

# 10 years of violence prevention: Strategies, Results and Challenges



COUNTY OF MONTEREY  
**Health Department and  
County Administrative Office**



CITY OF SALINAS  
**Community Safety Division**

# I. Introduction

Getting Started



# Three Initiatives to reduce and prevent violence

- City of Salinas Community Safety Division
- Monterey County Health Department's STRYVE Youth Violence Prevention Program
- Monterey County Office of Community Engagement and Strategic Advocacy – County Gang Violence Prevention Initiative



Alisal Trojan Soccer Team, 2013



# History

- **March 2008**

The Children's Council of Monterey County established the Violence Prevention Subcommittee.

- **April 2008**

The City of Salinas forms the Community Safety Alliance

- **November 2008**

The groups agree to unify efforts to promote peace and safety under the name the **Community Alliance for Safety and Peace.**



# Problem of Violent Crime in Salinas, in 2011

California Cities	Crime rate per 100,000
San Jose	335.0
Los Angeles	522.4
King City	537.4
Fresno	582.4
<b>Salinas</b>	<b>732.5</b>
Oakland	1,682.7



# City of Salinas Community Safety Program

- Backbone Staffing for CASP
- **Strategic Plan Development**
- Violence Prevention Grant Writing and Management
- **Community Leadership Academy Programs**
- Street Outreach Program





# The Community Alliance for Safety and Peace



- Professional Networking and Learning Community
- Aligning efforts to reduce violence using a strategic plan plus a Prevention, Intervention, Enforcement and Re-entry approach.
- **Backbone Agency:** City of Salinas Community Safety Division
- **CASP General Assembly:** Meets the First and Third Wednesday of every Month



# Salinas Comprehensive Violence Reduction Plan

Salinas, California  
*A peaceful and thriving community achieved through equity.*

**Comprehensive Strategic Work Plan to Prevent and Reduce Community Violence**  
2019 - 2023



Contact:  
José Arreola, City of Salinas, Community Safety Director and  
Community Alliance for Safety and Peace (CASP) Director  
200 Lincoln Avenue, Salinas, California 93901  
831 758-7396

- Community Listening session results created goals and objectives
- Strategies from CASP members linked to Plan objectives
- Collective Impact approach
- Action Plan used to identify gaps in services





# Violence Prevention Initiative: STRYVE

- CDC funded local health departments
- Address youth, teen dating and intimate partner violence in Salinas
- Public health approach to prevent violence at individual and community levels



# Public Health Roles in City-led Coalition



- Provided training
- Emphasis on prevention
- Tracks data and conducts evaluation
- Leads strategic planning



# Monterey County: Action Plan for Building Safe & Thriving Communities



- Adopted by the Board of Supervisors on June 9, 2015
- Collective Impact Model for coordination and collaboration
- Adopts a Racial Equity lens to addressing systemic inequities



# Focus Areas



- *County Government:*
  - Alignment of resources to leverage support of existing local violence prevention and intervention efforts
  - Develop funding partnerships
  
- *General Public*
  - Increase community awareness of Initiative and supported efforts
  - Support Community-based Action
  
- *Community Engagement of Vulnerable Populations*
  - Establish and maintain continuous, meaningful community engagement with impacted communities
  - Support primary, secondary and tertiary prevention strategies/programs





## II. Strategies

Prevention, Intervention, Enforcement  
and Re-entry



# City - Street Outreach Program

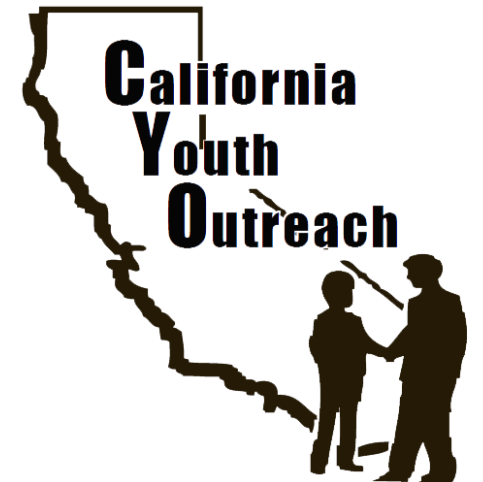
**Providing resources, experiences, advocacy and opportunities to high-risk, gang impacted youth to help keep them alive and out of the prison system**

- Ages 13-24
- Participation is voluntary



# City of Salinas Cal-VIP 2020-2023 - \$1.5M

- Rancho Cielo Tiny Home Project
- California Youth Outreach READY Program
- Evaluation by the STRYVE program of the Monterey County Health Department



# Strengthening Families

- Evidence-based, parenting program
- ↑ percentage of Spanish language classes in Salinas
- Increase enrollment of families outside of juvenile justice system





# Safe Dates

- Evidence based teen dating abuse prevention program
- In the 5 high schools, continuation school and juvenile detention centers
- Emphasis on healthy, teen relationships

**EQUAL POWER & COMMUNICATION**

<p><b>Stay Calm</b></p>  <p>Calm the mind and collect yourself by using different strategies</p>	<p><b>Ask Questions</b></p>  <p>Instead of jumping to conclusions, ask questions to clear up any misunderstandings</p>
<p><b>Find Out Feelings</b></p>  <p>Find out and express your own feelings about the disagreement</p>	<p><b>Exchange ideas for a possible solution</b></p>  <p>Suggest possible solutions and decide what works best for both of you</p>

Source: World Health Organization



# Crime Prevention through Environmental Design (CPTED)

- Evidence based, environmental change program
- Youth led in high schools and surrounding neighborhoods
- Assess, report problems to public agency for correction and follow-up



MC  
GVP



## Strategies

- Seaside Police Department: SNAACK Van
- City of Seaside Youth Employment Program
- City of Greenfield Crime Prevention and Victims of Crime support

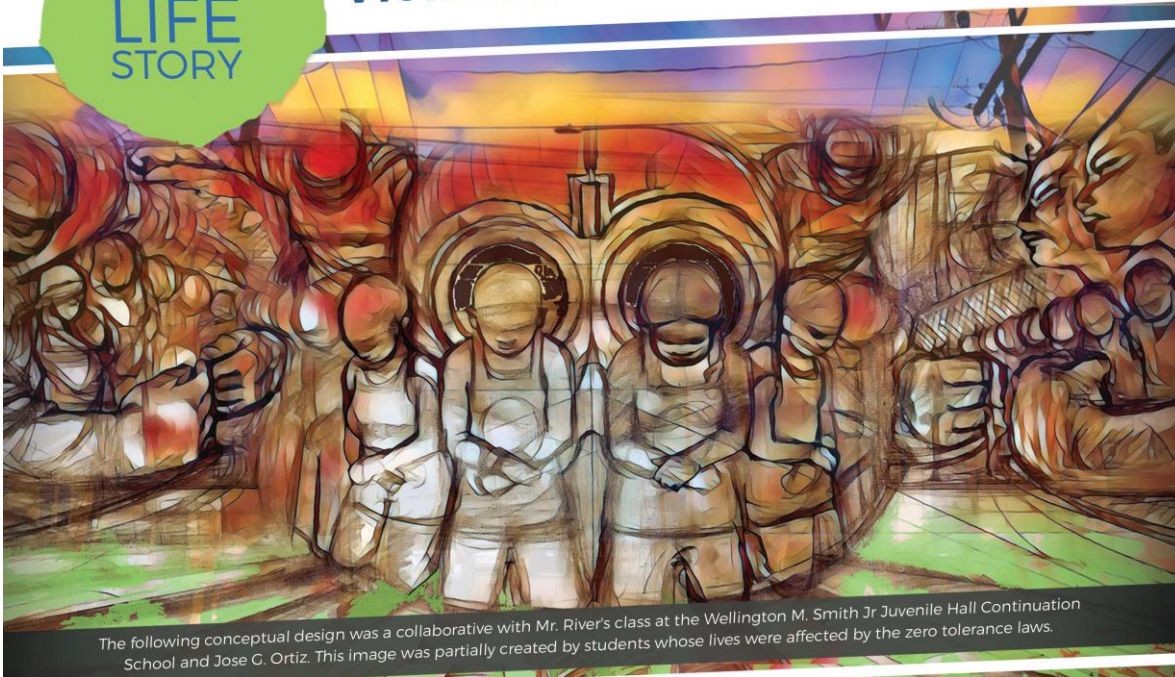




# Strategies

MY  
LIFE  
STORY

1st Annual Youth-Driven  
Violence Prevention Conference



The following conceptual design was a collaborative with Mr. River's class at the Wellington M. Smith Jr Juvenile Hall Continuation School and Jose C. Ortiz. This image was partially created by students whose lives were affected by the zero tolerance laws.

- Annual Youth Violence Prevention Conference: MY LIFE STORY
- North Monterey County Community Alliance: College & Career Pathways
- City of Seaside Youth Violence Prevention Task Force: Strategic Plan
- City of King: Youth Violence Prevention Strategic Plan



MC  
GVP

# Victim Services Project of Monterey County

Forensic Training

SART Support &  
Advocacy

Victims of Crime  
Services

Domestic Violence:  
Counseling,  
System Navigation  
& Legal Services

Juvenile Hall:  
Support &  
Advocacy

Foster Care Youth:  
Volunteer Training,  
Coordination &  
Youth Support

Crime Prevention

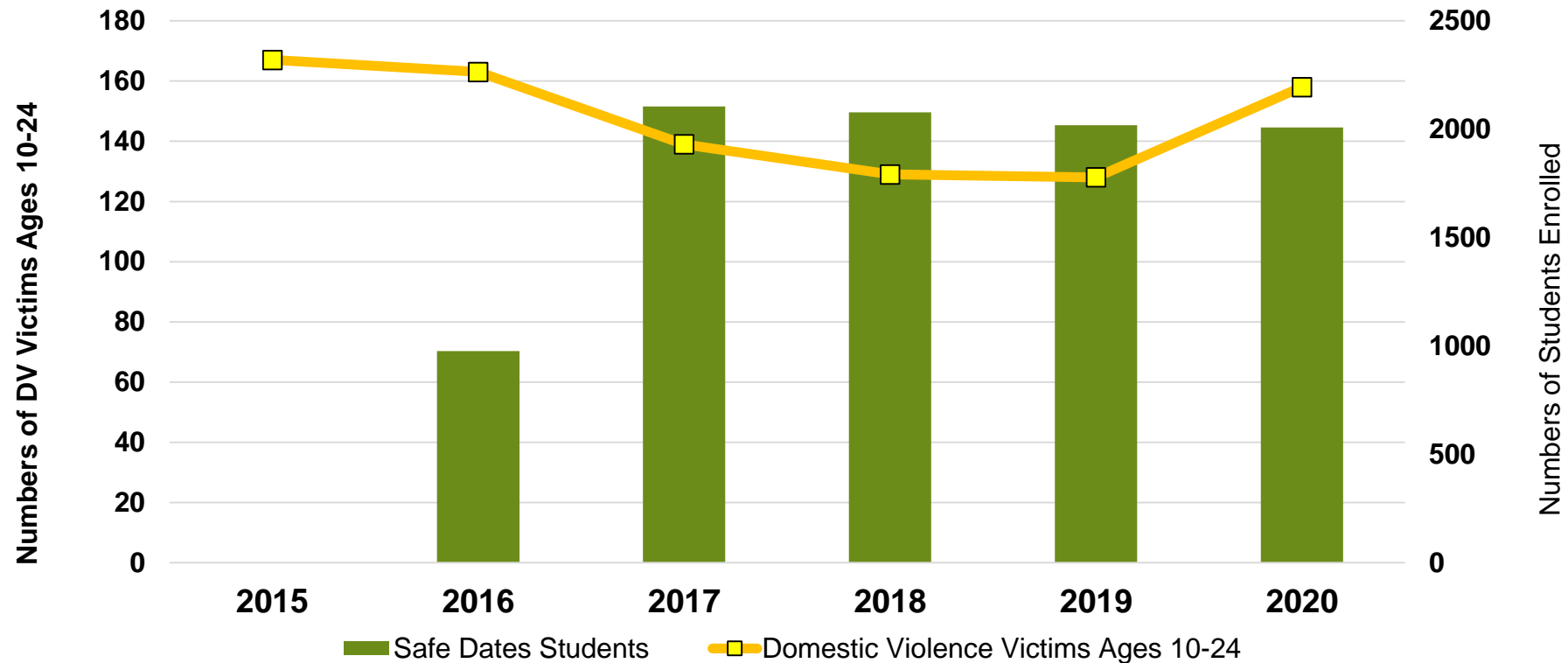


# III. Results and Challenges

Crime Data from Salinas Police  
Department



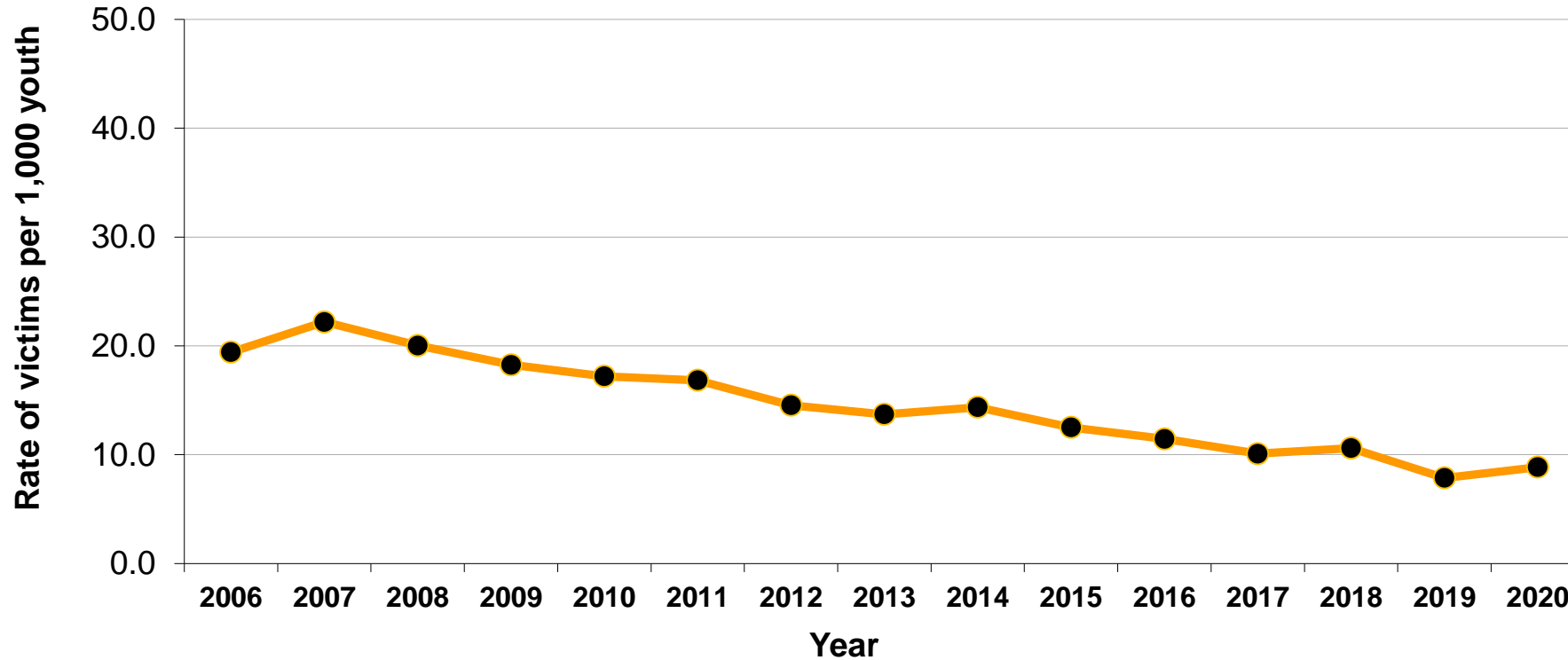
# Domestic Violence Victims Ages 10-24 and Safe Dates Student Totals by Year, in Salinas



Source: Safe Dates 2019 Data Analysis performed by Monterey County Health Department, Planning Evaluation and Policy Unit, July 2021



# Youth Victims of Violent Assaults Salinas CA (2006 – 2020)

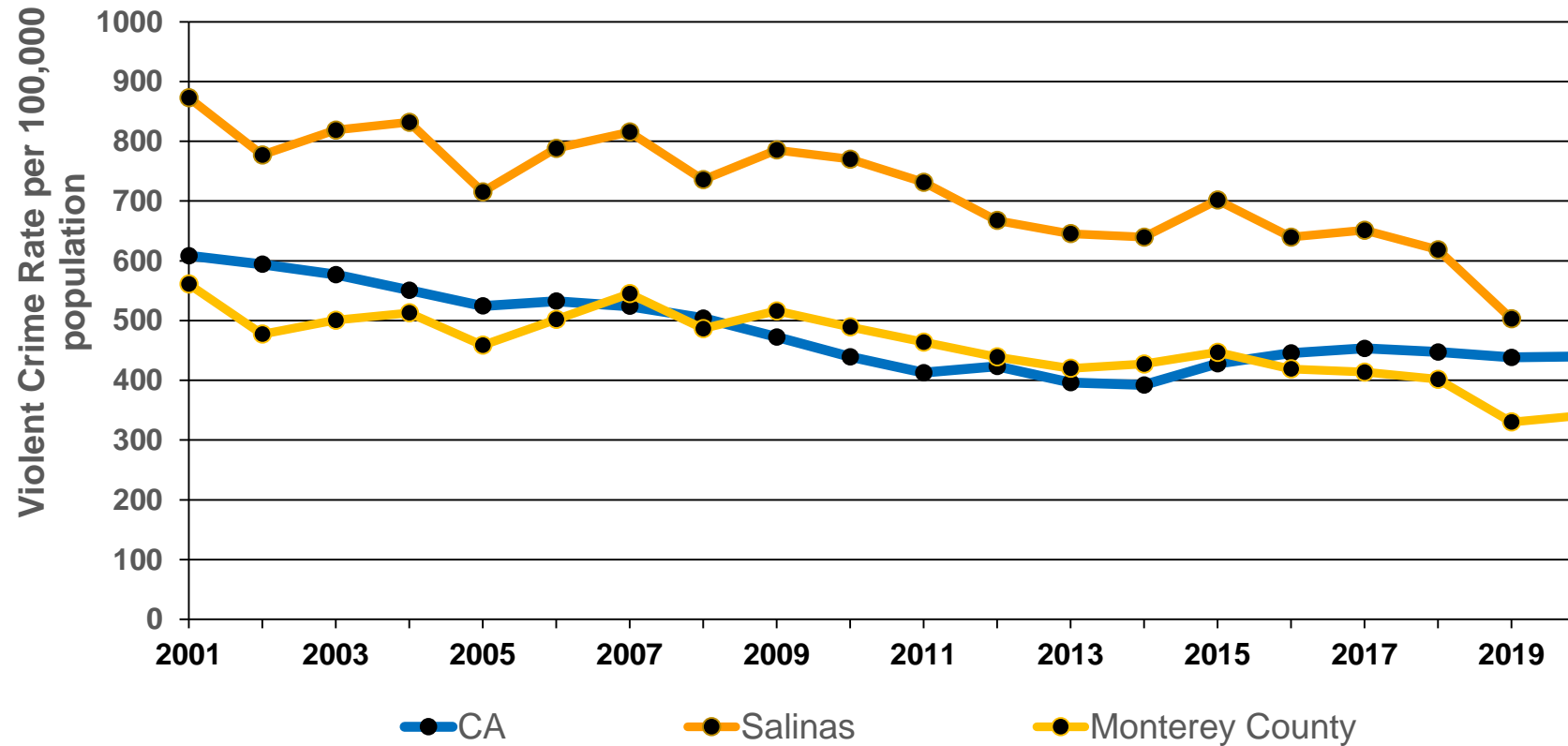


Note: Statistically significant decrease in the violent assault rate of youth ages 10-24 in Salinas from 2006 ( $p < 0.001$ ).





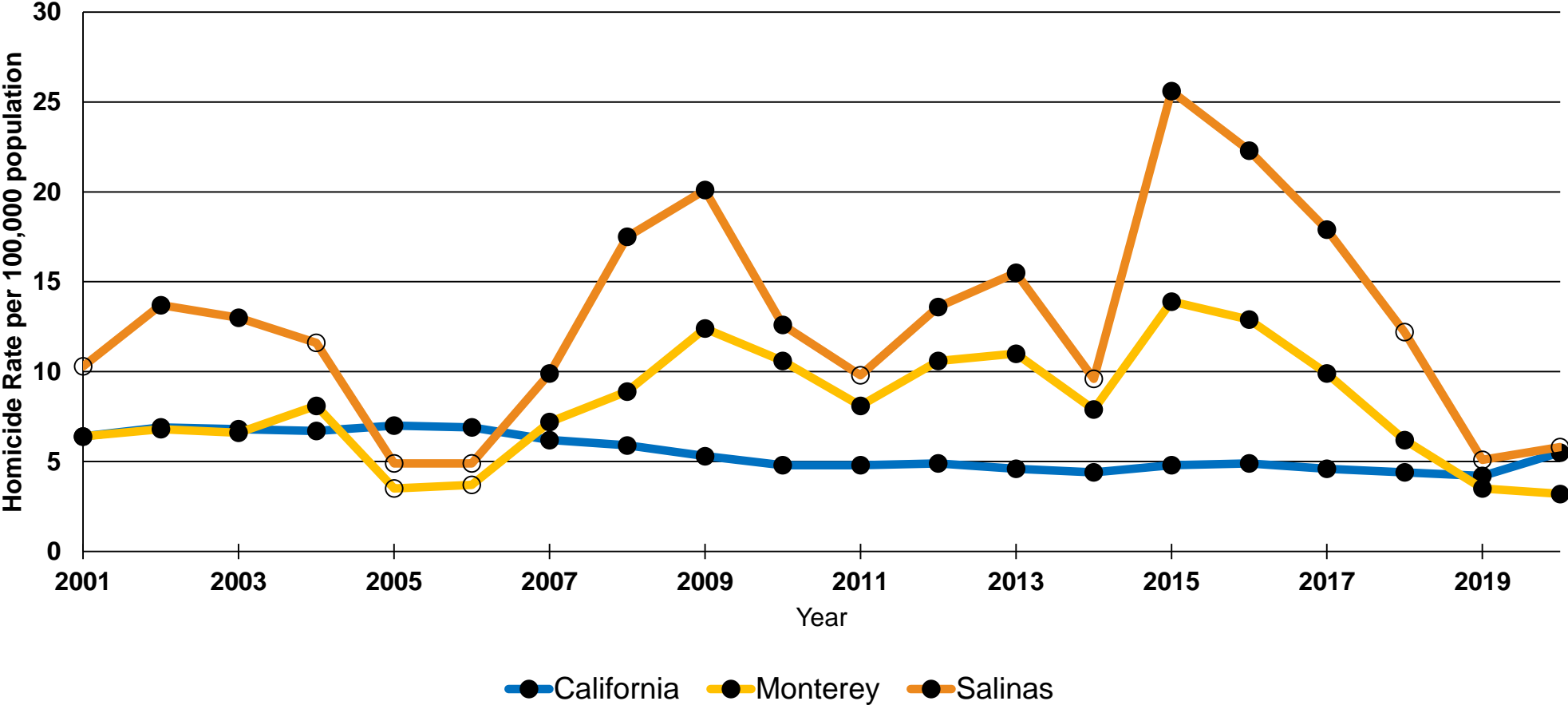
# Violent Crime Rate for California, Monterey County & Salinas CA (2001 – 2020)



Statistically significant decrease in violent crime rate in Salinas from 2001 through 2019 ( $p < 0.0001$ )



# Homicide Rates for California, Monterey County, and Salinas CA (2001 – 2020)



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, Criminal Justice Statistics. Population: US Census Bureau. Prepared for: STRYVE Monterey County Health Department (MCHD), 2020. Prepared by: MCHD Planning, Evaluation, and Policy Unit. September 2021



# Recommendations

- Invest in health equity for all residents
- Economic and workforce development for a living wage
- Early childhood initiatives for return on investment
- Prioritize support services to re-entry population
- Continue to support violence prevention





*Thank you!!*

