public Awareness and Education (PA & E) Committee -
Community Outreach and Outreach to Media**

VPP staff and PA & E Committee have accomplished the following over the past two years:

- ✓ Supported Child Abuse Symposium, DV Council Conference and Youth Asset Development Seminar (1999).
- ✓ Helped to organize the "Silence the Violence" Bus Tour in 09/99 to support funding for youth violence prevention.
- ✓ Hired the Berkeley Media Studies Group to help develop & train a VPAP Speaker's Bureau (Fall, 2000).
- ✓ Planned a follow-up training for Fall, 2001.
- ✓ Reviewed VP educational materials to make materials available to community groups.
- ✓ Provided on-going input on Public Ed. Campaign development to Valdez & Associates.
- ✓ Prepared for community mobilization phase of Public Ed. Campaign.
- ✓ Planned to assist with firearm safety awareness campaign beginning 06/01.

Parent Education & Media Literacy

- ✓ A successful conference on primary prevention and media literacy was held on December 3, 1999, with over 400 in attendance, mostly childcare providers and parents.
- ✓ The conference was sponsored and funded by the Santa Clara County Board of Supervisors, the David & Lucile Packard Foundation, the Santa Clara County Social Services agency and several other county and community agencies.
- ✓ The committee held a second successful conference on media literacy January 20, 2001. This conference was attended primarily by parents, teachers, childcare providers and youth.
- ✓ The conference presented information from two nationally recognized keynote speakers and 4 skill-based workshops.
- ✓ The committee has begun working on a training on media literacy as well as making materials on the topic available through schools, PTAs, and libraries.
- ✓ VPP staff plan to hire a consultant to develop a "best practices" resource inventory.
- ✓ VPP staff are working with the Diocese of San Jose to support a "Children and Violence in the Media" Conference on October 13, 2001.

Family Violence Prevention Training

- ✓ The Public Health Department worked with the Social Services Agency, Mental Health and county Domestic Violence agencies to develop a curriculum for the family violence prevention training.
- ✓ 5000 Public Health employees received a daylong training on family violence prevention in October 1999.
- ✓ In FY 99/00, \$30,000 was awarded to the Mental Health Department to provide training to all employees.
- ✓ The following DV agencies were part of the training collaborative hired for Mental Health - AACI, Community Solutions, Next Door, and GNSW.
- ✓ Mental Health Trainings are being conducted in April, May, and June, 2001.
- ✓ Training evaluations will be made available to the VPTG in 06/01.

Building Community Support for PeaceBuilders and other Best Practices In School-based Violence Prevention

VPP/PB staff have worked to build community support for PeaceBuilders and accomplished the following:

- ✓ Secured three year's funding from the David & Lucile Packard Foundation (09/97 - 09/00) to implement PeaceBuilders at six schools.
- ✓ Secured initial \$75,000 from BOS in June 1998 to expand program to eight additional schools.
- ✓ Secured funding during mid-year budget hearings to expand PB program to 10 new schools in FY 00/01.
- ✓ Developed methods to assist implementation such as: on-going school assessments, quarterly newsletters, parent presentations.
- ✓ Hired a (FTE .5) bilingual/bicultural Health Educator, Christina Tricoreño, to work with Spanish-speaking parents.
- ✓ Hired a new Program Coordinator, Alice Kawaguchi, (11/01).
- ✓ Currently working to improve translation of materials and evaluation instruments.
- ✓ Planning underway to pilot a partnership with OHR's conflict resolution program (CREST) in 00/01.
- ✓ Currently reaching over 18,000 children in county schools.

Comprehensive Information System on Violence (CISV) Project DATA

- ✓ The Interagency Task Force, chaired by the County Executive's Office, has worked closely with information systems to lay the foundation for a more coordinated system of data collection and analysis across departments (1998).
- ✓ Sociometrics has been hired as a consultant to provide technical assistance for initial development of a data warehouse.
- ✓ In December, 1999, the Public Health Department received a grant award of \$150,000 from the David & Lucile Packard Foundation for Project DATA (Developing a Team Approach) to support the continuing development of the Violence Prevention Information Library (VPL), a component of the CISV.
- ✓ Marcela Vasquez has been hired to serve as coordinator for Project DATA and is organizing a series of meetings with county departments (FY 00/01).
- ✓ Project DATA funding will be used to establish an effective collaborative process for the creation of the VPL.
- ✓ A pilot linking demonstration between DADs & PHD death records has been completed.
- ✓ The PHD has included an intimate partner violence and sexual assault survey as part of the BRF this year.
- ✓ Project DATA has applied for additional funding from the David & Lucile Packard Foundation and will receive notice of an award in July 2001.

Youth Leadership - Youth Task Force

- ✓ The Youth Task Force (YTF) organized a Youth Panel for the January 27th Creating a Hate-Free Community Conference.
- ✓ The YTF participated in a three-day leadership training in September 2000. The training covered such topics as conflict resolution, political and media advocacy, policy development, and grant writing.
- ✓ The YTF has sponsored and participated in several community conferences and events.
- ✓ The YTF quarterly newsletter, "Speak Out" was distributed to over 100 individuals and community groups throughout 2000.
- ✓ The YTF released their announcements for mini-grants in February 2001. They will be awarding the mini-grants to youth groups by June 2001.
- ✓ Members of the YTF are working with the Human Relations Commission, Justice Review Committee on Juvenile Justice related issues within Santa Clara County.
- ✓ Members of the YTF advise the Human Relations Commission on a rotating basis at the HRC monthly meetings.
- ✓ YTF will be traveling to Sacramento for a leadership training in early Summer 2001 to learn more about local and state political procedures.
- ✓ The YTF is currently recruiting new members for the Task Force for 2001-2002 school years.

The Committee to Prevent Violence and Abuse Against People with Disabilities

- ✓ The Committee to Prevent Violence Against People with Disabilities has developed a recruitment brochure that describes committee activities and lists critical resources and hotlines for the community.
- ✓ The CPVAD has sponsored three successful hearing this past year in Gilroy (10/24/00), Mountain View (02/10/01), and San Jose (03/28/01).
- ✓ Public Hearings supported by the County, Commission on Persons with Disabilities and nearly 20 community advocacy groups for people with disabilities.
- ✓ First public hearing at 70 West Hedding had over 100 in attendance and received strong media coverage.
- ✓ Transcripts from the hearings are being compiled into a report for the VPTG and Board and will be available 09/01.
- ✓ A "best practices" resource inventory on policies and programs to address violence against people with disabilities is expected by Fall, 2001.

Promote Awareness of Elder Abuse

- ✓ The Social Services Agency/Department of Aging and Adult Services (DAAS) spearheaded the initial public awareness and education effort "Respect Your Elders" Campaign which was launched in Spring, 1999.
- ✓ A new 800 telephone number helped launch the campaign.
- ✓ This campaign was a great success with over 9,000 calls to the 800 number during a six-month period.
- ✓ With VPAP funding in FY 00/01, DAAS released an RFO for the second phase of the Elder Abuse Awareness Campaign in February, 2001.
- ✓ Valdes & Associates, Dr. Valdes, principal, was awarded the contract in April, 2001. The Elder Abuse Awareness Campaign is expected to start in July, 2001.
- ✓ DAAS has applied for additional VPAP funding in FY 01/01 (\$75,000) to develop a training geared toward the identification, reporting and elimination of financial abuse of elders in Santa Clara County.
- ✓ Planning is underway to explore opportunities to integrate elder abuse awareness into the overall VPAP Public Awareness and Education Campaign.
- ✓ DAAS will provide an update to the VPTG at their meeting scheduled for Fall, 2001.

Firearm Awareness Campaign

- ✓ The Public Health Department's Violence Prevention Program has been an active participant in the initiation of the Firearms Safety Subcommittee of the Santa Clara/San Mateo SAFEKIDS Coalition.
- ✓ The SAFEKIDS Firearms Safety Subcommittee has been working since fall 1999 to address the issue of firearm safety for children and has completed initial research about gun safety "best practices."
- ✓ The FSC is comprised of people from law enforcement, fire departments, hospitals, health departments, and community-based organizations.
- ✓ The Public Health Department - Violence Prevention Program has contracted with the SAFEKIDS Coalition to develop and implement a firearm awareness and safety campaign (FY 00/01 - \$30,000).
- ✓ An initial draft brochure on firearm safety, which will target parents, is being finalized and will be distributed in English, Spanish, and Vietnamese beginning in June, 2001.
- ✓ This brochure and plans for the overall public awareness campaign will be presented to the Board prior to implementation.
- ✓ It is expected that 30,000 brochures will be distributed in Santa Clara County in FY 01/02.
- ✓ The SAFEKIDS Firearms Safety Subcommittee has hired a new Firearm Safety Coordinator, Bonnie Gradstein, MPH.

Alcohol Policy

In 1999, DADS convened an Alcohol Policy Group (APG) to further develop the identified policy areas contained in the VPAP and to guide the process of collecting and analyzing data, standards, and model ordinance efforts. The APG received VPAP funding in FY 98/99 (\$50,000) and met for over a year in subcommittees to accomplish the following:

- ✓ Established a broad-based APG comprised of governmental, health, and law enforcement professionals and community leaders.
- ✓ Convened a successful all day planning session (November 16, 1999) to engage the community in the environmental strategies policy formulation.
- ✓ Hired Teresa Shook, Esq., expert in legal analysis of alcohol policy as a consultant to assist the APG.
- ✓ Provided training to stakeholders on promising environmental prevention strategies.
- ✓ Provided technical assistance to local planning departments to help with public policy revisions.
- ✓ Developed and maintained working relationships with alcohol policy efforts throughout California.
- ✓ Will announce mini-grant funding to engage youth in alcohol-prevention effort in Fall, 2001.

Community C.A.R.E.S.

- ✓ The Community, Coping, Assistance, Resiliency, Support (C.A.R.E.S) Project is a collaborative project bringing stress relief training to preschoolers, their parents, and childcare providers.
- ✓ C.A.R.E.S. was awarded \$60,000 in FY 00/01 to develop and conduct trainings and to hire a part-time coordinator.
- ✓ Choices and the VPP have worked together to translate all materials into Spanish.
- ✓ Choices for Children held a two-day training February 10 and 12 for 35 childcare professionals who will participate as Lead Trainers in the Community C.A.R.E.S project.
- ✓ Lead Trainers are expected to train 2-3 additional childcare professionals from their centers or family child care homes within the next year.
- ✓ The training was conducted by Gloria Elder, Director of the Wholistic Stress Institute and founder of the Pre-School Stress Relief Training in Georgia.
- ✓ Choices for Children have hired Michelle Scatena as the project coordinator.
- ✓ C.A.R.E.S has applied for the City/County JPA funding for FY 01/01 to continue their training project.

Institute for Non-Violence

- ✓ The Institute for Non-Violence is a community organization with its headquarters in South County which was established in 1998 to address the disproportionate rate of violence in Santa County.
- ✓ The Institute was awarded \$78,000 in VPAP funding for FY 00/01 to develop violence prevention trainings for future educators. The collaborative has accomplished the following in the past 6 months:
 - The Institute has partnered with the OHR and Gavilan Community College to develop and implement a student/teacher/community training in non-violence prevention at the community college level, "Project Paz."
 - To date, over 49 students and 9 college staff have been trained and 24 students are participating in community service learning projects.
 - A peer mentoring program is being developed along with a website for the institute.
 - Contract staff have just been hired to lead implementation efforts.
 - The Institute is planning to expand the violence prevention training to other local universities and colleges and has applied for second year VPAP funding for FY 01/02.

Attachment B

Sources of funding

Santa Clara County Board of Supervisors		
VPP staffing	\$247,000	3.5 FTE
PeaceBuilders Staffing and Materials	\$175,000	(2).5 FTE
VPAP Implementation (on-going funding)	\$350,000	
The David & Lucile Packard Foundation		
	\$150,000	Project DATA
SCC/City of San Jose Joint Powers Authority		
	\$30,000	PeaceBuilders
Total	\$952,000	

Violence Prevention Program/ PeaceBuilders Program Staff

- ✓ Aimee Reedy, MPH, Senior Manager, Health Planning & Evaluation
- ✓ Andrea Vilaseñor-Perry, MSW, VPP Program Manager (1.0 FTE)
- ✓ Kris Lee Frelwald, VPP Health Education Specialist (0.5 FTE)
- ✓ Susan Lowery, VPP Health Education Specialist (0.5 FTE)
- ✓ Alice Kawaguchi, MPH, PeaceBuilders Coordinator,
Health Education Specialist (0.5 FTE)
- ✓ Christina Tiscareño, Health Education Associate,
PeaceBuilders Program (0.5 FTE)
- ✓ Tamí Meyer, Advanced Clerk Typist (0.5 FTE)

Future Direction & Funding

- ✓ VPP and VPAP will benefit from PHD's strategic planning effort.
- ✓ Working with Larry Cohen and the Prevention Institute to assist with planning for future of violence prevention.
- ✓ New PHD evaluation framework will be more uniformly applied to VPAP work in 01/02.
- ✓ Plan to develop aggressive effort to obtain more government (federal & state) and foundation money for VP efforts.
- ✓ PHD/VPP look forward to improving and expanding VP efforts to date.

Dedicated to the Health
of the Whole Community

HHS # 2
05 09.00



Approved Accepted Adopted Denied Presented

BY THE BOARD OF SUPERVISORS
OF THE COUNTY OF SANTA CLARA

Phyllis A. Perez, Clerk of the Board

By *[Signature]*
Deputy Clerk
Date: **MAY 09 2000**

Administration
2220 Moorpark Avenue
San Jose, California 95128
Tel. (408) 885-4202
Fax. (408) 885-4248

Prepared by: Andrea V. Perry, Sr. Health Care Analyst
Reviewed by: Aimee Reedy, Sr. Public Health Manager
Submitted by: Guadalupe S. Olivas, Ph.D., Public Health Dir.

DATE: April 21, 2000

TO: Santa Clara County Board of Supervisors

FROM: Robert Sillen, Executive Director
Santa Clara Valley Health & Hospital System

SUBJECT: Violence Prevention Action Plan (VPAP) Expenditure Plan FY 99/00

RECOMMENDED ACTION

Approve the attached recommended Violence Prevention Action Plan Expenditure Plan for FY 99/00 which has been reviewed and approved by the Violence Prevention Task Group.

FISCAL IMPLICATIONS

No additional General Funds are required as a result of this action. The Board approved \$350,000 ongoing funding during the FY 99/00 budget hearings for implementation of the Violence Prevention Action Plan.

CONTRACT HISTORY

Not applicable.

REASONS FOR RECOMMENDATION

Approval of the Violence Prevention Action Plan (VPAP) 1999/00 Expenditure Plan will allow for the release of the \$350,000 in the annual general funds set aside to implement year two of the VPAP.

BACKGROUND

The Violence Prevention Program was initiated in 1996 with a two-year grant from the David & Lucile Packard Foundation. Since that time, with support from the Board of Supervisors, the Violence Prevention Program has expanded and become institutionalized. On April 6, 1999, after modifying the Violence Prevention Action Plan (VPAP) recommendations, the Board of Supervisors approved the 1998/99 VPAP Expenditure Plan (with the exception of the Governance recommendations) and released \$350,000 in annual general fund reserves set aside for its implementation.

At the December 7, 1999 meeting of the Board of Supervisor, the Board designated the Violence Prevention Task Group (VPTG) as the organizational mechanism charged with coordinating and guiding the implementation of the Violence Prevention Action Plan in a collaborative, coordinated, and efficient manner. The VPTG membership includes the Lead Partners taking responsibility for components of the plan and the chairs and directors (or their designees) from the following County-wide commissions, councils, departments and agencies: (see Attachment A for the roster of current VPTG membership)

- Domestic Violence Council
- Child Abuse Council
- Human Relations Commission
- Office of Human Relations
- Commission on the Status of Women
- Office of the County Executive
- Social Services Agency Administration
- Department of Aging and Adult Services
- Health & Hospital System (Public Health, Mental Health and Department of Drug & Alcohol Services)
- Mental Health Board
- Office of the District Attorney
- Office of the Public Defender
- Office of the Sheriff
- Probation Department
- Department of Corrections

The first meeting of the Violence Prevention Task Group was convened by the Public Health Department on February 3, 2000. The focus of the first meeting was to further refine the organizational structure designated by the Board to implement the Violence Prevention Action Plan. The discussion centered on delineating a decision-making process and on understanding the roles and responsibilities of the VPTG, Lead Partners and VPAP workgroups. In addition, the VPTG reached agreement on the criteria for funding and process for review of the budget requests from the VPAP workgroups for FY 99/00 and FY 00/01.

The Funding Request Criteria adopted by the Violence Prevention Task Group states that funding requests submitted to the VPTG must:

- Be consistent with the Action Plan recommendations.
- Demonstrate a "Best Practices" approach to program implementation. (Programs funded will demonstrate at a minimum, beginning evaluation results and/or promising research-based results).
- Involve county and community agencies as collaborative partners.
- Maximize existing resources and include a plan for evaluation (with outcome measures) and future funding.
- Contain a realistic timeline and workplan.

(Attachment B delineates both the timeline adhered to for requesting funds for FY 99/00 as well as the timeline for submitting funding requests for FY 00/01)

The VPTG meeting on March 3, 2000, focused on review of the budget requests submitted to the Public Health Department's Violence Prevention Program for FY 99/00. Each of the Lead Partners had submitted a four to ten page written Funding Request and gave an oral presentation to VPTG members. At the March meeting, VPTG members agreed to an additional special meeting to review two funding requests that were not approved at the March 3rd meeting. On April 7, 2000, the final two revised VPAP funding requests for FY 99/00 were reviewed and approved by the VPTG members. (see **Attachment C for an outline of the VPAP Expenditure Plan for FY 99/00**). The Public Health Department presented the FY 99/00 VPAP Expenditure Plan to the Health and Hospital Committee on April 19.

CONSEQUENCES OF NEGATIVE ACTION

Failure to approve this action will result in the lack of funding to continue implementation of the Violence Prevention Action Plan.

STEPS FOLLOWING APPROVAL

Return approved transmittal to SCVH&HS Administration.

Violence Prevention Task Group Roster

Task Group Members and Designees:

Lead Partner for the following Workgroups:

1. Child Abuse Council

Representative: Erin Simile, Chair

Designee: Rev. Anne Carlson

2. Commission on the Status Of Women

Representative: Gay Katilius, Chair

Designee: Jo Seavey

3. Domestic Violence Council

Representative: Paula Gann, Chair

4. Office of Human Relations

Representative: James McEntee, Director

Youth Task Force

5. Human Relations Commission

Representative: Gertrude Welch, Chair

6. Social Services Agency

Representative: Yolanda Lenier-Rinaldo, Director

Designee: Mary Helen Doherty

Promoting Awareness of Elder Abuse

7. Department of Aging and Adult Services

Representative: Betty Malks, Director

Designee: Jamie Buckmaster

Promoting Awareness of Elder Abuse

8. Mental Health Board

Representative: Navah Statman, Chair

9. Mental Health Department

Representative: Allan Rawland

Designee: Bob Porter

Workgroup to Prevent Violence Against People with Disabilities and Family Violence Prevention Training - In collaboration with the Public Health Department Violence Prevention Program

10. Department of Alcohol and Drug Services

Representative: Bob Garner

Designee: Rogelio Balderas

Alcohol Policy

11. Office of the District Attorney

Representative: George Kennedy, District Attorney

Designee: Margo Smith, Supervising Deputy D.A.

12. Office of the Public Defender

Representative: Jose Villarreal, Public Defender

Designee: David Mann

13. Office of the Sheriff

Representative: Laurie Smith, Sheriff

Designee: Undersheriff Bob Wilson

14. Probation Department

Representative: John Cavalli, Chief of Probation

Designee: Glenn Arima

15. Office of the County Executive

Representative: Richard Wittenberg, County Exec.

Designee: Alice Foster, Deputy County Executive

16. Public Health Department

Representative: Guadalupe S. Olivas, Ph.D., Director
Chair, Violence Prevention Task Group

Public Awareness Campaign; Media Literacy; Parent Education; Family Violence Prevention Training; Proactive Outreach to Community and Media; Community support for PeaceBuilders.
In collaboration with Mental Health: Workgroup to Prevent Violence Against People with Disabilities
In collaboration with community groups: the Firearms Awareness Campaign
In collaboration with the Office of Human Relations:
Youth Task Force

17. Department of Corrections

Representative: Timothy Ryan, Chief of Corrections

Designee: Robert Bravo

**Violence Prevention Action Plan (VPAP)
Criteria and Timeline for Funding Requests
Timeline A FY 99/00 and Timeline B FY 00/01**

Purpose and Process

The Violence Prevention Program has received \$350,000 in ongoing funding from the Board of Supervisors for the implementation of the Violence Prevention Action Plan (VPAP).

Workgroups, through their Lead Partners*, may submit funding requests to be used for the implementation of specific sections of the VPAP. These requests must be submitted to the Public Health Department Violence Prevention Program (VPP). All requests will be reviewed first by the VPP staff and then passed on to the Violence Prevention Task Group (VPTG) for review and approval. A proposed expenditure plan will then be presented to the Health and Hospital System and ultimately to the Board of Supervisors for approval.

Funding Request Criteria

Funding requests presented to the Violence Prevention Task Group (VPTG) must:

- Be consistent with the Violence Prevention Action Plan Recommendations.
- Demonstrate a "Best Practices" approach to program implementation. (Programs funded will demonstrate at a minimum, beginning evaluation results and/ or promising research-based results.)
- Involve county and community agencies as collaborative partners.
- Maximize existing resources and include a plan for evaluation (with outcome measures) and future funding.
- Contain realistic timeline and workplan.

Timeline A: Funds Available: FY 99-00 (\$350,000)

- **Tuesday February 22, 2000 by 5:00pm** - Submit requests for funding to Public Health Department Violence Prevention Program (PHD-VPP).
- **Friday February 25, 2000** - PHD-VPP to send out proposed Expenditure Plan to VPTG and Workgroups.
- **Friday March 3, 2000 1:30-3:30** - VPTG to approve 99/00 Expenditure Plan.
- **March 16 or April 5, 2000** - Expenditure Plan Transmittal goes to the Health & Hospital Committee; Roll over Funds.
- **April 2000** - Expenditure Plan goes to the Board of Supervisors for approval.
- Execute contracts to encumber funds between April and late May.

Timeline B: Funds Available: \$330,500 (\$5,500 Rollover Funds from FY 99/00 plus \$350,000 for FY 00/01 minus \$25,000 for ongoing VPAP support)

- **Wednesday June 14, 2000 5:00pm**: Deadline for Funding Request submissions to the Public Health Department - Violence Prevention Program (PHD-VPP).
- **June 14, 2000 – July 14, 2000** - PHD-VPP compiles requests
- **Monday July 17, 2000** – VPTG members receive Funding Request packet
- **August 2000** - VPTG reviews and considers requests.
- **Mid-August, 2000** - Expenditure Plan Transmittal goes to the Health & Hospital Committee
- **Early September 2000** - Expenditure plan goes to Board of Supervisors for approval
- **September – October 2000** - Execute contracts

*Lead Partners are those entities that have been designated as being responsible for leading the implementation of a specific section of the VPAP.

**Santa Clara County Public Health Department
Violence Prevention Program**
Proposed Budget Allocations for FY 99/00 Funds and some FY 98/99 Rollover Funds

Funds Allocated to Lead Partners	Summary of Areas Targeted in Recommended Allocations*	VPTG Approved for FY 99/00	Totals
Public Health Dept. – Violence Prevention Program (PHD-VPP) (for contracted services)	Public Awareness Campaign ** <ul style="list-style-type: none"> • Launches the Public Awareness Campaign – Promoting Violence-Free Relationships • This campaign is a broad-based, multi-year, multi-media campaign • An RFP will be released to hire a communications consultant, who will coordinate the implementation of this campaign. This consultant will be contracted by mid-June 2000. 	\$150,000	\$210,000 <i>includes \$60,000 rolled over from FY 98/99</i>
PHD – VPP (for contract services and supplies)	Proactive Community Outreach and Proactive Outreach to Media <ul style="list-style-type: none"> • Provides training for a Speakers Bureau on working with the media on violence and violence prevention efforts • Provides a training for media representatives on how to sensitively and accurately cover violence and violence prevention efforts • Supports the participation and planning of community and media events • Supports materials development and distribution 	\$25,000	\$25,000
Human Relations Commission in collaboration with the PHD-VPP (includes contract services)	Youth Task Force (YTF) <ul style="list-style-type: none"> • Funds Spring 2000 recruitment efforts (\$1000) • Funds Quarterly newsletter production and distribution (\$1800) • Provides Leadership Training for Central Youth Task Force members (20 youth) in Fall, 2000 (\$5,000) • Provides funds for mini-grant allocations by YTF members to youth groups throughout Santa Clara County (\$6,000) • Provides YTF support including: <ul style="list-style-type: none"> • contracted staff support (1.0 FTE) (\$41,600) • website development (\$500) • transportation of youth to meetings and (\$1,600) • dinner for meetings (\$2,000) 	\$59,500	\$67,000 <i>includes \$7,500 rolled over from FY 98/99</i>
SCVH&HS Mental Health Department in collaboration with the PHD-VPP (for contract services and supplies)	Prevention of Violence Against People with Disabilities <ul style="list-style-type: none"> • Expands the scope of work for the "best practices" Resource Inventory to include: (\$10,000) <ul style="list-style-type: none"> • National, state and local models of what works or is highly promising as related to criminal justice laws and programs • Comparison of current Santa Clara County community practices with "Best Practices" • Identification of opportunities for action in our county community and recommendations for prioritization within and outside of local government • Provides support for three Public Hearings in Fall 2000 (\$5,000) 	\$15,000	\$15,000
Mental Health Dept. (contract services)	Family Violence Prevention Training <ul style="list-style-type: none"> • Provides Family Violence Prevention training to all Mental Health Department staff (Public Health received training in fall 1999) 	\$30,000	\$30,000
PHD – Data Mgmt and Statistics (contract services)	Intimate Partner and Violent Sexual Assault Survey <ul style="list-style-type: none"> • Allows for the addition of an intimate partner and violent sexual assault modules to the Behavior Risk Factors Survey which is planned for implementation this Spring • The addition of these modules will help further define the scope and magnitude of intimate partner violence in Santa Clara County 	\$40,000	\$40,000
PHD – VPP (for contract services and supplies)	Violence Prevention Action Plan Support for FY 99/00*** <ul style="list-style-type: none"> • Provides support for VPP staff including supplies, trainings, grant writing and consultation 	\$25,000	\$25,000
Totals		\$344,500	\$412,000

*Funding requests and additional background information on any of these recommended areas are available upon request.
Please contact the Violence Prevention Program at 408-885-7924.

** A workplan for this campaign was presented to the Board of Supervisors August 1999; Campaign has been developed and is ready for implementation.

*** These support funds have been designated as an ongoing allocation by the VPTG.

Violence Prevention Action Plan (VPAP) Implementation Accomplishments-To-Date

Implementation Activity	1999/2000 Accomplishments – To – Date
Organizational Structure Development	
New Organizational Structure for County Violence Prevention Effort Established	<p>On December 7, 1999, the Board of Supervisors unanimously approved the modified governance and organizational model-the Violence Prevention Task Group (VPTG). The VPTG has been designated by the Board to coordinate and guide the implementation of the VPAP. The following has been accomplished in the past four months by the Public Health Department and VPTG:</p> <ul style="list-style-type: none"> ◆ Recruited membership for the VPTG which includes representation from the following county commissions and agencies addressing violence prevention: Domestic Violence Council, Child Abuse Council, Human Relations Commission, Office of Human Relations, Commission on the Status of Women, Office of the County Executive, Social Services Agency, Department of Aging & Adult Services, Health & Hospital System, Mental Health Board, Office of the District Attorney, Office of the Public Defender, Office of the Sheriff, Probation Department, Department of Corrections. ◆ Convened the VPTG to review and refine operational procedures. ◆ The VPTG has adopted criteria for its decision making process regarding its review of requests for use of violence prevention allocated funds. ◆ The VPTG has reviewed and made recommendations to the BOS for the expenditure allocation of FY 99/00 funds and is currently recruiting requests for use of the FY 00/01 funds.
VPAP Recommendation Implementation Lead Partner: Public Health Department – Violence Prevention Program	
1. Public Awareness and Education – Media Campaign	<ul style="list-style-type: none"> ◆ The Public Awareness and Education (PA & Ed) Committee was convened to assist with the development of multimedia, multiyear public education campaign to promote violence free relationships. ◆ The PA & Ed Committee spent several months researching best practices with public education efforts and developed the initial mission and objectives for the campaign. ◆ In August 1999, Holly Potter, of HTPotter Communications-Strategies for Prevention, was hired as the communications consultant for the purpose of assisting with the next planning phase: identifying audiences, message development, long term planning for the campaign and resource development. ◆ Holly Potter has worked with the PA & Ed committee to accomplish the following: <ul style="list-style-type: none"> ◆ Convened a Strategy Team of community leaders and stakeholders to advise the consultant during the planning process ◆ Conducted numerous one-on-one leadership interviews and 8 roundtable discussions with diverse community leaders and stakeholders to identify messages, audiences, languages, and themes for the public education campaign. ◆ Conducted a telephone poll involving several hundred county residents. ◆ A Request for Proposals has been developed for the implementation of the Public Awareness and Education campaign. It is expected to be released in June, 2000.

Violence Prevention Action Plan (VPAP) Implementation Accomplishments-To-Date

Implementation Activity	1999/2000 Accomplishments – To – Date
2. Public Awareness and Education (PA&E) Committee – Community Outreach and Outreach to Media	<ul style="list-style-type: none"> ◆ The Violence Prevention Program joined a number of county agencies, the City of San José and the San José Police Department to organize the "Silence the Violence" Bus Tour in September, 1999. ◆ This bus tour traveled to five cities in California with the purpose of educating media, opinion leaders and the public about the need for increased investment in violence prevention programs for youth. ◆ Community Outreach funds were used to support the Child Abuse Symposium, the Domestic Violence Council's annual conference, and an educational presentation on Assets Development for Youth. ◆ The Berkeley Media Studies Group has been hired to assist in the development of a Speakers Bureau and develop a media training for the VPTG and others to support the public education and awareness campaign. ◆ The committee is planning a training for media representatives on how to effectively and sensitively cover violence and violence prevention efforts in the media.
3. Media Literacy & Parent Education	<ul style="list-style-type: none"> ◆ A successful conference on primary prevention and media literacy was held on December 3, with over 400 in attendance. ◆ The Santa Clara County Board of Supervisors, the David and Lucile Packard Foundation, the Santa Clara County Social Services Agency and several other county and community agencies sponsored and funded the conference. ◆ Both keynote speakers Dr. David Walsh and Robin Karr Morse stressed the importance of early intervention and the need to support parents and others raising and nurturing children. ◆ As a follow-up to the conference the first meeting of the Media Literacy & Parent Education was held on March 30, 2000. The committee is currently developing a proposal to bring a "best practices" violence prevention training to childcare providers and parents and is committed to securing funding for the training. ◆ The committee is planning an all day media literacy conference for parents and youth in December 2000.
4. Family Violence Prevention Training	<ul style="list-style-type: none"> ◆ The Public Health Department worked with the Social Services Agency, Mental Health and county Domestic Violence agencies to develop a curriculum for the family violence prevention training. ◆ 500 Public Health employees received a daylong training on family violence prevention in October 1999. ◆ A curriculum for the Mental Health Department is under development for implementation in September 2000.
5. Building Community Support for PeaceBuilders	<ul style="list-style-type: none"> ◆ The first Santa Clara County PeaceBuilder Awards were presented at the December 3rd Violence Prevention conference to three individuals (a youth, school counselor and community volunteer) who exemplify Peace Building skills in their community. ◆ The PeaceBuilders program has been working closely with Heart Springs, Inc., the distributor of PeaceBuilders, to strategically develop a community implementation plan. ◆ The Public Health Department received funding during mid-year budget hearings to expand the

Violence Prevention Action Plan (VPAP) Implementation Accomplishments-To-Date

Implementation Activity	1999/2000 Accomplishments – To – Date
	<p>PeaceBuilders program to 10 new schools in FY 00/01.</p> <ul style="list-style-type: none"> ◆ The 10 new schools have been identified and a new (FTE .5) Health Educator has been hired to work with parents and community members. ◆ A proposal was submitted to the City/County JPA to bring the PeaceBuilders Program to 5 additional school sites in FY00/01.
<p>6. Develop a Comprehensive Information System on Violence (CISV)</p>	<ul style="list-style-type: none"> ◆ The Interagency Task Force, chaired by the County Executive's Office, has worked closely with Information Systems to lay the foundation for a more coordinated system of data collection and analysis across departments. ◆ Sociometrics has been hired as a consultant to provide technical assistance for initial development of a data warehouse for violence prevention; Efforts are underway to integrate the data warehouse concept with the cross system evaluation project. ◆ In December 1999 the Public Health Department received a grant award of \$150,000 from the David & Lucile Packard Foundation for Project DATA (Developing A Team Approach) to support the continuing development of the Violence Prevention Information Library (VPIL), a component of the CISV. ◆ Project DATA funding will be used to establish an effective collaborative process for the creation of the VPIL and will assist in the development of a pilot of such a data system by linking a limited number of databases. ◆ Carol Sullivan, MA, has been hired to produce a Violence Prevention Resource Inventory to increase community awareness and capacity about available community resources for the purpose of maximizing coordination and decreasing duplication. ◆ An assessment survey has been distributed on a countywide basis to individuals and agencies working on violence prevention in their communities. The purpose of this survey is to gather information on current violence prevention efforts and best practices. ◆ The Resource Inventory is expected to be completed by July 1, 2000. ◆ The Public Health Department has identified additional violence oriented modules to be included in the survey process it undertakes among adults as well as children and youth. Through the pooling of this funding, resources for this effort have been maximized.
<p>VPAP Recommendation Implementation Community Lead Partners</p>	
<p>1. Youth Leadership – Youth Task Force <i>Lead Partner: Human Relations Commission in collaboration with the Violence Prevention Program</i></p>	<ul style="list-style-type: none"> ◆ The Youth Task Force (YTF) organized a Youth Panel for the January 27th <i>Creating a Hate-Free Community Conference</i>. ◆ The YTF will be participating in a leadership training early in 2000. ◆ The YTF was a sponsor and participant in the Silicon Valley Youth Service Day Youth Summit on April 15, 2000. ◆ The YTF is currently recruiting new members for the Task Force. ◆ The first quarterly newsletter was distributed in the last week of April, 2000.

Violence Prevention Action Plan (VPAP) Implementation Accomplishments-To-Date

Implementation Activity	1999/2000 Accomplishments – To – Date
<p>2. Work Group to Prevent Violence and Abuse Against People with Disabilities <i>Lead Partner – Mental Health Department in collaboration with the Violence Prevention Program</i></p>	<ul style="list-style-type: none"> ◆ Barbara Waxman Fidduccia, a nationally recognized disability consultant, has been hired to produce a "best practices" resource inventory on policies and programs addressing violence against people with disabilities. ◆ A work group, with leadership from the County Commission on Persons with Disabilities, is working to plan a series of public hearings this Fall to gather input from persons with disabilities regarding issues of violence and abuse.
<p>3. Promote Awareness of Elder Abuse <i>Lead Partner: Department of Aging & Adult Services</i></p>	<ul style="list-style-type: none"> ◆ The Social Services Agency/Department of Aging and Adult Services spearheaded the initial public awareness and education effort "Respect Your Elders" Campaign which was launched in spring 1999. ◆ The Violence Prevention Action Plan's Public Awareness and Education Committee partnered with the Social Services Agency, the Council On Aging and the City of San José to promote the Campaign and the new Adult Protective Services 800 telephone number for reporting incidents of abuse and neglect. ◆ Planning is underway to explore opportunities to integrate elder abuse awareness into the overall Public Awareness and Education Campaign.
<p>4. Firearm Awareness Campaign <i>Lead Partner- SAFEKIDS Coalition in collaboration with the Violence Prevention Program</i></p>	<ul style="list-style-type: none"> ◆ The Public Health Department's Violence Prevention Program has been an active participant in the initiation of the Firearm Safety Subcommittee of the Santa Clara/San Mateo SAFEKIDS Coalition. ◆ The SAFEKIDS Firearm Safety Subcommittee has been working since Fall, 1999 to address the issue of firearm safety for children. ◆ The subcommittee is comprised of people from law enforcement, fire departments, hospitals, health departments, and community-based organizations. ◆ The Public Health Department - Violence Prevention Program is currently developing a service agreement with the SAFEKIDS Coalition to develop and implement a firearm awareness and safety campaign directed to the adult public. Once the campaign is developed, a report will be presented to the Board of Supervisors for their approval in Fall, 2000.
<p>5. Welfare To Work: 100 Families Mentoring Project <i>Lead Partner: Council of Nonprofits</i></p>	<ul style="list-style-type: none"> ◆ The first class of 8 mentors was trained and graduated in the summer of 1999. They are currently placed with families at neighborhood Self-Sufficiency Centers. A second class is being developed for spring 2000.
<p>6. Alcohol Policy <i>Lead Partner: Department of Alcohol and Drug</i></p>	<ul style="list-style-type: none"> ◆ A successful all day planning session was held on November 16, 1999 to engage the community in the environmental strategies policy formulation ◆ The Alcohol Policy work group is continuing their work to develop "best practices" in three policy areas: Responsible Beverage Service (RBS), Land Use/Taxation & Advertising. ◆ In March, 2000, Teresa Shook, Esq., expert in alcohol policy, was hired as a consultant to assist the work group. ◆ The Alcohol Policy work group expects to present policy recommendations to the Board of Supervisors in Fall, 2000.

**Violence Prevention Action Plan (VPAP) Implementation
Accomplishments-To-Date**

Implementation Activity	1999/2000 Accomplishments – To – Date
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