

Dedicated to the Health
of the Whole Community



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HHS #8
8.31.99

Prepared by: Andrea Villaseñor Perry, Sr. Health Care Analyst
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Approved Accepted Adopted Denied Presented

DATE: August 18, 1999

TO: Board of Supervisors

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

BY THE BOARD OF SUPERVISORS
OF THE COUNTY OF SANTA CLARA
Phyllis A. Perez, Clerk of the Board

By Phyllis A. Perez
Deputy Clerk

Date: AUG 31 1999

SUBJECT: Report Back on Board-Modified Violence Prevention Action Plan
Recommendations

RECOMMENDED ACTION

Accept the attached Violence Prevention Action Plan matrix as requested by Supervisor Simitian that reflects the modifications approved by the Board through public hearings held during the months of October and December 1998 and February and March 1999.

FISCAL IMPLICATIONS

No County General Funds are required as a result of this action. The Board set aside funds during the FY 98/99 budget hearings and approved funding for this project on April 6, 1999.

CONTRACT HISTORY

Not applicable.

REASONS FOR RECOMMENDATION

Acceptance of the attached matrix will allow for the distribution to the public at large of an official version of the Board-modified Violence Prevention Action Plan recommendations.

BACKGROUND

During his tenure as Chair of the Board of Supervisors, James T. Beall requested that the Public Health Department develop a Countywide plan to prevent violence. With the full support of the Board of Supervisors, the Violence Prevention Council (VPC) was convened in May 1997. In June 1997, the Board of Supervisors also funded the Violence Prevention Program in the Public Health Department. As one of its primary functions, the Violence Prevention Program provided staffing and support for the efforts of the Violence Prevention Council.

In June 1998, during the Board of Supervisors Budget Hearings, the Board budgeted in reserve (pending the completion of the plan) \$350,000 to be allocated for the implementation of activities that will reduce and prevent violence in Santa Clara County. The Board charged the Violence Prevention Council to return in the fall of 1998 with an Action Plan.

The Violence Prevention (VP) Action Plan was first presented to the Board of Supervisors on October 27, 1998. At that time, the Board asked for an additional hearing on the overall Action Plan which was scheduled for December 15, 1998. At the December 15, 1998 meeting, the Board approved in concept the majority of the recommendations contained in the Action Plan, but asked that the recommendations on firearms, alcohol, and governance be reviewed in the new year.

On February 23, 1999 the Board modified and approved the Violence Prevention Action Plan recommendations on firearms, and on March 17, 1999 the Board modified and approved the Violence Prevention Action Plan recommendations on alcohol and governance. At the April 6, 1999 Board meeting \$350,000 was released for implementation of the Action Plan recommendations. At that time, Supervisor Simitian requested that a summary be provided of all Board-approved Violence Prevention Action Plan recommendations, whereupon the matrix was developed.

CONSEQUENCES OF NEGATIVE ACTION

Failure to approve this action will result in the inability to distribute a revised summary of all Board-approved VP Action Plan recommendations to the public at large.

STEPS FOLLOWING APPROVAL

Return the approved transmittal to Santa Clara Valley Health and Hospital Administration.

1998 Violence Prevention Action Plan
BOS Revisions to recommendations as of 4/6/99

Community Based Initiatives

Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
<p><u>By June, 1999.</u></p> <p>Welfare To Work: The 100 Families Mentoring Project</p> <p>Develop the 100 Families Project, a family mentoring model which targets welfare to work families who face multiple risks.</p> <p>Desired Outcomes:</p> <ul style="list-style-type: none"> To support those families with the greatest needs to meet the diverse and difficult challenges of raising children and youth in today's culture. To strengthen families by providing new skills such as conflict resolution/anger management. 	<ul style="list-style-type: none"> Develop Violence Prevention component of 100 Families Mentoring Project Develop evaluation plan Explore funding opportunities Support the violence prevention component of Family Mentoring project Evaluate VP component 	Council of Non Profits, Council of Churches, SSA	<ul style="list-style-type: none"> To be developed by SSA and Council of Non-Profits Number of families in mentoring relationship 	<ul style="list-style-type: none"> Opportunities to explore pooled funding are being pursued
<p><u>By December 1999</u></p> <p>Youth Leadership</p> <p>Support the further development of a youth leadership strategy through collaborative efforts with the Human Relations Commission and others</p> <p>Desired Outcomes:</p> <ul style="list-style-type: none"> Ensure youth participation in violence prevention activities through existing means (Human Relations Commission, Youth Task Force) Build independence, self esteem, and leadership skills among young people. 	<ul style="list-style-type: none"> Convene Youth Task Force Convene Youth Leadership Task Force support committee. Work with Youth Task Force to develop violence prevention/mini-grants component Develop evaluation plan for VP component Support the violence prevention/mini-grants component of Youth Task Force Evaluate VP component 	HRC, VPP, CBI, RJP and CBOs	<ul style="list-style-type: none"> Number of youth participating in VP efforts Pre/Post knowledge & skills of youth <p>Approved <input checked="" type="checkbox"/> Accepted <input checked="" type="checkbox"/> Adopted <input type="checkbox"/> Denied <input type="checkbox"/> Presented <input type="checkbox"/></p> <p>BY THE BOARD OF SUPERVISORS OF THE COUNTY OF SANTA CLARA Phyllis A. Perez, Clerk of the Board</p> <p>By <u>Michelle D. Layman</u> Deputy Clerk</p> <p>Date: <u>AUG 31 1999</u></p>	<p>\$25,000 training & mini-grants. FY 98-99</p> <p>Additional funding opportunities being sought</p>

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ORIGINAL

AUG 31 1999

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<p><u>By December 1999</u></p> <p>Build Community Support for PeaceBuilders</p> <p>The CBI committee will identify opportunities to build community support for the PeaceBuilders program.</p> <p>Desired Outcomes</p> <ul style="list-style-type: none"> To increase positive school climate allowing for more teaching & learning To decrease violent incidents on school campuses 	<ul style="list-style-type: none"> Convene community education meetings to build support for PeaceBuilders Develop plan to build parent/community support at selected school sites Convene PeaceBuilders/CBI support groups Develop evaluation plans Implement plans 	CBI, VPP-PH, Council of Churches, Council of Non-Profits, Board of Supervisors, Packard Foundation	<ul style="list-style-type: none"> Rigorous Pre/Post Test already designed as part of PeaceBuilders program. 	<ul style="list-style-type: none"> In-kind VPP staff support. Apply for grant funding for 2001/02 school year
<p><u>By December 1999</u></p> <p>Campaign to Promote the Pledge of Non-Violence Continue the proactive Pledge of Non-Violence campaign.</p> <p>Desired Outcomes:</p> <ul style="list-style-type: none"> To bring attention to this "mindshift" that must be made consciously by individuals, groups and communities. To begin to replace the culture of violence with one of peace and respect for all individuals 	<ul style="list-style-type: none"> Continue to promote pledge with Community Based Initiatives & Public Awareness Education committees and community groups Campaign will continue through the end of 1999 	VPC, Catholic Diocese, Council of Churches, community based organizations, agencies	<ul style="list-style-type: none"> Number of pledges signed Number of groups represented 	<ul style="list-style-type: none"> In-kind VPP staff support Volunteer support from participating agencies

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Public Awareness & Education

Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
Ongoing Proactive Community Outreach Raise public awareness about violence in our society and refocus the community's attention on social values that promote non-violence. Phase 1: Speaker's Bureau; Phase 2: Outreach events (e.g. Stop the Violence day/week); Phase 3: Violent Incident Response Team Desired Outcomes: <ul style="list-style-type: none"> • Raise public awareness about violence in our society and refocus the community's attention on social values that promote non-violence through events, speakers bureau and VIRT • Increase participation in violence prevention activities 	Phase 1: 1) Develop plan for Speakers Bureau 2) Train Speakers Bureau members (adults and youth) 3) Outreach event planning Phase 2: 1) Proactive outreach to community through Speaker's Bureau 2) Hold Community event (Stop the Violence) 3) Train Violent Incident Response Team (VIRT) Phase 3: 1) Proactive community outreach through: Speakers Bureau, VIRT, Community event	PA&E committee, County PIO, PIO/PR managers at agencies and community organizations, VPP staff	<ul style="list-style-type: none"> • Track events initiated or participated in (locations, audience characteristics, number attendees) • Pre/post knowledge & skills testing by those at events (as possible). • Speaker bureau evaluations by those hearing speaker (as possible). 	\$10,000 Planning & development. FY 98/99. PA&E to identify further funding opportunities. FY 99-2000 potential Board of Supervisors request
By June 2000 Firearm Awareness Campaign Implement education campaign directed toward adults and youth as well as more broadly in the community. Desired Outcomes: <ul style="list-style-type: none"> • To help individuals (both adults and youth) develop knowledge, skills and behaviors to keep our youth safe from guns. • Raise awareness in the community about firearm-related issues. 	Develop workplan for approval by Health Joint Conference Committee: 1) refine messages* 2) train firearm campaign trainers 3) enlist recipients of campaign 4) develop evaluation plan 5) Implement and evaluate in Spring 2000 6) refine methods based on evaluation *Note: awareness messages to be approved by Board prior to implementation BOS comments: messages to be information driven, not value laden. explore most effective ways of doing education, consider existing programs	Health Joint Conference Committee, PA&E, LEAs, community based organizations	<ul style="list-style-type: none"> • Pre/post knowledge & skills testing of students and adults receiving training. • Course evaluations by those receiving training. • Tracking number of those receiving training. • Tracking agencies, schools, organizations at which trainings offered. 	\$30,000 for pilot implementation of campaign. FY99/00 <ul style="list-style-type: none"> • Consultation services & materials.

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Public Awareness & Education

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<p><u>By December 2000</u></p> <p>Proactive Outreach to Media Improve and increase media coverage of violence in our community.</p> <p>Desired Outcomes:</p> <ul style="list-style-type: none"> • Improve media coverage of violent events • Increase media coverage of opportunities for violence prevention 	<ul style="list-style-type: none"> • Develop VPC media goals & messages. • Develop outreach protocol & alert mechanisms. • Develop evaluation plan. • Training for Media Outreach Representatives. • Develop events exclusively for media on covering violence prevention. 	PA&E committee, County PIO, PIO/PR managers at agencies and community organizations, VPP staff	<ul style="list-style-type: none"> • Track media outreach efforts (who, where, how, # attend) • Pre/post knowledge & skills testing by those at events. • Track media coverage received (clippings, TV, radio etc.) 	<p>In-kind staff support:</p> <ul style="list-style-type: none"> • VPP • VPC • PA&E
<p><u>By June 2000</u></p> <p>Promote Awareness of Elder Abuse The PA&E Committee will partner with and support the efforts of the SSA-APS Elder Abuse Overview Outreach Committee (EAOOC), the San Jose Family/Domestic Violence Task Force and the Council on Aging and partners as they develop a campaign to promote awareness and education around elder abuse issues.</p> <p>Desired Outcomes</p> <ul style="list-style-type: none"> • Raise awareness in the community about elder abuse and related elder issues • Raise awareness about services for elder abuse prevention and intervention 	<ul style="list-style-type: none"> • Work with partners to conduct necessary research required to draft a comprehensive campaign design. • Define audiences, mediums and culturally and age appropriate messages. • Identify cost and resources. • Identify additional resources to launch a comprehensive campaign. • Pilot test campaign. • Begin implementation of Public Ed campaign. 	SSA/APS-EAOOC, VPC-PA&E & SJDVTF, Council on Aging with Senior Care Commission, Elder Abuse Task Force and other groups working in elder abuse	<p>Work with partners to:</p> <ul style="list-style-type: none"> • Pilot messages to focus groups. • Track placement of final messages in different mediums • Track number of calls to SSA-APS 800 number 	<p>\$25,000 to match SJDVTF and Council on Aging funds. FY 98/99</p> <p>Partners to identify further funding opportunities.</p>

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Community Assessment & Data

Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
<p><u>By December 1999</u></p> <p>Development of Violence Prevention Information Library (VPIL).</p> <p>Desired Outcomes:</p> <ul style="list-style-type: none"> • Improve capacity to capture full scope and magnitude of the violence problem; including precursors and factors associated with violence • Better capture trends to guide decision making, and service planning • Conduct overall evaluations 	<ul style="list-style-type: none"> • Convene Technical Committee • Develop scope of work for Technical Plan • Retain Consultation Services • Implement Technical Plan • Grant writing for additional resources* • Develop MOU among partners • Review results of technical plan • Budget Planning Among partners • Begin data/warehouse sharing • Initial Data Analysis on scope and magnitude of violence problem • Initial reports on scope and magnitude of violence problem • System Refinement • Budget planning 	<p>Interagency Task Force (ITF), LEAs, Schools, County Office of Education, Hospitals, CBOs, community partners, PHD</p>	<ul style="list-style-type: none"> • Technical Plan developed • MOUs developed 	<ul style="list-style-type: none"> • Initial "seed" money \$70,000 for consultation services, for Technical Plan development. • IS infrastructure Board of Supervisors budgeting will be targeted. FY 99-2000. • Ongoing Grant development • Ongoing support from In-Kind partners.
<p><u>By December 1999</u></p> <p>Develop Violence Prevention Resource Inventory with focus on Violence Prevention priority areas: alcohol, firearm, & relationship violence.</p> <p>Desired Outcomes:</p> <ul style="list-style-type: none"> • Increase community awareness and capacity about available community resources for the purpose of maximizing coordination and decreasing duplication. • Identify community Best Practices 	<ul style="list-style-type: none"> • Consultation Services for inventory development retained (same as for VPIL, above) • Methodology Developed for Inventory focus • Inventory Survey conducted • Review results/share with VPC committees • Report results disseminate information 	<p>Interagency Task Force/Community Assessment and Data Committee, PHD</p>	<ul style="list-style-type: none"> • Inventory developed • Inventory used 	<p>Funding for inventory development part of the Violence Prevention Information Library, above.</p>
<p><u>By December 1999</u></p> <p>Develop & Refine Evaluation Plan</p> <p>Desired Outcome:</p> <ul style="list-style-type: none"> • To improve capacity to systematically monitor and evaluate VPC efforts in the short and long term. 	<ul style="list-style-type: none"> • Develop template framework for VPC Evaluation Plan • Work with VPC committees to implement Template Evaluation (process & outcome) Plan • Refine Evaluation Plan Based on CISV • Ongoing evaluation of VPC activities 	<p>CA&D, PHD, MHD, VPC Steering Committee</p>	<ul style="list-style-type: none"> • Programs, policies and processes evaluated with evaluation plan 	<p>In kind VPP staff and committee support.</p>

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Policy ~ Violence Free Relationships

Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
<p><u>By June 2001</u></p> <p>Provide Family Violence continuing education to all Santa Clara County employees providing direct services.</p> <p>Desired Outcomes:</p> <ul style="list-style-type: none"> • To improve County direct service providers' knowledge and skills in universal screening, and identification, for <i>early</i> intervention and prevention of relationship violence, domestic violence, child abuse, elder abuse and sexual assault. • To raise awareness about the interrelatedness of various forms of violence • To provide training that is culturally and age appropriate. 	<ul style="list-style-type: none"> • Assess existing level of provider education. • In 1998-99, assess existing provider training programs and evaluation methods. • In 1999, work with existing trainers to develop comprehensive training that addresses the spectrum of relationship family violence. • In 1999-2000, conduct Family Violence training (which SSA received) for all SCVHHS employees providing direct services. • In 2000, collaborate with law and justice (e.g. DOC, Sheriff, courts, DAs, LEAs, Probation) agencies to identify Family Violence training needs • In 2001-02, conduct training for all Law & Justice agencies • In 2002, conduct Family Violence training for other county agencies 	<p>Public Health Dept. and Social Services Agency</p> <p>with county and community agencies who design and/or implement DV and other programs that address relationship violence</p>	<ul style="list-style-type: none"> • Pre/post knowledge & skills testing of providers receiving training. • Course evaluations by providers receiving training. • Tracking number of providers receiving training. • Tracking agencies receiving training for their employees. 	<ul style="list-style-type: none"> • FY 98/ 99 In-kind consultation services for curriculum development & material costs. • Cost TBD for FY 99/00 • Cost TBD for FY 2000/01 • (To be determined based on number of county agencies involved in training.)

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<p><u>By December 2001</u></p> <p>Provide Family Violence continuing education to all Santa Clara County <i>contract agencies</i> providing direct services.</p> <p>Desired Outcomes:</p> <ul style="list-style-type: none"> • To improve County contractors' direct service providers' knowledge and skills in universal screening, identification, for <i>early</i> intervention and prevention of relationship violence, domestic violence, child abuse, elder abuse and sexual assault. • To raise awareness about the interrelatedness of various forms of violence • To provide training that is culturally and age appropriate. • Long term outcomes: increased early referrals, decreased deaths and injuries due to relationship abuse and violence 	<ul style="list-style-type: none"> • In 2000, develop a cadre of trained staff to provide Family Violence training to agencies and contractors. <ul style="list-style-type: none"> – Train the trainer • In 2001, conduct training for agencies & contractors 	<p>Public Health Dept. and Social Services Agency</p> <p>with county and community agencies who design and/or implement DV and other programs that address relationship and family violence</p>	<ul style="list-style-type: none"> • Pre/post knowledge & skills testing of providers receiving training. • Course evaluations by providers receiving training. • Tracking number of providers receiving training. • Tracking agencies receiving training for their employees. • Tracking number of referrals made for child, elder abuse and DV 	<ul style="list-style-type: none"> • To be determined. (Does not begin until 2000)
<p><u>By June 2000</u></p> <p>Establish prevention and training programs for abuse and sexual assault in the disabled community.</p> <p>Desired Outcomes:</p> <ul style="list-style-type: none"> • To develop infrastructure and training programs. • To develop capacity within the disabled community that will help protect individuals from abuse and violence. • To raise awareness about prevalence of violence against the disabled community. 	<ul style="list-style-type: none"> • In 1998-99, Identify areas of greatest need • In 1999, Develop training action plan and evaluation plan. • In 1999-2000, conduct community planning for training program development • In 2000, pilot test training program • (In 2001, begin larger scale implementation) 	<p>MHD and PHD-VPP with other community and county agencies</p>	<ul style="list-style-type: none"> • Evaluate pilot training: <ul style="list-style-type: none"> - Pre/post knowledge & skills testing - course evaluations by individuals receiving training • - make changes to training based on results 	<ul style="list-style-type: none"> • \$10,000 seed money for program development and piloting, FY 98/99 • Full implementation cost to be determined through planning process.

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<p><u>By December 1999</u></p> <p>Define and plan for improved teacher training in violence prevention education.</p> <p>Desired Outcomes:</p> <ul style="list-style-type: none"> • To develop plan for creation of a violence prevention training component with which to train future educators. <p><i>Longer term desired outcomes</i></p> <ul style="list-style-type: none"> • To improve individual teacher capacity for offering and incorporating violence prevention components in their curricula • To help school staff create safe school climates • To give teachers a better understanding of the interrelatedness of violence and the effects of violence on students and families 	<ul style="list-style-type: none"> • VPC, DVC, CAC, SJDVTF, SJSU to identify opportunities for teacher training in violence prevention • Make recommendations for development of educator training VP component. <p>(After 1999, develop educator training VP component; Expand Task Force to focus on community colleges; Ongoing implementation dependent upon recommendations)</p>	SJSU, VPC, DVC, CAC, SJDVTF	<ul style="list-style-type: none"> • Completion of Task force recommendations • (Evaluation of teacher training program to be developed as part of the Task force's recommendations) 	<ul style="list-style-type: none"> • Planning process for FY1998/99 • In-kind VPP staff and committee support • Funding recommendations for teacher training to be included in task force recommendations.

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<p><u>By December 1999</u></p> <p>Public Education Campaign Develop and support comprehensive, ongoing, multimedia campaigns.</p> <p>Desired Outcomes:</p> <ul style="list-style-type: none"> To change attitudes, knowledge and behavior about family and relationship violence among diverse Santa Clara County communities by <ul style="list-style-type: none"> - providing information about the causes of family and relationship violence and abuse - offering positive solutions to prevent family and relationship violence and abuse - helping people own the problem and the solution - developing a common language with which to communicate and problem solve To influence people to take specific actions that prevent family and relationship abuse and violence by providing necessary information, tools and skills To evaluate effectiveness of the campaign in meeting multi year campaign goals 	<ul style="list-style-type: none"> Convene stakeholders Review existing local, state and nat'l efforts related to Public Ed campaign Conduct necessary research required to draft a comprehensive campaign design Retain consultation services Define audiences, mediums and culturally and age appropriate messages Identify cost and resources Identify additional resources to launch a comprehensive campaign Pilot test campaign Begin implementation of Public Ed campaign 	VPC, DVC, CAC, SJFDVTF, YTF, SSA-APS, CBOs, community members	<ul style="list-style-type: none"> Pilot messages to focus groups. Track placement of final messages in different mediums Track estimated number of audience, circulation, etc. Assess whether campaign meets stated objectives 	<ul style="list-style-type: none"> FY 98-99 \$100,000 for planning design and implement campaign. VPC to work with violence & abuse prevention groups to identify further funding opportunities. FY 98/99

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<u>ongoing</u> Develop/Enhance capacity of youth Support the expansion of effective youth programs in the community Desired Outcomes: <ul style="list-style-type: none"> • Build independence, self esteem, and leadership skills among young people. • Youth have skills and desire to develop and maintain nurturing non-violent relationships. 	Refer to youth-related programmatic recommendations: <ul style="list-style-type: none"> • Youth Task Force • PeaceBuilders • Youth Driven Alcohol Awareness Campaign • Firearms Awareness Campaign • Resource Inventory – youth focused programs/services • Speakers Bureau 			
<u>ongoing</u> Parent Education Make parent education programs with strong VP component available to all families in the county, particularly those families facing multiple risk factors. Desired Outcomes: <ul style="list-style-type: none"> • Increased availability of programs that teach child development, appropriate discipline, conflict resolution • Providing skill building resources for parents to strengthen families. 	Refer to parent-related programmatic recommendations: <ul style="list-style-type: none"> • 100 Families Project: Welfare to Work • Media Literacy Summit • PeaceBuilders • Firearm Awareness Campaign • Resource Inventory – parent focused programs/services 			

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Policy ~ Violence Free Relationships

Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
<p><u>By June 2000</u></p> <p>Media Literacy</p> <p>Coordinate with existing efforts to provide media literacy training to parents in the County.</p> <p>Desired Outcomes:</p> <ul style="list-style-type: none"> • Help parents understand and mitigate the possible influence of media on their children's attitudes and behaviors. • Help adults and youth make informed media choices • Reduce negative impact of media on viewers, especially children and youth. 	<ul style="list-style-type: none"> • Develop and plan Media Literacy Summit for Fall 1999 • In 1999 -2000, based on Summit recommendations, ongoing efforts to integrate media literacy into parent education programs. • Ongoing efforts to integrate media literacy into parent education programs. 	VPC, with SJPd, PTA, COE, CSJ, media, community based organizations and others	<ul style="list-style-type: none"> • Recommendations from Media Literacy Summit • Summit Evaluations from participants 	<ul style="list-style-type: none"> • \$5,000 for Summit for FY98/99 • (\$15,000 total cost; other \$10,000 from partners) • Public Health to work with community partners to identify further funding for media literacy training.

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Policy ~ Alcohol Recommendations

Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
<p><u>By September 2000</u> <u>Ongoing</u> Alcohol taxes Adopt a formal position for alcohol taxes to reflect and keep up with inflation</p> <p><u>Ongoing</u> Alcohol taxes Consider support for state and national efforts to maintain alcohol-related tax revenue to keep up with inflation.</p> <p>Desired Outcomes</p> <ul style="list-style-type: none"> • To reduce the rate of alcohol-related problems. • To raise awareness of the link between the price of alcoholic beverages, their availability, and problems associated with abusive consumption and/or consumption by youth and pregnant women. • To maintain consistent, ongoing sources of revenue to fund programs designed to reduce alcohol consumption and abuse, especially among youth and pregnant women. 	<ul style="list-style-type: none"> • Convene group to develop policy. — In 1998-99, identify any existing or planned legislative activity related to alcohol taxes — In 1998-99, identify current efforts, counties, cities, addressing this issue. • Conduct Regional Training on proposed strategies. • Ongoing Community review process Forums. • Convene group to develop position paper to support policy adoption by BOS. <ul style="list-style-type: none"> • Convene alcohol policy group to develop specific County position on state and federal legislation - consult diverse points of view in developing position statements. • Legislative committee to review and approve proposed position on alcohol-related legislation • Identify existing or planned legislative activity related to alcohol taxes • Conduct trainings to stakeholders on environmental strategies that have been shown effective (especially as they relate to taxes) at the state and national level to address alcohol consumption, irresponsible promotional practices, and policy responses to over-concentration of alcohol outlets, problem vendors, etc. • Health Joint Conference Committee review. • BOS approval of specific County position. <p><i>BOS comments: Concern about unnecessarily replicating work of Alcohol Beverage Control.</i></p>	<p>Health & Hospital Committee, County Counsel, DADS, County Office of Intergovernmental Relations, Legislative Committee</p>	<p>Passage of Alcohol Tax initiative.</p> <p>Tracking number of meeting attendees</p> <ul style="list-style-type: none"> • Official county position on state and federal laws • Community input through forums (evaluations) 	<p>In-kind staff support, A&D Prevention Division, planning support with Public Health.</p> <p>\$1,000 FY 98-99 Supplies/meeting costs. \$10,000 consultation services. FY 98-99</p> <ul style="list-style-type: none"> • In-kind staff support DADS, Public Health - Violence Prevention Program • A total of \$50,000 for all the alcohol policy recommendations to be directed to DADS. FY 98/99

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Policy ~ Alcohol Recommendations

Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
<p><u>By June 2001</u></p> <p>Zoning Ordinances</p> <p>— Conditional Use Permit (CUP) Ordinances</p> <p>— Develop and implement a county-wide policy for strong, commercial zoning district ordinances to guard against over-concentration of alcohol outlets</p> <p>Consider assessing and strengthening commercial zoning district ordinances through the conditional use permit (CUP) process, as a safeguard against alcohol outlet density.</p> <p>Desired outcomes:</p> <ul style="list-style-type: none"> • To have uniform, complementary, and/or model ordinances for CUP standards across county and city jurisdictions. • To prevent further overconcentration of alcohol outlets. • To raise awareness on issues related to overconcentration of alcohol outlets at the neighborhood level. • To improve coordination with the State Department of Alcoholic Beverage Control on the permit process. • To improve communication with communities about proposed alcohol outlets. 	<ul style="list-style-type: none"> • In 1998-99, convene group to develop policy. <ul style="list-style-type: none"> — Identify any existing or planned legislative activity related to zoning ordinances — Identify current efforts, counties, cities, addressing this issue. — Ongoing community review process Forums • In 1998-99, conduct Regional trainings on proposed strategies. • Convene group to develop position paper to support policy adoption by BOS. • Alcohol policy group to identify the commercial zoning ordinance areas that need strengthening - include diverse points of view in process. • Identify existing CUP planning process at the local and state levels. • To create uniform, complementary, and/or model ordinance criteria for determining standards (e.g. Public Convenience or Necessity - Conditional Use Permits) • Provide training to stakeholders on promising environmental prevention strategies (especially as they relate to zoning) to address alcohol consumption, irresponsible promotional practices, and policy responses to over-concentration of alcohol outlets, problem vendors, etc. • Housing, Land Use, Environment & Transportation Committee review. • County Counsel review process. • BOS approval of specific county position. <p><i>BOS comments: should be sensitive to existing laws</i></p>	<p>County Counsel, Planning Department, DADS, Office of Intergovernmental relations, Housing, Land Use, Environment & Transportation Committee.</p>	<ul style="list-style-type: none"> • Passage of ordinances in municipalities. • Documentation of process • Changes to existing ordinances • Development of model ordinances • Training Course Evaluations 	<p>In-kind staff support</p> <ul style="list-style-type: none"> • County • Counsel • Planning Department • A&D Prevention Division <p>\$10,000 consultation services, FY 98/99</p> <ul style="list-style-type: none"> • In-kind DADS, PHD staff support • A total of \$50,000 for all the alcohol policy recommendations to be directed to DADS. FY 98/99

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Policy ~ Alcohol Recommendations

Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
<p>By June 2001 Responsible Beverage Service Develop and implement a county-wide policy for RBS training for all establishment which make alcohol available to the public</p> <p>Encourage and support the development of consistent standards for the safe operation of retail alcohol outlets.</p> <p>Desired outcomes:</p> <ul style="list-style-type: none"> • To reduce problems associated with alcohol consumption. • To establish more responsible alcohol practices by consumers and businesses. • To reduce access to alcohol among youth and pregnant women. 	<ul style="list-style-type: none"> • In 1998-99, identify model training programs • In 1998-99, identify current local efforts addressing this issue • 1999-2000, development of Regional RBS standards. • In 1998-99, conduct Regional trainings on proposed strategies. • Develop RBS Funding Mechanism • Select training program. • In 2000, Implement RBS training • Ongoing community review process <ul style="list-style-type: none"> • Alcohol policy group to develop proposed consistent standards - include diverse points of view in process. • Identify and review model RBS training programs. • Provide training to stakeholders on proven environmental prevention strategies (especially as they relate to RBS) to address alcohol consumption, irresponsible promotional practices, and policy responses to over-concentration of alcohol outlets, problem vendors, etc. • County Counsel review process. • BOS approval of specific County position. <p><i>BOS comments:</i> <i>Shouldn't the Alcohol Beverage Control do this, and we use the money elsewhere?</i></p> <p><i>Consider potential for Foundation funding</i></p>	County Counsel, DADS, Planning Department, Chambers of Commerce, Restaurant Association Retailers, wholesalers, business groups, Child Development Collaborative	<ul style="list-style-type: none"> • Measure percent of establishments receiving training. • Course evaluations • Track number of police calls from RBS-trained establishments?? • Documentation of process • Development of county standards • Training Course Evaluations 	<ul style="list-style-type: none"> • In-kind staff support planning support from A&D • RBS will be self supporting <p>\$1,000 FY 98/99 supplies/meeting costs.</p> <ul style="list-style-type: none"> • \$10,000 consultation services, FY 98-99 <ul style="list-style-type: none"> • In-kind staff support DADS, PHD <ul style="list-style-type: none"> • A total of \$50,000 for all the alcohol policy recommendations to be directed to DADS. FY 98/99 <ul style="list-style-type: none"> • Possible foundation funding

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Policy ~ Alcohol Recommendations

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<p><u>By June 2000</u> Billboards Develop and implement a county-wide policy to regulate outdoor (i.e., billboard) alcohol advertising</p> <p>Consistent with the constitutional protection afforded commercial free speech, support a county-wide process to examine local policies regarding alcohol advertising on billboards.</p> <p>Desired outcomes:</p> <ul style="list-style-type: none"> • To reduce exposure to alcohol advertising by youth and pregnant women. • To raise community awareness about alcohol marketing strategies and their role in violence prevention efforts. <p><i>BOS comments: concern there is not enough money allocated to do the job</i></p>	<ul style="list-style-type: none"> • Convene group to develop policy. <ul style="list-style-type: none"> — Review existing policy regulating billboards — Review other county policies on billboards • Garner county support and other municipality support for a recommended policy • Ongoing community review process • Implement county wide policy • Alcohol policy group to examine local policies regarding billboard advertising and identify those gaps or changes needed - include diverse points of view in process. • Develop specific County position on local policies. • Review existing billboard ordinances and develop a chart/matrix of each community's practices. • Identify state-wide efforts to examine policies to monitor billboard alcohol advertising. • Conduct trainings to stakeholders on proven environmental strategies (especially as they relate to alcohol advertising on billboards) to address alcohol consumption; irresponsible promotional practices (targeted marketing) and policy responses to overconcentration of alcohol outlets, problem vendors, advertising, etc. • Health Joint Conference Committee review. • County Counsel review. • BOS approval of specific County positions. 	<p>County Counsel, Planning Department, DADS, Health Joint Conference Committee, Housing, Land Use, Environment & Transportation Committee</p>	<p>Number of municipalities adopting policy.</p> <ul style="list-style-type: none"> • Document the process • Track changes to existing ordinances • Development of new ordinances 	<p>n-kind staff support FY 98-99 A&D Prevention Division County Counsel</p> <ul style="list-style-type: none"> • \$5,000 consultation services. • In-kind staff support DADS, PHD • A total of \$50,000 for all the alcohol policy recommendations to be directed to DADS. FY 98/99

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Policy ~ Alcohol Recommendations

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<p>By June 2000 Sponsorship Develop and implement a county-wide policy to prohibit alcohol sponsorship at the County Fair and at other similar activities.</p> <p>Consistent with the constitutional protection afforded commercial free speech, examine operational practices at the County Fairgrounds to identify ways to reduce youth exposure to alcohol advertising.</p> <p>Desired Outcomes</p> <ul style="list-style-type: none"> • To reduce youth exposure to alcohol advertising. • To reduce problems with alcohol-related behavior at public events. • To raise community awareness about how marketing affects consumption. <p><i>BOS comments: an internal committee of the Fairgrounds Management Corporation should consider operational practices</i></p>	<ul style="list-style-type: none"> • Convene group to develop policy. — In 1998-99, review existing policy addressing sponsorship. — Review other county policies on sponsorship • Convene group to develop position paper to support policy adoption by BOS. • Ongoing community review process. • Implement county-wide policy <ul style="list-style-type: none"> • Alcohol policy group to examine operational practices at the County Fairgrounds - include diverse points of view in process. • Identify and review efforts and policies throughout the state. • Provide training to stakeholders on proven environmental prevention strategies (especially as they relate to alcohol practices at county fairgrounds) to address alcohol consumption; irresponsible promotional practices (targeted marketing); alternative sponsorship of community events; and policy responses to over-concentration of alcohol outlets, problem vendors, advertising, etc. • County Counsel review. • Health Joint Conference Committee review. • BOS approval of specific County position. 	<p>County Counsel, DADS, Fairground Management Corporation, Health Joint Conference Committee, Fair grounds users (event organizers)</p>	<ul style="list-style-type: none"> • Measure number of events sponsored by Alcohol industry. • Establish baseline • Document the process • Track changes in alcohol-sponsored activities at the County Fairgrounds. • Training Course Evaluations 	<p>In-kind staff support FY 98/99.</p> <p>A&D Prevention Division County Counsel</p> <p>\$3,000 consultation services FY 98-99.</p> <ul style="list-style-type: none"> • In-kind staff support DADS, PHD • A total of \$50,000 for all the alcohol policy recommendations to be directed to DADS. FY 98/99

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Policy ~ Alcohol Recommendations

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<p>By June 2000 Advertising Enforce the existing County policy, which regulates window signs; and develop and implement a county-wide action policy to regulate window signs.</p> <p>Consistent with the constitutional protection afforded commercial free speech, develop consistent standards for advertising space allowed for window signs in retail establishments.</p> <p>Desired outcomes:</p> <ul style="list-style-type: none"> • To reduce youth exposure to alcohol advertising. • To raise community awareness about how marketing affects consumption. • Consistent standards for allowable advertising space • To balance the promotion of alcohol consumption with responsible alcohol use. 	<ul style="list-style-type: none"> • Review county and city policies regulating window advertising • Convene task force (possibly youth) to assess level of compliance of existing regulations. • Develop priority listing of areas with high levels of non-compliance. • Ongoing review process • Enforce policies • Alcohol policy group to develop consistent standards - include diverse points of view in process. • Survey existing sign ordinances and develop a chart/matrix of each community's practices. • Conduct training to stakeholders on proven environmental prevention strategies (especially as they relate to alcohol advertising) to reduce alcohol consumption; irresponsible promotional practices (targeted marketing); and policy responses to over-concentration of alcohol outlets, problem vendors, advertising, etc. • County Counsel review. • Housing, Land Use, Environment & Transportation review. • BOS approval of specific County position. 	<p>County Counsel, Planning Department, DADS, Youth Task Force, CBI, Law Enforcement Agencies, Chamber of Commerce, Housing, Land Use, Environment & Transportation</p>	<ul style="list-style-type: none"> • Establish baseline number of non-compliant and annual • Documentation of process • Training Course Evaluations • Development of ordinances 	<p>In-kind staff support FY 98/99.</p> <p>A&D Prevention Division</p> <ul style="list-style-type: none"> • VP/CBI support • In-kind staff support DADS, PHD • A total of \$50,000 for all the alcohol policy recommendations to be directed to DADS. FY 98/99

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Policy ~ Alcohol Recommendations

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<p><u>By June 2000</u></p> <p>Increased Funding for Prevention Prioritize funding of promising prevention strategies for decreasing access to alcohol.</p> <p>Prioritize the funding of proven prevention strategies.</p> <p>Desired outcomes:</p> <ul style="list-style-type: none"> Increased local expenditure for proven programs and strategies. Adequate resources for prevention programs, especially for pregnant women, infants and youth. 	<ul style="list-style-type: none"> By June 1999, review existing programs in the county for best practices By June 1999, educate community about these programs In 1999-2000, seek additional funding for "best practices" programs through VPC Resource Development committee Review existing alcohol-related violence prevention programs in the county for best practices Seek additional funding for best practices programs Report back to Health Joint Conference Committee on funding recommendations. Add identified Best Practices to Resource Inventory component of Community Information System on Violence 	Health Joint Conference Committee, DADS, VPC, Mayor's Gang Prevention Task Force, Child Development Collaborative,	<ul style="list-style-type: none"> Compile a listing of proven effective prevention strategies Inclusion of inventory of prevention programs in Community Information System on Violence Resource Inventory 	<ul style="list-style-type: none"> \$5,000 for contract services to develop inventory (FY 98/99) A total of \$50,000 for all the alcohol policy recommendations to be directed to DADS. FY 98/99
<p>Public Awareness, Education, & Action Create, fund, and implement a youth-driven, environmentally focused alcohol-awareness campaign.</p> <p>Desired outcomes:</p> <ul style="list-style-type: none"> To involve youth in defining and addressing environmental risk factors. To raise awareness about hazards of alcohol consumption including teen pregnancy and alcohol-related birth defects. 	<ul style="list-style-type: none"> Develop work plan and budget proposal for awareness campaign Identify and review hazard assessment models and materials. Train youth on hazard assessment and on proven environmental prevention strategies (especially as they relate to alcohol consumption by youth) irresponsible promotional practices; and policy responses to overconcentration of alcohol outlets, problem vendors, advertising, etc. Develop campaign Pilot test campaign Evaluate campaign Youth action 	DADS, Community-based organizations, Health Joint Conference Committee, Child Development Collaborative, Adolescent Pregnancy Prevention Network	<ul style="list-style-type: none"> Pre/post test measuring knowledge and skills. Training Course Evaluation Tracking number of participants. Tracking locations where training occurs. 	<ul style="list-style-type: none"> Funding proposal to be developed upon Board of Supervisor approval (FY 99/00) Additional funding sources will be sought.

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As indicated in the Action Plan, the Firearm Policy recommendations "were crafted with the intention of reducing violence, not changing the fundamental availability of firearms for most citizens" (page 68, 1998 Violence Prevention Action Plan, 10/27/98). To further clarify this intention, A further definition of firearm violence is offered:

- Gun violence is a critical law enforcement, medical, public health and community issue that includes all forms of violence resulting from the use of firearms
- Gun violence includes intentional injuries and death, psychological and emotional harm, and the damage to property and economic well-being that result from the deliberate misuse of firearms
- Gun violence also includes unintentional injuries and deaths, and the psychological, emotional, and economic harm that could have been prevented with reasonable and prudent care.
- In accord with this definition, gun violence does NOT include the safe, lawful use of firearms for organized shooting sports, hunting or target practice, law enforcement, and self defense.

Policy ~ Firearm Recommendations

Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
<p>Collaboration requires a wide range of agencies, organizations and individuals to work across jurisdiction and agency boundaries to leverage off existing efforts, decrease replication and reduce violence through coordinated efforts.</p> <p>Desired Outcomes:</p> <ul style="list-style-type: none"> • To prevent and reduce firearm-related violence by facilitating regular communication and cross-jurisdictional collaboration among agencies primarily responsible for responding to criminal activity. • To increase opportunities for collaboration by formalizing agreements 	<ul style="list-style-type: none"> • Identify opportunities for collaboration. • Develop recommendations • Develop Evaluation Plan • Implement recommendations • Evaluate <p>Note: this collaboration recommendation is based on models from the Mayor's Gang Prevention Task Force and the Boston Gun Project</p>	<p>Public Safety & Justice Comm., Health Joint Conference Committee, VPC Governance, LEAs, Probation, Justice, courts, community organizations, MGPTF, County Counsel</p>	<ul style="list-style-type: none"> • Documentation of collaboration process • Number formalized collaborative agreements addressing firearm policy. 	<p>In-kind staff support VPP planning support.</p>

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Policy ~ Firearm Recommendations

Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
<p>Support Adoption of State & Federal Laws 1. Adopt a comprehensive licensing and registration law which requires every firearm to be registered, and every person that purchases a firearm to be licensed. 1) Support firearm-related legislative actions at the State and Federal levels that are currently being considered and which meet stated desired outcomes.</p> <p>Desired Outcomes: 1) to ensure that firearm owners receive regular safe use training specific to their firearm and demonstrate skill and competency; 2) that all gun purchases are registered to help trace firearms used in crime; 2) to prevent sale of firearms to persons not trained to competently use.</p> <ul style="list-style-type: none"> • to have uniform practices/standards for firearm legislation across county and city jurisdictions • to maximize responsible, accountable and safe manufacture, sale, and use of firearms • to close gaps in existing firearms legislation • to protect the community and firearm owners from products that present a serious risk of injury because of hazardous design or manufacturing defects. • to enforce existing firearm laws • to reduce gun violence, without affecting the safe, lawful use of firearms for organized shooting sports, hunting or target practice, law enforcement, collecting, and self defense 	<ul style="list-style-type: none"> • Identify any existing or planned legislative activity related to firearms • Convene group to develop county position on policies. <ul style="list-style-type: none"> – Review existing policies, federally, statewide, locally • County Counsel review and refine • Legislative Committee review • BOS approval of specific county position 	<p>Legislative Committee, Public Safety & Justice, Committee, Health Joint Conference Committee, County Counsel</p>	<ul style="list-style-type: none"> • Documentation of process • Official County position on State and Federal Laws. 	<p>In-kind staff support from:</p> <ul style="list-style-type: none"> • County Counsel • Office of Intergovernmental Relations (County)

APS=Adult Protective Services

CAC= Child Abuse Council

CSJ=City of San Jose

DADS=Dept of Alcohol & Drug Svcs

DVC=Domestic Violence Council

HRC=Human Relations Commission

LEA=Law Enforcement Agency

MGPTF=Mayor's Gang Prevention Task Force

MHD= Mental Health Department

PD=Probation Department

PHD=Public Health Dept

PIO=Public Information Officer

RJP=Restorative Justice Project

SJFDVTF=SJ Family/Domestic Violence Task Force

SJPD=San Jose Police Department

SSA=Social Services Agency

SJSU=San Jose State University

VPC=Violence Prevention Council

VPP=Violence Prevention Program

YTF=Youth Task Force

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1998 Violence Prevention Action Plan
BOS Revisions to recommendations as of 4/6/99

Policy ~ Firearm Recommendations

Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
Support Adoption of State & Federal Laws 2. The Courts should encourage judges to apply existing firearms laws, including ordering individuals subject to domestic violence restraining orders to surrender any and all firearms in their possession Desired Outcome: <ul style="list-style-type: none"> To enforce existing firearms laws. 	<ul style="list-style-type: none"> Identify firearm laws which need greater application, and strategy for implementation. Convene group to develop policy direction and implementation. <ul style="list-style-type: none"> Review existing policies, federally, statewide, locally County counsel review and refine BOS approval 	Legislative Committee, Public Safety & Justice Committee	<ul style="list-style-type: none"> Documentation of Process Official County position on State and Federal Laws. 	In-kind staff support: law & justice agencies
3. Place gun manufacturers under consumer product manufacturing safety standards and provide adequate funding. Desired Outcomes: 1) to ensure that firearms manufactured in the US are subject to the same safety standards as firearms that are imported; 2) to reduce the availability of specific categories of weapons shown to pose an unreasonable risk of injury; 3) to place some controls on an industry that today is free to manufacture and sell firearms or related products without any consideration of the consequences to the public's health and safety; and, 4) to protect firearm owners from products that present a serious risk of injury because of hazardous design or manufacturing defects.	<ul style="list-style-type: none"> Identify any existing or planned legislative activity related to firearms Convene group to develop policy. <ul style="list-style-type: none"> Review existing policies, federally, statewide, locally County counsel review and refine BOS approval 	Public Safety & Justice Committee	<ul style="list-style-type: none"> Documentation of Process Official County position on State and Federal Laws. 	In-kind staff support planning support county law & justice agency

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1998 Violence Prevention Action Plan
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Policy ~ Firearm Recommendations

Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
END-USER SALES TAX Implement an 'end-user sales tax.' Desired Outcome: To help fund awareness campaigns and make firearms less financially accessible to youth.	<ul style="list-style-type: none"> • Convene group to develop policy. — Review existing policies, federally, statewide, locally • County counsel review and refine • BOS approval 	County Counsel, LEAs	<ul style="list-style-type: none"> • Documentation of process • Official County position/action on tax. 	In-kind staff support. <ul style="list-style-type: none"> • County Counsel • Law & Justice agencies
MANUFACTURING CRITERIA FOR SALE OF HANDGUNS <i>referred to "Support Adoption of State & Federal Laws"</i> Develop a viable, enforceable ordinance that will help reduce availability of poorly constructed, easily concealable weapons. Desired Outcome: 1) To ensure that guns sold in SCC are at the same minimum standards of imports 2) To reduce availability of poorly constructed, easily concealable weapons.	<ul style="list-style-type: none"> • Conduct feasibility study • Convene group to develop policy. — Review existing policies, federally, statewide, locally • County counsel review and refine • BOS approval 	Sheriff, LEAs, County Counsel, VPC Policy	<ul style="list-style-type: none"> • Documentation of process • County ordinance in place. 	In-kind staff support. <ul style="list-style-type: none"> • Sheriff • County Counsel • VPC Policy
Raise Awareness Through Community Education Raise awareness and educate the community about existing firearms laws, the potential hazards of firearms, resources for safe and responsible gun use, and resources for suicide prevention Desired Outcomes: <ul style="list-style-type: none"> • To keep the issues of firearm related violence and the role of the individual and the community in preventing it at the forefront of attention through strategic use of multiple forms of media. • To increase awareness about resources for suicide prevention • -To increase participation by community and firearm owners to reduce firearm related violence and injuries 	Referred to Public Awareness & Education committee Firearm Awareness Campaign recommendation			

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1998 Violence Prevention Action Plan
BOS Revisions to recommendations as of 4/6/99

Policy ~ Firearm Recommendations

Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
<p>DEALER ORDINANCES <i>Pass an ordinance affecting firearms dealers in the following areas:</i></p> <p>Zoning & Permits: Requiring firearms dealers to conduct their business in commercial areas and requiring a conditional use permit</p> <p>Restricting residential gun dealers from sensitive areas</p> <p>Requiring dealers to carry liability insurance</p> <p>Prohibiting individuals with criminal records from selling firearms and prohibiting firearms dealers from obtaining a permit to sell firearms if that dealer and/or any of its agents, officers or employees are prohibited from possessing firearms under CAP</p> <p>Allowing dealers to sell ammunition only to those individuals licensed to own firearms. (Pending state licensing reg. implementation)</p> <p>Desired Outcomes:</p> <ul style="list-style-type: none"> -To ensure that firearm sales are conducted in as safe environment as possible. To decrease possibility of illegal transfers or sales. To ensure community awareness that guns are sold in their neighborhood. 	<ul style="list-style-type: none"> • Develop draft ordinance • County counsel reviews and refines ordinances • BOS approval of ordinances 	<p>Public Safety & Justice Committee; Sheriff; LEAs; Public Safety & Justice; County, Counsel; Planning Department; VPC Policy</p>	<ul style="list-style-type: none"> • Documentation of process • County ordinance in place 	<p>In-kind staff support.</p> <ul style="list-style-type: none"> • Sheriff • County Counsel • Planning Dept.

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Policy ~ Firearm Recommendations

Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
DEALER ORDINANCES Consider an ordinance affecting firearms dealers in the following areas: Zoning & Permits: Requiring firearms dealers to conduct their business in commercial areas Restricting residential gun dealers Desired Outcomes: <ul style="list-style-type: none"> To prohibit commercial sale of firearms in residential areas To ensure that firearm sales are conducted in as safe and public environment as possible. 	<ul style="list-style-type: none"> Develop draft ordinance County counsel reviews and refines ordinances BOS approval of ordinances <i>BOS comments</i> Wants more information on amortizing vs. grandfathering Wants access to more data and information re: access to guns – ATF report quotes more guns used in crimes by youth were bought from licensed dealers <i>Wants to see cause and effect information benefits of ordinances delineated. Wants to know if they are enforceable, whether there are positive successes elsewhere</i> <i>Wants to see range of options: grandfather vs. amortize, with pros and cons delineated for options. Wants information re: residential vs. commercial dealers. What data do we have</i>	Housing, Land Use, Environment & Transportation Committee; Public Safety & Justice Committee; Health Joint Conference Committee; Sheriff; LEAs; Public Safety & Justice; County, Counsel; Planning Department; VPC-Policy	<ul style="list-style-type: none"> Documentation of process County ordinance in place 	In-kind staff support from: <ul style="list-style-type: none"> Sheriff County Counsel Planning Dept.

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VPC ~ Governance

Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
<p><u>Develop more formal structure for Violence Prevention Coalition</u></p> <p><u>Desired Outcomes:</u></p> <ul style="list-style-type: none"> • <u>To establish and maintain ongoing collaboration and multi pronged approach to violence prevention and guide the implementation and evaluation of the Action Plan</u> • <u>to formalize the existing organizational roles and committee relationships and the decision making process</u> • <u>To delineate roles, responsibilities of membership</u> • <u>To develop mechanism to maintain optimum participation from all segments of the community</u> • <u>To facilitate process and communication as plan is implemented</u> 	<ul style="list-style-type: none"> • <u>Leadership of Violence Prevention Council (Co-Chairs of Council and Committee Chairs) to act as a Transition Team/ Nominating Committee for development of Violence Prevention Coalition</u> • <u>Further refinement of the draft by-laws by Transition Team/Nominating Committee.</u> • <u>Transition Team/Nominating Committee to present final bylaws for the Violence Prevention Coalition to Health Joint Conference Committee</u> • <u>Board of Supervisors approval.</u> <p><i>BOS comments</i> <i>ensure flexible, inclusive membership but a strong decision making process</i></p> <p><i>concern about existing commissions – how to handle overlap/communication?</i></p>	<p><u>Board of Supervisors,</u> <u>Public Health – Violence Prevention Program,</u> <u>VPC co-chairs and committee chairs,</u> <u>Health Joint Conference Committee</u></p>	<ul style="list-style-type: none"> • <u>Formation of Violence Prevention Coalition</u> • <u>Adoption of by-laws</u> 	<p><u>In kind services</u></p>

VPC Support Recommendations

<p>Support of Costs associated with VPC and its efforts.</p> <p><u>Desired Outcomes:</u></p> <ul style="list-style-type: none"> • to provide support for planning, implementation, monitoring and evaluation of Violence Prevention Action Plan. • to maintain momentum & action needed to implement plan • to continue to generate more networking among partners. • to secure additional resources from other sources. 	<ul style="list-style-type: none"> • Maintaining and tracking VPC timelines and implementation of Action Plan components. • Review by the Health Joint Conference Committee • Periodic reports to Health Joint Conference Committee and status report to Board • Quarterly and annual evaluation of VPC efforts 	<p>Board of Supervisors, Public Health – Violence Prevention Program, Health Joint Conference Committee, Community – including public, private and nonprofit sectors</p>	<ul style="list-style-type: none"> • Meetings held; documenting forms of communication • Plan implementation and tracking. • Grants written and received 	<p>Supplies, meeting costs & services: \$25,000 for FY 98/99</p> <ul style="list-style-type: none"> • Copying & mailings • Meeting space • Food • Conference Costs • Staff training • Grant writing • Consultation Services
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Dedicated to the Health
of the Whole Community



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

Approved Accepted Adopted Denied Presented

BY THE BOARD OF SUPERVISORS
OF THE COUNTY OF SANTA CLARA
Phyllis A. Perez, Clerk of the Board

By Mikali O. Lopez
Deputy Clerk
Date: AUG 31 1999

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

DATE: August 18, 1999

TO: Board of Supervisors

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

SUBJECT: Report Back on the Promoting Violence Free Relationships Public Awareness & Education Campaign

RECOMMENDED ACTION

Accept the Violence Prevention Action Plan – Public Awareness & Education Campaign Update report from the Violence Prevention Program, Public Health Department as requested by Supervisor Simitian at the April 6, 1999 Board of Supervisors meeting.

FISCAL IMPLICATIONS

No County General Funds are required as a result of this action. The Board set aside funds during the FY 98/99 budget hearings and approved funding for this project on April 6, 1999.

CONTRACT HISTORY

Not applicable.

REASONS FOR RECOMMENDATION

This report back describes accomplishments and next steps toward the development of a pilot campaign and a long term awareness campaign plan to promote violence free relationships. The long

ORIGINAL

AUG 31 1999

term, cross-disciplinary campaign will address relationship violence in a comprehensive manner and will educate not only the public, but will also broaden the perspective of current stakeholders on issues of violence and abuse. Acceptance of the attached report will allow for continuation of the development and implementation of a long term awareness campaign which will assist in promoting a culture of peace, non-violence and respect for others.

BACKGROUND

During his tenure as Chair of the Board of Supervisors, James T. Beall requested that the Public Health Department develop a County-wide plan to prevent violence. With the full support of the Board of Supervisors, the Violence Prevention Council (VPC) was convened in May 1997. In June 1997, the Board of Supervisors also funded the Violence Prevention Program in the Public Health Department. As one of its primary functions, the Violence Prevention Program provided staffing and support for the efforts of the VPC.

In June 1998, during the Board of Supervisors Budget Hearings, the Board budgeted in reserve (pending the completion of the plan) \$350,000 to be allocated for the implementation of activities that will reduce and prevent violence in Santa Clara County. The Board charged the VPC to return in the Fall of 1998 with an Action Plan.

The 1998 Violence Prevention Action Plan was presented to the Board of Supervisors on October 27, 1998. At that time, the Board asked for an additional hearing on the overall Action Plan which was scheduled for December 15, 1998. At the December 15 meeting, the Board approved in concept the majority of the recommendations contained in the Action Plan, including the recommendation for a public education campaign, and asked that staff develop more detailed workplans for these recommendations to be brought back in the new year through the Health & Hospital Conference Committee.

One priority area identified in the Violence Prevention Action Plan was promoting violence free relationships. Within this priority area a recommendation was developed and later approved by the Board, to develop a multimedia public education campaign promoting violence free relationships. The Board approved funding for this campaign in the amount of \$100,000 in April 1999. To begin development of this campaign, the Public Health Department Violence Prevention Program staff brought together the Public Awareness & Education work group in February 1999. The attached report describes accomplishments and next steps toward the development of a pilot campaign and a long term awareness campaign plan to promote violence free relationships

CONSEQUENCES OF NEGATIVE ACTION

Failure to approve this action will result in the inability for the work group to continue work on the Public Education Campaign recommendation from the 1998 Violence Prevention Action Plan and delay the positive impact such a campaign would have on promoting violence-free relationships.

STEPS FOLLOWING APPROVAL

Return the approved transmittal to SCVHHS Administration.

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Approved Accepted Adopted Denied Presented

BY THE BOARD OF SUPERVISORS
OF THE COUNTY OF SANTA CLARA

Phyllis A. Perez, Clerk of the Board

By Phyllis A. Perez

Deputy Clerk

Date: AUG 31 1999

August 18, 1999

To: Supervisor James T. Beall, Jr.
Chair, Health & Hospital Committee
Supervisor Blanca Alvarado
Co-chair, Health & Hospital Committee

From: Guadalupe S. Olivas, PhD
Director, Public Health Department

RE: **Violence Prevention Action Plan – Public Awareness & Education Campaign
Report Back**

Recommendation

At the April 6, 1999, Board meeting, Supervisor Simitian noted that the \$100,000 allocated for the public education campaign to promote violence free relationships would not be adequate and requested that staff explore funding options. **Following is an update on the status of the campaign and the funding opportunities that have been and will be considered. We request that the Joint Health & Hospital Committee accept this update and accompanying timeline (Attachment C).**

Background

To fulfill the Violence Prevention Action Plan recommendation to develop a multimedia public education campaign which was funded for \$100,000 by the Board of Supervisors in April 1999, the Public Health Department Violence Prevention Program staff brought together the Public Awareness & Education work group in February, 1999. The membership of this work group is representative of the diverse cultures and professionals in Santa Clara County. Participants include representatives from San Jose State University, Packard Children's Hospital, Community Solutions, Family Services Mid Peninsula Agency, Support Network for Battered Women, YWCA, Child Abuse Council, San Jose Family/Domestic Violence Task Force, Billy DeFrank Gay and Lesbian Center, NAACP, Domestic Violence Council, City of San Jose, Social Services Agency, Asian Americans for Community Involvement, Working Partnerships, faith community and

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AUG 31 1999

community members. The Public Health Department's Violence Prevention Program staff continues to seek participation from representatives of different communities/organizations.

The work group spent its first several meetings developing more specific mission and goal statements for the awareness campaign (Attachment B), reviewing materials to identify best practices and defining terms. The work group identified the need for an experienced consultant who could guide the group through the next steps: identifying audiences, message development, and long term planning for a campaign that addresses multiple issues related to promoting violence free relationships. These discussions and actions are outlined in Attachment A.

Consultant services

The service agreement mechanism will be used to obtain consultation services for the Violence Prevention Program staff and the Public Awareness and Education work group. The contractor will help develop a detailed work plan for a broad, long-term public awareness campaign promoting violence free relationships. The scope of work for these services (which will access approximately \$30,000 of the \$100,000) will include the development of the specifics of a long term public awareness campaign strategy which encompasses public opinion research and avenues to reach diverse stakeholders with specific public awareness messages. In addition, the identification of other funding opportunities (grants, foundations, leveraging existing county funding) will be part of the strategy development. Once the specifics of a public awareness campaign strategy are developed, an RFP process will be used to implement the campaign.

Campaign kick off for the long term campaign is tentatively scheduled for January 2000.

Pilot campaign

The Violence Prevention Action Plan also included a recommendation for public awareness to prevent elder abuse. Per the approved plan, \$25,000 were directed to the Social Services Agency (SSA) Aging and Adult Services to match the City of San Jose's \$25,000 contribution and the Council on Aging's \$20,000 contribution for an elder abuse awareness campaign. The elder abuse awareness campaign was being developed by a public awareness subcommittee under the guidance of the APS Stakeholders Committee. Members of this subcommittee and the VPC PA&E work group expressed interest in collaborating on the awareness campaigns and a pilot campaign. The Public Health Department is working with SSA's Department of Aging and Adult Services to identify how it might be possible for the two groups to work together and share resources. A formal Memorandum of Understanding is being developed to define the nature of the partnership across the involved parties.

Resource development

Resource development will continue to be a high priority for the Violence Prevention Action plan implementation to leverage the general fund dollars the Board has allocated for this effort. The focus has been to develop an understanding of which foundations are

Consultants

The Public Health Department Violence Prevention Program staff have contacted several organizations, particularly those with experience developing social marketing campaigns. Those contacted include Martin & Glantz, the California Wellness Foundation (TCWF), The Family Violence Prevention Fund (FVPPF), HTPotter Communications, and Dean and Black. The contractor will be asked to develop a plan for a broad, long-term public awareness campaign promoting violence free relationships. The scope of work for these services will include the development of a long term public awareness campaign strategy, which encompasses public opinion research and specific public awareness messages for diverse stakeholders. In addition resources development options will be an important part of the campaign plan. Once the specifics of a public awareness campaign strategy are developed, an RFP process will be used to implement the campaign. Violence Prevention Program staff are in the process of selecting a contractor and development of a service agreement (for about \$30,000) to accomplish this work.

Background

Promoting Violence Free Relationships Public Education Campaign Development

To fulfill the Violence Prevention Action Plan recommendation to develop a multimedia public education campaign which was funded for \$100,000 by the Board of Supervisors in April 1999, the Public Health Department Violence Prevention Program staff brought together the Public Awareness & Education work group in February, 1999.

In February and March, the work group reviewed materials and existing campaigns in search of best practices. This review included: the Family Violence Prevention Fund, Los Angeles Campaign Against Sexual Assault, State of Minnesota's "You're the One Who Can Make the Peace." Information from the American Psychological Association, the Harvard School of Public Health's Center for Health Communication and the National Campaign to Prevent Teen Pregnancy's book, *The Media and the Message*, guided the discussion, methods, and preliminary development of the campaign. The research and evaluations from these organizations and others have been identified as best or promising campaign practices and are being used by the group.

After review of these materials, the PA&E work group identified several principles to guide the campaign's development. The work group recognizes that changing the culture of violence is a long range objective and will occur only with community and widespread commitment to such change. An awareness campaign alone will not be sufficient to change behavior, let alone a society's way of thinking, although it can set the stage with a strong message. Experience shows that behavior change occurs slowly, and will most likely not occur without parallel efforts. Behavior change usually occurs after the issue has been re-framed and accepted in its new form by political and community leaders. For example, it took The California Wellness Foundation four to five years to get the issue of firearm safety and children on the public's agenda.

The PA&E work group identified these guiding principles:

- best practices require that the campaign be a long-term commitment – lasting at least three years
- as noted by the Board, the allocated funding (\$100,000 for FY98/99) is good seed money, but must be supplemented by bringing partners and sponsors on board to enhance the BOS' \$100,000 commitment
- use a portion of the funds to leverage additional monies
- review and leverage off of existing, effective campaigns
- formative research is needed in different cultures/communities to ensure the messages being delivered are relevant and culturally appropriate

In light of this philosophy, the work group developed a mission, goals and some preliminary process objectives (see Attachment B). The desired outcomes, as identified in the matrix of the Violence Prevention Action Plan, form the basis for the Multi Year Campaign goals as delineated in Attachment B. Developing specific, time-related and measurable campaign process and outcome objectives proved more difficult – at which

point the PA&E work group recognized the need for a consultant to help guide the next stages of the campaign development. Initially, the work group turned to public relations firms and ad agencies. Consultation with the SCVH&HS Communications Department directed the group to consider research firms and foundations in search of a consultant.

The PA&E work group decided to follow a strategy which involves seven steps essential to the planning of an awareness campaign, in this case one which promotes violence free relationships:

1. Research and document the current environment
2. Identify providers and other key stakeholders
3. Assess the readiness of stakeholders to embark on a cross-disciplinary campaign
4. Conduct public opinion research on the issue
5. Develop strategy for educating and training stakeholders as messengers for a comprehensive approach to violence prevention
6. Present research findings to stakeholders and work with them to identify key cross-disciplinary messages that can form the basis of the public awareness campaign.
7. Identify opportunities to integrate communications efforts into existing violence prevention efforts

This media awareness campaign approach is best conducted in concert with ongoing violence prevention community work. Once the governance is finalized and the Violence Prevention Coalition is convened, the PA&E work group will continue to work on this aspect of the Violence Prevention Action Plan. Some of the groundwork identified in the first several steps, has already been laid through last year's development of the Violence Prevention Action Plan. It is through the campaign development process in which more specific messages and strategies for promoting violence free relationships, such as zero tolerance for violence and abuse, will be identified.

Through the course of discussions with potential consultants, Public Health Department Violence Prevention Program staff have learned that the scope and complexity of this awareness campaign is innovative to the degree that there are few, if any, other groups doing this kind of work.

Pilot campaign

Throughout the process, progress reports on the status of the campaigns were shared between the VPC PA&E work group and the public awareness subcommittee which was working under the guidance of the APS Stakeholders Committee. Members of the elder abuse awareness subcommittee and the VPC PA&E work group expressed interest in collaborating on the awareness campaigns and a pilot campaign. The Public Health Department is working with SSA's Department of Aging and Adult Services to identify how it might be possible for the two groups to work together and share resources. A formal Memorandum of Understanding is being developed to define the nature of the partnership across the involved parties.

most likely to fund such campaigns, how to structure a fundable campaign and the best way to approach foundations for funding for this purpose.

The funding opportunities which staff have explored are outlined below.

Recently, the David and Lucile Packard Foundation invited the Public Health Department to a meeting to discuss opportunities for funding. Whereas the Foundation has outlined interest in funding specific violence prevention programs or interventions, including data collection systems, they indicated that at this time, they do not fund awareness campaigns per se.

Another opportunity was explored with the American Psychological Association (APA). The APA in partnership with the Ad Council, the National Association for the Education of Young Children (NAEYC) developed a plan for a nationwide awareness campaign. This awareness campaign, focused on youth violence, was designed to address social attitudes and root causes of violence – a scope of work similar to ours. Pending funding, the APA expressed interest in using Santa Clara County as a pilot site because of our collaboration and groundwork in violence prevention. Their extensive proposal to the Packard Foundation, however, was not funded at this time.

The San Francisco-based Family Violence Prevention Fund (FVPPF), a nationally renowned organization for their awareness campaigns on domestic and family violence, was also contacted. The FVPPF is currently working on an awareness campaign linking domestic violence and child abuse – this group also expressed interest in a collaborative work arrangement in which Santa Clara County might serve as a pilot. This opportunity is still being considered. The FVPPF was impressed by the breadth of our proposed campaign, in part because they had not yet made the links themselves to elder abuse, and would like to be kept abreast of our progress.

The California Department of Social Services is releasing two RFPs for an Education and Outreach Child Abuse Prevention Media campaign – staff are determining whether the RFP guidelines can be applied to this project.

Martin & Glantz, a well known social marketing group funded by The California Wellness Foundation, recently contacted the Violence Prevention Program and indicated that because of the innovative nature of the campaign funders would like to know the progress and possibly fund this effort. Martin & Glantz indicated that they would direct potential funders for this campaign to us.

Promoting Violence Free Relationships Awareness Campaign

Mission

To create a multimedia campaign which will

- help to create a culture of peace
- challenge the societal norm that violence and abuse are a normal part of life
- promote violence-free relationships
- identify and raise consciousness of different forms of abuse and violence

Multi Year Campaign Goals

To change attitudes, knowledge and behavior about family and relationship violence and abuse among Santa Clara County residents by

- providing information about the causes of family and relationship violence and abuse
- offering positive solutions to prevent family and relationship violence and abuse
- helping people own the problem and the solution
- developing a common language with which to communicate and problem solve

To influence people to take specific actions that prevent family and relationship violence and abuse by providing necessary information, tools and skills

To evaluate effectiveness of the campaign in meeting multi year campaign goals

Objectives

The following are a set of preliminary process objectives. Outcome objectives will be developed as the campaign specifics are developed.

To create an effective, multi year, phased awareness campaign promoting violence-free relationships

To develop focused campaigns/outreach efforts sensitive and relevant to the different communities in our county (as defined by race/ethnicity, gender, disability, sexual identity, age, economics, geography, and others).

To integrate campaign messages into other VPC efforts and projects.

To evaluate effectiveness of the campaign in meeting the campaign objectives

Campaign overview

Changing the culture of violence is a long range objective and will occur only with commitment to such change. An awareness campaign alone will not be sufficient to change behavior, let alone a society's way of thinking, although it can set the stage with a strong message.

The campaign would begin by seeking to lay the foundation with a message promoting pro-social behavior and violence-free relationship; one designed to begin influencing the social norms which currently accept violence as a way of life.

Ultimately campaign messages would focus on promoting behavior change and/or encouraging people to take action. These messages will be created after needed services are identified and put into place and after a network is set up into which volunteer individuals wishing to take action against violence can be referred.

PA&E work group TIMELINE**Promoting Violence Free Relationships – Public Education Campaign**

Long term campaign	
1999	
July	Bring consultant on board for pilot and long term campaign development (\$30,000)
July August September	Planning - development of short and long term plan, includes: <ul style="list-style-type: none"> - Research and document current environment for campaign promoting violence free relationships - Identify providers and other key stakeholders - Assess the readiness of stakeholders to embark on a cross-disciplinary campaign promoting violence free relationships
October	Formative Research – SCVH&HS Communications Department will contribute contractor services to <ul style="list-style-type: none"> - Conduct public opinion research on the issue Message development <ul style="list-style-type: none"> - Develop strategy for educating and training stakeholders as messengers for a comprehensive approach to violence prevention • Development of RFP (in amount ranging from \$100,000 - \$300,000*) for campaign implementation • Review of RFP by SCVH&HS and Public Health Department • Review of RFP by County Counsel
November	<ul style="list-style-type: none"> • Review of RFP by VPC • Review of RFP by Joint Health & Hospital Committee Internal campaign launch <ul style="list-style-type: none"> - Present research findings to stakeholders (VPC) and work with them to identify key cross-disciplinary messages that can form the basis of the public awareness campaign. - Identify opportunities to integrate communications efforts into existing violence prevention efforts
December	RFP for campaign implementation released
January 2000	RFP - vendor selection
January – February 2000	Launch first phase of long term campaign Evaluation ongoing

A timeline for the pilot campaign will be developed by the consultant being hired.

Approved Accepted Adopted Denied Presented

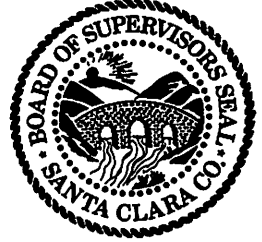
County of Santa Clara

Office of the Board of Supervisors

County Government Center, East Wing
70 West Hedding Street, 10th Floor
San Jose, California 95110
(408) 299-2323
FAX 298-8460 TDD 993-8272

BY THE BOARD OF SUPERVISORS
OF THE COUNTY OF SANTA CLARA
Phyllis A. Perez, Clerk of the Board

By [Signature] 30A
Deputy Clerk
Date: FEB 3 1998



James T. Beall, Jr.
Supervisor, Fourth District

January 20, 1998

TO: Santa Clara County Board of Supervisors

FROM: Supervisor James T. Beall, Jr. [Signature]
Co-Chair, Violence Prevention Council

Supervisor Pete McHugh [Signature]
Chair, Public Safety & Justice Committee

SUBJECT: Approval of Items Relating to the Violence Prevention Council of Santa Clara County

Recommended Action

It is recommended that the Board of Supervisors take the following actions:

1. Accept the November 6, 1997, Report from the Santa Clara County Violence Prevention Council entitled, "Violence Prevention in Santa Clara County - *Current Efforts, Statistics and Future Opportunities*".
2. Request that the County Executive convene an interdepartment task force under the auspices of the Public Safety and Justice Committee involving all Law & Justice, Health and Human Service and other appropriate departments:
 - a) to explore the development of a system for the ongoing collection, sharing and analysis of data and information relative to violence assessment; and
 - b) to develop collaborative approaches in addressing issues related to preventing and reducing violence in the County; and
 - c) to report progress and planning efforts back to the Public Safety and Justice Committee on March 19, 1998.
3. Instruct the Public Health Department to provide staffing to the above mentioned interdepartmental task force and to serve as the repository of the violence-related data system with the responsibility to develop and produce progress reports to the Board of Supervisors, County Departments and community at large.

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4. Authorize the newly created Violence Prevention Council of Santa Clara County to convene a series of community forums and focus groups in 1998 to aid in the development of a "County Multi-Year Community Strategic Action Plan" to prevent and reduce violence throughout the County.
5. Instruct the Violence Prevention Council to involve young people, community and neighborhood groups and individuals, health and human service agencies, religious, business and civic representatives, and elected and appointed officials from throughout the county in the planning process for preparation of the "County Multi-Year Community Strategic Action Plan".
6. Designate the Public Health Department, Santa Clara Valley Health & Hospital System, with administrative responsibility to support the activities of the Violence Prevention Council, to bring the Council's action plan to the Board of Supervisors in August, 1998, with a proposed process for the implementation of the action plan which includes recommendations for an aggressive funding plan to support action plan recommendations.

Fiscal Impact

No additional County General funds are required by these actions. The Public Health Department will secure funding for the community forums and focus groups and will continue to provide administrative support to the Violence Prevention Council.

Background and Reasons for Recommendations

In January, 1997, as incoming Chair of the Board of Supervisors, Jim Beall 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.

The Violence Prevention Council of Santa Clara County believes violence is preventable and envisions a society that fosters the development of healthy communities, healthy families and healthy and responsible youth. *"The mission of the Violence Prevention Council of Santa Clara County is to prevent violence and its related injury, psychological 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 and more economically viable community."*

The Violence Prevention Council is composed of leaders from health and human services, law enforcement, school districts, community agencies, cities, and business. Supervisor Jim Beall and Guadalupe S. Olivas, Ph. D., Director of Public Health are serving as Co-Chairs of the Violence Prevention Council, (VPC) which provides oversight for the overall community planning and mobilization process and the work of the Council Committees.

Currently, there are four Committees addressing key areas of work with members of the Violence Prevention Council serving as Chairs:

Community Assessment/Data	Guadalupe S. Olivas, Ph.D. Director, Public Health Department Nancy Pena, Ph.D. Deputy Director, Mental Health
Policy	Jose Villarreal, Public Defender Bob Garner Director, Alcohol and Drug Services
Public Awareness & Education	Pete Kutras, Deputy County Executive Tom Sing, Assistant Sheriff
Community-Based Initiatives	Rev. Vaughn Beckman, Director, Council of Churches Ernest Guzman, Chair, SSA Commission member, Human Relations Commission

On November 6th, the VPC held its first conference, "Safe Homes, Safe Schools, Safe Neighborhoods" and released its first report, "Violence Prevention in Santa Clara County - Current Efforts, Statistics, and Future Opportunities". The conference was designed to bring together a broad array of stakeholders interested in developing a violence prevention action plan and was attended by over 250 individuals from a wide variety of backgrounds and disciplines. Conference attendees actively participated in the initial formulation of recommendations to reduce and prevent violence in the county community and provided direction for the four committees as they work to develop action plans. In 1998, the whole community will be invited to participate in the violence prevention action planning process through a series of regional forums and focus groups.

Following the November 6th Conference, the Policy Committee met and recommended that the Board of Supervisors be asked to formally adopt the mission and goals of the Violence Prevention Council and to give formal support to the Council's action planning process. In addition, the Policy Committee recommended that the Board formally request that county agencies and other interested jurisdictions work together to identify opportunities to collaborate on violence prevention data collection and analysis and overall violence prevention efforts. Public Health staff drafted the Policy Committee recommendations for review by the Violence Prevention Council. At the December 15th meeting of the Violence Prevention Council, the Council discussed, modified and approved the recommendations from the Policy Committee and asked Supervisor Beall to bring the proposed recommendations to the Board of Supervisors in January, 1998, for their approval.

Steps Following Approval

The Clerk of the Board will forward two (2) executed copies to the Public Health Department.

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January 20, 1998

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DRAFT

TO: Santa Clara County Board of Supervisors

FROM: Supervisor James T. Beall, Jr.
Chair, Health & Hospital System Joint Conference Committee
Co-Chair, Violence Prevention CouncilSupervisor Pete McHugh
Chair, Public Safety & Justice Committee

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3. Instruct the Public Health Department to provide staffing to the above mentioned interdepartmental task force and to serve as the repository of the violence-related data system with the responsibility to develop and produce progress reports to the Board of Supervisors, County Departments and community at large.
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Post-It® Fax Note

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Date	1/20	# of pages	4
To	Phyllis	From	L. Guberry
Co./Dept.		Co.	
Phone #		Phone #	Thanks
Fax #	298	Fax #	

JAN 27 1998

?
Jeanne - call Andrea Guberry at H+H for info.

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Steps Following Action

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1-20-1998 5:20PM

FROM PH ADMINISTRATION 408 8854248

P. 4

with one copy being forwarded to the Violence Prevention Council.