Participants: Dale Amaral, Don Blevins, Devone Boggan, Deane Calhoun, Ralph Canter, Larry Cohen, Danice Cook, Rachel Davis, Anna Gee, Seth Kaplan, Andrea Marta, Nancy O’Malley, Pam Nelson, Arnold Perkins, Darryl Stewart, Valerie Street, Junious Williams, and Gail Whang

The third Leadership Council focused on building from the previous meeting to systematically inform the Council’s work. The meeting focused on delineating and prioritizing the 1-3, and 3-5 year priority objectives for this effort. These objectives will also inform translating a vision into action over the next five years. The meeting also included small group work to develop action plans for the objectives.

Don Blevins and Arnold Perkins, Leadership Council Co-Chairs, opened the Leadership Council meeting with a welcome and introductions.

1-3 Year Priority Objective Selection & Implementation

The focus at the previous meeting was on the 1-3 year objectives, which were an indication of the urgency council members feel around implementation. Participants broke into groups of three based on the objectives that emerged from the previous meeting. These objectives include, development of a web-based resource / directory guide, violence prevention curriculum in all elementary schools, public / private employment program for individuals from prison/jail, prevention program for 18-24 years of age, more effective coordination among city / county, violence prevention campaign, permanent resources, data, and a violence prevention conference. The goal of the activity was to come up with realistic steps and activities that can be implemented now, with current staffing, resources, and Leadership Council participation, to move toward achieving the objective. The questions each group had to answer related to the objectives include:

1. What needs to be accomplished over the next 2 years related to this objective?
2. What are the key organizations that need to be involved to accomplish this objective?
3. What are the next steps given there it no full-time staffing for this effort?

The below chart reflects what the groups came up with.

<table>
<thead>
<tr>
<th>OBJECTIVE</th>
<th>WHAT NEEDS TO BE ACCOMPLISHED IN 2 YEARS?</th>
<th>KEY ORGANIZATIONS</th>
<th>NEXT STEPS</th>
</tr>
</thead>
</table>
| VIOLENCE PREVENTION CURRICULUM IN ALL ELEMENTARY SCHOOLS | ▪ Develop a work group to address the overall school based issues and how to engage the schools in target neighborhoods
▪ Pilot violence prevention curriculum (perhaps in 1 or 2 grades) | ▪ Congregations Organizing for Renewal (COR)
▪ School Districts
▪ County Office of Education | ▪ Choose curricula to pilot (working with districts in pilot neighborhoods)
▪ Offer curricula and training in schools/pilot neighborhoods
▪ Apply for funding to support curricula teacher training efforts |
### Public/Private Employment Program for Formerly Incarcerated Individuals
- Public employer and their contractors agree in policy to hire formerly incarcerated individuals
- Private sector and city and county incentives package (i.e. tax credit) for hiring formerly incarcerated individuals
- Non-profit organizations and cooperatively owned businesses to hire formerly incarcerated individuals
- County Administrators
- East Bay Economic Development Alliance for Business (EDAB)
- Port of Oakland
- Department Heads
- Advocacy/community-based groups that work with formerly incarcerated
- Meet with organizations working on employment for formerly incarcerated individuals

### Effective Coordination Between the Cities and County
- 4 pilots extended to 12+ neighborhoods
- Public Protection Committee
- City level partners
- Identify solid funding sources
- Develop a survey for county cities to identify existing resources/programs
- Develop a resources book/guide
- Hire Coordinator
- Complete County Matrix

### Objectives for the Next 3-5 years
Participants had an opportunity to delineate 3-5 year objectives and add to the current list at this meeting. Council members developed the following 3-5 year objectives and then prioritized them. Priorities emerged according to the following:

#### 3-5 Years Objectives:

**Schools**
- Violence curriculum in Pre-K through high school, positive school environments, and implementing principles of resiliency (x 13)
- Implement a year round school-based employment program (x 1)
- Continuum of services for youth ages 12-19 years exhibiting signs of risky behavior
- Test model programs around prevention and intervention

**Re-development/Probation**
- Re-utilize redevelopment dollars so there are community benefits (x 1)
- Work with all government agencies and departments to ensure ex-offenders are hired (x 1)
- Address youth coming out of the juvenile justice system

**Government Effectiveness**
- Coordination between county departments and cities in 12 target neighborhoods (x 7)
- Institutionalize funding so it doesn’t become a battle (x 6)
- Ensure appropriate city and county staff receive consistent violence prevention training and how to effectively partner with other agencies and departments
- Evaluation plan in place
- Looking at community, county and cities that are dealing with these same problems – look at existing best practices in other cities/counties

**Media/Communications**
- Consistent peace messages through the media (x 4)
- Answer to the question “who is responsible for violence prevention?”
- Communications plan in place
In addition to content-related objectives preliminary outcome measures were developed that relate to the objectives and include, reduce violent related injuries and fatalities in the county by 40%, 50% decrease of school drop-out rates particularly in the 12 targeted neighborhoods, and the reduction of part 1 offenses in 12 target neighborhoods. Participants want to ensure that we are using the Blueprint as the violence prevention framework to address the objectives that emerged.

Participants want to ensure that we build community momentum around this effort, which can help get approval of the Blueprint from the Board of Supervisors and leverage funding. Lastly, participants expressed the importance of getting specific and moving into action.

**Taking Action on Priorities**

Three groups reported on progress since the previous meeting.

*Mission Statement Committee:*

Based on the work of the subcommittee, the group voted on and approved the mission statement of the Leadership Council. The mission statement is: *Our mission is to strengthen community assets and reduce community risk factors for violence through effective coordination, resource allocation, community practice, and county-wide engagement to reduce the incidence of all forms of violence in Alameda County.*

*Resource Committee:*

The resource committee report back included identification of available federal funding that might make sense for this effort. Kaiser Permanente, and the Sheriff and Fire Departments have committed to giving additional funding for this effort. The Public Health Department is applying for funding to evaluate community level interventions to reduce youth violence, which is directly aligned with the Blueprint. Supervisor Miley’s office has been working with Barbara Lee’s office to ear mark one million dollars for this effort and we will get more information in April. The importance of economic development and land use arose, which relates to employment opportunities.

An ad-hoc resource group will look at how to secure permanent funding for this effort (Seth Kaplan, Nancy O’Malley, and Dale Almaral) by exploring fees. In particular, which fees may be a possible natural revenue source. During the meeting participants had an opportunity to write down possible permanent funding source. If you have suggestions or would like to be a part of the ad-hoc resource group for permanent funding please contact Danice Cook (danice@preventioninstitute.org) at Prevention Institute.

*Business Engagement Update:*

There was an update on the business outreach plan, which emerged as a 1-3 year objective at the previous meeting. Therefore, we are holding a special meeting for members of the business community to update them on our efforts to prevent violence and to discuss how the business sector might be involved. One business that has already played a key role in this effort is Wells Fargo, and they have suggested that each Leadership Council member refer at least one business sector representative to the business meeting that will take place on Thursday April 14 from 9:00 am - 11:00 am at 1221 Oak Street in Oakland (County Administration Building - 5th floor conference room). Please e-mail Anna Gee (ann.gee@acgov.org) at Supervisor Miley’s office with the contact information of the person you would like to invite.

**Meeting Evaluation**

Overall, council members thought the meeting was excellent and the allotted time for the meeting kept people focused on the tasks at hand. Participants enjoyed the small group work activity, because it allowed things to move forward. There was also a strong sentiment about the great committee work that
took place between meetings. Lastly, participants appreciate the fact that there are committed people involved in this effort.

**Next Meeting**
Date: Friday April 22, 2005  
Time: 9:30 am – 11:30 am  
Location: 1401 Lakeside Drive, 2nd floor, Room 222, Oakland