

BLUEPRINT FOR ACTION
Quarterly Report
July-September 2009

Summary & Highlights from the Third Quarter

Decrease in Violent Crime and Homicides

Juvenile violent crime and homicides continued their downward trend in the third quarter. Citywide, total violent crime arrests were down 32% compared to 2007 and 6% compared to 2008. Juvenile homicides are also showing a downward trend with 1 homicide in the City of Minneapolis year to date. Last year at this time there were 8 juvenile homicides.

SPEAK UP Minneapolis

In fall 2009, Minneapolis City Council Member Don Samuels and Blueprint Executive Committee members David Cress, Karen Kelley-Ariwoola, Superintendent William Green and Chief Tim Dolan launched a 24/7 anonymous tip line for youth. The tip line will serve as a critical tool in violence awareness, education and prevention and provides young people the opportunity to play a role in keeping friends, classmates and the community safe from violence.

By calling 1-866-SPEAK-UP, youth will access a professionally-trained crisis counselor who will ask a series of questions related to the threat. Minneapolis will be the first city to utilize innovative text messaging technology. The texting option allows students to send an anonymous text message and communicate via text with a crisis counselor.

Hospital Based Protocol for Gun Injuries

The Minneapolis Department of Health & Family Support (MDHFS) and intern Dave Dvorak, M.D. are leading an effort to create a standardized protocol for hospital staff in HCMC and North Memorial's emergency rooms who encounter a youth that has been a victim of gun violence. The protocol will be followed by ER physicians or nurses when youth between the ages of 8 and 22 are identified who are victims of gun injury that is not self-inflicted. A hospital social worker will be notified.

The timeline for the completion of the planning and development of the protocol is fall 2009/winter 2010 with the actual launch at North Memorial and HCMC soon thereafter.

Somali Youth Violence Prevention

MDHFS has launched two pilot projects in partnership with two community-based programs to help build capacity in the Somali community on youth and parent engagement. The first is a partnership with Pillsbury United Communities to engage moderate to high-risk teens during the summer months to divert them to culturally appropriate programs and resources. The second pilot is with the Center for Policy and Planning to provide parents of teenagers with education tools to help them identify at-risk behavior and draw on the community's resources to address them. Both contracts end in December 2009.

GOAL #1

Objective: Every young person in Minneapolis is supported by at least one trusted adult in their family or their community.

Recommendation 1A

Ensure there is a trusted adult in the life of every young person in Minneapolis by increasing the number of quality mentoring opportunities for young people, along with proper training for mentors of all ages and backgrounds.

Action

- Big Brothers Big Sisters (BBBS) has connected 833 youth citywide. This includes 159 children who have an incarcerated parent and 212 youth in the Blueprint neighborhoods. There are 41 youth in the Blueprint neighborhoods currently on a waiting list.
- Hennepin County began a pilot project called “Community Coaches”, linking delinquent youth with coaches from one of four providers (Boys and Girls Club, Humble Beginnings, Center for Hope, and Little Earth) to ensure court-ordered conditions are met. Services include a range of activities from short term supervision to providing cultural and recreational activities. In addition, 123 youth were referred to Community Coaches from July 1 to September 21, 2009. Community Coaches is designed to serve up to 25 youth per location, with 6 locations planned.
- Minneapolis Park and Recreation Board (MPRB) secured \$500,000 from the Office of Juvenile Justice and Delinquency Prevention to recruit, train and support 45 mentoring relationships with at-risk youth in North Minneapolis over a two year period.
- MPRB’s Youthline Girls’ Leadership Development Retreat: Thirty-five girls ages 12-17, five women mentors and one parent volunteer participated in an overnight retreat at Camp Lakamaga in Marine on St. Croix in August. The girls focused on topics of self esteem, positive relationships, school, and dealing with peer pressure. Recreational activities included archery, nature walks, canoeing, bicycling and arts and crafts.
- MPRB’s Youthline StreetReach Program: In partnership with the Minneapolis Health Department, four staff conducted outreach in north Minneapolis to youth exhibiting signs of at risk behavior for violence and other negative situations. Staff talked with, mentored and connected 107 youth (50 10-14 year olds; 53 15-17 year olds; 4 18-24 year olds) with resources, recreational activities and other positive adults during July, August and September. The following topics/issues were addressed with the youth in response to their behavior and/or their inquiry: Education (24), Youth Programs (10), Family Issues (5), Gang Involvement (21), Gambling (7), Drug Involvement (7), Alcohol Use (8), Employment (11), Transportation Needs (6), Violent Behaviors (7), Health/Mental Health (4), and Housing Issues (4).
- MPRB’s sports teams included Track (13 teams & 400 participants), Baseball (100 teams & 1,500 participants-an increase of 13 teams over last year), and Softball (49 teams & 735 participants-an increase of 18 teams over last year). Hundreds of volunteers, staff and youth leaders developed positive relationships with youth in the community.
- The Youthline Outreach Mentorship Program engaged 1,200 unduplicated youth in positive recreational activities and leadership opportunities at 24 parks 36,000 times (each youth participates 2-3 times on average each week).

- MPRB's Teen Teamworks youth employment program employed 443 youth ages 14-17 in park maintenance and park program positions. In addition to learning employment skills, the youth participated in weekly educational classes in reading and math.
- Kinship served a total of 27 young people within the Blueprint zones. Services included mentor matching, match support of an existing match, or recruitment and intake efforts to find mentors for kids on the waiting list.
- The Minneapolis Chapter of MAD DADS took the lead in organizing Minneapolis CARES, a local mentoring support program modeled after the National CARES Mentoring Movement. Minneapolis CARES is a collaboration between Bolder Options, Mentoring Partnership of Minnesota, Kinship, Big Brothers and Big Sisters, MAD DADS and the Blueprint for Action to focus on recruiting black adults to mentor at-risk youth. The CARES effort does not offer mentoring services but serves as a conduit for members of the African American Adults to become further engaged in mentoring African American youth.

Recommendation 1B

Increase the number of private businesses providing jobs through the City of Minneapolis STEP-UP to give more young people the opportunity for employment and positive interactions with engaged adults.

Action

- STEP-UP partnered with 21 new employers in the summer of 2009 while the new Economic Recovery Act (ERA) Program garnered 30 new private sector employers.

Recommendation 1C

Strengthen the coordination of public and private youth programs, services and opportunities.

Action

- The Youth Intervention Programs Association (YIPA) officially launched its KidsChange website (www.kidschange.org), providing parents, youth, police, youth service professionals, school personnel, etc. with information and resources on community-based early intervention programs. The official launch took place at the Mall of America on August 29 with an Extreme Teen Makeover, recognizing two state youth who have made significant changes in their lives because of community-based youth intervention programs.
- YIPA began exploring a collaborative effort with the Minneapolis Youth Coordinating Board (YCB): **a)** YCB has incorporated a link to YIPA's KidsChange website on their new youth resource website as a place for Minneapolis residents to find the most appropriate youth intervention resources and services. **b)** In order to help promote standards of best practices and quality services, YCB and YIPA will partner with the Youth Work Institute at the University of Minnesota to sponsor trainings in the Youth Quality Program Assessment (YQPA) model for youth service organizations across the Twin Cities and Greater Minnesota.
- Kinship has joined two community based network organizations dedicated to providing solutions for the youth in Minneapolis: Northside Achievement Zone (NAZ) and

Minneapolis CARES Mentoring. Each of these initiatives grew out of the community's need to create greater opportunity for a better life for the children of Minneapolis and are dedicated to recruiting mentors. Kinship staff is part of the steering committees of both organizations and Kinship will actively participate in launch activities in the fall of 2009.

Recommendation 1D

Increase the number of high-quality community-based youth programs, services and opportunities, including leadership training. Equip these organizations and their leaders with the skills needed to direct youth away from violence and towards positive alternatives.

Action

- The YMCA's continued its Youth in Government program which builds strong leaders and good citizens through participation in the Model Assembly, Model United Nations, National Affairs Conference and leadership retreats and training sessions. There are many leadership development opportunities for students in grades 8–12.
- YMCA Leaders Club provides opportunities for youth to develop leadership skills and abilities through service learning activities and projects. Youth have an opportunity to participate in YMCA Central Leaders School, promoting leadership growth through skill development, service learning and group work.
- The YMCA's Multicultural Achievers program helps junior and senior high school African American, Hispanic and Latino students set and obtain high educational and career goals. Students participate in teambuilding, leadership skill development, and increasing academic achievement. Youth focus on goal setting, preparing for high school, exploring post-secondary options, college tours, and cultural enrichment to assist in preparation for after high school and success in their secondary programs.
- Y-Tutors is a YMCA program offering after-school tutoring for K-8th graders, focusing on strengthening literacy skills, while providing work-study employment and volunteer opportunities for college students as mentors.
- MAD DADS has been giving young people a safe place to come to for support, resource information, emotional support, anger management and family issues. They meet every Tuesday night with a free meal and daycare for those with children.

Recommendation 1E

Reestablish Minneapolis Police liaisons in Public Schools to give young people opportunities to build positive relationships with the Minneapolis Police and to strengthen coordination between schools, parks and police.

Action

- Minneapolis Police School Resource Officers conducted community outreach and home visits during the summer months in order to strengthen coordination between schools, parks and youth in the community.

Recommendation 1F

Provide year-round Youth Are Here bus service so that young people have safe reliable transportation to services and activities.

Action

- The Youth Are Here Buses provided 1951 rides to more than 500 youth.

Recommendation 1G

Give young people safe spaces for activities during out-of-school times by increasing the hours when Library, Park and School buildings are open.

Action

- Increased library hours were not provided during the summer due to lack of funding. Twelve libraries within the City are open five or six days per week; many of these hours are after school, evenings and weekends. Three libraries are open three days per week.

Out-of-school time activities were offered at all libraries within Minneapolis during the third quarter, varying from monthly to near-daily. Activities and programs included Guys Read and other book clubs, youth technology workshops and labs, writing workshops in partnership with the Loft, and arts and science workshops in conjunction with the Minneapolis Institute of Arts and the Science Museum of Minnesota.

Attendance at library programs, including storytimes, held in Minneapolis libraries within Hennepin County during this period, was 30,915.

Recommendation 1H

Provide young people with consistent, effective and meaningful violence prevention training by developing a shared curriculum and coordinated training program for the Minneapolis Libraries, Parks, and Schools.

Action

- Minneapolis Public Schools (MPS) continues to expand the use of social skills curriculum "Second Step" in K-8 classrooms across the district. In addition, a "Social-Emotional Learning Lending Library" for use by district staff and community partners has been opened. This library includes prevention and early intervention curriculum and related supplemental activities as well as professional development materials on a variety of SEL topics including bullying prevention, mental health issues, self-care/stress reduction, student-led youth violence activities, supports for GLBTQ students & families, drug/alcohol prevention/recovery resources and restorative measure interventions.
- MAD DADS provides the Community Organizing and Preparing Students for Success (COPS) program to youth in the MPS through collaboration with the Minneapolis Police Department. The goal of COPS is to empower students to make positive life and career decisions and to make a difference in their communities. To date, the program has been in six schools.

Recommendation 1I

Increase the number of training and support programs available for parents of teenagers so they have the knowledge, tools, education and resources to spot early warning signs and raise teens that do not condone or engage in violence.

Action

- Five community-based organizations provided training and support programs for parents of teens over the summer months. These organizations included the Minneapolis Urban League, Kwanzaa Community Church, Holy Rosary Church, Centro Cultural Chicano and Lao Family Assistance.

Recommendation 1J

Increase teenage pregnancy prevention programs in Minneapolis, so teens do not become parents before they have completed their own education or before they are prepared to take on the responsibility of raising children.

Action

Activities of the Minneapolis Urban Initiative for Reproductive Health Activities:

- Continued to work with Minneapolis Public Schools' Health Curriculum Adoption process. The Sex Ed work group has chosen curricula to pilot in middle and high schools between December 2009- February 2010.

Activities of Minneapolis Department of Health & Family Support:

- Provided training to Center School staff. Developed cooperative agreement to see students from Center School at the South High School-based Clinic.

Recommendation 1K

Reduce the number of second children to teen parents by connecting every teen parent with health, education and parenting resources to ensure that they have the tools they need to raise healthy children.

Action

Activities of Teen Parent Connection:

- 89 teens participated in Not Ready Now, a curriculum to prevent subsequent teen births.
- Students have begun creating Public Service Announcement related to the reduction of second pregnancies and primary pregnancy. Video should be completed by December
- 220 pregnant and parenting teens participated in summer school.
- 2 Teen Parent Networking groups were held this quarter

Activities of MVNA:

- MVNA saw 467 teens from Jan.-Sept. and provided 4,650 visits to those teens and their children. This is an increase of 1,476 visits over the same period in 2008.
- In an effort to connect with teens not currently being referred to MVNA, staff connected with clinic, hospitals, and community providers to increase awareness of public health nursing and the services offered.

GOAL #2

Objective: Intervene at the first sign that youth and families are at risk for or involved in violence.

Recommendations 2A

Find meaningful employment for young people who may be more difficult to employ by expanding the summer employment programs for at-risk youth, expanding the City's STEP-UP youth jobs program, and better connecting to County employment programs for youth already in the justice system.

Action

- The City of Minneapolis submitted a proposal to the U.S Department of Labor for \$238,000 to develop an employment program serving youth with criminal histories. Funds have been approved and project will begin in Spring of 2010.

The Minneapolis Employment and Training Program (METP) reported:

- 2,270 Minneapolis youth were employed with city, state and federal funding.
- There were 420 more jobs provided this summer than last summer.
- 1,281 mostly low-income youth were in STEP-UP.
- 330 in the Special Youth Initiatives (SYI) Program with 7 non-profits.
- 448 in the Economic Recovery Act (ERA) Program at over 80 worksites.
- 216 in year-round WIA at MPS, a program for youth with disabilities.
- 47% of the SYI, ERA & STEP-UP youth are from North Minneapolis. Youth in these programs must have at least one of the following barriers: economically disadvantaged, disabled, basic skills deficient, homeless, runaway or foster child, school dropout, pregnant or parenting, offender, requires assistance to complete an educational program or to secure and hold employment.

Some of the largest public and private employers for youth in METP programs are Minneapolis Public Schools (88), Transition Plus (85), University of Minnesota (78), Minneapolis Park & Recreation Board (75), Hennepin County (63), City of Minneapolis (61), U.S. Bank (25) and Allina Hospitals & Clinics (26)

Recommendation 2B

Provide focused attention and resources toward early intervention with juvenile offenders by establishing the juvenile supervision center and maintaining the Minneapolis Police Department's juvenile unit.

Action

- There were a total of 892 youth visits to the Juvenile Supervision Center – curfew (65%), low level offenses (21%), and truancy (14%). 78% of youth who have been to the JSC in 2009 have not re-entered the Center. 72% of youth who have been to the JSC since it opened (1/7/08) have not re-entered. 71 youth this quarter received case management services after they left that helped connect them to school and positive behavior.
- Midtown Community Restorative Justice (MCRJ) applied for \$83,200 from the Minnesota Department of Public Safety Office of Justice Programs *Recovery Act: Byrne Justice Assistance Grants* to fund a new Juvenile Diversion Assistant position. These funds would have paid for a full-time employee over two years to provide support to the Juvenile Diversion Supervisor and Minneapolis Police Department. Unfortunately, this grant request was not funded.

Recommendation 2C

Develop a standard protocol and train adults to use it in parks, schools and health care facilities in the aftermath of critical violent incidents so that those incidents can be used to educate young people on the ways to prevent and de-escalate violent behavior.

Action

- Minneapolis Department of Health & Family Support assembled a referral network of approximately 40 community-based agencies willing to provide services to violently injured youth upon hospital discharge. A meeting was convened to introduce the program and solicit feedback. A workgroup was formed comprised of HCMC, North Memorial and community based organizations staff. Initial estimate for implementation of protocol is the December 2009.

Recommendation 2D

Establish and promote a youth help line to give young people a safe, confidential way to report trouble or seek help.

Action

- SPEAK UP Minneapolis tip-line was launched in September. Following a press conference posters, wallet cards and stickers were distributed to all MPS high school and middle school students and those at targeted K-8 sites. Press coverage included local newspaper, radio and TV interviews. Billboard, bus shelter ads and radio/TV PSA's are pending. Materials were also distributed to parks, libraries and various youth serving agencies across the city. Shortly after the launch the first tip was received and arrived via the text option, the first time this has been used nationally.

Recommendation 2E

Establish policies and training making every library, park and school a nonviolence zone, so that young people see nonviolence being actively practiced and do not see violence being ignored or condoned by adults at facilities that are meant to be safe places for learning and activities.

Action

- No new action

Recommendation 2F

Support alternatives to suspension and expulsion in Minneapolis schools as a way to determine effective tools and policies to prevent violence and address violent incidents.

Action

- MPS has expanded community partnerships with agencies providing a variety of restorative practices for use as an alternative to and adjunct to suspension and to address potential school climate concerns. Examples of these restorative measures include Peace-keeping Circles, neutral party restorative mediations and family group conferences.
- MPS has launched a Youth Violence Prevention Task Force, comprised of staff from Student Support Services, Emergency Management, Contract Alternative Schools, Special Education, Community Education, Indian Education, Check & Connect and

Safety & Security. External partners include staff from MDHFS, Minneapolis Police Department, Park & Recreation and Hennepin County Libraries. This group meets regularly to discuss any immediate concerns, opportunities for future partnership and to develop a shared approach to addressing issues of youth violence in a consistent, effective and culturally respectful way.

Recommendation 2G – REMOVED

Recommendation 2H

Increase training and support programs for parents of at-risk teenagers, including juvenile re-entry, so that these parents have the knowledge, tools and resources they need to get their kids back on the right track.

Action:

- No new action

Recommendation 2I

Increase the capacity of Hennepin County’s truancy intervention program for students with mental health and chemical dependency issues so that these young people have the added support and resources to stay in school and out of trouble.

Action

- A plan is being created to provide more streamlined services to truants over the age of 12 with a partnership between the County Attorney’s Office, Community Corrections and Human Services.
- The County Home School is implementing a Chemical Dependency treatment program for youth who are sent to the Home School and will be available by December 1, 2009.
- MAD DADS has started a support group and gang intervention program at the Hennepin County Home School, teaching current gang members skills that they can use once they are released from incarceration. Issues include how to get out of the gang, how to be a positive force in their families, how to choose friends who will lead them in a positive direction, and how to stay away from gangs, drugs, and violence.

Recommendation 2J

Provide young people who have an incarcerated parent with additional adult support by creating mentor programs that match these youth with individualized support.

Action

- No new action

Recommendation 2K

Expand street level outreach, including bold door-to-door outreach that engages families and re-connects youth exhibiting risky behavior with quality education and employment opportunities.

Action

- See Action under Recommendation 1A – Youthline StreetReach.

GOAL #3

Objective: Do not give up on our kids, work to restore and get them back on track.

Recommendation 3A

Strengthen cross-jurisdictional mechanisms so that different parts of the juvenile justice system (probation, police, corrections, health care providers, community-based organizations, etc.) can better coordinate services and support systems for young offenders.

Action

- Hennepin County Corrections initiated a program with The Bridge to divert youth charged with a domestic for the first time from the Juvenile Detention Center to The Bridge to focus on family re-unification. This venture will help support Hennepin County's goal of utilizing its Detention Center for those youth who present a danger to the community or who pose a risk to not appear for their court date. The appropriate placement of youth in detention alternatives protects the community as well as youth charged with delinquent acts. These Domestic Assault clients are often first-time offenders and/or low risk offenders. Placing these youth in an alternative to detention will protect them from adverse influences from "seasoned" offenders who are in our detention populations.

A contract was also established with Catholic Charities in October 2009 to serve as an additional alternative for the first time domestics.

Recommendation 3B

Expand the scope and increase the funding of juvenile probation to better integrate young offenders back into the community. This should include incorporating youth development practices into probation instead of solely focusing on punishment and monitoring.

Action

The following Hennepin County Corrections activities occurred in the third quarter:

- Family Functional Therapy – Board approved a limited number of slots for FFT. A Request for Proposal (RFP) to expand the number of FFT slots and to contract with culturally specific providers is expected to be issued by mid-November 2009.
- Aggression Replacement Therapy – Staff from juvenile probation and the County Home School have been trained to facilitate ART groups and will begin convening these groups for kids with anger issues in November 2009. The County Home School will be replacing their current anger management curriculum with ART.
- Chemical Dependency and Mental Health Wraparound – Short term plan will provide some slots in October 2009. The long term plan for the purchase of Wraparound services is for staff to develop a RFP that will expand the number of slots available and contract with culturally specific providers. This RFP is expected to be issued Spring 2010.
 - Evening Reporting Center – Shiloh Temple has been selected as the ERC provider. A contract with Shiloh is currently being negotiated. The ERC is expected to open by January 1, 2010.

- Multi-Systemic Therapy – An RFP is being developed to purchase MST. The RFP is expected to be issued in mid-November 2009.
- MCRJ accepted 7 referrals from the Hennepin County Juvenile Petty Offender Program. These youth will participate in restorative conferencing with community members and will be required to complete community service and community programming.

Recommendation 3C

Implement a comprehensive assessment tool that identifies a juvenile’s mental health needs and related needs and connects them to available services without risking self-incrimination.

Action

- No new action

Recommendation 3D

Decrease re-offense rates by better connecting youth offenders to educational opportunities, employment skills and health care services.

Action

- Hennepin County Library Outreach staff visits the County Home School once a month to deliver new materials and take requests from the residents. Working with the Epsilon Program, the library provides materials to help students with assignments and obtain recreational reading. The library also provides programming for residents such as author visits, writing workshops and presentations from library staff.

Library staff also visited the Juvenile Detention Center twice a month to deliver new materials and took requests from the residents. The library supports a small library in each mod, and works with MPS staff to provide materials to help students with assignments and obtain recreational reading.

- The Minneapolis Employment and Training Program collaborated with MDHFS to implement a pilot project for youth employment and training, aiming to serve 30 youth over two years. The \$238,000 proposal, sponsored by Rep. Keith Ellison, would use WIA Earmark Funds and was submitted to the Department of Labor in September.
- YMCA Juvenile Probation Program continues to work with youth ages 12-21 who have become involved in the Juvenile Justice system and who are currently on probation. The YMCA develops relationships with young people and their families and assists youth in continuing their education, securing employment, finding resources in their community, and paying restitution for their behaviors. 37 youth were served during this past quarter.
- MCRJ continued to provide juvenile offender and youth volunteers with information about educational opportunities, and employment and health-related resources. MCRJ’s work with Project Legos’ to develop the new *Project 8* to assist youth-in-need continues with a tentative launch date set for November 15, 2009.
- MAD DADS has started a support group and gang intervention program at the Hennepin County Home School. They teach current gang members skills that they can use once they are released from incarceration, including how to get out of the game, how to be a

positive force in their families, how to choose friends who will lead them in a positive direction, and how to stay away from gangs, drugs, and violence.

Recommendation 3E

Expand restorative justice programs for youth offenders, which have been shown to effectively reduce re-offenses by reintegrating offenders into the community, and enable offenders to assume active responsibility for their actions.

Action

- MCRJ continued to provide an individualized process in which juvenile offenders engage in restorative conferencing with a very small group of community volunteers (adults and youth) 2 to 3 times over a 6-month period. During this quarter MCRJ received 12 referrals (including 7 from the Minneapolis Police Department) and served a total of 38 clients (victims, youth volunteers, other community members and juvenile offenders and their families). Thirteen Crime Prevention Specialist Interns were trained in restorative practices and eight served as youth volunteers for six restorative conferences during this quarter. It is hoped that these youth will continue to participate in MCRJ.

Unfortunately, a significant portion of time was dedicated to grant-writing due to recent funding cuts, including those to the City Attorney's Office budget, which has previously provided significant funding to Minneapolis Restorative Justice programs.

Recommendation 3F

Strengthen and expand proven after-care models to ensure that each youth returning from out of home placement has a comprehensive plan to re-enter their community. Better engage community and faith organizations in helping to provide after-care solutions for these youth and their families.

Action

- Effective June 1, 2009 all Hennepin County youth sent to a correctional out-of-home placement will transition through a 30-day program at the County Home School to provide them with the structured support mechanisms necessary to help them continue their return to law-abiding behavior as they return to their communities.
- YMCA Hennepin County Home School Program serves young people ages 12 – 21 who are involved in the juvenile justice system. The YMCA goal is to help youth make positive transitions to school and /or employment after their release, and to reduce the recidivism rate. 85 youth were served during the 3rd quarter.

Recommendation 3G

Develop relevant and culturally appropriate rites of passage to support a more comprehensive process for youth offenders to re-enter the community. Helping these youth and their families will alleviate many community concerns and buoy their confidence and civic engagement.

Action

- No new action

Recommendation 3H

Expand sentencing options for youth to include comprehensive and intense behavioral training and therapy for young offenders and their families. Ensure that support systems for youth offenders are extended to strengthen the families these youth come from and return to.

Action

- See Action under Recommendation 3B.

GOAL #4

Objective: Recognize that violence is learned and can be unlearned by reducing the impact of violent messages in our media, culture and entertainment.

Recommendation 4A

Work with local experts and youth to develop a local public education campaign to ensure that young people and our entire community see their roles and responsibilities in stopping violence, while providing the knowledge and tools to reduce violence and safely intervene when violence occurs.

Action

This group of 35-40 youth and adults from African-American, Asian-American, Hispanic/Chicano, Native American, Somali/African, and Caucasian communities from Minneapolis' inner-core neighborhoods has met weekly for three hours throughout the summer.

- A final slogan has been chosen: “*PEACE: 24/7. It Begins With YOU*” and will be marketed in numerous ways in an effort to spread the message that 1) violence is preventable, and 2) you have a role in making your community a safer place.
- Prototype designs for the slogan and logo and a merchandising and media plan have been developed and are ready to implement including:
 - Culturally-relevant PSA's shown at community-based “peace rallies” throughout multiple cultural and geographic communities;
 - Pledge wristbands, bumper stickers, string backpacks, t-shirts, lawn signs, temporary tattoos, etc. that will help show how many people are committed to peace-making, shifting the perceived social norm from one of violence to peace;
 - Regular call-in radio talk shows hosted by youth and adults;
- The group has begun training team members in a variety of community mobilization strategies including conflict mediation and interruption, community organizing, and community dialogues, so that they can help people and organizations:
 - Identify what they can do to help reduce violence;
 - Identify what they need to make that happen; and,
 - Receive/link to additional resources (e.g., training, community organizations, other individuals and opportunities)
- The group convened its first stakeholder meeting, which included executive directors and others from the 12 organizational partners of CPAV, as well as additional key players in the PEACE: 24/7 movement. A second stakeholder meeting including key Blueprint staff and stakeholders is planned for early December 2009.
- The first public service announcement will be filmed in the fourth quarter and should premiere the video at the second stakeholder meeting in December.

- Three proposals for future funding of the implementation of the media and mobilization campaign have been submitted to philanthropies.

Recommendation 4B

Recognize that youth violence is a national problem and Minneapolis should lead the discussion by partnering with other mayors and leaders in other cities to form a national coalition against youth violence.

Action

- No new action

Recommendation 4C

Support sensible illegal gun laws and work to change community values around the acceptance of guns. This includes seeking stronger penalties for people who sell and distribute illegal guns, and profit from the sale and distribution of illegal guns to young people.

Action

- No new action