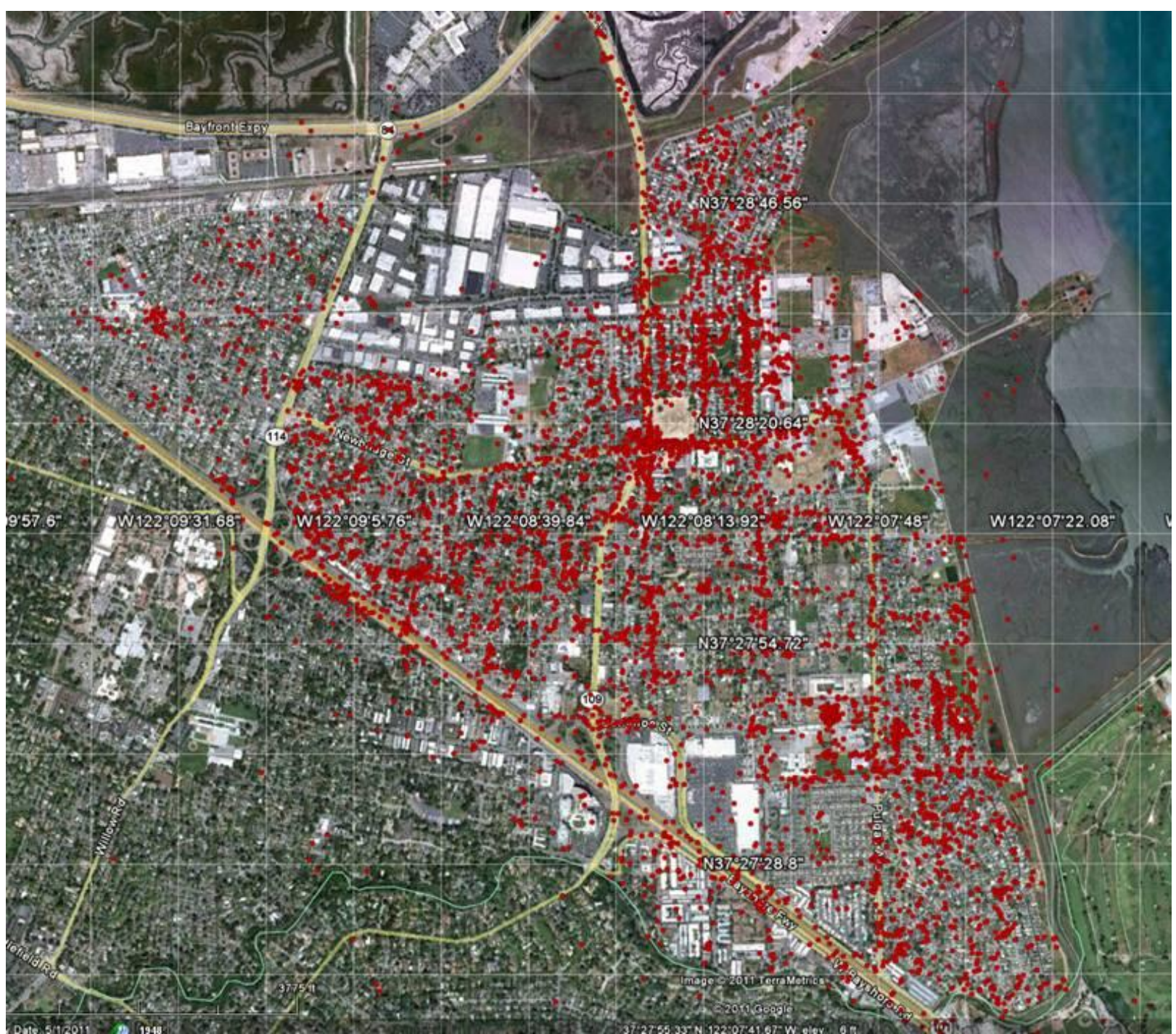


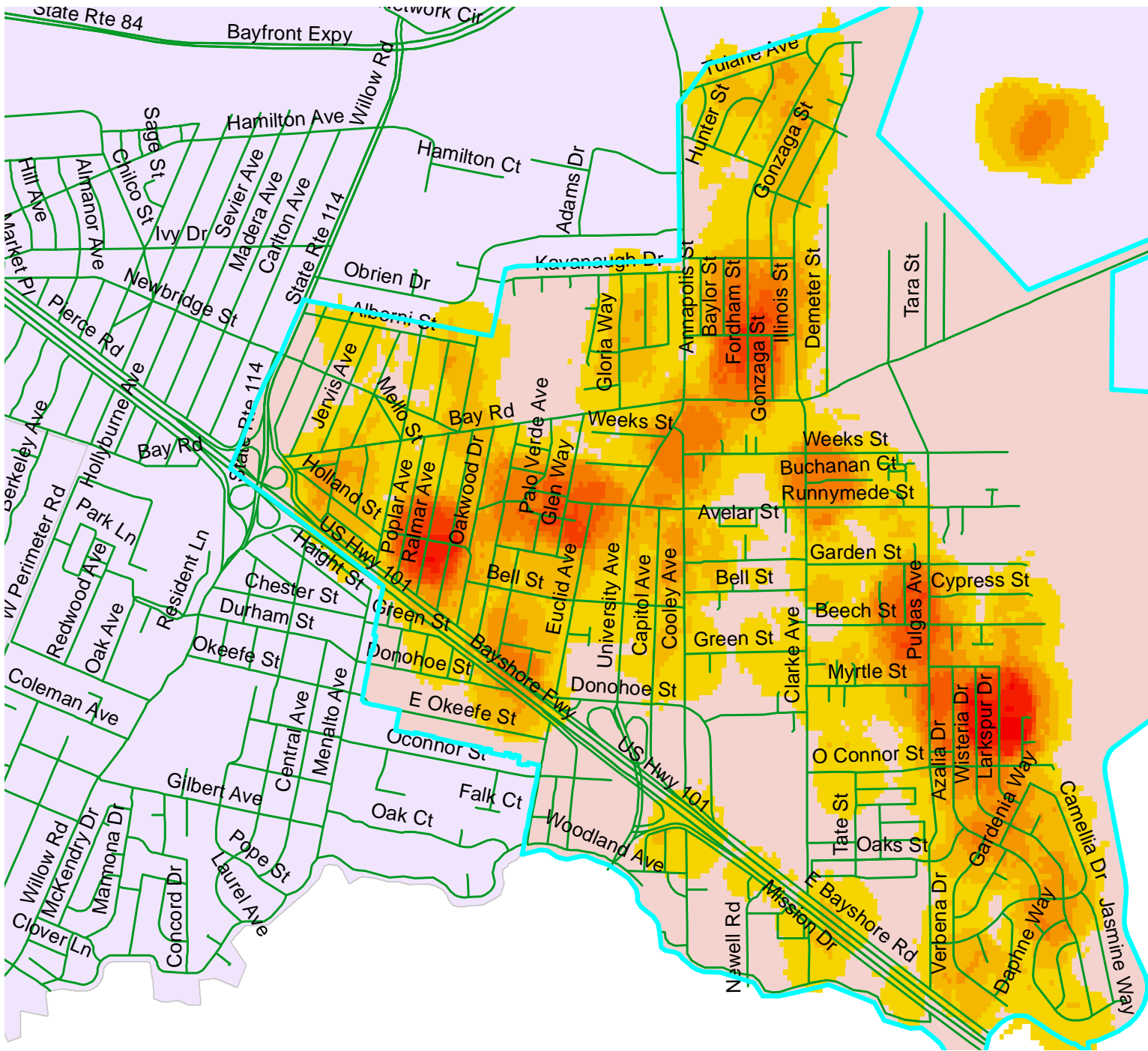
Activating Public Spaces to Reduce Crime and Violence and Improve Public Health



Dany Cesena, Mural Music and Arts Project
Melvin Gaines, East Palo Alto Police Department
Sarah Lawrence, UC Berkeley Warren Institute
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East Palo Alto FIT Zone Project



How We Did It : *Community Buy-In*

Community Engagement

- Presented project to community groups/organizations located in Hot Spots
- Received recommendations for steering committee members, recruited and met

Launched FIT Zones

- Provided activities/health lessons recommended by residents

Constant Modification

- Modified steering committees to include residents who participated in FIT Zones
- Held monthly steering committee meetings
- Continued to provide activities/health lessons

How We Did It: *Police Officer Buy-in*



- **Selected** appropriate personnel
- **Monitored** interactions between police officers and community
- **Provided** overtime pay
- **Watched** organic relationship building

FIT Zone Activities

Health Workshops

- Nutrition
- Chronic Disease

Physical Activities

- Cycling
- Volleyball
- Basketball
- Zumba



Project Benefits

- **Developed** a greater sense of community
 - Community to police relations
 - Resident to resident
 - Non-profits to police
 - Non-profits to residents
- **Increased** levels of activity and health knowledge
- **Reduced** shootings in hot spots



Sustaining the Project



- **Built** a Strong Network
- **Developed** residents as FIT Zone leaders
- **Linked** FIT Zone project to larger City initiatives

Program Transfer to Nonprofits

Mini-grants from The California Endowment contribute to FIT Zones success:

- Youth United for Community Action (YUCA),
- Nuestra Casa
- Mural Music and Arts Project (MMAP)

Activities and Overall Involvement

YUCA planned and coordinated 73 Events = 3400 people

Nuestra Casa planned and coordinated 70 Events = 5700 people

MMAP provided support for YUCA and Nuestra Casa in both Hot Spot locations

Other Roles:

- Assists with FIT Zone sustainability
- Decreases resident fear levels and;
- Improves community and police relationships
- Adds deep rooted levels of trust to the program





Key Research Questions and Activities

What changed over the project period?

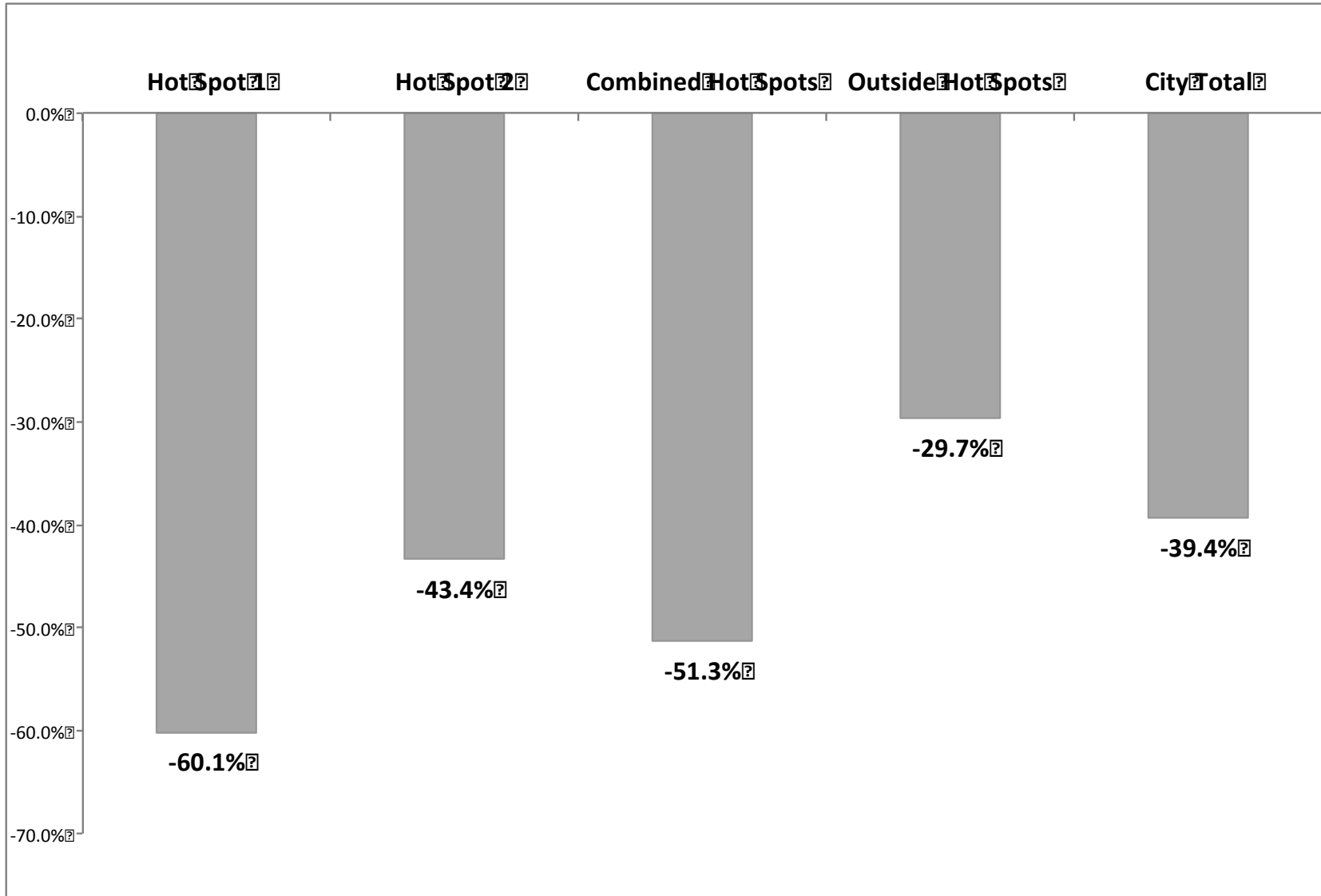
- Levels of shootings
- Resident sense of security and safety
- Views about the police
- Police Department feelings about the project
- Physical, outdoor activity

Data/Methodology:

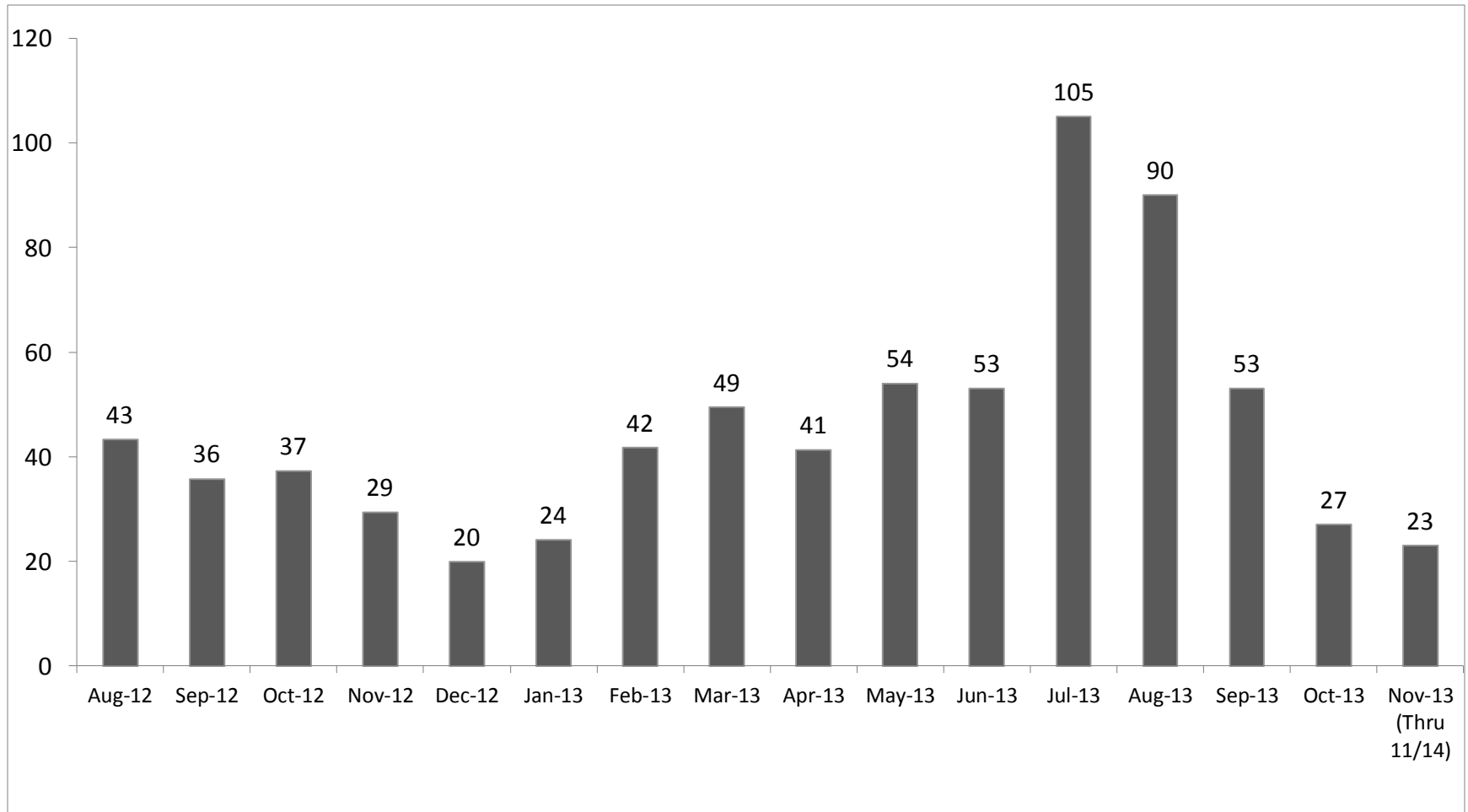
- Analyzed ShotSpotter data
- Conducted two waves of resident telephone surveys
- Interviewed police department staff
- Attended FIT Zone gatherings
- Documented implementation

Changes in Shooting Levels

(August 2011 – April 2012 and August 2012 – April 2013)



Average FIT Zone Attendance



Successes

- **Sustained** high-levels of resident participation since August 2012
- **Strengthened** relationships between participants and police officers looks promising
- **Increased** sense of community ownership
- **Reduced** crime based on early data

Challenges

- **Engaging** a diverse group of residents
- **Staying** focused
- **Transitioning** from police department ownership to community ownership

Part of a Larger Movement

City Recognizes **Relationship Between Health and the Built Environment**

- Health Impact Assessment
- East Palo Alto Health Roundtable
- Safe Routes to School

City Focusing on **Longer-Term Changes to Environment**

- Cooley Landing
- Capital Projects
- Health and Wellness and General Plan



Contact Us!

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