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1 message

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Mayor LaToya Cantrell

FOR IMMEDIATE RELEASE

Oct. 30, 2019

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For Media Inquiries Only

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**Saturday: City, Partners to Host 5th Annual
CURE Violence Peace Fest**

NEW ORLEANS — Mayor LaToya Cantrell and the New Orleans Health Department invite residents to join them for the CURE Violence 5th Annual Peace Fest on Saturday, Nov. 2, to raise awareness and address gun violence in our community. The festival will run from noon to 4 p.m. at A.L. Davis Park, kicking off with a second line forming at Martin Luther King Jr. Boulevard and Claiborne Avenue and leading into the park.

DJ Wild Wayne will serve as the host for the festival, which will also include DJs Jubilee, Poppa and Platinum; brass band music and dancing from the Big 6, To Be Continued Brass Band, the Lady Buckjumpers and the YMO, Insane Hunters and Free Riders Social Aid & Pleasure Clubs. The live music lineup also includes Jayda Hustle, Favor, and Keedy Black. The music performances will alternate with guest speakers including Mayor Cantrell, Health Director Dr. Jennifer Avegno, CURE Violence Director David Bocage, Criminal Justice Commissioner Tenisha Stevens, District B City Councilmember Jay H. Banks, SHARP Men Founder/Executive Director Patrick Young, and criminal justice reform advocate Danielle Metz, a "Violence Interrupter" with the CURE Violence program.

The event is free and open to the public; food and beverages will be provided.

A resource fair will include as many as 25 organizations and services, including the providing of flu shots, HIV testing and counseling help. Resource fair participants include Odyssey House of Louisiana, Metropolitan Human Services District, Bridge House/Grace House, and the Institute of Women & Ethnic Studies. For more information call the CURE Violence hotline at 504-434-9503.

2018-2019 Kellogg Narrative Report

Please provide a name for your project:

CeaseFire New Orleans

Provide a brief summary statement about your project and how it aligns with your organization's mission, values, and priority focus:

NOLA FOR LIFE was launched in May 2012 as Mayor Landrieu's murder reduction strategy. The first priority was to stop the shootings, and one of the first NOLA FOR LIFE initiatives was CeaseFire Central City, which launched in April 2012 and shortly after the Hospital Crisis Intervention Team in October 2013. Based on the CURE Violence model (formerly CeaseFire Chicago), CeaseFire New Orleans specifically was implemented to reduce street violence in the Central City neighborhood of New Orleans. The CeaseFire model uses violence interrupters and outreach workers with street credibility to interrupt and resolve potentially violent situations before they escalate – with a focus on retaliatory shootings and mediating ongoing conflicts among groups. CeaseFire focuses on changing the behavior of a small number of carefully selected members of the community – those with a high chance of either being shot or being a shooter in the immediate future. Additionally, a Hospital Crisis Intervention Team a year after inception in our efforts to respond immediately to city wide shootings who were transferred to UMC to engage and interrupt retaliatory behavior and offer support and resources for victim and family members.

Describe why your organization is best positioned to do this work. Include a few examples of recent achievements relative to your request:

CeaseFire New Orleans has been successfully in operation since 2012. However, during the transition of the current City's administration (2018), it was decided that the name and direction of the program needed to reflect and represent more characteristics of its intended public health approach when combating gun violence. In October 2018, the official name change to Cure Violence New Orleans took effect during a City sponsored Night Out Against Crime event and in January 2019 became a New Orleans Health Department sponsored program. Nevertheless, Cure Violence New Orleans still remains an evidence-based program (formerly CeaseFire Chicago), by which during the transitional period continued to boast not only a 40%-45% reduction in shootings and killings in the initial targeted areas, but moreover extended its efforts to institute more preventative, youth centered measures to engage with a population which now ranges in age from 10 to 35. Using a staff of "credible messengers" who are deemed Violence Interruptors allows our staff to reach the most high-risk populations in schools, neighborhoods and the Juvenile Justice Intervention Center in a way that no other program is able strictly based on genuine and authentic relationship building, storytelling, restorative restoration circles and the like. Such a reduction was accomplished through diffusing conflicts and developing trusting relationships with individuals that are often difficult to find and difficult to reach.

CeaseFire/Cure Violence mediated over 500 violent conflicts with a 100% success rate and has provided case management to over 200 young men and women in reducing their personal risk of being involved with gun violence - as either victim or perpetrator. As mentioned, the program has received frequent requests to support even more local schools and programs in resolving conflicts before they can escalate to violence. In most cases, CeaseFire/Cure Violence has responded with hosting peer groups and conducting mediation sessions on the school grounds and the Juvenile Justice Intervention Center. The CeaseFire Hospital Crisis Intervention Team (HCIT), implemented in 2013, has provided case management to over 150 young men and women aged now ranging from 10-35 years old (not excluding those whose ages are 0-35) to reduce their risk of becoming repeat shooting victims or engage in retaliatory violence. For each prevented repeat shooting, it is estimated that CeaseFire/Cure Violence saves the hospital over \$50,000 or more in uninsured medical expenses. An internal review showed a 44% reduction in repeat shooting victims since launch, and the hospital requested the formal impact study be conducted to fully document the quantitative and qualitative impact realized as a result of CeaseFire/Cure Violence's presence. Over the past year staff members have received a three day training on Family Centered Coaching, have been asked to present the program's efforts and model to medical staff during cross training sessions, improved their communications with patients through enhancing resources and providing tip sheets and increased their reach visibility throughout the facility, currently receiving trauma Informed Care instruction from a local non profit, Motivational Interviewing training from hospital support staff, pending approval to receive Community Health Care Worker trainings while solidifying their presence within the hospital and community in general. Cure Violence has exponentially increased the number of viable stakeholders by way of school sites, business owners, faith based groups, non-profits and higher educational institutions. There has been recent breakthrough with developing a Memorandum of Understanding between Southern University at New Orleans School of Social Work and we anticipate further partnerships with other Colleges and Institutions in the near future.

Describe the background and qualifications of the key team members who will work on this proposed project, and how they will work together:

CeaseFire/Cure Violence New Orleans uses Violence Interruptors and outreach workers, who are both also considered Responders, with street credibility to interrupt and resolve potentially violent situations before they escalate – with a focus on retaliatory shootings and mediating ongoing conflicts among groups. Credible Messengers have lived a life in the streets and became well-known for that particular and former lifestyle. What makes them truly credible and qualified for this work is the range of their experiences where they could easily revert back to the behaviors of their old lifestyle but make a visible choice not to have relapse.

The CeaseFire staff are working diligently to further our qualifications while maintaining our ability as Violence Interruptors/Outreach Workers and, now more than ever before, Public Health Servants.

In 2019, the CeaseFire/Cure Violence Program Manager earned a Master of Arts Degree in Criminal Justice from Southern University at New Orleans (SUNO) and is currently training and

studying to become an Addictive Behavioral Counselor; an Outreach/Caseworker had received his Bachelor of Arts degree (May 2018) from Southern University and has shown interest toward a Juris Doctorate in May 2020; another Outreach/Caseworker received two Associate of Arts degrees; two Violence Interruptors are currently matriculating through Southern University at New Orleans toward receiving their Bachelor of Arts and Bachelor of Social Work degrees respectively; two other staff members: a Violence Interruptor and an Outreach Caseworker are both currently enrolled in Delgado Community College for either a certification program and the other for an Associate of Arts degree program. One of our newer staff members upon relocating to New Orleans transferred and enrolled in SUNO's School of Social Work in pursuit of a Masters of Social Work degree. Moreover, there are staff members who have written books, become subjects for documentaries and spoken in many environments including symposiums, panel discussions and community town hall events on the topics of gun violence, social determinants, health related issues relative to violence and substance abuse.

Furthermore, in previous years CeaseFire/Cure Violence team members have become and remain certified in Moral Reconnection Therapy (MRT). The training was conducted by the Office of Behavioral Health of the Louisiana Department of Health. Moral Reconnection Therapy (MRT) seeks to decrease recidivism among both juvenile and adult criminal offenders by increasing moral reasoning. MRT is systematic and implements a cognitive-behavioral approach, which positively addresses an adolescent's ego, social, moral, and positive behavioral growth.

Staff members were also trained as facilitators for the 24:7 DAD program sponsored by the National Fatherhood Initiative. National Fatherhood Initiative's flagship fatherhood curriculum is used by thousands of organizations across the country to train fathers to be involved, responsible, and committed 24 hours a day, 7 days a week. 24/7 Dad® is an evidence-based program.

In December of 2018, CeaseFire/Cure Violence staff was recognized by a local organization for their commitment to mentoring.

Please provide an overview of your funding request by describing the specific purpose, the problem you are trying to solve, and the overall change you expect to see as a result:

The funding request will support community engagement efforts whereby expanding a thriving, community-led public safety and violence reduction effort in New Orleans. Specifically, CeaseFire/Cure Violence New Orleans' engagement of the community is intended to further embed the strategy into communities across the city offering more resources focused on implementing health department initiatives that offer wraparound services while addressing our main purpose of reducing the chances of shootings and murders.

The CeaseFire/Cure Violence work is continuing to deepen the connections to our community partners while strategically expanding our reach to other parts of New Orleans. In collaboration with other communities and their members we were able to engage an additional 700+ community members, families, and children joined to celebrate all the efforts that have and are taking place to bring about peace in our communities.

Describe the key outcomes you expect to achieve with WKKF funding:

CeaseFire/Cure Violence expects to achieve the outcomes of continued reduction of shooting and killing numbers as well as creating a position of leverage in advocating for support to bridge the transition of administration.

In 2017 CeaseFire realized a 44% reduction in murders (-4) 2017 target area in Central City, and down 6% in shootings (-2) from 2017. These are the lowest shooting and killing totals in the Central City target zones since the launch. Through the hard work and dedication of the Cease Fire/Cure Violence team, community members and the very generous funding from WKKF we were able to experience tremendous gains and encouraged to continue the work because of the bind that we have grown to form because of the epidemic of violence in our communities. Furthermore, during the past few months, the current administration embarked on a new and innovative approach by adopting the Generational Gun Violence Reduction Plan whose vision with the assistance of Cure Violence, meaningfully reduce the number of gun-related murders in the next 50 years. According to the FBI Uniform Crime Reporting Program, In 2017, there were 157 murders in New Orleans (a rate of 39.5 per 100,000 residents) with 136 resulting in gun violence. Cure Violence, while employing a public health approach, would lead us to concentrate more on the upstream factors toward preventing violent behavior, deliver appropriate interventions, evaluate whether interventions are having the intended outcomes and scaling successful prevention strategies. The Gun Violence Prevention Collective (GVPC) will allow Cure Violence valuable opportunities to partner with neighboring Higher Educational Institutions, support and strengthen our efforts to collaborate with non-profits and city agencies, fund interventions and partnerships and assist us with rigorous evaluative measures in making better use of existing resources.

Provide the goals and related strategies to be accomplished specifically with WKKF funding to achieve the outcomes identified:

With funding support from WKKF, CeaseFire/Cure Violence is expecting to accomplish the following strategies: 1) Case Management – The primary strategy by which we help participants to understand and develop a plan to reduce their risk level. 2). Peer Support – This strategy allows us to create a space where healthy relationships can be fostered between individuals who would potentially be involved in violent conflict. 3). Community Engagement – CeaseFire relies on relationships with individuals and communities around New Orleans. The work requires that communities are aware of and willing to support personal and behavioral changes that participants achieve. 4). Risk Reduction – Reducing risk of being a shooting victim or perpetrator is an immediate objective for each participant.

CeaseFire/Cure Violence New Orleans is grateful for the incredibly generous investment WKKF has made in the program since the planning phase. In addition to funding, we appreciate the foundations ongoing support. Because of your investment, the CeaseFire/Cure Violence New Orleans brand is known throughout the city, especially in neighborhoods that experience extensive violence. Our staff has had the resources to adequately be trained in Case Management and engage the community to promote and encourage new norms to resolving conflicts in the

community and hope WKKF could increase their funding for us to provide more professional development opportunities. Because of these investments, CeaseFire/Cure Violence New Orleans is poised to advance as an organization, increase our investment in the lives of the 100+ high-risk males on our caseload (official and unofficial), and consistently empower and mobilize the community to act and promote new behaviors that will result in resolving conflicts in a community without guns.

Ceasefire has conducted over 80 peer support groups and engage over a 250 high risk individuals. Focused on thinking for a change to reduce the likelihood of those who participate in the groups of being a victim and/or perpetrator of a violent act. The peer support groups foster an environment that cater to conflict resolution/ prevention. CeaseFire/Cure Violence staff were able to engage over 500 community members in collaboration with other organizations that focused on solutions and prevention of violence.

CeaseFire/Cure Violence staff have conducted a series of group sessions centered on equipping participants with strategies and methods to reduce violence. These group sessions have included discussions and skill building activities that seek to change the negative thought process in young men of color (female groups are in the process of being formed). The group sessions are designed to hear what participants view as some fundamental root causes of violence and issues young black men face on a day to day basis. Participants of this group have also been steered in the direction of self-esteem building and the importance of education. The peer support group is based on the guiding principles of the CeaseFire/Cure Violence model.

Case management is a strategic method used by CeaseFire's staff. The accomplishments of our participants are a direct result of effective strategic case management that has skillfully guided the process as part of the participants risk reduction plan.

Participant Arthur has been fully employed and he is a great father to his son. Arthur has participated in various discussions with the goal of educating his peers about violence and the importance of being able to resolve their conflicts without violence. He truly is a testament to the work of Cure Violence's mission to changing group, individual and community norms as it relates to gun violence.

This highlight is about one of the Peer Support Group participants who have displayed a lot of resolve along with being relentless about learning from a life choice lesson. Ron was on schedule to graduate from McDonogh #35 High School May of 2019. He made a consequential decision when he was caught on the school grounds with a gram of marijuana in his backpack. He had a disciplinary hearing which led to him being expelled from the school. He did not give up. He enrolled into the Net Charter high school where he will be graduating this June 8 of 2019. This past week at Peer Support Group, I instructed Ron to share with the group what happened to him was on point for this week's group discussion about decision making and problem solving. The group members were engaged into Ron demonstrating how he made a poor decision. I posed a question to Ron of what lesson he learned from this? His reply was that he should have never had marijuana in his backpack but from the incident he was able to change his thinking about

marijuana usage. He's drug free and he learned from what he has been taught in the Peer Support Group which our thinking must be changed in order to make positive decisions in our lives.

Participant Roderick was on my caseload for over 4 years, We have watched this young man evolve from someone who had been shot and struggled through so many internal challenges to becoming a young man who fully takes responsibility for his passed actions and who has changed his thinking and behavior. Rodney's accomplishments, under my management, include graduating from the New Orleans Job Corps where he received his High School Diploma along with a certification in Electrical Wiring. Currently, Roderick is living in California working for a magazine company where he is a supervisor responsible for acquiring subscribers for the magazine.

Describe the project activities to be achieved with WKKF funding:

With WKKF funding support, CeaseFire/Cure Violence New Orleans will be able to support costs associated with program operation of CeaseFire/Cure Violence New Orleans such as the following: Community Canvassing - Canvass is our opportunity to walk the streets of specific communities whereby the team is engaging community members to identify potential volunteers and relationships as well as individuals who may fit the criteria for caseload participation; Peer Support Group (PSG) – CeaseFire/Cure Violence New Orleans uses Peer Support to increase opportunities for healthy interaction and exchange. It also functions as a resource circle for participants and guests. This strategy has been so successful that it is now being implemented in local middle/high schools, Juvenile Justice Intervention Center, Community Outreach Activities. Outreach is essential to the success of CeaseFire/Cure Violence New Orleans. These events, often done in partnership with city agencies, residents, community organizations or family, provide an authentic opportunity to engage with the people of a community, identify needs, and enlist their active participation in the campaign to reduce gun violence. Peace Fest- (Annually sponsored event), CeaseFire/Cure Violence joins with its partners, volunteers, families, and many city and local partners to celebrate all of the work that is done to bring about peace in the city of New Orleans. Each year, more partners have participated, which has facilitates greater connections and supports for the men, women, and families who turn to CeaseFire/Cure Violence for assistance and intervention.

Currently, CeaseFire/Cure Violence is planning its 5th annual Peace Fest, scheduled to take place November 2, 2019. We are working on connecting to more local schools to continue our school-based peer support work. We have conducted Gun Violence panels at Universities and local schools. CeaseFire has Conducted Peer Support Groups at local high schools and middle schools while currently conducting peer support groups for the youth at the Juvenile Justice Intervention Center (formerly Youth Study Center).

As a direct result of WKKF funding we are proud to announce we were able to continue through the collective community canvass process to be progressive in our mission to educate the communities on the effects of gun violence. We continue to experience this type of success because of the additional funding. Also, Conducted over 400 court visits for participants or potential participants in the surrounding communities. Our reputation for supporting at/high risk

individuals is stellar and we often go to court and advocate and support active Cease Fire/Cure Violence participants.

Describe the key communications and knowledge dissemination activities that support the work detailed in this funding request. Describe your key audiences and how you will engage them in communication and learning efforts.

CeaseFire/Cure Violence, as an initiative of NOLA FOR LIFE, has been able to present program strategy and outcomes at multiple conferences and site visits. CeaseFire/Cure Violence has hosted hospital teams, government teams, community groups, etc. to discuss development and implementation of programs similar in function to CeaseFire/Cure Violence. CeaseFire /Cure Violence frequently hosts community events across the city of New Orleans. During these events, CeaseFire/Cure Violence takes advantage of every opportunity to engage with community members as residents, parents, children, families, and most importantly, as partners in the work to reduce shootings and killings in New Orleans.

CeaseFire/Cure Violence received requests from several sites across the country looking to understand how we have expanded the CURE VIOLENCE model (geographic, hospital, school, group support). We have had opportunity to share with them the lessons, challenges, and successes of doing this work. Cease Fire/Cure Violence in collaboration with our partners at University Medical Center, hosted community training sessions to teach community members how to perform a potentially life-saving technique in addition to a first-hand exposure to violence prevention and conflict resolution work of CeaseFire/ Cure Violence and will continue the trainings for the latter part of 2019 and 2020.

Describe the strategies and efforts to financially support this project beyond WKKF funding:

CeaseFire/Cure Violence has entered into discussions with the administration of University Medical Center to request financial support for CeaseFire/Cure Violence; continue to seek federal and private grants; and now partnered with the Health Department to pursue a funding opportunities as well.

List the funding partners (federal, tribal, state, and local) and any other funding sources you have secured for this project:

Legal Name:	Type of Support	Dollar Amount (USD)	Status
City of NO Wisner	Cash	\$ 684,890	Confirmed
University Medical Center of New Orleans	Cash and In-Kind	\$1,500,000	Requested
Robert Wood Johnson Foundation	Cash	\$1,350,000	Requested
W. K. Kellogg Foundation	Cash	\$600,000	Requested

Describe your community engagement efforts with NON funding key leaders, partner organizations or institutions and/or networks to ensure the success of this project. Describe the length of time your organization has worked with these partners, their contributions to the project and their roles and responsibilities:

CeaseFire/Cure Violence is constantly engaging with non-funding partners and organizations as it relates to programmatic success. Several of these relationships have existed long before CeaseFire/Cure Violence existed. They have surely been active partners of CeaseFire/Cure Violence since the program has been in operation. Those partnerships have produced some of the following results: CeaseFire/Cure Violence's original office was located at a partner's church, and partner schools have provided a space to conduct support groups for participants and community members, while other partner organizations have conducted no-cost training sessions for CeaseFire/Cure Violence staff. In being a community-based initiative, it is absolutely imperative that CeaseFire/Cure Violence create, develop, and maintain solid partnerships with organizations and communities at every level in the city of New Orleans.

CeaseFire/Cure Violence has assisted our participants and potential participants grow positive thinking habits that will assist them in making wise decisions as it relates to violence, assisted them in successful transitioning into responsible young adults, while supporting and encouraging educational, professional, cultural, social, and emotional development. CeaseFire/Cure Violence New Orleans builds on existing neighborhood resources to mobilize the community to create broad-based alliances around rejecting violence as an acceptable response to solving problems. It works in conjunction with the outreach strategy to change community norms around violence. Community mobilization relies upon meaningful partnerships with a diverse group of organizations, faith based organizations service providers, residents and other stakeholders.