A Lifetime Commitment to Violence Prevention in Alameda County

Business Sector Action Checklist

Either directly or indirectly, violence affects everyone in Alameda County. In addition to affecting the lives of family members and employees who are victimized, violence takes its toll on the business and economic climate in the county. The business sector has a stake in the solution to violence and an important role to play in achieving it.

The following checklist is based on the *Spectrum of Prevention*. Because violence is a complex problem, it requires a comprehensive solution. The Spectrum is a tool to help move from simplistic approaches to multifaceted action that will result in systems and norms changes. This is what we need in Alameda County to significantly reduce violence.

<table>
<thead>
<tr>
<th>Spectrum Level</th>
<th>Business Sector Activities to Advance Violence Prevention Efforts in Alameda County</th>
</tr>
</thead>
</table>
| **6. Influencing Policy and Legislation** | ☐ Support policy through testifying to policymakers and advocating for prevention  
☐ Write op ed pieces and letters to the editor in support of violence prevention  
☐ Support candidates who are committed to violence prevention  
☐ Meet with elected officials to let them know your violence concerns and commitment to violence prevention |
| **5. Changing Organizational Practices** | ☐ Adopt a neighborhood or school by providing volunteer hours, youth job training, in-kind donations, etc. to that neighborhood  
☐ Provide employees with opportunities to volunteer through dedicating a set number of paid hours for volunteer time or establishing a company-wide volunteer day  
☐ Sponsor and participate in community beautification efforts  
☐ Establish a grant making program to fund violence prevention efforts in your community  
☐ Implement family-friendly practices, including providing employees with time off to attend events at their children’s schools (first day of school, parent teacher conferences)  
☐ Encourage media outlets to establish advertising sales policies that support violence prevention goals  
☐ Establish clear safety and violence prevention policies  
☐ Donate money to support development and implementation of the Alameda County Blueprint and other violence prevention efforts in the county |
| **4. Fostering Coalitions and Networks** | ☐ Form networks and coalitions with other businesses to promote violence prevention policies in the workplace and community  
☐ Encourage employees to serve on boards of community based organizations  
☐ Participate on Alameda County’s Violence Prevention Leadership Council |
| **3. Educating Providers** | ☐ Train employees how to apply their specific expertise or the expertise of the business to violence prevention (e.g. banks can train young people to balance checking accounts, printers can print informational information, phone companies can provide support lines, bookstores can establish literacy programs, radio DJs can transmit messages and resources, etc.) |
| **2. Promoting Community Education** | ☐ Sponsor a community violence prevention day by hosting speakers and community guests  
☐ Establish hate-free and violence-free zones in your workplace to build awareness about these issues and to set a tone for employees and customers that violence and hatred will not be tolerated  
☐ Hold community education campaigns when violence prevention legislation is introduced  
☐ Incorporate violence prevention messages into your advertising, information about your business, and into signs and posters at the workplace  
☐ Encourage your employees to speak out against violence and about violence prevention at community events |
| **1. Strengthening Individual Knowledge and Skills** | ☐ Provide mentoring and career opportunities to at risk youth  
☐ Establish internship and apprentice programs for youth as well as adult and youth ex-felons  
☐ Adopt a school in the community to provide job training/internship programs to students  
☐ Provide anti-violence trainings (domestic violence, sexual assault, workplace violence) and diversity trainings to employees  
☐ Provide violence prevention resource referrals to employees  
☐ Post information about violence prevention around the workplace  
☐ Establish conflict resolution programs at your workplace  
☐ Provide coverage that includes access to mental health and substance abuse services |