



### **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?**

Power of One: A public marketing and media campaign has been implemented to address the community's prioritized risk factor of low neighborhood attachment. Using the campaign name Power of One, the campaign seeks to change community member perceptions of Park Hill through an array of different messages. Messages targeted to youth include positive normative social statements to promote youth safety and security in the neighborhood, increase neighborhood pride, and change perceptions that violence is normal. Other campaign messages include a call to action to engage more community members in community initiatives and community work and provide policy recommendations to promote youth success. The Power of One campaign is guided by youth for youth, and merges the efforts of both the Park Hill and Montbello boards. As youth engage other youth in the campaign, they gain leadership skills, marketing skills, and increase the influence of youth to make a difference in youth violence, broadening the Power of One from a media campaign into a youth empowerment movement for metro Denver.



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 participate in a social emotional learning program through their school, and then the same concepts are reinforced by their parents, afterschool and summer programming, at their place of worship, in their community sports program, at local businesses, the library, and even by members of local law enforcement.

Promoting Alternative Thinking Strategies (PATHS) is the program that was chosen by PHS for implementation. Currently, staff from Stedman Elementary, Smith Elementary, Hallett Elementary, the Vickers Boys and Girls Club, Heart and Hand Center, Kids Above Everything, the Park Hill Pirates, the Pauline Robinson branch of the Denver Public Library and District 2 Police have been trained in the curriculum.

### **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 or the Community Board. Please contact Dane Washington at [Dane.Washington@Colorado.Edu](mailto:Dane.Washington@Colorado.Edu) for more information.