

STRYVE Program Update

Julia Muruato, MPH
Chronic Disease Prevention
Coordinator
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COUNTY OF MONTEREY
HEALTH DEPARTMENT

Agenda

1. Program History

Staff changes, past and current funders

2. CDC-PREVAYL Strategies

Safe Dates Campaign, TNC, CPTED

3. ARPA

CPTED expansion efforts

4. Recommendations

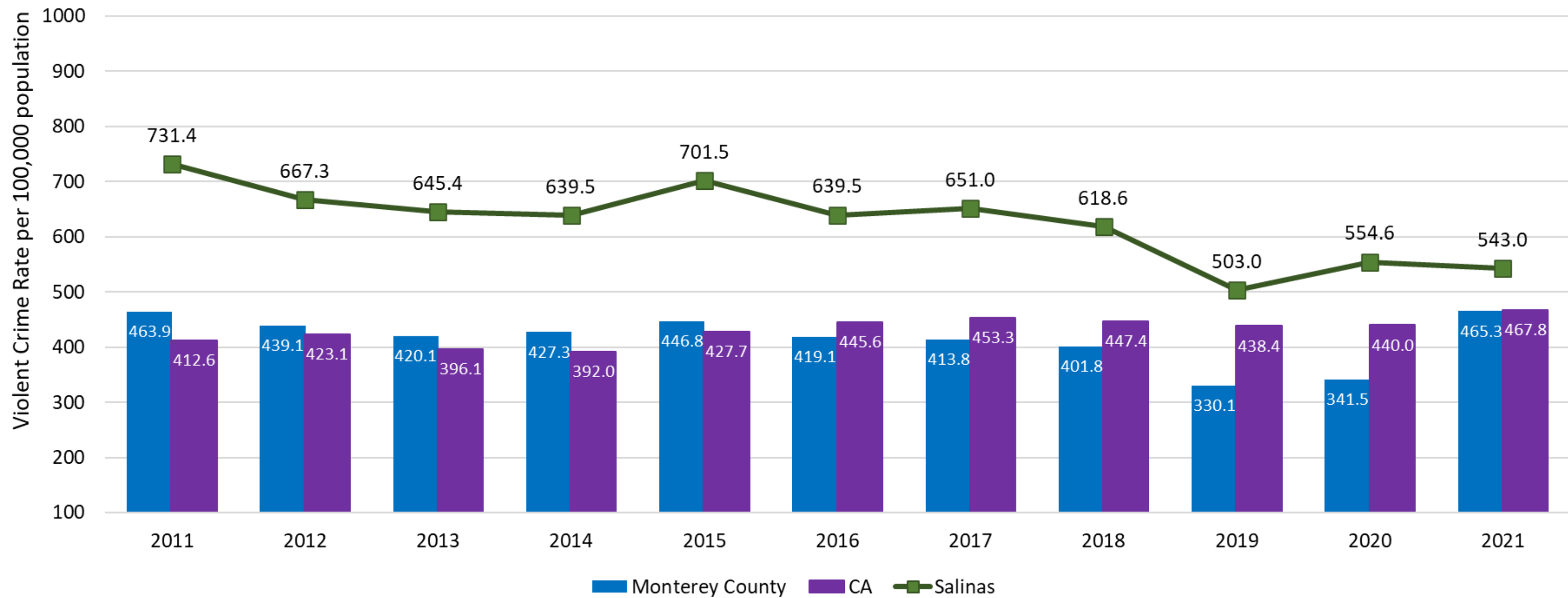




STRYVE Program

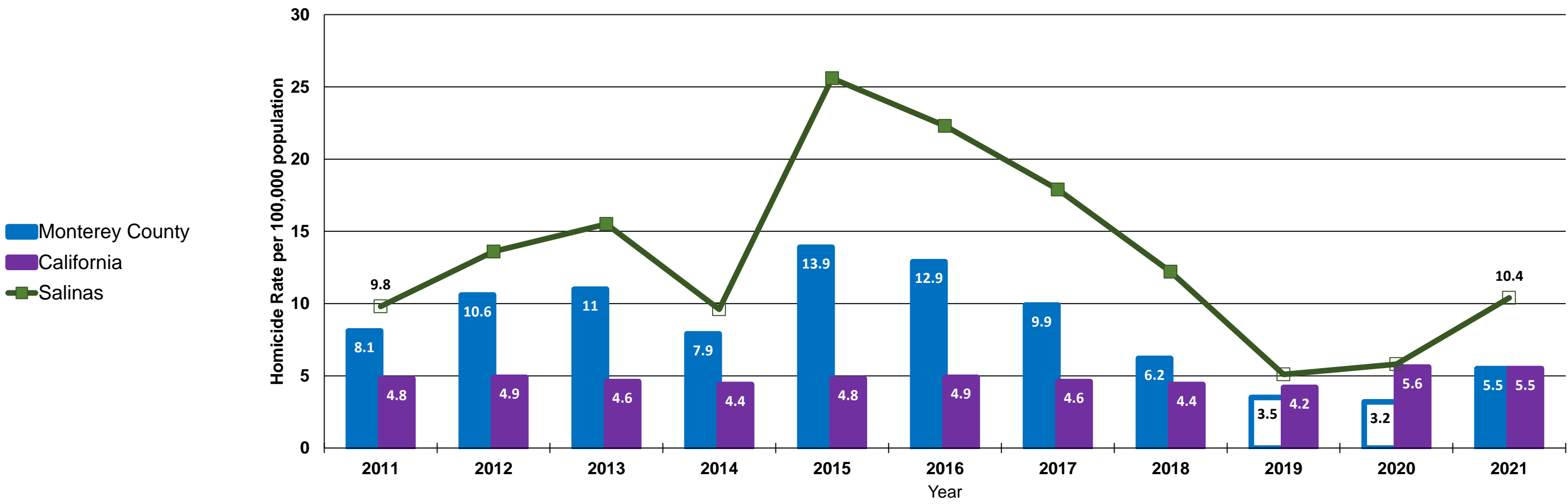
- The STRYVE Program began in 2011, at the Monterey County Health Department Public Health Bureau with funding from the Centers for Disease Control and Prevention (CDC) for the purpose of reducing youth violence.
- From 2016 to 2021 the CDC funded the STRYVE Program to engage in primary prevention activities to prevent teen dating violence and youth violence.

Violent Crime Rate for Salinas Relative to California, Monterey County 2011-2021



Source: Violent Crime: FBI Uniform Crime Report and State of California Office of Attorney General Crime Justice Statistics Report. Population: US Census Bureau. Prepared for PREVAYL County of Monterey Health Department (MCHD) by MCHD Planning, Evaluation and Policy Unit. October 2022

Homicide Rate for Salinas Relative to California, Monterey County 2011-2021



Note: Point markers lacking solid fill represent statistically unstable estimates. Interpret with caution

Source: Homicides CA and Salinas: FBI Uniform Crime Report. Monterey County: State of California Office of Attorney General, Crime Justice Statistics. Population: U.S. Census Bureau.. Prepared for PREVAYL County of Monterey Health Department (MCHD) by MCHD Planning, Evaluation and Policy Unit. September 2022.

PREVAYL



COUNTY OF MONTEREY
HEALTH DEPARTMENT



Preventing Violence Affecting Young Lives
CDC Funding: 2021-2026

Strategies

TNC

"That's not cool" Social Media Marketing Campaign

CPTED

Crime Prevention Through Environmental Design





What is TNC?

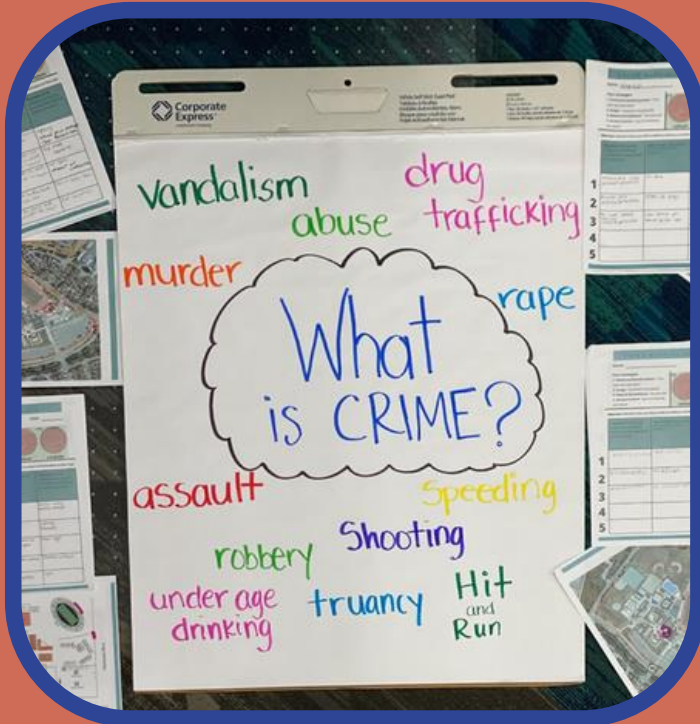
That's Not Cool!

TNC is a social media campaign run by high school students to raise awareness about domestic and sexual violence in Salinas.



CPTED

Crime Prevention Through Environmental Design



Prevent youth violence before it starts.
STRIVE
Helping To Reduce Youth Violence Everywhere

COUNTY OF MONTEREY HEALTH DEPARTMENT

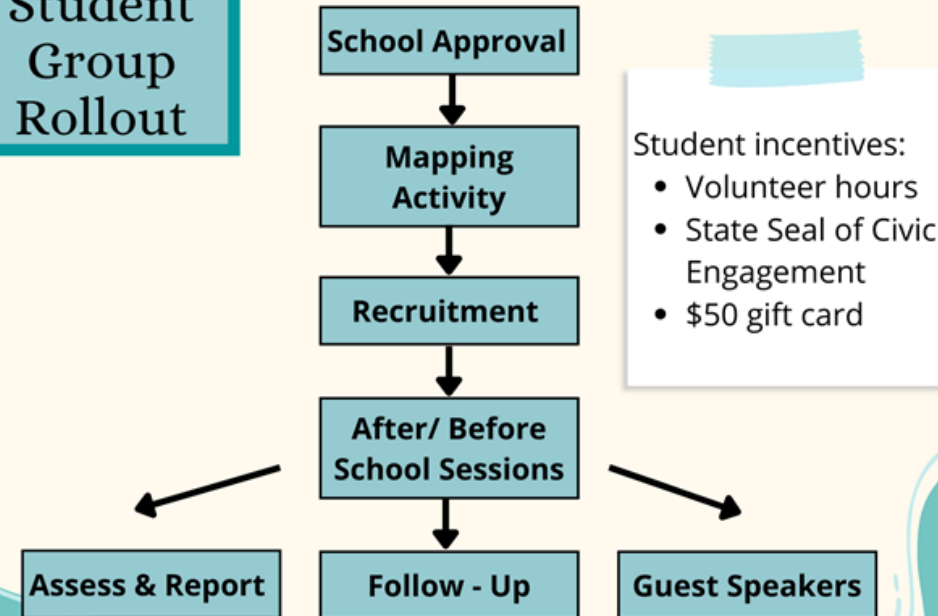
CPTED

Crime Prevention Through Environmental Design

Students will work to:

- Minimize out of sight activities
- Create a welcoming environment
- Increase student cohesion
- Develop connection with administration

Student Group Rollout

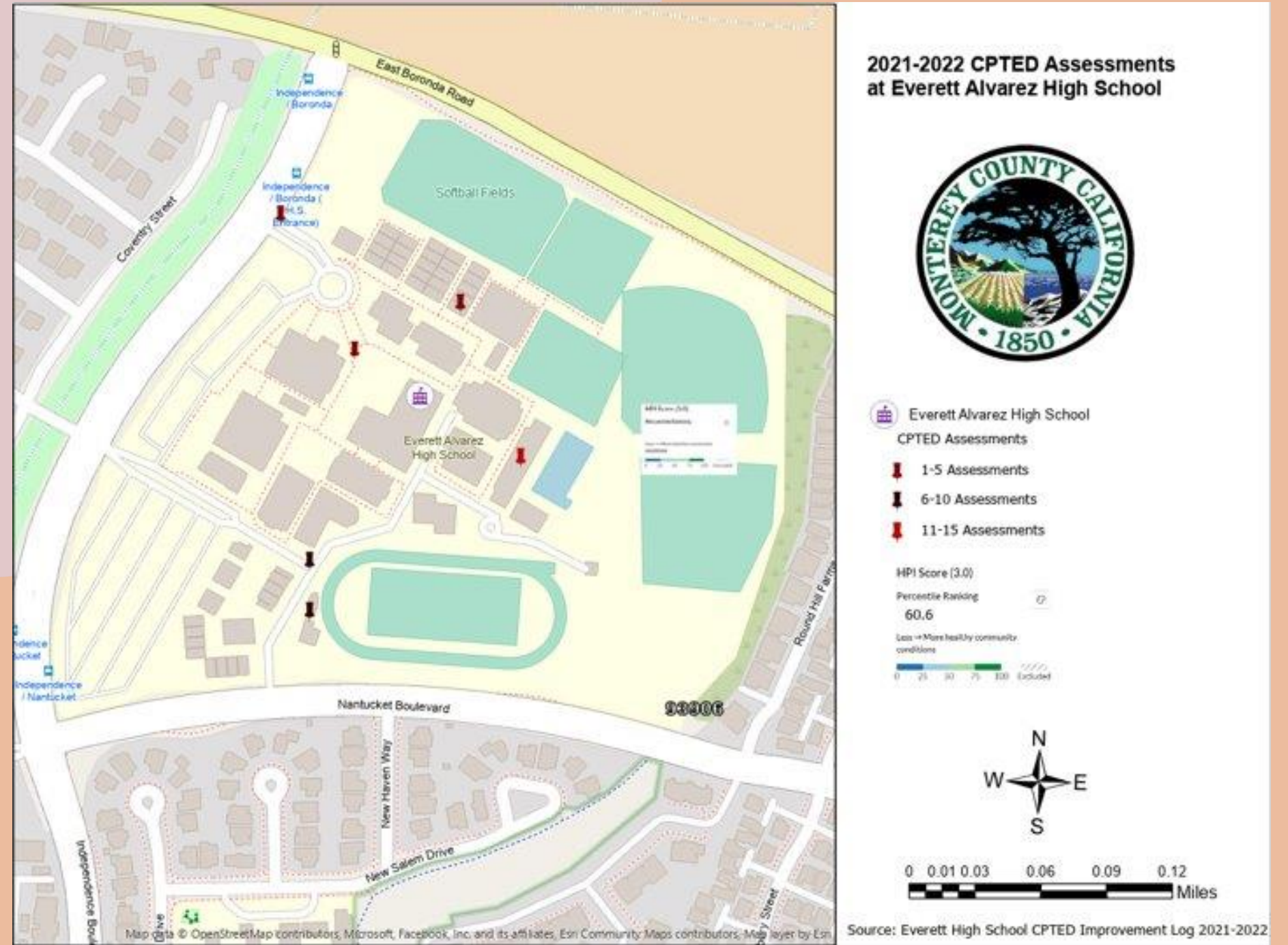


Current School sites:

- Greenfield
- Rancho San Juan
- Everett Alvarez
- Salinas

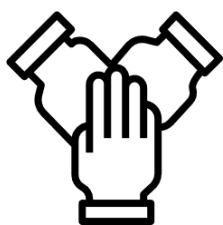
Progress

- ❖ 9 CPTED School Administrator Meetings
- ❖ 10 CPTED Student Group Meetings
- ❖ 10 TNC Group Meetings
- ❖ 27 CPTED Students
- ❖ 841 Social Media Interactions



Note: There were a few (<10) reports of youth-violent assaults on Everett Alvarez High School campus in 2021

CPTED and TNC Collaboration Plans



Collaboration

Work with TNC on spreading domestic violence awareness



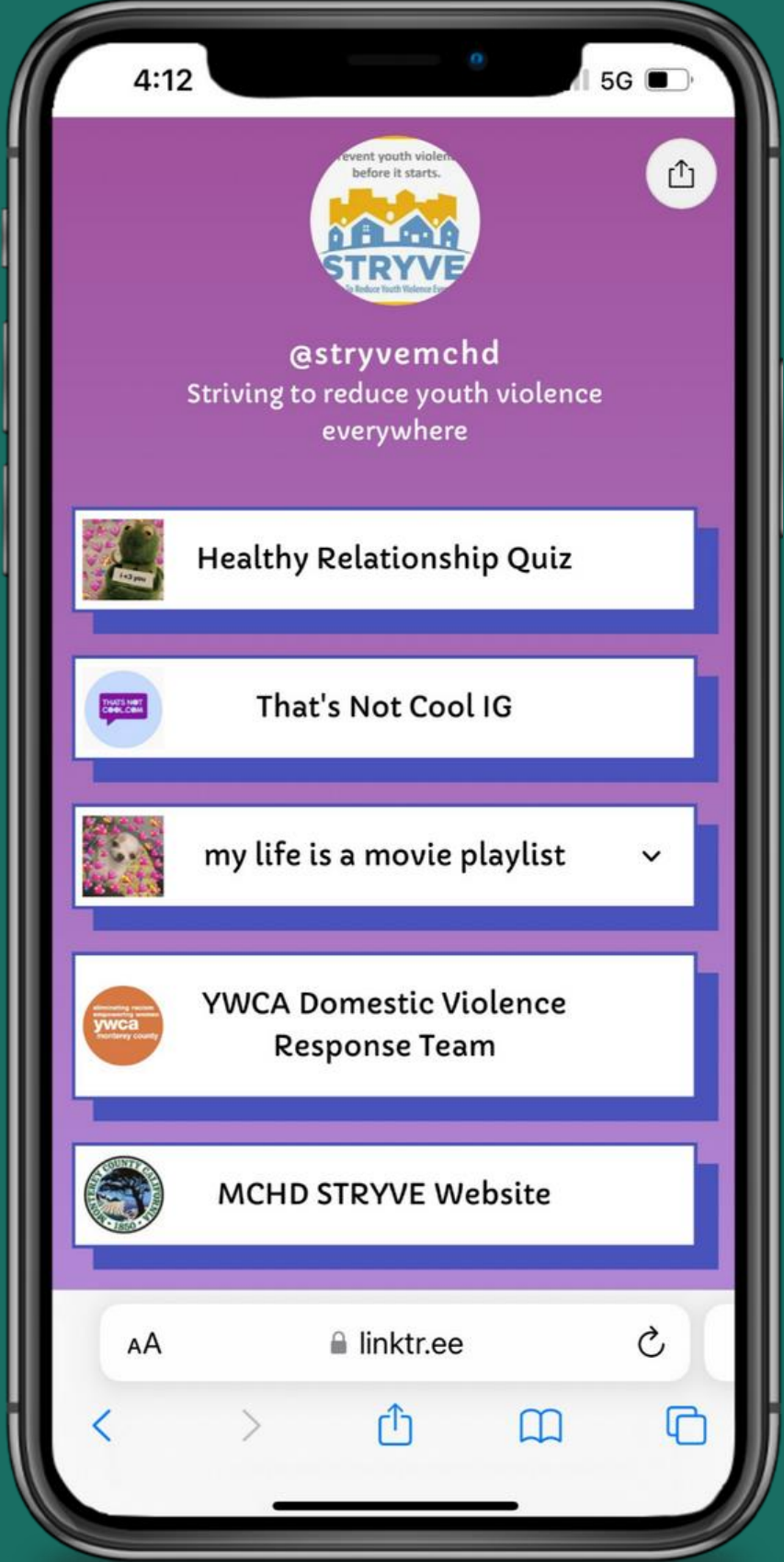
Target built environment

Place stickers on sites where students would be vulnerable to intimate partner violence



Target social environment

Provide resources related to healthy relationships to address social norms



Link Tree

Safe Dates Social Media Marketing Campaign

LET'S TALK to youth about what love really is.

Love is **KIND**

Love can be expressed in many different ways but feeling scared is not one of them.

Through the Safe Dates program, students learn about healthy relationships. At the end of the curriculum, students create posters of what they learned. A portion of Arianna's poster is shown here.

Unhealthy relationships can start early and last a lifetime. Now is the time to begin talking about healthy dating to your teen. If you need guidance on how to start the conversation, FREE expert support is available.

TEXT LOVEIS to 22522

CALL 1 (866) 331-9474



Population: Parents and Spanish speaking community members

EXPANSION

Greenfield, CA

Population

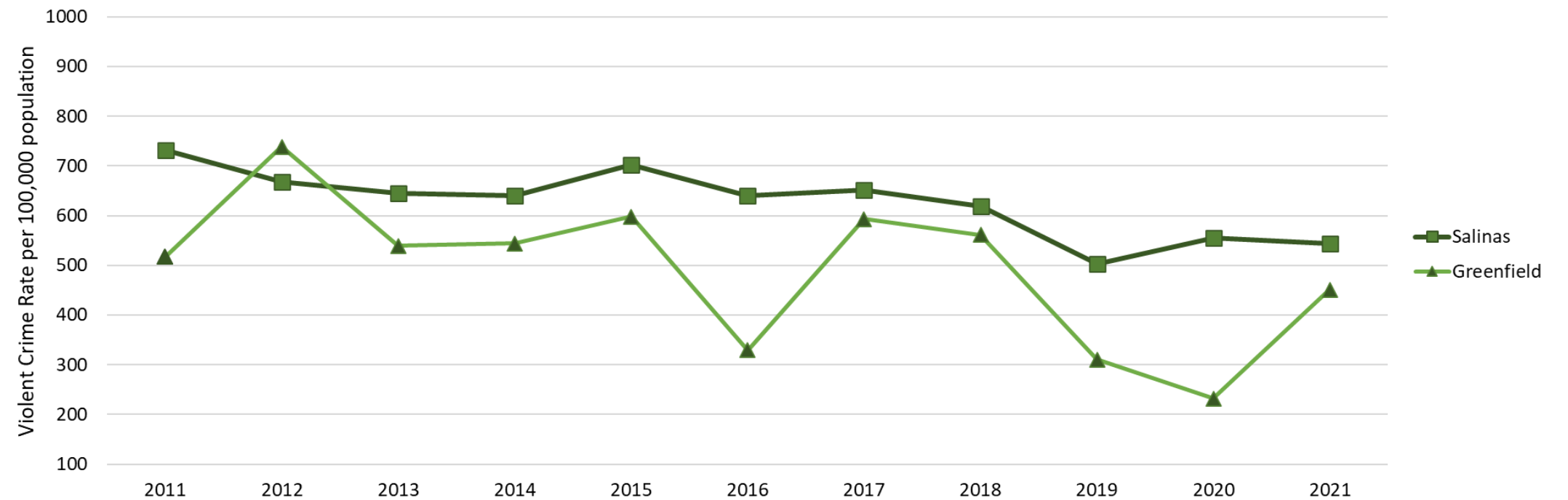
Estimate: 19,076

36% under 18

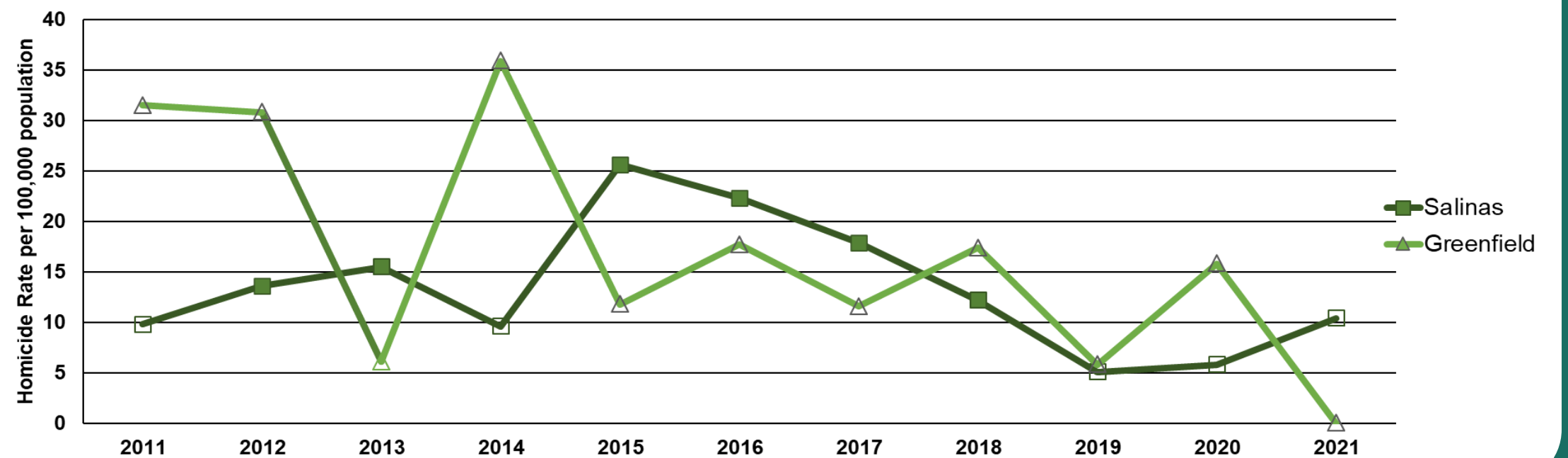
92% Hispanic

4.6% White alone

Trends in Violent Crime for Salinas and Greenfield, CA
2011-2021



Trends in Homicide Rates for Salinas and Greenfield, CA
2011-2021





ARPA

America Rescue Plan Act

High School Expansion Efforts:

- **Greenfield**
- **Rancho San Juan**
- Everett Alvarez
- Salinas High

- Schools selected based on city's violent crime rate and Covid-19 rates
- Lead teacher stipends
- Seed money to address identified CPTED concerns
- Gift cards for student participation



Update

CPTED implementation is scheduled to take place in four high schools.

School Sites

- Greenfield
- Rancho San Juan
- Everett Alvarez
- Salinas

Contact us



Julia Muruato

Program Coordinator
Direct: 831-755-4619
MuruatoJ@co.monterey.ca.us



Roxann Seepersad

Program Evaluator
Direct: (831) 755-4522
SeepersadR@co.monterey.ca.us

