

Wear Orange: A Resource Guide to Planning Community Violence Prevention Events

INTRODUCTION

Every community has its own strengths and challenges, so community-based violence reduction efforts will look different in every context.

All community-based violence approaches, however, benefit from well-thought-out planning and comprehensive execution. This directory compiles resources that will help you navigate the necessary steps to engage your community and plan for [Wear Orange Day](#) and other community violence intervention projects.

Partnerships



COMMUNITY AND MUNICIPAL PARTNERSHIPS

No single entity can take on community violence alone. Diverse stakeholders, including community members, must work together when supporting community events. These resources offer information on how to engage, and with whom.

- Engaging community members is essential to the success of place-based crime reduction strategies. It can be hard and frustrating work, but this article provides some tips if you have to [go back to the engagement drawing board](#), or create a new strategy for engagement.
- [Safeguarding community by reaching out relentlessly](#): this article describes three local Community Violence Intervention (CVI) efforts in Chelsea MA, Milwaukee, WI, and Springfield, IL. Q&A with practitioners is also [available here](#).

Partnerships

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- This webinar discusses how to [take a trauma informed approach](#) to improving community safety.
- Learn how building [collective efficacy](#) in a community leads to safer communities, and tips for [engaging your community](#), in particular principles for making sure you have an effective and [authentic engagement](#) approach
- Community Development Corporations (CDCs) are one example of the types of local nonprofits that can be critical partners in efforts to improve neighborhood safety. Consider these resources to learn more about [how development work can be leveraged to improve safety](#), [what development partnerships for safety look like](#), and [how development organizations can partner with police](#).

Location

IDENTIFYING AND SECURING PROJECT LOCATION

Place is one of the key elements in incidents of crime. Read more about deciding where to focus your efforts and selecting relevant place-based strategies.

- The Pennsylvania Horticultural Society lot greening program is seen as a [model for interventions focusing on vacant lots](#). Descriptions of the [model and research](#) show that [Safe and Healthy Places are Made, Not Born](#).
- LISC Safety & Justice has created tools such as a [Quality of Life survey](#), [neighborhood safety audit](#), and [retail safety audit](#) for surrounding businesses.
- Use these resources to understand the nexus of [crime and place](#), including the importance of identifying specific [hotspots for crime and disorder](#).

BUDGETING, MOU'S, MAINTENANCE AND MORE

Planning and budgeting are keys to setting the stage for success. The resources below help you with the planning and preparation that will allow your effort to be implemented smoothly and with purpose.

- Creative placemaking, which often shares a focus of place-based events utilizing community partners, is a field we can look to for helpful tools and resources. LISC's Creative Placemaking program has put together a [Creative Placemaking Toolkit](#), which includes chapters with practical advice and tools to guide you through a place-based event. Chapters include information on engaging the community and assessing impact, and the toolkit also provides resources that can help you in [putting out an RFQ/RFP](#) for potential partners, [sample MOUs/Agreements and more](#).
- How do we budget for a project and what are the types of things we have to consider? This [Distill Creative posting](#) gives tips on how to budget for a creative placemaking project, many of which will be directly applicable to your project. If it is easier for you, listen to this brief podcast segment on [How to Budget for a Public Art Project](#). Sign up for the [Distill Creative e-newsletter](#) and receive a sample budget template.
- The Project for Public Spaces has a wealth of resources to help guide efforts, starting with this resource on [The Lighter, Quicker, Cheaper Transformation of Public Spaces](#).
- One of our challenges may be to identify partners; especially vendors or service providers to support your work. ProcurementExpress.com put together these [5 Tips on How to Choose the Right Vendor](#). Be sure to follow through on advice from the first tip: what is your prospective vendor willing to contribute to a good cause?



Events and Actions

PLANNING FOR & EXECUTING A COMMUNITY EVENT DAY OR ACTION RELATED TO IMPLEMENTATION

Visible, collective community actions can increase buy-in and create momentum for your community based crime reduction work.

Read on for strategies and ideas for specific projects.

- The Center for Community Progress is a national leader in the reclamation and remediation of vacant and abandoned properties. Many of their projects can serve as [examples of how to create vibrant and valuable community assets](#), including a directory that can help you to incorporate [creative placemaking concepts](#). For a deeper dive, this [Urban Institute blog post](#) [provides links to](#) project descriptions and a detailed assessment of creative placemaking projects focused on improving community safety.
- Crime Prevention Through Environmental Design (CPTED) is a crime prevention strategy that considers how the design of the physical environment, including buildings or spaces in a community, can minimize opportunities for crime to occur in specific places. This [primer from the International Crime Prevention Through Environmental Design Association](#) provides a background to the key principles.

Building Momentum

TURNING YOUR MOMENT INTO MOMENTUM

Community violence reduction is an ongoing effort. These resources offer guidance on how to keep your projects and your partnerships in working order.

- Maintaining momentum, partnership and impact can be greatly enhanced by developing a communications strategy. We have put together a [strategic communications toolkit](#) to help you get the word out and control the narrative around your work.
- This [BCJI Sustainability planning worksheet, created for Justice Department grantees, will help you select sustainability strategies and identify needed resources to support them.](#)

EVALUATING THE SUCCESS OF THE PROJECT

It's important to measure whether your efforts are effective, both so you can make corrections if needed and so you can communicate your success to others. The following resources offer insight into data and evaluation.

- Understanding success means taking a look at all types of data. This concept intro paper can help you consider [what data](#) you can use, how to use it, and how to plan for collecting information.
- For those unfamiliar with using data or conducting analysis, this brief provides an introduction on how to [find and analyze crime](#).
- For more advanced resources, see the [Participatory Research Toolkit](#).