Summary of 1998 Violence Prevention Action Plan Expenditure Plan

Recommendation Category		Funding	Funds allocated to: *	Funds to be used for:
tion Categories Approved (12/15/98	and 2/23/99			
Community Based Initiatives	\$25,000			
Youth Leadership		\$25,000	Office of Human Relations for contract services	Training youth, Minigrants
Public Awareness & Education	\$65,000			
Proactive Community Outreach		\$10,000	Public Health Department (PHD) for contract services	Planning, training outreach team
Firearm Awareness Campaign		\$30,000	PHD for contract services	Campaign message development
Promote Awareness of Elder Abuse (County match for City of San Jose \$25,000)		\$25,000	Council on Aging (as fiscal agent for SSA-APS Stakeholders Elder Abuse Outreach Committee)	Consultation services, campaign developmen & implementation
Community Assessment & Data	\$70,000			
Development of Violence Prevention Library for purposes of improving data on violence problem and to support e	a & information	\$70,000	PHD for contract services	Consultation services f technical development
Violence Free Relationships	\$115,000)		
Establish prevention and training pro abuse and sexual assault in the disa		\$10,000	Mental Health Department for contract services	Program development piloting
Violence Free Relationships Public Campaign	Education	\$100,000	PḤD for contract services	Consultation services, campaign developmen
Media Literacy		\$5,000	PHD	Summit costs (supplies services)
Su	btotal \$275,000	<u>0</u> (include	es \$50,000 of funds released	at 12/15/98 BOS meeting
on Plan Categories (approved 3/23	/99 <u>)</u> · .			
Alcohol	\$50,000			
Alcohol taxes Zoning Ordinances Responsible Beverage Service Billboards Sponsorship Advertising		\$50,000	Department of Alcohol & Drug Services (DADS) for contract services	Consultation services and training to establish best practices-related training for team/ stakeholder group exploring potential Cour policy positions
Increased Funding for Prevention				
	areness,	#	DADS for contract services	
Increased Funding for Prevention Youth-driven alcohol use public aw	areness, \$25,000		DADS for contract services	
Increased Funding for Prevention Youth-driven alcohol use public aw education and action campaign	\$25,000 °C and its efforts,		DADS for contract services	Supplies, meeting cos & consultation services
Increased Funding for Prevention Youth-driven alcohol use public award education and action campaign VPC Support Support of Costs associated with VPC including grant writing to seek addition	\$25,000 °C and its efforts,			
Increased Funding for Prevention Youth-driven alcohol use public award education and action campaign VPC Support Support of Costs associated with VPC including grant writing to seek addition	\$25,000°C and its efforts, nal resources.			

^{*} Per text in memo, Public Health will enter into MOUs with other county departments identified to assure consistency with approved VP Action Plan activities.

[†] These proposed expenditures were delineated in Supervisor Beall's memos which summarized his proposed modifications. ‡ The specific cost for this campaign has not been identified. Funding for this recommendation is anticipated in FY 99/00

Community Based Initiatives Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
By June, 1999. Welfare To Work: The 100 Families Mentoring Project Develop the 100 Families Project, a family mentoring model which targets welfare to work families who face multiple risks.	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	To be developed by SSA and Council of Non-Profits Number of families in mentoring relationship	Opportunities to explore pooled funding are being pursued
Desired Outcomes: 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.	Sangra de la desarra de cuita de la composição de la comp		n Rito aptor)	
By December 1999 Youth Leadership Support the further development of a youth leadership strategy through collaborative efforts with the Human Relations Commission and others Desired Outcomes: • 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.	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	Number of youth participating in VP efforts Pre/Post knowledge & skills of youth	\$25,000 training & minigrants. FY 98-99 Additional funding opportunities being sought

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Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
By December 1999 Build Community Support for PeaceBuilders The CBI committee will identify opportunities to build community support for the PeaceBuilders program. Desired Outcomes To increase positive school climate allowing for more teaching & learning To decrease violent incidents on school campuses	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	Rigorous Pre/Post Test already designed as part of PeaceBuilders program.	In-kind VPP staff support Apply for grant funding for 2001/02 school year
By December 1999 Campaign to Promote the Pledge of Non-Violence Continue the proactive Pledge of Non-Violence campaign. Desired Outcomes: 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	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	Number of pledges signed Number of groups represented	In-kind VPP staff support Volunteer support from participating agencies

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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 nonviolence. Phase 1: Speaker's Bureau; Phase 2: Outreach events (e.g. Stop the Violence day/week); Phase 3: Violent Incident Response Team Desired Outcomes: 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	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 Boar 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:	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	Health Joint Conference Committee, PA&E, LEAs, community based organizations	 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, 	\$30,000 for pilot implementation of campaign. FY99/00 Consultation services & materials.
To help individuals (both adults and youth) develop knowledge, skills and behaviors to keep our youth safe from	5) Implement and evaluate in Spring 20006) refine methods based on evaluation			A SERVICE ON PERMIT
guns. Raise awareness in the community about firearm-related issues.	*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		schools, organizations at which trainings offered.	

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Public Awareness & Education Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
By December 2000 Proactive Outreach to Media Improve and increase media coverage of violence in our community.	 Develop VPC media goals & messages. Develop outreach protocol & alert mechanisms. Develop evaluation plan. Training for Media Outreach Representatives. 	PA&E committee, County PIO, PIO/PR managers at	Track media outreach efforts (who, where, how, # attend) Pre/post knowledge & skills testing by those at	In-kind staff support: • VPP • VPC
Desired Outcomes: Improve media coverage of violent events Increase media coverage of opportunities for violence prevention	Develop events exclusively for media on covering violence prevention.	agencies and community organizations, VPP staff · receive	events. • Track media coverage received (clippings, TV, radio etc.)	• PA&E
By June 2000 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. Desired Outcomes Raise awareness in the community about elder abuse and related elder issues Raise awareness about services for elder abuse prevention and intervention	 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	Work with partners to: Pilot messages to focus groups. Track placement of final messages in different mediums Track number of calls to SSA-APS 800 number	\$25,000 to match SJDVTF and Council on Aging funds. FY 98/99 Partners to identify further funding opportunities.

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Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
By December 1999 Development of Violence Prevention Information Library (VPIL). Desired Outcomes: 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	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	Interagency Task Force (ITF), LEAs, Schools, County Office of Education, Hospitals, CBOs, community partners, PHD	Technical Plan developed MOUs developed	 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.
By December 1999 Develop Violence Prevention Resource Inventory with focus on Violence Prevention priority areas: alcohol, firearm, & relationship violence. Desired Outcomes: Increase community awareness and capacity about available community resources for the purpose of maximizing coordination and decreasing duplication. Identify community Best Practices	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	Interagency Task Force/ Community Assessment and Data Committee, PHD	Inventory developed Inventory used	Funding for inventory development part of the Violence Prevention Information Library, above
By December 1999 Develop & Refine Evaluation Plan Desired Outcome: To improve capacity to systematically monitor and evaluate VPC efforts in the short and long term.	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	CA&D, PHD, MHD, VPC Steering Committee	Programs, policies and processes evaluated with evaluation plan	In kind VPP staff and committee support.

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Policy ~ Violence Free Relationships Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
By June 2001 Provide Family Violence continuing education to all Santa Clara County employees providing direct services. Desired Outcomes: To improve County direct service providers' knowledge and skills in universal screening, and identification, for early 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.	 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 	Public Health Dept. and Social Services Agency with county and community agencies who design and/or implement DV and other programs that address relationship violence	 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. 	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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By December 2001 Provide Family Violence continuing education to all Santa Clara County contract agencies providing direct services. Desired Outcomes: To improve County contractors' direct service providers' knowledge and skills in universal screening, identification, for early 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	In 2000, develop a cadre of trained staff to provide Family Violence training to agencies and contractors. Train the trainer In 2001, conduct training for agencies & contractors	Public Health Dept. and Social Services Agency with county and community agencies who design and/or implement DV and other programs that address relationship and family violence	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.	To be determined. (Does not begin until 2000)
 age appropriate. Long term outcomes: increased early referrals, decreased deaths and injuries due to relationship abuse and violence 			Tracking number of referrals made for child, elder abuse and DV	
By June 2000 Establish prevention and training programs for abuse and sexual assault in the disabled community. Desired Outcomes: • 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.	 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) 	MHD and PHD- VPP with other community and county agencies	Evaluate pilot training: Pre/post knowledge & skills testing course evaluations by individuals receiving training make changes to training based on results	 \$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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Policy ~ Violence Free Relationships Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
By December 1999 Define and plan for improved teacher training in violence prevention education. Desired Outcomes: • To develop plan for creation of a violence prevention training component with which to train future educators. Longer term desired outcomes • 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	VPC, DVC, CAC, SJDVTF, SJSU to identify opportunities for teacher training in violence prevention Make recommendations for development of educator training VP component. (After 1999, develop educator training VP component; Expand Task Force to focus on community colleges; Ongoing implementation dependent upon recommendations)	SJSU, VPC, DVC, CAC, SJDVTF	Completion of Task force recommendations (Evaluation of teacher training program to be developed as part of the Task force's recommendations)	 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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Policy ~ Violence Free Relationships Recommendation & Desired Outcomes	Major Milestones/Action Steps	Ļead & partner agencies	Evaluation Plan	Funding Recommendations*
Public Education Campaign Develop and support comprehensive, ongoing, multimedia campaigns. Desired Outcomes: To change attitudes, knowledge and behavior about family and relationship violence among diverse Santa Clara County communities 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 abuse and violence by providing necessary information, tools and skills To evaluate effectiveness of the campaign in meeting multi year campaign goals	 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	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	 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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ongoing Develop/Enhance capacity of youth Support the expansion of effective youth programs in the community Desired Outcomes: 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: Youth Task Force PeaceBuilders Youth Driven Alcohol Awareness Campaign Firearms Awareness Campaign Resource Inventory – youth focused programs/services Speakers Bureau			
ongoing 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: 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: 100 Families Project: Welfare to Work Media Literacy Summit PeaceBuilders Firearm Awareness Campaign Resource Inventory – parent focused programs/services			

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Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
By June 2000 Media Literacy Coordinate with existing efforts to provide media literacy training to parents in the County. Desired Outcomes: • 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.	 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	Recommendations from Media Literacy Summit Summit Evaluations from participants	\$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*
Alcohol taxes Adopt a formal position for alcohol taxes to reflect and keep up with inflation Ongoing Alcohol taxes Consider support for state and national efforts to maintain alcohol-related tax revenue to keep up with inflation. Desired Outcomes 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.	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. 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 lentify 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.	County Counsel, DADS, County Office of Intergovern- mental Relations, Legislative Committee	Passage of Alcohol Tax initiative. Tracking number of meeting attendees Official county position on state and federal laws Community input through forums (evaluations)	In-kind staff support, A&D Prevention Division, planning support with Public Health. \$1,000 FY-98-99 Supplies/meeting costs. \$10,000 consultation services. FY-98-99 • 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*
By June 2001 Zoning Ordinances -Conditional Use Permit (CUP) Ordinances -Develop and implement a county-wide policy for strong, commercial zoning district ordinances to guard against over- concentration of alcohol outlets Consider assessing and strengthening commercial zoning district ordinances through the conditional use permit (CUP) process, as a safeguard against alcohol outlet density. Desired outcomes: 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.	 In 1998-99, convene group to develop policy. 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. 	County Counsel, Planning Department, DADS, Office of Intergovern- mental relations, Housing, Land Use, Environment & Transportation Committee.	Passage of ordinances In municipalities. Documentation of process Changes to existing ordinances Development of model ordinances Training Course Evaluations	In-kind-staff-support - County - Counsel - Planning-Department - A&D Prevention Division \$10,000-consultation services. FY 98/99 - 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
	BOS comments: should be sensitive to existing laws			

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Policy ~ Alcohol Recommendations Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
By June 2001 Responsible Beverage Service Develop and implement a county wide policy for RBS training for all establishment which make alsohol available to the public Encourage and support the development of consistent standards for the safe operation of retail alcohol outlets. Desired outcomes: 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.	 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 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. BOS comments: Shouldn't the Alcohol Beverage Control do this, and we use the money elsewhere? Consider potential for Foundation funding	County Counsel, DADS, Planning Department, Chambers of Commerce, Restaurant Association Retailers, wholesalers, business groups, Child Development Collaborative	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	- In-kind staff support planning support from A&D - RBS will be self supporting \$1,000 FY 98/99 supplies/meeting costs \$10,000 consultation services. FY 98-99 - 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 - Possible foundation funding

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Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
By June 2000 Billboards Develop and implement a county wide policy to regulate outdoor (i.e., billboard) alcohol advertising Consistent with the constitutional protection afforded commercial free speech, support a county-wide process to examine local policies regarding alcohol advertising on billboards. Desired outcomes: 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. BOS comments: concern there is not enough money allocated to do the job	Convene group to develop policy. 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.	County Counsel, Planning Department, DADS, Health Joint Conference Committee, Housing, Land Use, Environment & Transportation Committee	Number of municipalities adopting policy. Document the process Track changes to existing ordinances Development of new ordinances	n-kind staff support FY-98-99 A&D-Prevention Division County Counsel • \$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 Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
By June 2000 Sponsorship Develop and implement a county-wide policy to prohibit alcohol sponsorship at the County Fair and at other similar activities. 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. Desired Outcomes 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. BOS comments: an internal committee of the Fairgrounds Management Corporation should consider operational practices	Convene group to develop policy. In 1998-99, review existing policy addressing spensorship. Review other county policies on spensorship Convene group to develop position paper to support policy adoption by BOS. Ongoing community review process. Implement county wide policy 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 spensorship of community events; and policy responses to overconcentration of alcohol outlets, problem vendors, advertising, etc. County Counsel review. Health Joint Conference Committee review. BOS approval of specific County position.	County Counsel, DADS, Fairground Management Corporation, Health Joint Conference Committee, Fair grounds users (event organizers)	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	In-kind staff support FY 98/99. A&D Prevention Division County Counsel \$3,000 consultation services FY 98-99. 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 Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
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. Consistent with the constitutional protection afforded commercial free speech, develop consistent standards for advertising space allowed for window signs in retail establishments. Desired outcomes: 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.	Review county and city policies regulating windew 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.	County Counsel, Planning Department, DADS, Youth Task Force, CBI, Law Enforcement Agencies, Chamber of Commerce, Housing, Land Use, Environment & Transportation	Establish-baseline number of non-compliant and annual Documentation of process Training Course Evaluations Development of ordinances	In-kind staff support FY 98/99. A&D Prevention Division • 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 Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
By June 2000 Increased Funding for Prevention Prioritize funding of promising prevention strategies for decreasing access to alcohol. Prioritize the funding of proven prevention strategies. Desired outcomes: Increased local expenditure for proven programs and strategies. Adequate resources for prevention programs, especially for pregnant women, infants and youth.	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,	Compile a listing of preven effective prevention strategies Inclusion of inventory of prevention programs in Community Information System on Violence Resource Inventory	\$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
Public Awareness, Education, & Action Create, fund, and implement a youth-driven, environmentally focused alcohol-awareness campaign. Desired outcomes: 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.	 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	Pre/post test measuring knowledge and skills. Training Course Evaluation Tracking number of participants. Tracking locations where training occurs.	Funding proposal to be developed upon Board of Supervisor approval (FY 99/00) Additional funding sources will be sought.

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1	Policy ~ Firearm Recommendations			*		
Ī			Lead & partner			Funding
	Recommendation & Desired Outcomes	Major Milestones/Action Steps	agencies	Evaluation Plan	ı	Recommendations*

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.

Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
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. Desired Outcomes: 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	Identify opportunities for collaboration. Develop recommendations Develop Evaluation Plan Implement recommendations Evaluate Note: this collaboration recommendation is based on models from the Mayor's Gang Prevention Task Force and the Boston Gun Project	Public Safety & Justice Comm., Health Joint Conference Committee, VPC Governance, LEAs, Probation, Justice, courts, community organizations, MGPTF, County Counsel	Documentation of collaboration process Number formalized collaborative agreements addressing firearm policy.	In-kind staff support VPP planning support

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Policy ~ Firearm Recommendations Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
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. 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. • 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	Identify any existing or planned legislative activity related to firearms Convene group to develop county position on policies. Review existing policies, federally, statewide, locally County Counsel review and refine Legislative Committee review BOS approval of specific county position	Legislative Committee, Public Safety & Justice, Committee, Health Joint Conference Committee, County Counsel	Documentation of process Official County position on State and Federal Laws.	In-kind staff support from: County Counsel Office of Intergovernmental Relations (County)

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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: To enforce existing firearms laws.	Identify firearm laws which need greater application, and strategy for implementation. Convene group to develop policy direction and implementation. Review existing policies, federally, statewide, locally County counsel review and refine BOS approval	Legislative Committee, Public Safety & Justice Committee	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.	Identify any existing or planned legislative activity related to firearms Cenvene group to develop policy. Review existing policies, federally, statewide, locally County counsel review and refine BOS-approval	Public Safety-& Justice Committee	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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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.	Convene group to develop policy. Review existing policies, federally, statewide, locally County counsel review and refine BOS approval	County Counsel, LEAs	Documentation of process Official County position/action on tax.	In-kind staff support. - County Counsel - Law & Justice agencies
MANUFACTURING CRITERIA FOR SALE OF-HANDGUNS referred to "Support Adoption of State & Federal Laws" 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.	Convene group to develop policy. Review existing policies, federally, statewide, locally County counsel review and refine BOS approval	Sheriff, LEAs, County Counsel, VPC- Policy	Documentation of process County ordinance in place.	In-kind-staff-support. -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	Referred to Public Awareness & Education committee Firearm Awareness Campaign recommendation			
Desired Outcomes: 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				

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Policy ~ Firearm Recommendations Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
DEALER ORDINANCES Pass an ordinance affecting firearms dealers in the following areas: Zening & Permits: Requiring firearms dealers to conduct their business in commercial areas and requiring a conditional use permit Restricting residential gun dealers from sensitive areas Requiring dealers to carry liability insurance 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 Allowing dealers to sell ammunition only to those individuals licensed to own firearms. (Pending state licensing reg. Implementation)	Develop draft ordinance County counsel reviews and refines ordinances BOS approval of ordinances	Public Safety & Justice . Committee; Sheriff; LEAs; Public Safety & Justice; County, Counsel; Planning Department; VPC-Policy	Documentation of process County ordinance in place	In-kind-staff-support. Sheriff County Counsel Planning-Dept.
Desired Outcomes: - To ensure that firearm-sales are conducted in as safe environment as pessible. To decrease possibility of illegal transfers or sales. To ensure community awareness that guns are sold in their neighborhood.			,	

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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: To prohibit commercial sale of firearms in residential areas To ensure that firearm sales are conducted in as safe and public environment as possible.	Develop draft ordinance County counsel reviews and refines ordinances BOS approval of ordinances BOS comments 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 Wants to see cause and effect information benefits of ordinances delineated. Wants to know if they are enforceable, whether there are positive successes elsewhere	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	Documentation of process County ordinance in place	In-kind staff support from: Sheriff County Counsel Planning Dept.
	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			

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Recommendation & Desired Outcomes	Major Milestones/Action Steps	Lead & partner agencies	Evaluation Plan	Funding Recommendations*
Develop more formal structure for Violence Prevention Coalition Desired Outcomes: To establish and maintain ongoing collaboration and multi pronged approach to violence prevention and guide the implementation and evaluation of the Action Plan to formalize the existing organizational roles and committee relationships and the decision making process	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 Further refinement of the draft by-laws by Transition Team/Nominating Committee. Transition Team/Nominating Committee to present final bylaws for the Violence Prevention Coalition to Health Joint Conference Committee Board of Supervisors approval.	Board of Supervisors, Public Health – Violence Prevention Program, VPC co-chairs and committee chairs, Health Joint Conference Committee	Formation of Violence Prevention Coalition Adoption of by-laws	In kind services
 To delineate roles, responsibilities of membership To develop mechanism to maintain optimum participation from all segments of the community To facilitate process and communication as plan is implemented 	BOS comments ensure flexible, inclusive membership but a strong decision making process concern about existing commissions – how to handle overlap/communication?			

VPC Support Recommendations

Support of Costs	associated	with	VPC
and its efforts.			

Desired Outcomes:

- 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.

- 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
- Supervisors,
 Public Health –
 Violence
 Prevention
 Program,
 Health Joint
 Conference
 Committee,
 Community –
 including public,
 private and
 nonprofit
 sectors

Board of

- Meetings held; documenting forms of communication
- Plan implementation and tracking.
- Grants written and received

Supplies, meeting costs & services:

\$25,000 for FY 98/99

- 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

JUN 2 1 1999

June 18, 1999

TO:

Van Parrish, Chief Aide

Supervisor Jim Beall

FROM:

Guadalupe S. Olivas, Ph.D.

Director, Public Health Department Co-chair, Violence Prevention Coalition

SUBJ:

Review of Board Modified Violence Prevention Action Plan

Recommendations

At the April 6, 1999 Board meeting the Violence Prevention (VP) Action Plan Expenditure Plan was approved and \$350,000 in funding was released for implementation of Action Plan recommendations. At that time, Supervisor Simitian requested that a summary be provided of all Board approved VP Action Plan recommendations.

As you are aware, the process of review, modification, and approval of the VPC Action Plan has been long and complicated involving four Board Hearings over a period of five months. In the attached draft, we have intended to capture all of the input and direction that has been given by each Board Office in the BOS hearings. We are requesting your help in reviewing the attached draft matrix of the Board modified Violence Prevention Action Plan recommendations.

I am asking that you get any feedback you have to us by Wednesday, June 30. I am planning to bring the modified matrix of recommendations back to the Board for their approval in the month of August.

Please let me know if you have any questions or concerns. I can be reached at (408) 885-4202, or you can contact Andrea Villasenor-Perry at (408) 885-4605.

Thank you for your ongoing support of our violence prevention efforts.

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

cc: County Counsel, Susan Branch, Tamara Lopez