



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. The Center builds upon Montbello's Steps to Success initiative, which used the Communities That Care (CTC) framework to identify and implement appropriate individual-, peer-, and family-level strategies to address factors associated with youth violence. Moving forward, the Center continues to use the CTC framework but focuses on identifying and implementing community- and policy-level strategies. 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/>

What are our Strategies?

Media Campaign: A public marketing and media campaign will be implemented to address the community's prioritized risk factor of low neighborhood attachment. Using the pilot-tested campaign name Montbello One: Pride, Dignity and Diversity, the campaign will seek to change community member perceptions of Montbello through an array of different messages. Initial messages targeted to adults will seek to bridge various divides in the community, including racial, ethnic, socioeconomic, age and generational, and include positive normative social statements to promote community engagement and togetherness. Messages targeted to youth will include positive normative social statements to promote youth safety and security in the neighborhood, increase neighborhood pride, and change perceptions that violence is normal. Future messages will include a call to action to engage more community members in community initiatives and community work and provide policy recommendations to promote youth success.

Steps to Success
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Denver, CO 80239
stepstosuccessmontbello.com

Community Mini-Grants: Mini-grants are provided to Montbello organizations and initiatives to increase community engagement in the neighborhood, so that local community members feel more connected to the amenities, businesses, community organizations, and services available in the community. Community efforts should also directly involve youth and help them to become more involved in neighborhood activities. Grantees are also encouraged to work collaboratively with Steps to Success and other local organizations to strategically align community engagement efforts and increase the overall quality of all community engagement that occurs in Montbello.

Community Listening Campaign: Though there are currently a large number of efforts and initiatives that exist in Montbello that engage community members, Steps to Success seeks to identify if there are issues of concern to the community members that are currently un-addressed. By identifying unaddressed issues of concern, Steps to Success can then work to create or support an effort to address the identified concern and thus engage more community members to increase neighborhood attachment. The first phase of the listening campaign identified community dissatisfaction with the quality of schools in Montbello, and further listening is currently underway to identify more of the root causes of this dissatisfaction.

How Can You Support Our Work?

All of the work conducted by Steps to Success is guided and driven by the voice of Montbello community members, meaning those who live, work, play, pray, study or care about the Montbello community. Any Montbello member may support the work by joining the Key Leader Advisory Board, the Community Board, the Implementation Workgroup or the Campaign Committee. Please contact Analise Harris at Analise.Harris@Colorado.Edu for more information.

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