



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 Denver's Montbello and Park Hill 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://cspv.colorado.edu/what-we-do/initiatives/yvpc-denver/>

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.




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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.

Positive Recognition Campaign: To build neighborhood attachment and highlight positive things happening in Montbello, the Positive Recognition Campaign shines the spotlight on youth, adults, organizations and other community entities making a difference. Recognition occurs through social media platforms and virtual community events.

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 Angelia Baker at Angelia.Baker@Colorado.Edu for more information.



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