



Who are We?

The Youth Violence Prevention Center-Denver (YVPC-D) is a 5-year grant initiative funded by the Centers for Disease Control and Prevention (CDC). Its purpose is to reduce violence among 10- to 24-year-olds in the Montbello and Northeast Park Hill (NEPH) communities. In NEPH, Park Hill Strong uses the Communities That Care (CTC) framework to identify and implement appropriate individual-, peer-, and family-level strategies to impact youth violence. These are strategies that target risk and protective factors in the civic, social, and physical contexts of communities and have a broad reach to affect widely held values and normative behavior.

<https://www.colorado.edu/cspv/yvpc-denver/>

Park Hill Strong is supported by YVPC-D and is under the umbrella of Park Hill Collective Impact whose mission is to ensure that every single child in Park Hill is provided the supports needed to thrive academically, socially, emotionally and economically from birth through age 25. They accomplish this work with six Goal Action Committees (GAC's) of which PHS covers the Juvenile Justice area of focus. Other GAC's are focused on Academic Equity, Academic Performance, Community Health, Economics & Housing and Emerging Adults & Youth Leadership.

What are our Strategies?

Media Campaign: A public marketing and media campaign will be implemented to address the community's prioritized risk factors: low neighborhood attachment and community disorganization; family management; friends engaging in anti-social behavior and early and persistent problem behaviors. Using the campaign name "My Voice Is...", the campaign will seek to change community member perceptions of Park Hill through an array of different messages. Initial messages targeted to residents, in a universal approach, will seek to address low neighborhood attachment and community disorganization and will include positive normative social statements to promote community connection. Messages will cycle throughout the course of implementation to address the identified risk factors.

Community Wide Social Emotional Learning Language: To address Early and Persistent Problem Behavior, Park Hill Strong envisioned a common social emotional learning language that would permeate the community, providing neighborhood children with multiple opportunities on a consistent basis to have social emotional competencies reinforced through interactions with many community adults in many different community settings. Children will participate in a social emotional learning program through their school, and then the same concepts will be reinforced by their parents, shared in afterschool and summer programming, at their place of

worship, in their community sports program, at local businesses, and even by members of local law enforcement.

Positive Parenting Program: To address the family management risk factor, Park Hill Strong seeks to implement an evidence-based program to build community parenting skills. The Positive Parenting Program will be implemented in a variety of community settings. Similar to the social emotional learning strategy, the community board seeks to spread the concepts embedded in the program throughout the neighborhood by training a diverse array of the parents and adults that interact with Park Hill's children.

How Can You Support Our Work?

All of the work conducted by Park Hill Strong is guided and driven by the voice of Park Hill community members, meaning those who live, work, play, pray, study or care about the Park Hill community. Any Park Hill member may support the work by joining the Key Leader Advisory Board, the Community Board, the Implementation Workgroup or the Campaign Committee. Please contact Heidi Grove at Heidi@Parkhillci.org for more information.