SANTA CLARA
VALLEY
HEALTH & HOSPITAL SYSTEM

Approved

BY
OF

Accepted Adopted Denied Presented

BY THE BOARD OF SUPERVISORS OF THE COUNTY OF SANTA CLARA

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PUBLIC HEALTH DEPARTMENT

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

DATE:

Dedicated to the Health

H45#2

of the Whole Community

05.09.00

April 21, 2000

TO:

Santa Clara County Board of Supervisors

FROM:

Robert Sillen, Executive Director

Santa Clara Valley Health & Hospital System

SUBJECT:

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

RECOMMENDED ACTION

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

FISCAL IMPLICATIONS

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

CONTRACT HISTORY

Not applicable.

REASONS FOR RECOMMENDATION

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

BACKGROUND

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

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

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

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

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

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

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

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

CONSEQUENCES OF NEGATIVE ACTION

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

STEPS FOLLOWING APPROVAL

Return approved transmittal to SCVH&HS Administration.

Task Group Members and Designees:	Lead Partner for the following Workgroups:
1. Child Abuse Council	
Representative: Erin Simile, Chair	
Designee: Rev. Anne Carlson	
2, Commission on the Status Of Women	
Representative: Gay Katilius, Chair	,
Designee: Jo Seavey	
3. Domestic Violence Council	
Representative: Paula Gann, Chair	
J. Office of Human Relations	Youth Task Force
Representative: James McEntee, Director	
5. Human Relations Commission	
Representative: Gertrude Welch, Chair	
	Dramating Augrenous of Elder Abuse
6. Social Services Agency	Promoting Awareness of Elder Abuse
Representative: Yolanda Lenier-Rinaldo, Director	
Designee: Mary Helen Doherty	Daniel America of Pills About
. Department of Aging and Adult Services	Promoting Awareness of Elder Abuse
Representative: Betty Malks, Director	•
Designee: Jamie Buckmaster	
8. Mental Health Board	•
Representative: Navah Statman, Chair	
9. Mental Health Department	Workgroup to Prevent Violence Against People with
Representative: Allan Rawland	Disabilities and Family Violence Prevention Training -
Designee: Bob Porter	In collaboration with the Public Health Department
	Violence Prevention Program
10. Department of Alcohol and Drug Services	Alcohol Policy
Representative: Bob Garner	•
Designee: Rogelio Balderas	· · · · · · · · · · · · · · · · · · ·
11. Office of the District Attorney	
Representative: George Kennedy, District Attorney	
Designee: Margo Smith, Supervising Deputy D.A.	
12. Office of the Public Defender	
Representative: Jose Villarreal, Public Defender	
Designee: David Mann	
13. Office of the Sheriff	
Representative: Laurie Smith, Sheriff	
Designee: Undersheriff Bob Wilson	
14. Probation Department	
Representative: John Cavalli, Chief of Probation	
Designee: Glenn Arima	
15. Office of the County Executive	
Representative: Richard Wittenberg, County Exec.	
Designee: Alice Foster, Deputy County Executive	
16. Public Health Department	Public Awareness Campaign; Media Literacy; Parent
Representative: Guadalupe S. Olivas, Ph.D., Director	Education; Family Violence Prevention Training;
Chair, Violence Prevention Task Group	Proactive Outreach to Community and Media;
	Community support for PeaceBuilders.
	In collaboration with Mental Health: Workgroup to
	Prevent Violence Against People with Disabilities
	In collaboration with community groups: the Firearms
	Awareness Campaign
	In collaboration with the Office of Human Relations:
	Youth Task Force
17. Department of Corrections	

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

Purpose and Process

The Violence Prevention Program has received \$350,000 in ongoing funding from the Board of Supervisors for the implementation of the Violence Prevention Action Plan (VPAP). Workgroups, through their Lead Partners*, may submit funding requests to be used for the implementation of specific sections of the VPAP. These requests must be submitted to the Public Health Department Violence Prevention Program (VPP). All requests will be reviewed first by the VPP staff and then passed on to the Violence Prevention Task Group (VPTG) for review and approval. A proposed expenditure plan will then be presented to the Health and Hospital System and ultimately to the Board of Supervisors for approval.

Funding Request Criteria

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

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

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

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

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

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

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

Santa Clara County Public Health Department **Violence Prevention Program**

Proposed Budget Allocations for FY 99/00 Funds and some FY 98/99 Rollover Funds

Funds Allocated to		VPTG Approved for	
Lead Partners	Summary of Areas Targeted in Recommended Allocations*	FY 99/00	Totals
Public Health Dept. – Violence Prevention Program (PHD-VPP)	Public Awareness Campaign ** Launches the Public Awareness Campaign – Promoting Violence-Free Relationships This agreement is a bound to add to ad	\$150,000	\$210,000
(for contracted services)	 This campaign is a broad-based, multi-year, multi-media campaign An RFP will be released to hire a communications consultant, who will coordinate the implementation of this campaign. This consultant will be contracted by mid-June 2000. 		includes \$60,000 rolled over from FY 98/99
PHD - VPP	Proactive Community Outreach and Proactive Outreach to Media	\$25,000	\$25,000
(for contract services	Provides training for a Speakers Bureau on working with the media on violence and violence prevention efforts	<u>'</u>	
and supplies)	Provides a training for media representatives on how to sensitively and accurately cover violence and violence prevention efforts Supports the participation and planning of community and media events		
	Supports the participation and planning or community and media events Supports materials development and distribution		,
Human Relations	Youth Task Force (YTF)	\$59,500	\$67,000
Commission in collaboration with	Funds Spring 2000 recruitment efforts (\$1000) Funds Quarterly newsletter production and distribution (\$1800)	,	includes \$7,500
the PHD-VPP	Provides Leadership Training for Central Youth Task Force members (20 youth) in Fall, 2000 (\$5,000)		rolled over from FY 98/99
(includes contract services)	Provides funds for mini-grant allocations by YTF members to youth groups throughout Santa Clara County (\$6,000)		
•	Provides YTF support including:		
	 contracted staff support (1.0 FTE) (\$41,600) website development (\$500) 		
	transportation of youth to meetings and (\$1,600)	·	,
	dinner for meetings (\$2,000)		
SCVH&HS Mental	Prevention of Violence Against People with Disabilities	\$15,000	\$15,000
Health Department in collaboration with	 Expands the scope of work for the "best practices" Resource Inventory to include: (\$10,000) 		·
the PHD-VPP	National, state and local models of what works or is highly promising as related to criminal justice laws and programs		
(for contract services and supplies)	Comparison of current Santa Clara County community practices with "Best Practices"		
	 Identification of opportunities for action in our county community and recommendations for prioritization within and outside of local government 		
	Provides support for three Public Hearings in Fall 2000 (\$5,000)	205 555	
Mental Health Dept.	Family Violence Prevention Training	\$30,000	\$30,000
(contract services)	Provides Family Violence Prevention training to all Mental Health Department staff (Public Health received training in fall 1999)		
PHD - Data Mgmt	Intimate Partner and Violent Sexual Assault Survey	\$40,000	\$40,000
and Statistics	Allows for the addition of an intimate partner and violent sexual assault modules to the Behavior Risk Factors Survey which is planned for implementation this Spring	<u> </u>	
(contract services)	The addition of these modules will help further define the scope and magnitude of intimate partner violence in Santa Clara County		
PHD -VPP	Violence Prevention Action Plan Support for FY 99/00***	\$25,000	\$25,000
(for contract services	 Provides support for VPP staff including supplies, trainings, grant writing and consultation 		
and supplies)		0044.700	6440.004
Totals		\$344,500	\$412,000

^{*}Funding requests and additional background information on any of these recommended areas are available upon request.

Please contact the Violence Prevention Program at 408-885-7924.

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

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



Implementation Activity	1999/2000 Accomplishments – To – Date
Organizational Structure Development	
New Organizational Structure for County /iolence Prevention Effort Established	On December 7, 1999, the Board of Supervisors unanimously approved the modified governance and organizational model-the Violence Prevention Task Group (VPTG). The VPTG has been designated by the Board to coordinate and guide the implementation of the VPAP. The following has been accomplished in the past four months by the Public Health Department and VPTG: ◆ Recruited membership for the VPTG which includes representation from the following county commissions and agencies addressing violence prevention: Domestic Violence Council, Child Abuse Council, Human Relations Commission, Office of Human Relations, Commission on the Status of Women, Office of the County Executive, Social Services Agency, Department of Aging & Adult Services, Health & Hospital System, Mental Health Board, Office of the District Attorney, Office of the Public Defender, Office of the Sheriff, Probation Department, Department of Corrections. ◆ Convened the VPTG to review and refine operational procedures. ◆ The VPTG has adopted criteria for its decision making process regarding its review of requests for use of violence prevention allocated funds. ◆ The VPTG has reviewed and made recommendations to the BOS for the expenditure allocation of FY 99/00 funds and is currently recruiting requests for use of the FY 00/01 funds.
VPAP Recommendation Implementation Lead Partner: Public Health Department Violence Prevention Program 1. Public Awareness and Education — Media Campaign	
Modia Campaign	relationships. ◆ The PA & Ed Committee spent several months researching best practices with public education efforts and developed the initial mission and objectives for the campaign. ◆ In August 1999, Holly Potter, of HTPotter Communications-Strategies for Prevention, was hired as the communications consultant for the purpose of assisting with the next planning phase: identifying audiences, message development, long term planning for the campaign and resource development. ◆ Holly Potter has worked with the PA & Ed committee to accomplish the following:
	 Convened a Strategy Team of community leaders and stakeholders to advise the consultant during the planning process Conducted numerous one-on-one leadership interviews and 8 roundtable discussions with diverse community leaders and stakeholders to identify messages, audiences, languages, and themes for the public education campaign. Conducted a telephone poll involving several hundred county residents. A Request for Proposals has been developed for the implementation of the Public Awareness and Education campaign. It is expected to be released in June, 2000.

Implementation Activity	1999/2000 Accomplishments – To – Date
Public Awareness and Education (PA&E) Committee – Community Outreach and Outreach to Media	 The Violence Prevention Program joined a number of county agencies, the City of San José and the San José Police Department to organize the "Silence the Violence" Bus Tour in September, 1999. This bus tour traveled to five cities in California with the purpose of educating media, opinion leaders and the public about the need for increased investment in violence prevention programs for youth. Community Outreach funds were used to support the Child Abuse Symposium, the Domestic Violence Council's annual conference, and an educational presentation on Assets Development for Youth. The Berkeley Media Studies Group has been hired to assist in the development of a Speakers Bureau and develop a media training for the VPTG and others to support the public education and awareness campaign. The committee is planning a training for media representatives on how to effectively and sensitively
3. Media Literacy & Parent Education	 A successful conference on primary prevention and media literacy was held on December 3, with over 400 in attendance. The Santa Clara County Board of Supervisors, the David and Lucile Packard Foundation, the Santa Clara County Social Services Agency and several other county and community agencies sponsored and funded the conference. Both keynote speakers Dr. David Walsh and Robin Karr Morse stressed the importance of early intervention and the need to support parents and others raising and nurturing children. As a follow-up to the conference the first meeting of the Media Literacy & Parent Education was held on March 30, 2000. The committee is currently developing a proposal to bring a "best practices" violence prevention training to childcare providers and parents and is committed to securing funding for the training. The committee is planning an all day media literacy conference for parents and youth in December 2000.
Family Violence Prevention Training Ruilding Community Support for	 The Public Health Department worked with the Social Services Agency, Mental Health and county Domestic Violence agencies to develop a curriculum for the family violence prevention training. 500 Public Health employees received a daylong training on family violence prevention in October 1999. A curriculum for the Mental Health Department is under development for implementation in September 2000. The first Santa Clara County PeaceBuilder Awards were presented at the December 3rd Violence
Building Community Support for PeaceBuilders	 The first Santa Clara County PeaceBuilder Awards were presented at the December 3rd Violence Prevention conference to three individuals (a youth, school counselor and community volunteer) who exemplify Peace Building skills in their community. The PeaceBuilders program has been working closely with Heart Springs, Inc., the distributor of PeaceBuilders, to strategically develop a community implementation plan. The Public Health Department received funding during mid-year budget hearings to expand the

Implementation Activity	1999/2000 Accomplishments – To – Date
	PeaceBuilders program to 10 new schools in FY 00/01. ◆ The 10 new schools have been identified and a new (FTE .5) Health Educator has been hired to work with parents and community members. ◆ A proposal was submitted to the City/County JPA to bring the PeaceBuilders Program to 5 additional school sites in FY00/01.
Develop a Comprehensive Information System on Violence (CISV)	 The Interagency Task Force, chaired by the County Executive's Office, has worked closely with Information Systems to lay the foundation for a more coordinated system of data collection and analysis across departments. Sociometrics has been hired as a consultant to provide technical assistance for initial development of a data warehouse for violence prevention; Efforts are underway to integrate the data warehouse
	 concept with the cross system evaluation project. In December 1999 the Public Health Department received a grant award of \$150,000 from the David & Lucile Packard Foundation for Project DATA (Developing A Team Approach) to support the continuing development of the Violence Prevention Information Library (VPIL), a component of the CISV.
	 Project DATA funding will be used to establish an effective collaborative process for the creation of the VPIL and will assist in the development of a pilot of such a data system by linking a limited number of databases. Carol Sullivan, MA, has been hired to produce a Violence Prevention Resource Inventory to increase
	community awareness and capacity about available community resources for the purpose of maximizing coordination and decreasing duplication. An assessment survey has been distributed on a countywide basis to individuals and agencies
	working on violence prevention in their communities. The purpose of this survey is to gather information on current violence prevention efforts and best practices. The Resource Inventory is expected to be completed by July 1, 2000.
	 The Public Health Department has identified additional violence oriented modules to be included in the survey process it undertakes among adults as well as children and youth. Through the pooling of this funding, resources for this effort have been maximized.
VPAP Recommendation Implementation Community Lead Partners	
Youth Leadership – Youth Task Force Lead Partner: Human Relations Commission in collaboration with the	 The Youth Task Force (YTF) organized a Youth Panel for the January 27th Creating a Hate-Free Community Conference. The YTF will be participating in a leadership training early in 2000.
Violence Prevention Program	 The YTF was a sponsor and participant in the Silicon Valley Youth Service Day Youth Summit on April 15, 2000. The YTF is currently recruiting new members for the Task Force.
	 The first quarterly newsletter was distributed in the last week of April, 2000.

Implementation Activity	1999/2000 Accomplishments – To – Date
2. Work Group to Prevent Violence and Abuse Against People with Disabilities Lead Partner – Mental Health Department in collaboration with the Violence Prevention Program	 Barbara Waxman Fidduccia, a nationally recognized disability consultant, has been hired to produce a "best practices" resource inventory on policies and programs addressing violence against people with disabilities. A work group, with leadership from the County Commission on Persons with Disabilities, is working to plan a series of public hearings this Fall to gather input from persons with disabilities regarding issues of violence and abuse.
Promote Awareness of Elder Abuse Lead Partner: Department of Aging & Adult Services	 The Social Services Agency/Department of Aging and Adult Services spearheaded the initial public awareness and education effort "Respect Your Elders" Campaign which was launched in spring 1999. The Violence Prevention Action Plan's Public Awareness and Education Committee partnered with the Social Services Agency, the Council On Aging and the City of San José to promote the Campaign and the new Adult Protective Services 800 telephone number for reporting incidents of abuse and neglect. Planning is underway to explore opportunities to integrate elder abuse awareness into the overall Public Awareness and Education Campaign.
4. Firearm Awareness Campaign Lead Partner- SAFEKIDS Coalition in collaboration with the Violence Prevention Program	 The Public Health Department's Violence Prevention Program has been an active participant in the initiation of the Firearm Safety Subcommittee of the Santa Clara/San Mateo SAFEKIDS Coalition. The SAFEKIDS Firearm Safety Subcommittee has been working since Fall, 1999 to address the issue of firearm safety for children. The subcommittee is comprised of people from law enforcement, fire departments, hospitals, health departments, and community-based organizations. The Public Health Department - Violence Prevention Program is currently developing a service agreement with the SAFEKIDS Coalition to develop and implement a firearm awareness and safety campaign directed to the adult public. Once the campaign is developed, a report will be presented to the Board of Supervisors for their approval in Fall, 2000.
5. Welfare To Work: 100 Families Mentoring Project Lead Partner: Council of Nonprofits	◆ The first class of 8 mentors was trained and graduated in the summer of 1999. They are currently placed with families at neighborhood Self-Sufficiency Centers. A second class is being developed for spring 2000.
6. Alcohol Policy Lead Partner: Department of Alcohol and Drug	 A successful all day planning session was held on November 16, 1999 to engage the community in the environmental strategies policy formulation The Alcohol Policy work group is continuing their work to develop "best practices" in three policy areas: Responsible Beverage Service (RBS), Land Use/Taxation & Advertising. In March, 2000, Teresa Shook, Esq., expert in alcohol policy, was hired as a consultant to assist the work group. The Alcohol Policy work group expects to present policy recommendations to the Board of Supervisors in Fall, 2000.

Implementation Activity	1999/2000 Accomplishments - To - Date
implementation Activity	1999/2000 Accomplishments – 10 – Date