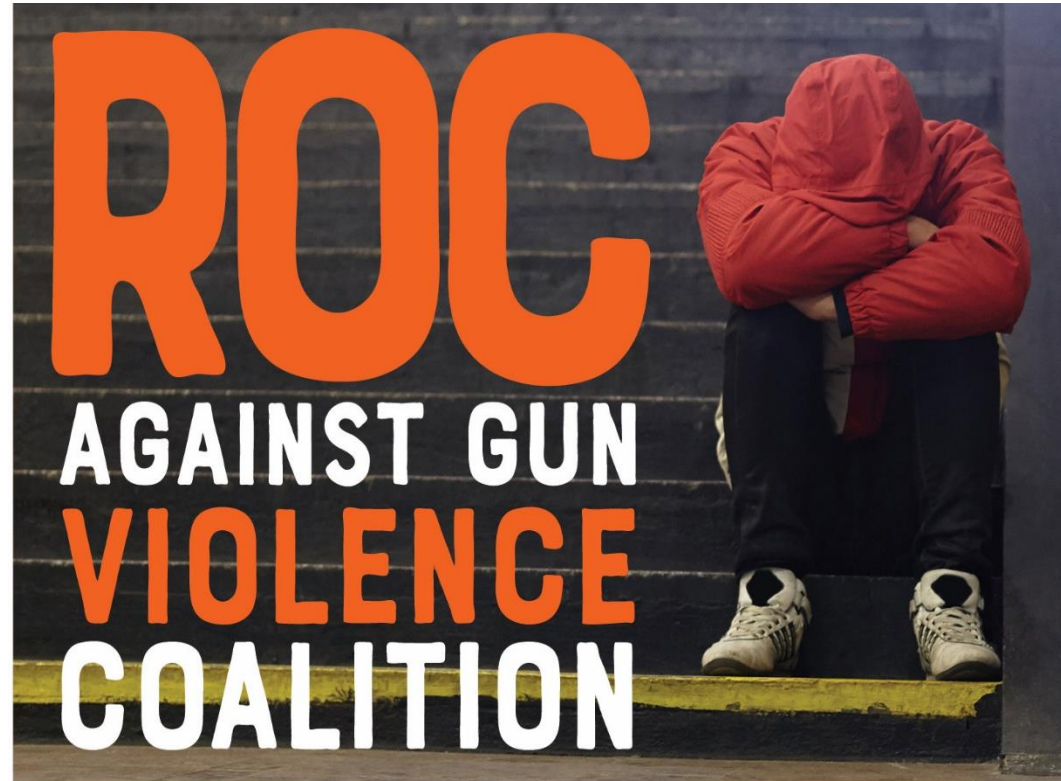


ACTION PLAN

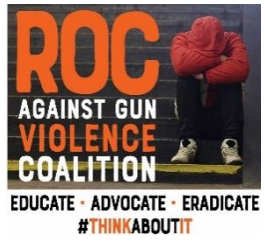


EDUCATE • ADVOCATE • ERADICATE

#THINKABOUTIT

2018-2019

WHAT WE ARE DOING



MISSION

The ROC Against Gun Violence Coalition (RAGVC) will be a unified voice to improve the quality of life in our community by supporting efforts that educate and assist with eradicating gun violence, provide safe neighborhoods and trauma care for the individuals in the city of Rochester.

PURPOSE

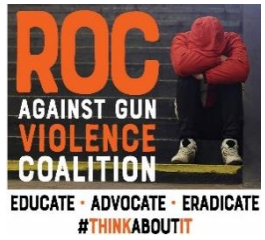
The ROC Against Gun Violence Coalition will educate youth and the community at large of the dangers and collateral effects of gun violence, encourage individuals to engage in diversion programs that lead to positive outcomes for their families and neighborhoods.

*"I am very excited about the energy around this movement. **This is my number one priority** as the new chair of Public Safety Youth and Recreation Committee. I am committed to **educating** our youth and community about the lasting impacts of gun violence, **advocating** for new laws and policies that make our community safer, and **eradicating** gun violence from our neighborhoods. I am so grateful to have Mayor Lovely Warren as a committed partner in this effort."*



- Councilmember Willie J. Lightfoot
ROC Against Gun Violence Chair

TIMELINE OF EVENTS



FEB 2018 – Lightfoot has idea for #Thinkaboutit

JUN 2018 – RAGVC has first organizational meeting

JUL 2018 – #Thinkaboutit campaign launches

AUG 2018 – Billboards, radio ads, flyers created

Significant decrease in gun related incidents/homicides

RAGVC meets at Monroe County's Victims Crime Center

SEP 2018 – Committees formed and hold first meeting

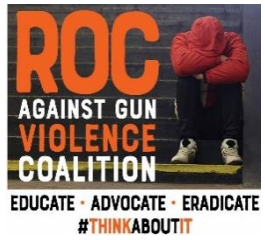
OCT 2018 – Full coalition meeting held at Gantt Center

DEC 2018 – 3rd coalition meeting held at Flint Street

JAN 2019 – RAGVC presents to City Council and Mayor



WHO WE ARE



LEADERSHIP

CHAIRPERSON	COUNCILMEMBER WILLIE J. LIGHTFOOT
VICE CHAIRPERSON	RCSD COMMISSIONER NATALIE SHEPPARD
SECRETARY	WANDA RIDGEWAY
TREASURER	FREDDIE HINES

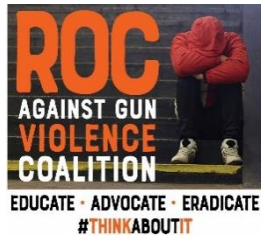
COMMITTEE CHAIRS

ADVOCACY	LEGISLATOR ERNEST FLAGLER MITCHELL
EDUCATION	SABRINA LAMAR
ERADICATION	NOBLE NATIONAL FINANCIAL SECRETARY WAYNE HARRIS
MEDIA	LEGISLATOR LASHAY HARRIS

COALITION PARTNERS

THE ROCHESTER POLICE DEPARTMENT	DEPARTMENT OF RECREATION AND YOUTH SERVICES
MONROE COUNTY SHERIFF'S OFFICE	PATHWAYS TO PEACE
ROC THE PEACE	RISE UP ROCHESTER
PROJECT EXILE	CRIME STOPPERS
CENTER FOR DISPUTE SETTLEMENT	ROCHESTER YOUTH VIOLENCE PARTNERSHIP
MOMS DEMAND ACTION	UNITED CHRISTIAN LEADERSHIP MINISTRY, INC.
AMR AMBULANCE	

SUB COMMITTEES



ADVOCACY COMMITTEE

The Advocacy Committee will create new legislation supportive of the RAGVC mission and coordinate efforts to support existing laws that work towards reducing and eliminating gun violence.

ERADICATION COMMITTEE

The Eradication Committee will recruit volunteers, mobilize RAGVC's awareness, prevention and assistance teams as well as coordinate with existing agencies that address gun violence.

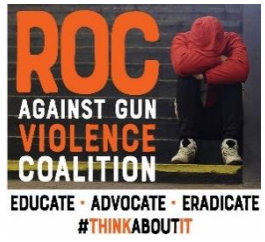
EDUCATION COMMITTEE

The Education Committee will identify existing programs within the City of Rochester (i.e. R-Centers) to assist with efforts to inform individuals and groups about the effects of gun violence in communities. The ED-C will also use data to create new curriculum or programming that will align with the mission of RAGVC.

MEDIA COMMITTEE

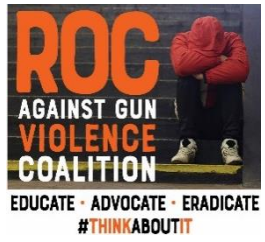
The Media Committee is responsible for managing RAGVC's social media platforms, organizing press events, overseeing public messaging and creating a calendar of events with ongoing updates. The Media Committee will coordinate with the City Communication Department.

ADVOCACY COMMITTEE



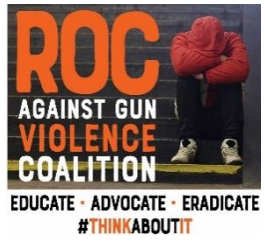
- **Lobby**
 - Fund a bus to Albany and recruit participants.
 - Speak at legislative meetings.
 - Identify current Bills to support.
 - Safe Storage Bill
 - Create and Distribute a Petition
- **Recruit**
 - Build our Coalition – Strength in Numbers
 - Reach out to other cities.
- **“Make Noise”**
- **Research**
 - Identify gun laws that exist that would benefit our community
 - Learn and share statistics
 - Look into corner store guns sales
 - Sanction businesses who illegally sell guns
 - What types of diversion programs exist that we could implement.

EDUCATION COMMITTEE



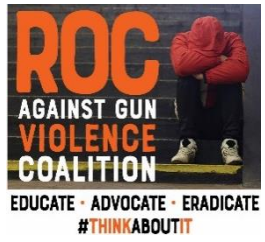
- **Identify New Partners That Have a Focus on Gun Violence**
 - Camp Good Days; Rise Up Rochester; ABC-SOY; Pathways to Peace; Stop Kill'n Start Chill'n; Moms Demand Action for Gun Sense in America; Brady Campaign; Dr. Clovis; RIT; GIVE; Judge Moran; RPD; Crime Stoppers; Project Exile; Rochester Youth Violence Partnership; PAVE; Rec Centers
- **Have Presence at Events**
 - Gun Buy Back Programs
- **Identify Existing Grant Opportunities**
 - Find grants to spread educational efforts.
- **Develop Curriculum and Make Presentations**

ERADICATION COMMITTEE



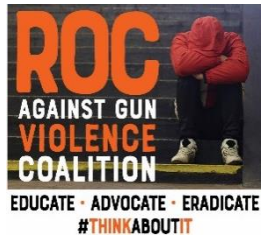
- **Expand media campaign**
 - Include all RCSD and R-Centers
 - Transit: buses and taxis
 - Social media
- **Create a gun violence program**
 - Similar to the D.A.R.E. Program
 - Train: LEOs, Clergy, Teachers
- **Develop court watch for gun arrests**
 - This could be managed in the NSC
- **Develop gun amnesty program**
 - Push into neighborhoods impacted by gun violence
 - Coordinate with City/County elected officials & law enforcement
- **RPD Gun Unit**
 - Targeted enforcement of illegal gun sales & illegal possession
- **Legislative changes to County pistol permit**

MEDIA COMMITTEE



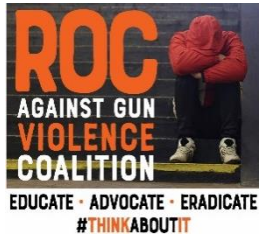
- **“Think About It” Campaign**
 - Needs to be further define
- **Market**
 - Students, adults, victims of violence, educators, gangs, prevention programs, RAGVC members, faith groups
- **Sound the alarm about gun violence**
 - Educate, engage, and create awareness
- **Develop a media distribution list**
- **Define promotion strategy**
 - Cartoon/Age appropriate materials
 - Merchandise
 - Song contest
- **Market Research**
 - Focus on shaping stories

MOVING FORWARD



From the Committee work, we needed to select priority goals; these goals would formulate our Action Plan and our Strategy. The goal was to select priorities that would help us **EDUCATE** our youth, teachers, and community; that provided citizens a voice to **ADVOCATE** for the safety of the neighborhoods; and that utilized all the tools at our disposal to **ERADICATE** gun violence.

OUR PRIORITIES

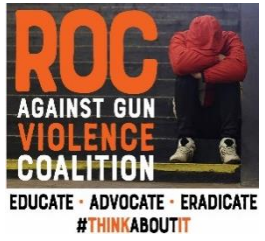


Increase Pathways to Peace Staff (**Educate**)

We know Pathways to Peace is an effective tool we have in responding to a gun involved incident. Increasing staff / training will allow for more community contacts and additional mediation services to be provided. We want to also explore tracking tools to target successes.



OUR PRIORITIES

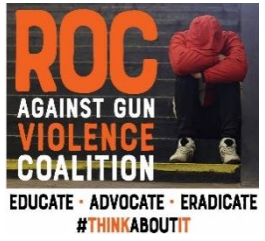


Identify & Support gun laws (**Educate & Advocate**)

We know that legislative efforts to curb gun violence are essential. We will work to support common sense gun legislation like the Safe Gun Storage Bill. We will also work to support the creation of new gun legislation.



OUR PRIORITIES

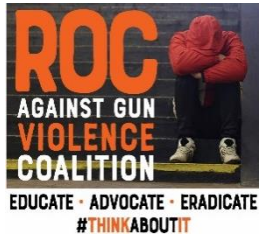


Change policy to treat all shooting incidents like a homicide in RPD response (**Advocate & Eradicate**)

We believe that conducting a response to a non fatal shooting on the scale of a homicide investigation will decrease gun violence. We also believe it will decrease retaliatory incidents and increase arrest rates.



OUR PRIORITIES

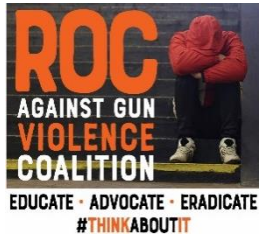


Create a coordinated response team (**Eradicate**)

We will work with RPD and RIT to use data related to response efforts to create a coordinated response to any shooting incident. This will involve a team that includes community partners.



OUR PRIORITIES



Establish mobile trauma response units (**Eradicate**)

We believe that placing these units at the scene of a violent crime for up to a week after the incident will decrease retaliation. The unit includes grief counselors and outreach workers to provide services to those who have experienced trauma.



QUESTIONS

