

THE CALIFORNIA WELLNESS FOUNDATION

1998 ANNUAL REPORT

COVER STORY:

A REVIEW OF THE FIRST
FIVE YEARS OF THE
VIOLENCE PREVENTION
INITIATIVE



The California Wellness Foundation





THE CALIFORNIA WELLNESS FOUNDATION

1998 Annual Report

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The Foundation does not put its
financials in the web versions of its annual report
but you may obtain the information upon request.



The California Wellness Foundation

Grantmaking for a Healthier California

IMPROVING THE HEALTH OF ALL CALIFORNIANS



Ezra C. Davidson, Jr., MD, Chairman of the Board, and Gary L. Yates, President and CEO

The 1997–98 fiscal year marked the sixth anniversary of grantmaking for The California Wellness Foundation. Thanks to the hard work of our Board of Directors and staff, we awarded 318 grants totaling more than \$35 million to improve the health of Californians.

The Foundation's strategic plan became fully operational with the implementation of the Board's 1995 decision to concentrate our grantmaking over an extended period of time in five key areas: community health, population health improvement, teenage pregnancy prevention, violence prevention, and work and health. The majority of the funding in these areas is dedicated to strategic initiatives, which are coherent, integrated programs of grantmaking designed to focus resources intensively on an issue for a sufficient period of time to have a significant impact.

While our concentration is on proactive, strategic grantmaking, we continue to recognize the importance of remaining open to proposals from the community during this era of reduced federal funding and shrinking access to health services. The general grants program within each priority area focuses on providing core operating support for direct-service organizations, and our special projects fund allows us to respond to creative ideas and timely issues that affect the health of Californians.

This year also marked an important milestone in our grantmaking: the midpoint of the Foundation's 10-year, \$60-million Violence Prevention Initiative (VPI). We thought it appropriate, therefore, to devote our cover story to the first five years of the Initiative's life.

WHY VIOLENCE PREVENTION AS AN INITIATIVE?

To understand our progress, we must look back to the Initiative's origins. It was conceived in the early 1990s during a challenging environment when support for intervention and prevention was eroding for the young people most at risk for violence. Indeed, many viewed violence as inevitable. At that time, California, like the rest of the nation, was awash in violence. And, as is still the case today, violence was the number-one killer of youth in California. Because young people are the main victims of violence, the Initiative focused on preventing violence against youth.

Our VPI grantmaking program has several unique aspects. Key among them is viewing violence as a public health issue. Public health approaches begin with the

perspective that it is not possible to be healthy in an unhealthy environment. And while we were not the first to recognize the broader environmental factors that contribute to violence, we were proud to be the first major health foundation to commit substantial resources and energy over an extended period of time to focus on violence prevention. Appreciating the complexity of the problem, the Foundation decided to take a multifaceted approach by funding programs to promote leadership, research, policy change and community action. The Foundation also strongly embraced a grantmaking philosophy that those working closely on or being affected by an issue are often the most effective experts to shape solutions for their communities.

Though each component of the VPI was conceptually distinct, the Foundation believed that in order to achieve the greatest effect, the components would need to be interdependent and interactive. We dared to hope that the whole of the Initiative would be greater than the sum of its parts. Another innovative aspect of the Initiative was that it involved youth as active participants, particularly those most at risk and who are least often invited to be part of crafting solutions.

The grantmaking structure and funding of such diverse organizations and people had not been tried quite like this before. While we knew measurable change would take time to achieve, we weren't certain how much could be accomplished and how quickly. We didn't know what to expect and, in some ways, that was the beauty of it. What transpired exceeded our expectations — a synergy of people and organizations who have, in effect, created a statewide network that is working toward one common purpose: reducing violent death and injury to youth in our state.

BRINGING TOGETHER DIVERSE PERSPECTIVES

Many who are involved in the VPI say the effort brought them together to work with people with whom they might not have otherwise connected. They include former gang members, law enforcement officials, clergy, physicians, community activists, policy advocates and researchers. Most of the grantees did not know each other in the beginning, but they have learned to trust and work with one another throughout the formative years of the Initiative.

To describe the first gathering of these individuals as “rocky” would be an understatement. Tension permeated the discussions as these new partners were convened at the VPI's first conference to begin their dialogue, each advocating different views and approaches to treat the epidemic of violence. When this first conference concluded, we feared that the collaborative and interactive efforts we hoped for might not come into being.

But, by the second Initiative conference a year later, a transformation happened that was not borne of grantmaking guidelines. Perhaps it was drawn from the pain many felt when the names of those youth who died at the hands of violence were called out during a moment of silence at the conference's opening. The collective soul of these new acquaintances forged a shared vision of pursuing the one goal they could agree upon: working together to stop the killing of our children.

They realized that in order to make an impact, the diverse expertise and perspectives they brought to the table would work best in concert with one another. Moreover, they would gain new skills and knowledge by learning from each other to integrate other tactics in their own work. Community advocates would come to use policy, research and media advocacy to strengthen their local violence

The VPI has helped create a statewide network that is working toward one common purpose: reducing violent death and injury to youth in California.

The VPI continues to build and support broad-based coalitions that include what one grantee calls “unexpected allies who speak with many voices and many perspectives.”

prevention programs, while the public education campaign used solid data from researchers and found inspiration from youth activists and public health experts.

Today, a common commitment and dedication fuel a power among the collective members of the Initiative that is especially evident during the Foundation’s convening of VPI grantees at the annual conference. At this meeting they gather to share knowledge, hone approaches and provide updates on their work. They also reflect upon the progress of their efforts, as well as the challenges that remain in achieving their goal to reduce violence against youth.

SOME PROMISING EARLY RESULTS

The evidence of their effectiveness lies in their achievements — from policy-level changes to the lives saved in our communities. Violence rates have decreased in the communities where we have funded violence prevention programs, and efforts to ban the use of dangerous handguns — the leading instrument of death against youth — have gained momentum with more than 60 local ordinances being passed. This could not have happened without individuals working together on a long-term basis with strategic goals to guide them.

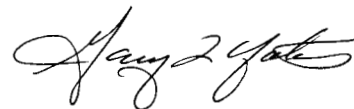
We are proud of the Initiative’s effect upon the statewide dialogue to prevent violence. Some credit it as a catalyst for changing the public discussion on the issue. Many no longer view solutions to youth violence strictly through a law enforcement prism. Voices throughout the state, representing many diverse professions, communities and ideologies, recognize the public health approach and support prevention rather than relying solely upon incarceration as the only tool to reduce violence and create healthier communities.

In the following pages you will learn about the work of the people and organizations who call their involvement in the Foundation’s Initiative a “movement.” The VPI continues to build and support broad-based coalitions that include what one grantee calls “unexpected allies who speak with many voices and many perspectives.”

As the Foundation continues to provide resources and serve as the neutral convener for the grantees over the next five years, it is our belief that these voices, many of them youth leaders, will continue the work to improve the health of Californians and save more lives. Because of the dedication, commitment and hard work of the VPI grantees, we believe that one day soon we will be able to say that violence is no longer the leading killer of our youth. 🌐



EZRA C. DAVIDSON, JR., MD
Chairman of the Board



GARY L. YATES
President and CEO

VPI: WORKING TO PREVENT

VIOLENCE AGAINST CALIFORNIA'S YOUTH

During the beginning of the 1990s, our country was witness to the devastating effects of violence against our youth. The United States' youth homicide rate was, and still is today, the highest among all industrialized countries.

California mirrored the country's dark statistics, with youth—above all other age groups—being most vulnerable to violence. Although the public didn't know it at the time, handguns had become the number-one killer of youth in California. Fueled by the accessibility of guns, alcohol and other drugs, more kids were dying by violence than by car crashes, disease or drugs.

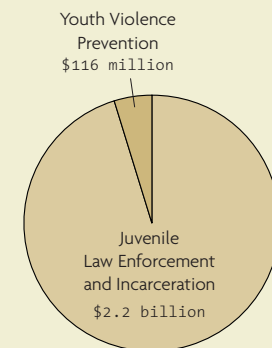
Yet violence is usually addressed after the fact—in courts, prisons, trauma centers and coroners' offices—with costly results. In California, crime and violence had for too long been framed primarily as a criminal justice issue that should be addressed by tough penalties, especially against youth. Our state's answer has been to invest more in prisons than in intervention and prevention programs. We boast some of the highest rates in the world of incarceration of and violence against youth.

This was the atmosphere in 1992 when The California Wellness Foundation was created with a mission to improve the health of Californians through its grantmaking for health promotion, wellness education and disease prevention.

OUR GRANTMAKING PRINCIPLES

Before developing the grants program, we first looked inward as an institution to shape our funding principles, which would guide us in the design, development, implementation and evaluation of our program activities. These principles would later become evident in the structure of the Violence Prevention Initiative.

Among them was a firm conviction that the solutions to our state's health challenges would come from collaborative efforts involving individuals and organizations representing a diverse array of perspectives, backgrounds, disciplines, expertise and experiences. We believe that no one institution can dictate solutions,



In 1996, California spent 19 times more on youth incarceration and related juvenile justice costs than on violence prevention programs.

A PUBLIC HEALTH CONCERN

In the early '90s, viewing violence as a public health issue was not part of the state and national consciousness. But in communities where children were dying daily, many people experienced first-hand the adverse health effects of violence. And among public health experts, violence had already emerged as a primary concern.

In 1977, a group of physicians in the United States Public Health Service met to draw up a list of the 12 most important steps to prevent deaths in the United States. They looked at the leading causes of death before age 65. The top five included violent injuries, homicide and suicide.

The research also revealed that violence rates were rising rapidly, particularly among the young. Five years later, the United States Centers for Disease Control and Prevention founded the Center for Injury Control and Prevention, in part, to study the causes of violence. In 1984, then-Surgeon General C. Everett Koop declared that violence was as much a public health issue for today's physicians as smallpox was for the medical community in previous generations.

Throughout the 1980s and into the '90s, physicians and health experts continued to advocate for reframing violence from a purely sociological and law enforcement matter to one that also required medical and public health interventions. In a 1992 editorial, the influential *Journal of the American Medical Association (JAMA)* urged increased action to "support additional major research into the causes, prevention and cures of violence." The article also called for greater education among the American public about the growing epidemic of violence, and legislation to "reverse the upward trend of firearm injuries and death, the end result that is most out of control."

rather that many answers are found in the very people who are closest to the problems and who are directly affected by them.

We wanted to address health problems not being adequately addressed by others, take risks others were unable or unwilling to assume, make larger grants over longer periods, attempt to leverage our resources by forming partnerships, and serve as a neutral convener of individuals and organizations representing diverse opinions and viewpoints.

With those principles adopted by the Board of Directors, we convened our first gathering to help us initiate a multi-step planning process that would determine our priority funding areas. The first meeting involved a group of health experts from community clinics, hospitals and public health departments to identify the state's most important health issues that might be addressed through funding for disease prevention and health promotion.

We then convened several focus groups composed of clients and staff from community-based organizations. Background papers were developed on the top six health issues identified by the experts and focus groups, and presented to the Board. After a lengthy discussion, the Board chose violence prevention as its first major grants program.

Our decision to fund the Initiative was profoundly influenced by the devastating statistics on violence that had motivated the Centers for Disease Control and Prevention and former United States Surgeon General C. Everett Koop to advocate for a public health approach to address the growing epidemic of violence.

We also recognized that no major broad-based funding effort in the state—or nation—had been launched to comprehensively address the root causes of violence through prevention using a public health approach. Here was an opportunity to make a long-term grantmaking commitment to violence prevention in a way no other philanthropic institution had done before. We hoped the effort would also serve as a catalyst in attracting more grant dollars to this important issue.

Our Board allocated \$60 million over 10 years to the Initiative. We have been joined by eight other foundations who pledged an additional \$10 million for grants to prevent youth violence. Our funding partners are the Alliance Healthcare Foundation, Crail Johnson Foundation, James Irvine Foundation, David and Lucile Packard Foundation, San Francisco Foundation, S.H. Cowell Foundation, Sierra Health Foundation and The California Endowment. Their participation expanded the Initiative's community sites from the 10 originally envisioned to 18.

AN EVOLUTION OF A PLAN

The valuable information we received from health professionals, the community, and research literature helped formulate a violence prevention grantmaking plan. In August 1992, we assembled a diverse group of 45 advisors to critique a rough draft of the plan.

This gathering included academics, community leaders, public health professionals, physicians, attorneys and policy experts. Also in the group were youth—both victims and former perpetrators of violence. The diversity of this group would become a hallmark of the Initiative.

Out of that two-and-a-half-day meeting came a recommendation for a grants program with the goal of reducing violence against youth in California. The advisors believed that no one part would be more important than others or completely effective alone, therefore, the Initiative would need various components, each of which related to and supported the others. They also recognized a need for multiple strategies that could work simultaneously and that would allow grantees to connect with one another—without requiring the components to be interdependent.

In October 1992, the Foundation's Board approved the Violence Prevention Initiative and soon after, requests for proposals were issued. By September 1993, the four components of the VPI had been funded and the projects were operational.

FOUR COMPONENTS THAT ARE LINKED

The components decided upon were research, policy, leadership and community action. We also funded an evaluation of the Initiative to measure its overall impact, assess the effect of each of its components and provide ongoing constructive feedback to the Foundation and its grantees.

The Research Program deepened the body of information and data essential to public policy development. We funded research to examine the risk factors for youth violence, as well as the relationship between violence and the availability of firearms and alcohol. This component was structured with the belief that health research would not remain an ivory tower enterprise disconnected from real world concerns. The research equipped those implementing the community action and policy programs with the knowledge they need to identify specific solutions to prevent violence against youth, to educate the community and to garner support to make changes.

The Policy Program was established in the belief that coordinated, focused social action is crucial to effect policy changes in an area as complex as violence prevention. The Foundation provided funding to establish institutions and programs that would educate policymakers about the need to reduce access to firearms, alcohol and other drugs, and to increase funding of prevention programs for youth. To further these goals, this component includes a major public education campaign that uses strategic communications to reach key audiences. The campaign has used advertising, direct mail and other communications tools in an attempt to shift the public perception to view violence as a health issue. Another facet of this component focused on the entertainment industry and outreach efforts to the creative community in addressing portrayals of youth violence in media.



VPI's four-pronged approach to violence prevention brings together people from all walks of life and diverse disciplines. Early results of this strategy are very promising.

“Violence is as much a public health issue today...as smallpox was in previous generations.”

C. EVERETT KOOP
Former U.S. Surgeon General

The Leadership Program has provided grants in three areas. Each year, 10 Community Fellows were selected to receive two years of funding based upon their demonstrated leadership. They used the funding to help them strengthen existing violence prevention programs or start new ones in their communities. The Leadership Program also funded Academic Fellowships at six institutions each year to increase the number of women and underrepresented ethnic groups in the health professions with expertise in violence prevention. Lastly, the Foundation’s California Peace Prize annually provides \$25,000 each to three individuals who receive public recognition for their outstanding work to prevent violence in their communities.

The Community Action Program (CAP) is composed of community collaboratives across the state. Initially 18 CAPs were funded. Each collaborative is made up of organizations serving diverse populations in areas with major problems, such as high rates of violence, population density, school-dropouts, poverty and unemployment. CAPs received training in media and policy advocacy to assist them in making changes in their community. An innovative aspect of the CAPs is the significant role of youth in their efforts.

WORKING TOGETHER TO EFFECT CHANGE

In the following pages, you will read about the grantees’ collective achievements thus far at the mid-point of the Initiative. Most significantly, you will learn how the diverse people and organizations involved in the components have come together to form a rich, complex and strong tapestry that has made a profound change in the way California now views prevention of violence against youth.

In spite of—or perhaps because of—their myriad perspectives and expertise, the grantees have made a difference in our state by uniting to pursue one singular goal: reducing the senseless killing of our youth. 🌐

RESEARCH

Violence is a difficult epidemic to understand and prevent because no one approach — the elimination or redesign of guns, a decrease in the availability of alcohol or a reduction in the portrayal of violence in the media — will prevent all violent incidents. Each type of violence in a community results from a unique combination of social, cultural and economic risk factors.

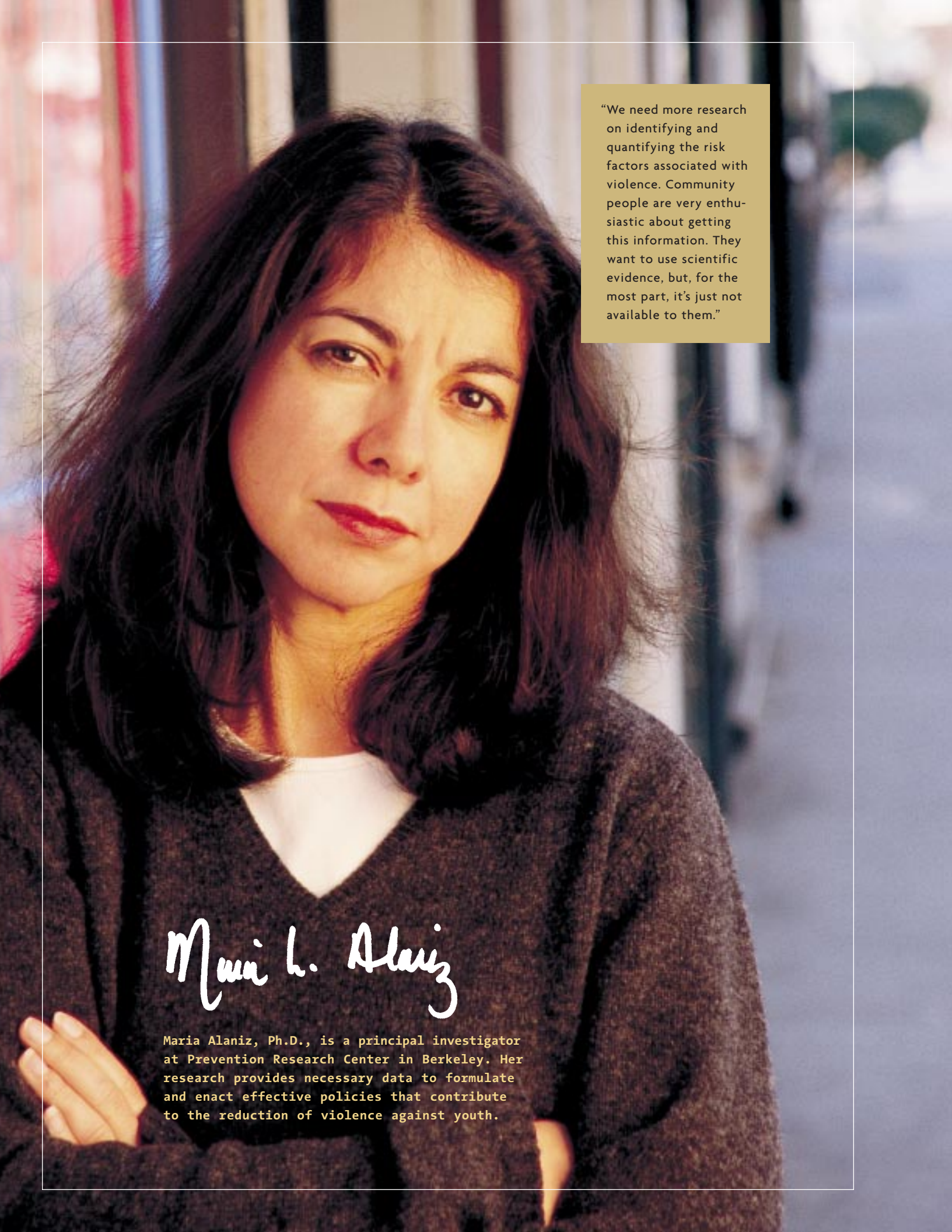
POLICY

This is why effective violence prevention strategies must work on many levels — local, statewide and national — and involve experts from many disciplines, including community organizing, education, research, law, medicine, public health, policy, law enforcement and the media. The VPI is structured to address the problem of violence against youth from these various levels and disciplines.

LEADERSHIP

In the following pages you will read about the people and organizations who call their involvement in the Foundation's Violence Prevention Initiative a "movement." Because of the dedication, commitment and hard work of these VPI grantees, we believe that one day soon we will be able to say that violence is no longer the leading killer of our youth.

COMMUNITY

A portrait of Maria Alaniz, a woman with long, dark, wavy hair, wearing a dark brown sweater over a white collared shirt. She is looking directly at the camera with a serious expression. The background is a blurred outdoor setting with a building and a street.

“We need more research on identifying and quantifying the risk factors associated with violence. Community people are very enthusiastic about getting this information. They want to use scientific evidence, but, for the most part, it’s just not available to them.”

Maria H. Alaniz

Maria Alaniz, Ph.D., is a principal investigator at Prevention Research Center in Berkeley. Her research provides necessary data to formulate and enact effective policies that contribute to the reduction of violence against youth.

RESEARCH TO INFORM ACTION AND CHANGE

When the Foundation decided to fund the Violence Prevention Initiative, we knew that children were being injured and killed at epidemic rates in California. This is what moved us to action. What we then needed was accurate, detailed, in-depth research to tell us why California's youth were dying and what policy changes were needed to reduce the violence.

In 1992, the scientific literature supported the overall goals and objectives of the VPI. To address unanswered and emerging questions, we decided to fund research to broaden and deepen the knowledge base in support of the Initiative's goals. At the end of the first five years, 32 research papers had been produced by 11 different institutions and agencies providing valuable information in three areas: risk factors for youth violence, the role of alcohol and other drugs, and firearm injury and death.

These three funding areas were grounded in the public health approach, which looks not only at the individual, but also takes into account the agents—including guns—and the physical and social environments. It was our hope that this research would provide a more comprehensive view of factors contributing to youth violence and equip grantees to make changes both locally and statewide.

This is indeed what happened. The researchers were required to disseminate their findings among the VPI grantees, and the information gleaned from these presentations was used repeatedly by others in the

Initiative—through statewide public education campaigns and through local organizing efforts—to advocate for policies and programs to prevent violence against youth. What follows are examples of research funded by the Initiative within the three focus areas.

RESEARCH FOCUS: RISK FACTORS FOR YOUTH VIOLENCE

Violence does not happen in a vacuum. Leaders and policymakers from the community level to the state level believed that environmental factors—such as racism, poverty and inadequate education—were contributing to high rates of violence, but research was needed to pinpoint risk and protective factors, and to develop policy recommendations for effective violence prevention programs.

RAND Corporation completed a study that identified risk factors, examined socioeconomic factors and explored the association between violence and other public health problems. RAND researcher **Dr. Phyllis L. Ellickson** found that a major risk factor was a history of problem behaviors, such as involvement with drugs, nonviolent felonies and delinquency. Low academic performance, lack of parental support and perceptions of parents' substance use were also shown as strong links to violent behavior. Bonds to family and school were found to be strong protective factors from violence, especially among girls with family problems and stressful events in their personal lives.

Clearly the research argued for prevention and intervention programs that addressed problem behaviors early and strengthened bonds to family and to school. Ellickson and her colleagues shared their results not only with the Initiative participants, but also made presentations at state, national and international conferences convened on public health, drug policy and children's issues.

UCLA researcher **Dr. Susan B. Sorenson** focused much of her research on disenfranchised and under-studied populations such as immigrants, Latinos and youth. One report that received considerable media attention was titled *Risk of Youth Homicide Estimates by Immigration Status*, which found that immigrants as a group are at higher risk of homicide than residents born in the United States. This information was invaluable because, even though immigrants are an increasing segment of California's population, studies of immigrants in connection with violence had not previously been done.

Other constructive research in this area came out of the **Tomas Rivera Center/Policy Institute**, which provided information about community-oriented policing as a violence prevention strategy. Characteristics of successful community policing programs were found to include: neighborhood partnerships, responsiveness to community priorities and decentralization of command structure. A briefing of the findings was held for 50 police officers, elected officials, county supervisors, city administrators and the news media. The report was also distributed to 1,700 similar personnel throughout the state.

The **University of California, Riverside**, contributed to the field by developing a useful evaluation model to help program directors demonstrate their impact on youth violence, the cost/benefit outcomes and possible program recommendations for policymakers, funders and practitioners.

GOAL
To broaden and deepen the research base essential to public policy development.

RESEARCH FOCUS: THE ROLE OF ALCOHOL AND OTHER DRUGS

Previously produced literature in other geographic areas had pointed to the possibility that excessive alcohol consumption was related to violence. We provided funds to study the association between alcohol and violence in California and to develop policy recommendations. The researchers not only found a strong connection between alcohol and violence, but also revealed that the higher the density of alcohol outlets and advertising, the higher the risk of excessive alcohol consumption and violence.

Dr. Maria Alaniz and **Dr. Robert Parker** of the **Prevention Research Center** overlaid maps of alcohol outlets, such as bars and liquor stores, with maps of crimes in both San Jose and Redwood City. The study documented a strong correlation between alcohol outlets and crime. The researchers also found that alcohol outlet density in Latino commu-

nities was much higher than in other areas. In fact, in a 1.2-square-mile radius in Redwood City with a high concentration of Mexican-Americans, 59 alcohol outlets were found. The state average for the same distance is 30.

Alaniz and Parker also discovered a correlation between ethnic-specific alcohol advertising and youth violence. Their research found five times as many alcohol ads in Latino neighborhoods as in predominantly Caucasian neighborhoods, and that Latino children pass 10 to 61 alcohol ads while walking home from school. The alcohol industry was also increasingly sponsoring Latino festivals and events, including Cinco de Mayo celebrations, which are often marred by violent incidents. The Center's research states that in 1996 the alcohol industry spent \$26 million advertising to Latinos, with ads featuring Mexican flags, architecture and models.

Alaniz said advertising is potent because Latinos "are virtually invisible in other sectors, such as school curriculum and the



Research Findings: Violence Flourishes Where Alcohol Is Bought and Sold

Supported by facts and figures, communities have been able to take action to reduce alcohol-related violence. This public health approach seeks to change policies on a local and statewide level—such as limiting the number of alcohol outlets (i.e., liquor stores, bars, convenience stores) in a community.

- Foundation-funded research discovered a dramatic correlation between the number of alcohol outlets in a community and violent crime.
- Another study showed there was a disproportionate number of alcohol outlets in predominantly Latino neighborhoods—nearly five times more than in predominantly Caucasian communities.
- Looking at police reports, alcohol was found to be present in more than one-half of all incidents of domestic violence.
- It is estimated that between one-third and three-quarters of sexual assaults involve alcohol consumption by either the perpetrator, the victim or both.

Californians legally purchase an average of 30,000 handguns per month.



Foundation-funded research has provided some striking facts about the correlation between handguns and violence against youth in California. Some findings, in turn, have become hard-hitting “sound bites” for newspaper and television reporters, as well as for community activists, politicians and public officials. When presented with the facts, several California communities enacted local policy changes regarding handguns.



Small, inexpensive handguns called Saturday night specials are disproportionately used in violent crimes against young people in California. Research discovered that 80% of these types of handguns were manufactured by five companies located within a 45-mile radius of downtown Los Angeles.

California Facts about Gun Violence (1992)

- More Californians under the age of 24 died from gunshot wounds than from car crashes or diseases.
- 37% of all firearm-related deaths were young people aged 10 to 25.
- 72% of homicides, 22% of aggravated assaults and 38% of robberies were committed with a firearm.
- 1,960 suicides were committed with firearms; 16% of all gun suicide deaths involved young people between the ages of 10 and 25.
- Californians legally purchased an average of 1,000 handguns daily.
- There are approximately eight times more gun dealers in California than there are McDonald's.
- The average cost of a Saturday night special handgun is less than \$50.

Facts from *First Aid for What's Killing Our Kids*, a VPI publication produced by Martin & Glantz for the “Prevent Handgun Violence Against Kids” campaign.

media. Essentially the only positive image they see reflected of themselves is associated with alcohol.”

The Prevention Research Center put together packets of information for community groups, academics, policymakers, alcohol industry representatives, advertising firms and communities. This information was instrumental in Redwood City’s refusal of alcohol sponsorships for the Cinco De Mayo festival. The San Jose Human Rights Commission voted to encourage event organizers to stop alcohol sponsorships of their city’s Cinco De Mayo festival. The San Mateo County Board of Supervisors decided to monitor the number of liquor licenses issued in areas with an already high concentration of alcohol outlets. The findings were also used by community advocates and policymakers around the state to promote similar public education campaigns and policy changes.

Dr. James F. Mosher of the **Marin Institute** produced research that furthered the discussion concerning policies on alcohol. He began by developing a model policy, which included: beer tax reform, regulation of industry promotion and advertising, regulation of alcohol outlet density, and the ability of local jurisdictions to give more input into the establishment and monitoring of Alcohol Beverage Control laws. His research found that this model can help local governments strengthen local policies and reduce alcohol consumption. Similar to the Prevention Research Center’s conclusions, Mosher also determined a close relationship between alcohol availability and youth violence.

Utilizing Mosher’s research, several California communities enacted various reforms to reduce the adverse effect of alcohol outlets and alcohol marketing in their communities. The Marin Institute was particularly effective in working with Initiative

grantees to support local efforts to effect policy change. With legal research papers, briefs and model policy recommendations, the project has informed both local and state reform efforts.

Ellickson of RAND Corporation and Sorenson of UCLA also produced studies that confirmed a strong relationship between alcohol and risk of youth violence and homicide.

RESEARCH FOCUS: FIREARM INJURY AND DEATH

Existing research showed that handguns had become the number-one manner of death for youth in California. And while handguns may not cause violence, they do make violent acts more lethal. When the Initiative was established, kids were killing kids at rates higher than ever and many experts agreed that the increase was attributable to the availability of handguns.

It is within this context that **Dr. Garen Wintemute**, UC Davis professor of epidemiology and preventive medicine and attending physician in emergency medicine, embarked on research into firearms and violence. His publication, *Ring of Fire: Handgun Makers in California*, became a rallying point for Initiative grantees. The report

showed that 80 percent of the nation’s Saturday night specials—the cheapest, most easily obtainable handguns—were made by five companies located within a 45-mile radius of downtown Los Angeles.

Wintemute reported that Saturday night specials were disproportionately used in crime and that guns made by the five Los Angeles manufacturers, dubbed the “Ring of Fire,” were 3.4 times more likely to be used in a crime than handguns from other manufacturers.

Scathing reviews of Saturday night specials could be found in industry publications written by firearms experts. They were poorly made,

RESEARCH HAS PROVIDED VALUABLE INFORMATION AND HAS HELPED MOBILIZE EFFORTS TO REDUCE VIOLENCE.

unreliable and unsuited for their purpose—a reliable means of personal protection. However, Wintemute found that the Southern California gun manufacturers were a protected industry in the United States. “Federal law prohibits the importation of poorly made, easily concealable handguns by imposing size, design and performance standards,” Wintemute wrote in his report. “Guns made in the United States have deliberately been exempted by Congress and no such standards apply.”

Based on this research, Wintemute recommended that California stop the production of dangerous weapons by requiring that they meet the criteria applied to imports. He also advocated that the state restore authority to local governments to control the manufacture, sale and possession of handguns.

Lawrence Wallack, founder of the **Berkeley Media Studies Group**, a VPI grantee, said that Wintemute’s research had a profound effect on highlighting handgun policy as an essential violence prevention issue. “The *Ring of Fire* report was a significant event in the Violence Prevention Initiative, because it helped people understand guns as a local issue,” said Wallack. “Everyone already knew there were far too many guns in the community and that they were too easy to get, but the report made people wonder whether guns were being ‘dumped’ into poor communities of color.”


Other research completed by Wintemute revealed additional findings regarding handguns. For instance, he found that the denial of firearm purchases actually does reduce criminal activity in a given community. Another UC Davis study in Sacramento mapped detailed locations of crimes, types of crimes and the types of guns confiscated, which significantly contributed to the ban of Saturday night specials in that community.

Wintemute believes research has been valuable in supporting and guiding the policy activities of the Initiative. “The Violence Prevention Initiative is like a freight train. It’s a huge thing with tremendous force,” he said. “Research is the headlight on that train.”

RESEARCH GRANTEES, 1993-1998

- California State University, Fresno
- Charles R. Drew University of Medicine and Science
- Marin Institute
- Prevention Research Center
- RAND Corporation
- Tomas Rivera Center/Policy Institute
- University of California, Davis
- University of California, Los Angeles
- University of California, Riverside
- University of California, Santa Barbara
- University of Southern California


For more information on violence prevention research, visit the Pacific Center for Violence Prevention’s website at www.pcvp.org. You will find The California Wellness Foundation-funded research and other publications related to firearms, alcohol and other violence prevention issues.



“We gave policymakers an additional opportunity to fight gun violence by linking guns and domestic violence. For example, research shows that a gun in the house is 43 more times likely to be used on the occupants in the house than on an intruder.”



Leah Aldridge is the program director of the Los Angeles Commission on Assaults Against Women (LACAAW).



“We do this because we don’t want you to suffer this terrible loss. We do this because we want to protect our other children. And we do it for ourselves because it helps us to heal.”

Mary Leigh Blek

Charlie Blek

Mary Leigh Blek

Charles and Mary Leigh Blek founded a grassroots organization, Orange County Citizens for the Prevention of Gun Violence, to inform the public, the media and policymakers that gun injuries and deaths are preventable. Their son, Matthew, was shot and killed with a Saturday night special handgun.

STRATEGIES TO EDUCATE THE PUBLIC AND POLICYMAKERS

Strongly influenced by research from the Centers for Disease Control and Prevention (CDC) and California's Injury Control Program, the Foundation established the Violence Prevention Initiative Policy Program because it recognized that policy change and focused social action are key factors in promoting public health goals.

We believed that establishing clear policy goals would help grantees form a shared understanding of what the Initiative would try to achieve and provide a basis for measuring the results.

We identified three policy goals: reducing youth access to firearms in order to prevent injuries and deaths, increasing support for youth violence prevention programs, and reducing youth access to alcohol and other drugs.

We provided grants to 14 organizations to implement the goals of the VPI Policy Program. With many opportunities to work synergistically, these organizations contributed valuable policy, public education and information to help VPI grantees effectively inform policymakers, the media and the public about violence prevention as a health issue and some of the solutions worth exploring.

CREATING A POLICY CENTER FOCUSED ON VIOLENCE PREVENTION

To ensure that all of the VPI's components were integrated into the Policy Program, we awarded a grant in 1993 to the **Trauma Foundation of San Francisco General Hospital** to establish the **Pacific Center for Violence Prevention**. Leading policy organizations were retained by the

Pacific Center to provide a wide array of media and advocacy training and help involve grantees in all of the Initiative's components.

The Center generated extensive violence prevention-related information, research and resources to grantees, such as policy papers and fact sheets, legal

GOALS

To reduce youth access to firearms in order to prevent injuries and death.

To increase support for youth violence prevention programs.

To reduce youth access to alcohol and drugs.

advice and assistance on crime and violence prevention policy. The Center also coordinated the Academic Fellows program and organization of the annual Initiative conference.

Among some of its success stories is the Center's policy work on Saturday night specials, small cheaply made handguns commonly used in crimes and violent acts throughout California.

Andrew McGuire, executive director of the Pacific Center for Violence Prevention, recalled doing some "gumshoe" epidemiology with public health data from the CDC and

crime data from the Federal Bureau of Investigation. He found that more youths died by handguns than car crashes or disease.

"I knew that this was a way that the people of California could understand the issue," McGuire said. "To this day, it still pops up in [newspaper] editorials."

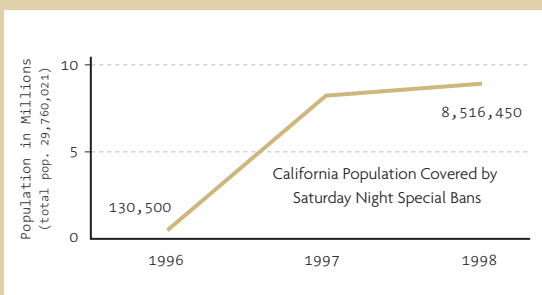
This key fact helped the Center and other VPI grantees to address the first policy goal of reducing access to firearms by identifying specific objectives that could help policymakers, communities, health experts and the public explore solutions to reduce the high number of firearm-related deaths. The information was also interwoven as a key news media "soundbite"—"guns are the number-one killer of kids"—into a public education campaign created by Foundation grantee Martin & Glantz, a national firm specializing in grassroots organizing and communications strategies involving public policy issues. The soundbite helped position violence as a public health concern and was synergistically integrated into the work of many VPI grantees.

EARLY RESULTS

The results thus far have been impressive. At least 60 cities and six counties in California enacted more than 180 firearm regulations. Of those, 39 communities banned the sale of Saturday night special handguns. Others passed ordinances such as requiring trigger-lock devices and prohibiting the sales of high-capacity ammunition rounds. None of these regulations existed before the Initiative was founded. The work of the Initiative grantees helped create a climate for this change. "The gun ordinances would not have happened without the [grantee work] of the Violence Prevention Initiative," McGuire said.

The efforts have focused on other key policies, including an Initiative objective to address the need to shift the distribution of public resources from a focus on incarceration only toward one that includes prevention programs fostering the health, education and employment of youth.

SATURDAY NIGHT SPECIAL BANS



"Saturday night special" and "junk gun" are the terms commonly used to describe the short-barreled, easily concealed handguns that are disproportionately used in the commission of crimes. Since 1995, 39 California communities have passed ordinances to prevent the sale of these guns.

The Pacific Center, along with other VPI grantees, has helped change policy regarding the critical after-school hours and its effect on youth. Research indicates that violence against youth increases between the hours of 3 p.m. and 6 p.m. There is some evidence that after-school programs not only help youngsters stay safe, but can also increase academic performance. Most recently, the state provided an ongoing allocation of \$50 million annually to support after-school programs.

The Center has also taken advantage of technology to facilitate the statewide networking of grantees and other violence prevention experts by creating and managing an e-mail network and website. After five years of training and networking, community leaders, researchers and health professionals have formed a strong constituency for educating the news media, public officials and other key leaders in California about the public health approach to preventing violence.

PUBLIC EDUCATION TO INFORM AND MOBILIZE ACTION

Shaping the public discussion and perception of a complex issue like violence prevention requires the use of many communications strategies, including mass media. We believed it was important to fund a public education campaign in support of the



"Before the Violence Prevention Initiative, there was no concentrated group effort to address the problems associated with handgun violence. Now, 39 communities have passed ordinances to prevent the sale of Saturday night specials to reduce their risk to public health. These gun ordinances would not have happened without information provided by the grantees of the VPI."

ANDREW MCGUIRE
Executive Director
Pacific Center for Violence Prevention

"The VPI Public Education Campaign provides the opportunity to inform opinion leaders and policymakers about Californians' attitudes and about the imbalance between public investment in prevention and punishment."

GINA GLANTZ
Principal
Martin & Glantz, LLC



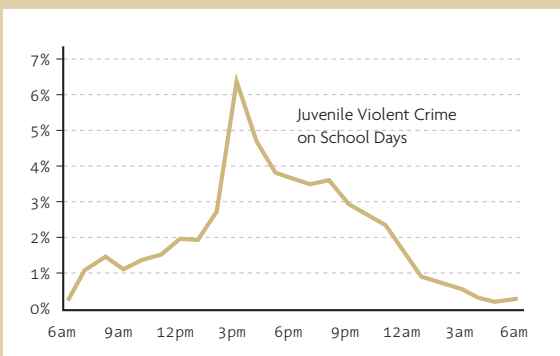
Youth are most at risk for becoming victims of crime during the hours between 3 p.m. and 6 p.m.

The 3-to-6 Challenge

Policy papers and public education campaign materials funded by the Foundation shared information and ideas about how Californians could shift resources for youth to help prevent violence during these critical after-school hours.



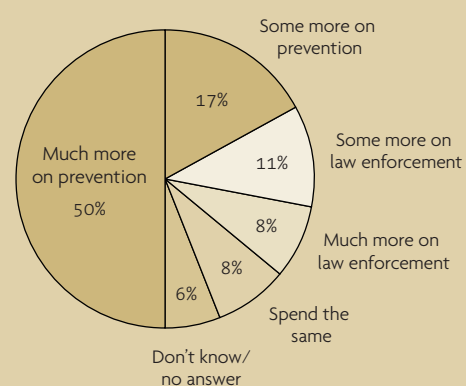
Advocating for After-school Programs



Kids are at the highest risk of violence in the three hours immediately after school. After-school programs can offer helpful alternatives, including tutoring, and recreational and mentoring programs that help create a healthy environment for youth away from violence, gangs and drugs.

Public Response

When shown the imbalance between state expenditures for punishment of youth and violence prevention, Californians, by a margin of more than three to one, think more should be spent on prevention.



The graph above shows poll results from the following question: "In 1996, the state spent \$2.2 billion on juvenile law enforcement and incarceration and \$116 million on youth violence prevention. Of the state money allocated to fight youth violence, do you think California should spend more on prevention or more on law enforcement?"

POLICY CHANGE AND FOCUSED SOCIAL ACTION ARE KEY FACTORS IN PROMOTING PUBLIC HEALTH GOALS.

Initiative's policy goals. In 1993 **Martin & Glantz** received a grant to develop and implement a multimedia campaign.

The campaign supported the policy goals and advanced two key messages: reduce the availability of and access to handguns by youth, and create a greater awareness and consideration of policies that will increase resources for programs to prevent youth violence.

Throughout the Initiative, Martin & Glantz has developed many phases of the public education campaign, including "Youth Want You to Know," an innovative effort to facilitate the involvement of young people in policy discussions, and "Prevent Handgun Violence Against Kids."

The most recent phase of the campaign supports the second goal of the VPI Policy Program: increasing support for youth violence prevention programs. Titled "Resources for Youth: An Honest Dialogue About Strategies to Prevent Youth Violence," it has included paid advertising, polling in local communities and efforts to draw news media attention to the need to increase resources for youth locally and statewide, such as after-school programs, job development and training and violence prevention programs.

"One surprise for us was how fast the campaign and its issues gained traction," said **Gina Glantz**, principal of Martin & Glantz. But there were lessons learned throughout the campaign, among them the need for paid advertising rather than relying upon free television and radio public service announcements to disseminate key campaign messages. "We had to buy spots to reach the people we were after," Glantz said.

Martin & Glantz usually divides audiences for a campaign message into two segments: the general public, and opinion leaders and

policy-makers. To reach the public, the firm used paid advertising in key markets and what Glantz calls "earned" media to convince journalists to cover violence-related stories as a health issue.

Opinion leaders were reached through direct mailings of educational material they could use in their policy efforts, including kits loaded with data, examples of effective violence prevention tactics and recent policy developments. Since the start of the Initiative, Martin & Glantz has amassed a data base of 12,000 opinion leaders from 20 fields, among them business, education, health, law enforcement and criminal justice.

The language used by state policymakers and other opinion leaders to describe violence and violence prevention has changed dramatically over the last five years. It is now common to hear elected officials, community leaders and health experts regularly quoted in the news media referring to violence as a "health epidemic." Many often cite information taken verbatim from the Initiative's public education campaign, including one often-quoted statistic that demonstrates there are "more gun dealers than McDonald's restaurants" in many California communities.

As part of the campaign, Martin & Glantz also organized two statewide video conferences that connected via satellite hundreds of Initiative grantees, elected officials, health experts, community leaders and law enforcement professionals in communities throughout the state. The video conferences inspired policymakers and frontline advocates to come together to discuss policy changes they can make in their communities to prevent violence.

POLICY EFFORTS FROM DIFFERENT PERSPECTIVES

In addition to the main policy grantees, we have funded other important policy work. Among them is a couple who experienced personal tragedy and channeled their pain into action. **Charles** and **Mary Leigh Blek** founded the **Orange County Citizens for the Prevention of Gun Violence** in 1995 in memory of their son, Matthew, who was shot and killed in 1994 while in New York City during a break from his senior year in college. The instrument of death used in his murder was a Saturday night special handgun, most of which are made in the place Matthew called home: Southern California.

The Bleks—he an attorney, she a registered nurse—founded the countywide grassroots organization with the belief that gun violence "is a bipartisan, public health and safety issue that crosses all political lines and social classes." Through the policy work of the organization, they inform the public, the media and policymakers that gun injuries and deaths are preventable. They also want us to remember that victims of violence are not just statistics—they are beloved friends and family.

"We do this in memory of the loved ones lost to us, our communities, our nation," said Mary Leigh Blek. "We do this because we don't want you to suffer this terrible loss. We do this because we want to protect our other children. And we do it for ourselves because it helps us to heal."

The Foundation also funded **Mediascope**, an organization that works with the television and film communities to search for solutions to the way complex social issues are portrayed in entertainment. "A major concern is the way violence is depicted in entertainment," said **Marcy Kelly**, president and founder of Mediascope, a grantee that organized forums, seminars and workshops. These activities involved entertainment industry representatives in the development, promotion and adoption of policies to improve the depiction of violence in the media.

As a result of these and other policy efforts, the dialogue of violence prevention

POLICY GRANTEES, 1993-1998

- Berkeley Media Studies Group
- California Child, Youth and Family Coalition
- California Council of Churches
- Center on Juvenile and Criminal Justice
- Commonweal
- EPIC, State Department of Health
- Legal Community Against Violence
- Martin & Glantz, LLC
- Mediascope
- Orange County Citizens for the Prevention of Gun Violence
- Pacific Center for Violence Prevention/Trauma Foundation
- Prevention Institute
- Violence Prevention Coalition of Greater L.A.
- Women Against Gun Violence

in California has shifted from an incarceration-only perspective to one that includes a public health approach for preventing violence against youth.

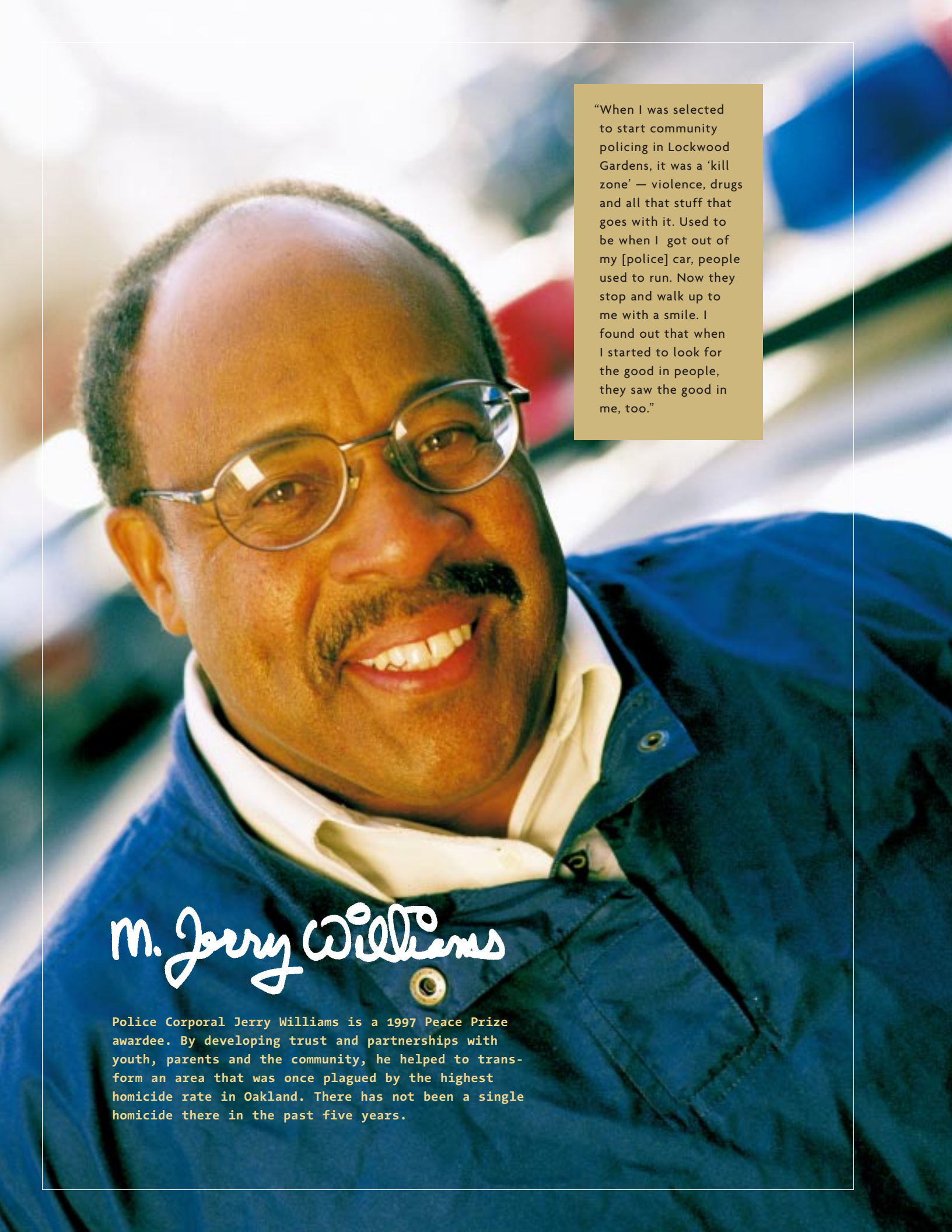
Initiative grantees are improving the health of their communities through policy action, armed with new skills and information drawn from research-driven policy, media advocacy and cohesive public education messages. 🌱



“Everyone plays a role in a young person’s life, whether it be a counselor, an advocate, a teacher or a lobbyist. We all have one common goal, that common goal being a happier, healthier young person.”

Julia Sabori

Julia Sabori is a 20-year-old project coordinator of the Real Alternative Program’s San Francisco-based Community Peace Initiative.



“When I was selected to start community policing in Lockwood Gardens, it was a ‘kill zone’ — violence, drugs and all that stuff that goes with it. Used to be when I got out of my [police] car, people used to run. Now they stop and walk up to me with a smile. I found out that when I started to look for the good in people, they saw the good in me, too.”

M. Jerry Williams

Police Corporal Jerry Williams is a 1997 Peace Prize awardee. By developing trust and partnerships with youth, parents and the community, he helped to transform an area that was once plagued by the highest homicide rate in Oakland. There has not been a single homicide there in the past five years.

SUPPORTING LEADERSHIP

AND TRAINING

The Foundation established a grant-making program within the Violence Prevention Initiative to recognize and promote individual leadership in communities and the field. The two goals of the VPI Leadership Development Program are to help communities become empowered by recognizing leadership in violence prevention and support the professional training of ethnic minorities and women in violence prevention and injury control.

Our Leadership Development Program was based on violence prevention position papers published by the U.S. Centers for Disease Control and Prevention and the California Department of Health Services' state plan for violence prevention. These papers called for the nurturing of grassroots leaders who could address the root causes and consequences of violence in their local communities. The papers also urged the development of post-graduate programs to attract new professionals to violence prevention, especially women and ethnic minorities who have been underrepresented among the health professionals that treat victims of violence.

The program makes grants in three areas: Community Fellows, Academic Fellows and the California Peace Prize. We recognize that individual leaders naturally emerge from

communities and that the health and wellness in a community is partially determined by the skills, character and resources of its leaders. All three leadership programs provide opportunities for the leaders to interact with the people and organizations involved in the Initiative's other components: research, policy and community action.

NURTURING COMMUNITY LEADERS WHO CONTRIBUTE VALUABLE FRONT-LINE INSIGHT

We established the Community Fellows program to provide financial support and training to individuals who have effectively organized violence prevention activities in their local communities. Each year, we fund two-year fellowships to 10 community leaders who use their grants to support specific violence prevention projects of their choosing and to mentor youth who have leadership potential. A total of 40 fellows have received grants since the beginning of the Initiative.

The selection criteria for Community Fellows are rigorous. Candidates must have successfully worked a minimum of three years in areas that address the inherent causes of violence, including community organizing against violence, providing constructive

GOALS

To empower communities by recognizing leadership in violence prevention.

To support the professional training of ethnic minorities and women in violence prevention and injury control.

alternatives for youth, developing or implementing violence prevention policies and providing services such as job training or education programs to survivors of violence and people at risk for violence.

Maggie Escobedo-Steele, a 1994 Community Leader Fellow, illustrates such a background. Drawing from her experience as a former gang member, she used her grant to work with at-risk Native American youth and helped found **Indian Dispute Resolution Services**, an organization that addresses violence by stressing traditional cultural values, such as peace-making and breaking the cycle of violence.

The two-year experience as a fellow "changed my life," she said. "It made me a better speaker...[and] gave me exposure and training...that I wouldn't have received otherwise. Now I belong to a circle of fellowship that wouldn't normally be together."

Fellows have in one way or another been affected by violence, including having family or professional roots within at-risk communities. They have all made an impact in their communities, by establishing programs or changing policies.

A 1995 Community Fellow, **Martin Jacks** has translated policy into action through the work of **The Mentoring Center**, an organization he founded in Oakland. Jacks used the fellowship grant to fund efforts for high-risk youth, including a program that operates inside the California Youth Authority to reduce recidivism through an intensive course for young males incarcerated for major crimes. When a youth is released into his community, The Mentoring Center helps him pursue his diploma or general equivalency degree and secure an internship or job. Jacks used a portion of the Foundation grant to pay the youth stipends because "one of the most difficult things for a youth coming out of incarceration is to find legal employment."

Reinforcing our commitment to giving high-risk communities a central role in the policy-making process, the program also asks Community Fellows to contribute valuable front-line insight and perspective in promoting policy goals.

"I'm convinced that the present system of mandatory sentencing ties our hands and tends

to produce more hardened criminals than it does rehabilitated offenders," said **Francis Calpotura** of the **Center for Third World Organizing** in Oakland. A 1996 Community Leader Fellow, Calpotura used his fellowship to identify and pursue alternatives to incarceration within the juvenile justice system.

"I want to involve young people in determining what their options might be, including community-based intervention and rehabilitation," Calpotura said.

These are but a few of the many success stories brought to fruition by the Community Fellows. Thanks to their dedication, the collective accomplishments of past and present fellows have produced results that will carry on the work of preventing violence in our communities, most notably through their efforts in identifying, training and mentoring our youth leaders.

DIVERSE ACADEMIC SCHOLARS ENRICH THE HEALTH RESEARCH ON VIOLENCE PREVENTION

The Academic Fellowships are designed to increase the number of trained health professionals committed to the prevention of violence, with particular efforts made to recruit women and ethnic minorities. Each two-year fellowship requires an individual fellowship project, involvement with community groups working on violence prevention, and media advocacy and policy advocacy training.

The two-year fellowships were distributed throughout six sites: **University of California, San Francisco**, at **San Francisco General Hospital**; **California State Department of Health Services' EPIC program**; the **University of California, Los Angeles, School of Public Health Injury Prevention Research Center**; the **University of California, San Diego Medical Center's Division of Trauma**; **Stanford University's Division of Child Psychiatry and Child Development**; and **University of California, Davis**, at the **Highland Hospital Department of Surgery** in Oakland.

Principal investigators at each site recruited a total of 25 fellows and guided them through two years of multidisciplinary training, including violence epidemiology,

"Four years ago my little brother was killed...Now there's a slogan I always use: Buying a gun on the streets is cheap. A human life is priceless."

SHAWN RICHARD
1996 Community Fellow



"While training in South Central at King Drew Medical Center, I saw a lot of gang violence, specifically a lot of young kids inflicted with gunshot wounds coming into the ER. [I wanted] to see what I could do to deter such devastating effects."

LISA RICHARDSON, M.D.
1997 Academic Fellow

The Violence Prevention Initiative's public education campaign created visibility for the entire Initiative. But the message would have fallen flat if people all around the state weren't trying to implement the tenets of the message at the local level. To implement changes, the members of the community action programs and the participants in the academic and community leadership fellowship programs had to learn how to present their case to the media. It is through a local community's media that leaders and citizens of that community learn about such issues as violence prevention programs, how public policy changes can decrease violence, and how increased resources can give youth alternatives to joining gangs.

Media advocacy experts from the Berkeley Media Studies Group put on training workshops for each group of community and academic fellows, and for all the community action programs. During the workshops, the participants learned how to approach various media, write letters to the editor, prepare press releases, put on press conferences and organize events that would attract news coverage.

They provided follow-up advice for anyone who requested it. Bernardo Rosa, executive director of the Community Wellness Partnership, sent newsletters to the Berkeley Media Studies Group for its review and asked for help in writing letters to the editor. Geno Tellez, an academic fellow at the University of California, San Francisco, received help in organizing press conferences, writing scripts, appearing before news cameras and learning how to get his message across in the news media. The youth at La Familia in Sacramento organized a "Hands Off Halloween" campaign to encourage alcohol outlets to stop linking alcohol advertising with Halloween. The campaign was so well covered in the media that the following year no alcohol outlets used Halloween in their advertising. Dr. Maria Alaniz issued press packets to the media when her alcohol research in Redwood City found that the number of alcohol outlets in a 1.2-mile area was nearly double the state average, and that such density increased youth violence. The research received local, state and national coverage, and helped convince a local Cinco de Mayo organization to refuse alcohol sponsorship.

policy and advocacy. The fellows represent a wide spectrum of disciplines, among them trauma surgery, psychiatry, psychology, social work, nursing and public health.

Hans Steiner, a child psychiatrist and professor at **Stanford University**, is a principal investigator with the Academic Fellows Program. He established a site for the program because he thought it was a natural opportunity to blend community activities and research. "Our main challenge is how to get what is in our heads into the hands of the people who can do something with it," Steiner said.

Steiner and the Academic Fellows in the program have helped bring recognition to **Stanford's Division of Child Psychiatry and Child Development** as a leader in the field of adolescent violence prevention. One fellow was awarded the Presidential Scholars Award of the American Academy of Child and Adolescent Psychiatry, the highest honor in the field of child psychiatry for trainees.

The Academic Fellowship program has filled a huge gap, said physician **Geno Tellez**,

who was working as a trauma surgeon at **San Francisco General Hospital** when he joined the first group of fellows in 1993. His activities were not confined to academia and medicine. The fellowship gave him a solid grounding in media advocacy, which "really helped me," Tellez said. "I learned how to organize my thoughts, how to speak to politicians and the media."

He believes perspectives from the health community need to be heard to help shift the perception of violence as primarily a law enforcement issue to one that requires a public health approach as well. "Because I'm a physician, politicians listen to me," Tellez said.

These days, Dr. Tellez is director of Trauma and Surgical Intensive Care at Northwestern University and is continuing to use the experience and knowledge he obtained as a fellow, including developing a violence prevention curriculum for trauma surgeons.

Other Academic Fellows throughout the state have contributed to the field in many ways, including serving on county sexual

assault teams, mentoring high-risk youth and working with a hospital-based counseling program for violence prevention and intervention.

A number of the Academic Fellows chair or are members of violence prevention working groups, task forces or steering committees at the local, county and state levels. Four of the fellows conducted grand rounds or taught seminars or short courses on violence prevention to other medical school residents or faculty at their institutions.

"Some academic fellows had no idea what was going on in the communities," Tellez said. "They're beginning to be exposed to the real world, and are doing research on what those people say they need."

PEACE PRIZE RECOGNIZES LEADERS WHO HAVE MADE A DIFFERENCE IN VIOLENCE PREVENTION

The third component of the Initiative's Leadership Development Program is the California Peace Prize, which annually honors three Californians with \$25,000 each in recognition of their outstanding efforts to prevent violence and promote peace in their local communities. A nominating and selection committee chooses the winners, and their selection is ratified by the Foundation's Board of Directors.

By drawing attention to their work, the award acknowledges the actions of individuals who are helping to prevent violence in their communities and encourages Californians to think of violence as a preventable public health issue where individuals can and do make a difference.

Because so much media attention is focused on the traumatic effects of violence, we promote the Peace Prize winners through news stories and advertising. Our intent is to publicize the many heroic individuals who are working to prevent violence every day. Winners

are also invited to attend the annual VPI conference to receive their awards and learn more about the grantees' collective body of work.

The winners' backgrounds are varied, but they all share the experience of witnessing violence's effects and working with their communities to find solutions. Take 1996 Peace Prize winner **Jitu Sadiki**, whose time in prison changed him profoundly. He remembers how incarcerated youth were left to drown in hopelessness. The system offered no training or motivation to help inmates improve their lives.

"It was a cesspool of madness," Sadiki recalled. "They said they were Crips or Bloods, and didn't know why. They were ready to die for their neighborhood, but didn't own any property."

Sadiki developed an educational and cultural program that taught young men about their history and contemporary social issues. He helped them set individual and collective goals inside and outside the prison. "They started thinking about what they wanted to do with their lives," he said.

When he returned to his community in 1992, he continued the program and recruited gang members to participate as volunteers at local organizations.

"I wanted them to understand the experience of giving of themselves," Sadiki said. "And since 95 percent had never had work experience, this was something that they could put on a resume."

Chea Sok Lim, a 1997 winner, recalled escaping the killing fields of his native Cambodia, only to find gang violence and poverty threatening young immigrants and refugees in his new home in Orange County.

In response to these challenges, he helped organize the Cambodian Family, an organization that assists low-income residents by

PROVIDING LEADERS WITH THE TOOLS AND FUNDING THEY NEED TO EFFECT CHANGE.

using cultural, educational and other programs to strengthen their chances of life without violence.

"I believe that we all have the responsibility for saving our children from violence," he said. Because of Lim, children who would have been lost to gangs or fatally caught in the crossfire are going to college instead.

Principal **Judith Magsaysay**, a 1995 Peace Prize winner, extended the boundaries of her work at **Pio Pico Elementary School** in Santa Ana to help revitalize a community that was saturated with gang violence, illiteracy and racial dissension. She created a school-family partnership to nurture parent leadership, initiated community efforts to clean up the neighborhood and instituted cross-cultural days to foster better relations among diverse people.


Sometimes, the Peace Prize comes at a time when recipients feel overwhelmed by the difficult work they have chosen to pursue. For some, it validates their often lonely course and daunting challenges.

"It's a hard time to be working on violence prevention when many state and national leaders believe that poverty is a crime, prison is a housing program, guns are a right and education is a privilege," said 1995 winner **Deane Calhoun**.

She founded **Youth Alive!**, a nonprofit agency established in 1991 to reduce violent injuries to young people by providing them with scientific knowledge about violence and engaging them in shaping solutions.

In the past five years, we have awarded peace prizes to 15 Californians. All of them continue to make a difference today. We salute the daring stands they have taken against difficult odds to develop meaningful strategies in support of violence prevention. 🌟


| California Peace Prize Awardees | Community Fellows |
|--|---|
| 1993 Norman Berry Lorna Hawkins Bong Hwan Kim | 1993 Gerald Grant Alfonso Hernandez Nancy Idlet Akinsanya Kambon Alice Lytle Eleanor Montano Donald Northcross Cathy Ramsey Daniel Rodriguez Mitchell Salazar |
| 1994 Sylvia Castillo David Lewis Gayle Zepeda | 1994 Daniel Alejandre Dorian Brown Maggie Escobedo-Steele Jose Gomez Sharen Hewitt "Sonny" Lara Namane Mohlabane Myrtle Faye Rumph Fred Williams Arturo Ybarra |
| 1995 Deane Calhoun Romie J. Lilly, II Judith Magsaysay | 1995 Eddie Banales, Sr. Nora Benavides Catherine Camacho Kenneth "Dedon" Carr Gloria Chavez Martin Jacks Merris Obie Rolland Slade Nghia Trung Tran Fidel Valenzuela |
| 1996 Leonard Edwards Jitu Sadiki Glenda Savage | 1996 Elizabeth Ayala Francis Calpotura Mattie Lawson Henry Lozano Dorsey Nunn Shawn Richard James Russ Daude Sherrills Yer Thao Jaime Zeledon |
| 1997 Chea Sok Lim Barbara Rivas Malcolm Williams | 1995-97 Lisa Benton, MD Lisa Benton-Hardy, MD Mark Chekal Vivian Chern Patti Culross Carolina Guzman S. Randal Henry Joani Marinoff Tamara Oyola Sharon Pacyna, RN Monet Parham Manissa Pedroza Avid Reza Sharon Williams, PhD Emily Yu |

A close-up portrait of Maggie Escobedo-Steele, a woman with long dark hair, wearing a brown jacket and a beaded necklace. She is smiling slightly. The background is a plain, light-colored wall.

“My two-year experience as a fellow changed my life. It made me a better speaker... [and] gave me exposure and training... that I wouldn’t have received otherwise. Now I belong to a circle of fellowship that wouldn’t normally be together.”

Maggie Escobedo-Steele

Maggie Escobedo-Steele is a 1994 Community Leader Fellow. She is a certified mediator and trainer who conducts violence prevention workshops and training with Native American and inner-city communities.

A portrait of Carole Ching, a woman with dark hair and bangs, wearing glasses and a blue cardigan. She is smiling slightly and has her arms crossed. The background is a soft-focus indoor setting.

“Change happens slowly, but neighborhood by neighborhood, community groups can help create a safer environment for kids.”

Carole Ching

Carole Ching is program director for Asian Resources, Inc. Her work in violence prevention promotes self-sufficiency and empowerment within the Sacramento Southeast Asian community through advocacy and community activities, youth conferences, mentoring and tutoring programs.

COMMUNITY ACTION:

A KEY TO LASTING CHANGE

Community Action Programs (CAPs) were funded in 18 areas throughout the state where violence was claiming the lives of youth at overwhelming rates and causing children and families to live in a constant state of uncertainty and fear. Many young people in these neighborhoods believed they would either be in prison or dead before the age of 21.

Each CAP was charged with two goals: to mobilize the community to prevent youth violence, and to build skills in policy and media advocacy. These are daunting tasks in the face of the complex and pervasive problem of violence. Therefore, the CAPs were not funded in isolation. Each formed collaboratives in their local areas and, with other participants of the Violence Prevention Initiative, formed a comprehensive statewide effort.

Many of the people who joined the local collaboratives had personal reasons for fighting violence: parents who had lost their sons and daughters, former gang members who had been in prison, young people who witnessed violence in their homes and on their streets, and law enforcement, clergy, educators and community leaders who had seen far too many young people taken to emergency rooms, prisons and funeral homes.

By becoming part of the Initiative, these adults and young people began to connect with

each other in their communities and to network with people in other California cities who shared similar experiences. They were also given the opportunity to interact with researchers, media professionals and policymakers to make their voices heard in the public debate about violence.

GOALS

To mobilize the community to prevent youth violence.

To build skills in policy and media advocacy.

Within this framework, the grantees reduced levels of violence by empowering themselves and taking action to control and improve their lives. And although we provided the resources,

the solutions came from people in the communities who had an all too intimate knowledge of the problems they were facing.

COMMUNITY ISSUES, COMMUNITY SOLUTIONS

No two communities are exactly alike. Because of the unique combination of factors affecting different communities, violence prevention activities within the Initiative ranged from peer mentoring to after-school programs to appearing at council meetings to advocate for investments in youth programs. The variation among the programs was intentional. The Foundation recognized that for violence prevention efforts to be effective, the solutions had to be designed and implemented by community residents in ways that appropriately addressed the environments in which they live.

Bernardo Rosa, resource coordinator for the **Community Wellness Partnership in Pomona**, said that “monolithic” agencies were often coming into their Pomona neighborhood and trying to impose their programs on the residents. He appreciated the confidence that the Foundation had in the community itself. “We began with the understanding that all who come to the table who are legitimate and well-meaning will partake in the successes, and in the failures. We knew it was the only way we could make it work.”

The Community Wellness Partnership developed a Knowledge Is Power program that blends cultural history lessons with violence prevention education, such as conflict-resolution skills. Rosa said the most important factor they had to address was the “apartness” felt by the different groups making up the community. “The neighborhoods did not lend themselves to collaboration with each other. Our job was to stop the division.”

In Sacramento, **Asian Resources, Inc.** formed partnerships with schools, police and community groups to address the fear of handgun violence that plagues their Asian community. “You have to understand the specific reasons why people have guns, then address those real concerns,” said **Carole Ching**, program coordinator.

Asian Resources facilitated workshops for students and parents to discuss what factors lead to violence and how to create a healthier environment. They have formed neighborhood watch groups that have been successful in reducing the number of car assaults and home robberies. “Change happens slowly,” Ching said. “But neighborhood by neighborhood, community groups can help create a safer environment for kids.”

Daniel “Nane” Alejandrez, executive director of **Barrios Unidos** in Santa Cruz, also believes the only way violence prevention programs will work is by involving all parts of the community. By forming partnerships with key local leaders, Barrios Unidos has established a successful violence prevention program. After-school and summer Kids’ Clubs offer tutoring, instruction in arts and crafts, field trips and cultural awareness programs.

Five outreach workers are on call 24 hours a day and also meet with gang members in 14 schools. The organization helped turn the county’s Juvenile Hall into a gang-free zone and holds weekly meetings there. Those involved with Barrios Unidos have learned to draw strength from one another. “This is a spiritual movement,” Alejandrez said. “We’re dealing with death out there.”

GRANTEES JOIN FORCES ACROSS GEOGRAPHIC, PROFESSIONAL AND CULTURAL LINES

All of the people involved in the VPI are no doubt committed to making changes in their communities. But regardless of the level of dedication, no one person, organization or community can effectively fight the epidemic of violence alone. The work of the Initiative grantees was greatly enhanced by their willingness to learn from the expertise and experiences of people in other professions, cultures and geographic areas who shared a collective commitment to reducing violence.

For example, the CAPs in southern California meet monthly. **Kimberly Thomas**, program director for **Inland Agency** in Riverside, said the interaction with other programs has been overwhelmingly positive. “It’s great to learn about other communities and sometimes we can take something someone else is doing and try it ourselves,” said Thomas. “We share information, learn from each other, share our struggles and most important, we share our victories.”

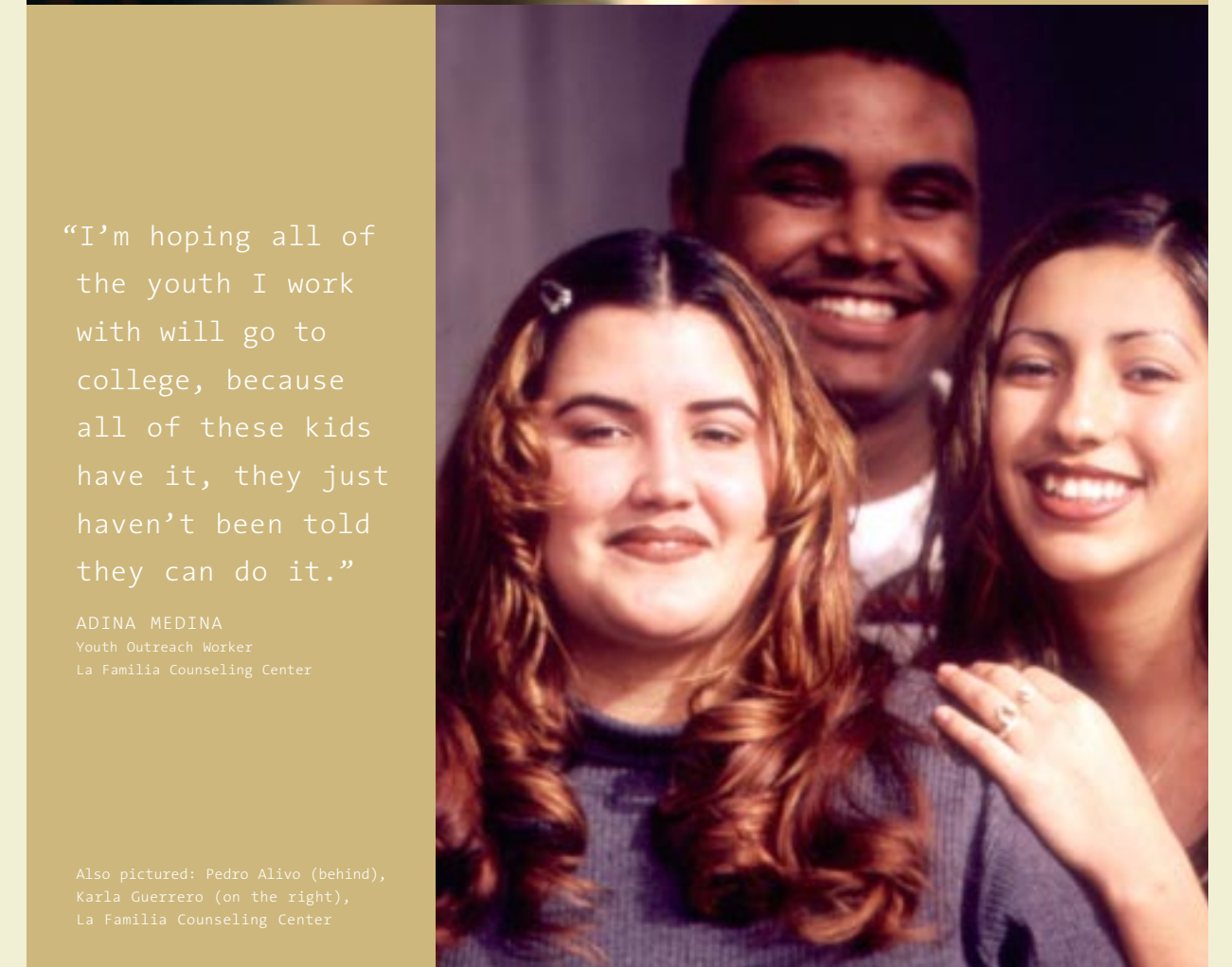
The CAPs not only interact with one another, they also have been helped tremendously by grantees within the other components of the Initiative.

Leah Aldridge, program director of **Los Angeles Commission on Assaults Against Women**, said her organization moved from being a small direct service provider to becoming involved in policy and media advocacy. In fighting gun violence, the organization used public health research showing that a gun in the home is 43 times more likely to be used on the occupants than on an intruder. “We were given the opportunity to play in another arena. Many of us were challenged to grow, and we did.”



“This is a spiritual movement – we’re dealing with death out there.”

NANE ALEJANDREZ
Executive Director
Barrios Unidos



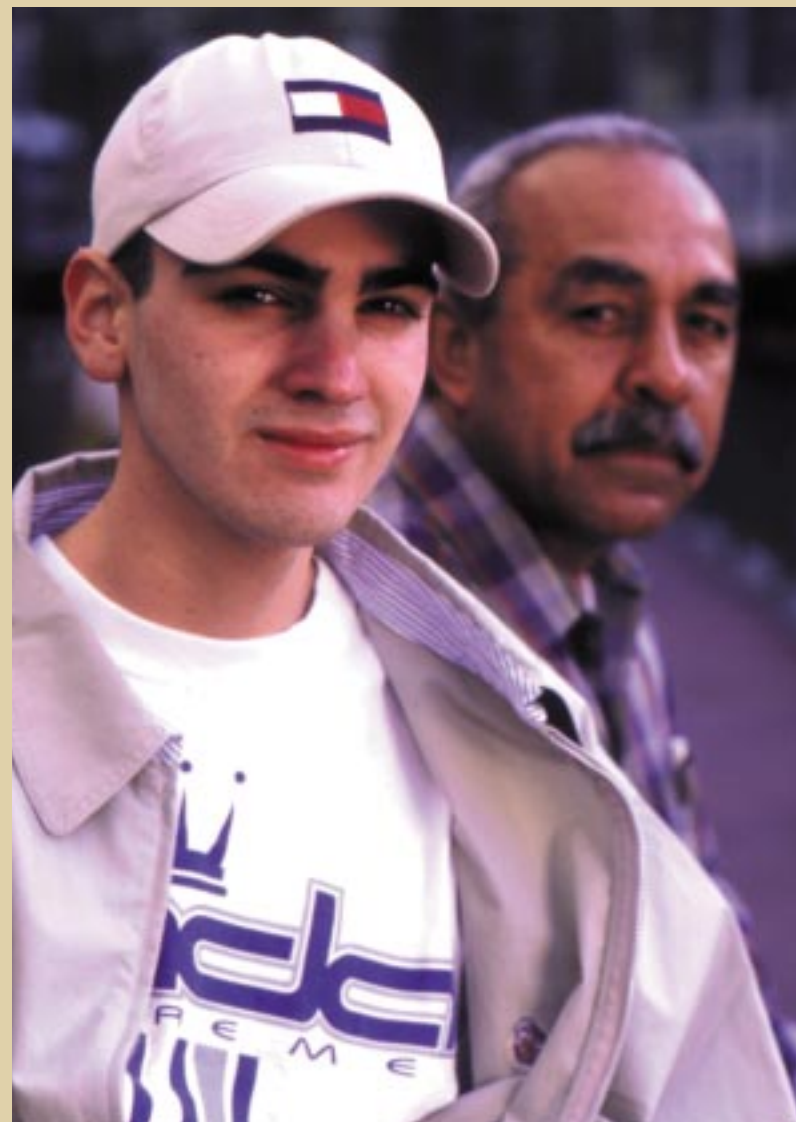
“I’m hoping all of the youth I work with will go to college, because all of these kids have it, they just haven’t been told they can do it.”

ADINA MEDINA
Youth Outreach Worker
La Familia Counseling Center

Also pictured: Pedro Alivo (behind),
Karla Guerrero (on the right),
La Familia Counseling Center

MENTORING: CREATING LEADERS FROM TODAY'S YOUTH

clockwise from right:
Kennedy Miranda and Mike Garcia, Innercity Struggle; mentor Tyree Tillis with Kindle Brown, West Oakland Prevention Project; adult and youth mentors at La Familia Counseling Center.



Mentoring has been an important element in the success of the Violence Prevention Initiative. An ongoing relationship between a caring adult (a mentor) and an "at-risk" youth can make a significant difference in the lives of young people — better school performance, less alcohol and drug use, less participation in gangs. It can even turn around the lives of youth who have lost their spirit and their dreams, and give them greater hope for the future. The relationship can involve everything from help with homework, to promoting a solid work ethic and a sense of community responsibility.

One VPI grantee, The Mentoring Center, in Oakland, provides technical assistance and training for other grantees, individuals and organizations to help them set up and maintain successful mentoring activities. "Having a good heart is not enough. You have to know how mentoring works and believe in what you're talking about," said the Mentoring Center director Martin Jacks.

In another part of the state, **Anita Barnes**, executive director of **La Familia** in Sacramento, discovered that becoming involved in violence prevention meant expanding the organization's mission of direct service to include policy advocacy. After receiving media training from Foundation grantee **Berkeley Media Studies Group**, a group of young people and adults from La Familia felt skilled and confident enough to appear before the Sacramento City Council to provide information about gun violence, and they backed up their claims with reliable research. They also wrote letters to the editor, which appeared in the Sacramento Bee, and initiated a "Hands Off Halloween" campaign that successfully stopped stores from linking beer advertising to Halloween.

All of the CAPs acknowledged the important role research, leadership and policy advocacy played in their local communities. With reliable data, easy-to-understand public education materials and the benefits of media training, many competent and powerful violence prevention advocates were able to enhance their capacity to make changes locally and statewide. They appreciated the opportunity to interact with the fellows who had received funding from the Initiative's leadership program and learn from their findings and experiences.

YOUNG PEOPLE BECOME POWERFUL ADVOCATES AND MENTORS

At the age of 14, **René Quiñonez** was a gang member who had dropped out of school and was arrested for gun possession. He became involved with the **Real Alternatives Program** (RAP) in San Francisco's Mission District, which helped him turn his life around. Today he is a 20-year-old student at San Francisco State University and

holds a part-time job with RAP. He recently worked with area youth on a mapping project to document potential resources for young people. As the group walked the streets, they spotted a vacant lot strewn with broken liquor bottles and imagined a park in its place. Standing in front of a school closed down on a Saturday afternoon, they asked why this couldn't be used as a resource in the evening and on weekends for community programs.

"Seeing what's possible if we got the community and its leaders organized really made these young people get serious," Quiñonez said. "They had all these questions and demands once they focused on what the neighborhood could be."

Quiñonez is not unique within the Initiative. Hundreds of young people throughout California are contributing to their communities with the hope that they will save their own lives as well as those of their friends, family and neighbors.

Charlene Zaragoza was an angry young girl who grew up in a violent environment in Riverside. Today you can find this high school junior working with **Inland Agency** and successfully advocating for more resources for community centers and parks.

Adina Medina is a former gang member who now attends college and runs a gang violence reduction program at **La Familia Counseling Center** in Sacramento.

Alejandro "Alex" Ornelas of Santa Cruz said, "If I hadn't hooked up with Community Wellness Partnership, I figure I would have ended up behind bars." He is now a peer mentor in a program geared toward younger males.

Taurus Hamilton, a youth who was once dealing drugs in West Oakland, now works with the **West Oakland Health Council, Inc.** and helps train peer mediators at a neighborhood middle school.

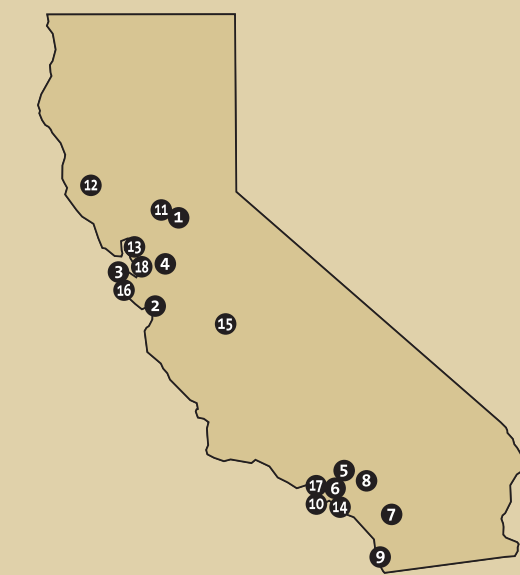
ALTHOUGH WE PROVIDED THE RESOURCES, THE SOLUTIONS CAME FROM PEOPLE IN THE COMMUNITIES.

A POSITIVE IMPACT

Community leaders and youth activists estimate that hundreds of lives have been saved as a result of the VPI. It has helped reduce crime and violence and encouraged youth to participate in making their communities healthier places to live.

Peace clubs, mentoring programs and job training programs have sprung up across the state. In most communities that had CAPs, violence against youth has decreased. Administrators and youth who have participated in the programs say the Initiative has made a positive difference in their lives and created healthier communities. And we recognize that while we provided resources, the credit belongs to those in the communities who have invested their time and energy, and their hearts and souls, to saving the lives of our young people. 🍎

COMMUNITY ACTION PROGRAMS 1993 - 1998



1. Asian Resources, Inc., Sacramento
2. Barrios Unidos, Santa Cruz
3. Bayview-Hunters Point Foundation, San Francisco
4. Boys & Girls Club of Stockton, Stockton
5. Community Wellness Partnership, Pomona
6. Drew Child Development Corporation, Los Angeles
7. EYE Counseling and Crisis Center, Escondido
8. Inland Agency, Riverside
9. International Mutual, San Diego
10. Los Angeles Commission on Assaults Against Women, Los Angeles
11. La Familia Counseling Center, Sacramento
12. Mendocino County Youth Project, Ukiah
13. Neighborhood House of North Richmond / Community-in-Peace Partnership, Richmond
14. Proyecto Pastoral at Dolores Mission, Los Angeles
15. Radio Bilingüe, Fresno
16. Real Alternatives Program, San Francisco
17. Southern California Youth and Family Center, Inglewood
18. West Oakland Health Council, Inc., Oakland

THE CALIFORNIA WELLNESS FOUNDATION

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GRANT MAKING HIGHLIGHTS

The California Wellness Foundation makes grants within five priority areas: Community Health, Population Health Improvement, Teenage Pregnancy Prevention, Violence Prevention and Work and Health. Within each priority area, we provide grants for multi-year initiatives as well as smaller general grants for direct, preventive health services. In addition, our special projects funds allows us to make grants for projects that may be outside the scope of the five priority areas but are still within the Foundation's mission.

The cover story of our Annual Report has been dedicated to describing the first five years of the Violence Prevention Initiative. What follows are this fiscal year's highlights from the other four initiatives, our general grants program and our special projects fund:

CHILDREN AND YOUTH COMMUNITY HEALTH INITIATIVE

In September 1997, the Foundation's Board of Directors approved 18-month planning grants to 16 communities to develop wellness villages. The goal of a wellness village is to actively engage children and youth in making changes in their environments to enhance the health of their communities. During the past year, young people took leadership roles and were involved in all aspects of the planning process.

HEALTH IMPROVEMENT INITIATIVE

Nine Health Partnerships are in their first year of funding to integrate local systems of preventive health services to improve the health of their communities. As a way of informing policymakers and program administrators about disease prevention and health promotion efforts, the California Center for Health Improvement (CCHI) released a Field Institute poll this year and eight policy briefs on children, youth and family health issues. CCHI also published an index of model health promotion activities that is available in print and on its website.

TEEN PREGNANCY PREVENTION INITIATIVE

Seven Community Action Programs have engaged their communities in assessing local assets and needs with regard to teen pregnancy. They are in the final stages of their 18-month planning period. The Initiative's public education campaign began this year, which placed ads in statewide and regional newspapers and magazines. Major research projects were also completed, including a study by The Urban Institute on male involvement in pregnancy prevention.

WORK AND HEALTH INITIATIVE

Community computing centers were established at 11 sites, as a health promotion strategy, to help residents learn computer skills that will increase their opportunities for employment with health benefits. At three sites, the Winning New Jobs program is providing interventions for people who are recently unemployed to reduce the adverse health consequences associated with joblessness. The Health Insurance Policy Program, a joint project of the University of California, Berkeley, and the University of California, Los Angeles, released its second annual report, “The State of Health Insurance in California,” complemented by a set of four policy briefs.

GENERAL GRANTS

The Foundation has made a strong commitment to providing funds for core operating support for direct, preventive services for disease prevention and health promotion. Examples of general grants this year included preventive health services in rural and urban areas, mobile clinics, nutrition and hunger reduction programs, pregnancy prevention education for teenagers, mentoring and peer counseling, violence prevention education and work-site health education.

SPECIAL PROJECTS

About half of the grants for special projects this year funded California communities and institutions responding to the challenge of the devolution of traditional federal responsibilities to the state and local level. Additionally, the Foundation engaged in partnerships with other foundations to fund health issues of mutual concern, such as women’s health, prevention of HIV/AIDS, border health and pesticide reform. Grants were also awarded for policy analysis and scholarships to address the underrepresentation of minorities in the health professions.

SELECTED GRANTS AWARDED, 1997-1998

The following grants were made during fiscal year 1997-1998. These grants may not be indicative of the grants the Foundation will make in the future. Please call or write the Foundation for the current application guidelines.

INITIATIVE GRANTS

CHILDREN AND YOUTH COMMUNITY HEALTH

Wellness Village Planning Grants

Butte County Office of Education

Oroville, CA

To support a planning process for a youth-focused wellness village in the community of Chapman.

\$125,000

Catholic Charities of Santa Clara County

San Jose, CA

To support a planning process for a youth-focused wellness village in the community of San Jose.

\$125,000

Community Build, Inc.

Los Angeles, CA

To support a planning process for a youth-focused wellness village in the community of South-Central Los Angeles.

\$125,000

Community Services and Employment Training, Inc.

Visalia, CA

To support a planning process for a youth-focused wellness village in the community of Goshen.

\$125,000

Drew Economic Development Corporation

Compton, CA

To support a planning process for a youth-focused wellness village in the Jordan Downs Housing Development in Los Angeles.

\$125,000

Latino Center for Prevention and Action in Health and Welfare

Santa Ana, CA

To support a planning process for a youth-focused wellness village in the community of Santa Ana.

\$125,000

Mutual Assistance Network of Del Paso Heights

Sacramento, CA

To support a planning process for a youth-focused wellness village in the community of Del Paso Heights in Sacramento.

\$125,000

Nicos Chinese Health Coalition

San Francisco, CA

To support a planning process for a youth-focused wellness village in the Chinatown/North Beach area of San Francisco.

\$125,000

Northern Circle Indian Housing Authority

Ukiah, CA

To support a planning process for a youth-focused wellness village in the community of Ukiah.

\$125,000

Ojai Valley Youth Foundation

Ojai, CA

To support a planning process for a youth-focused wellness village in the community of Ojai.

\$125,000

Opportunity West

Richmond, CA

To support a planning process for a youth-focused wellness village in the community of Richmond.

\$125,000

People's Community Organization for Reform and Empowerment (CORE)

Los Angeles, CA

To support a planning process for a youth-focused wellness village in the Echo Park/Temple Beverly area of Los Angeles.

\$125,000

Project New Village

San Diego, CA

To support a planning process for a youth-focused wellness village in the Lincoln Park area of San Diego.

\$125,000

Redwood Community Action Agency

Eureka, CA

To support a planning process for a youth-focused wellness village in the community of Manila.
\$125,000

South Bay Community Services

Chula Vista, CA

To support a planning process for a youth-focused wellness village in the del Sol district of San Diego County.
\$125,000

The Youth Leadership Institute

San Rafael, CA

To support a planning process for a youth-focused wellness village in the community of Marin City.
\$125,000

Other CYCH Initiative Grant

The Imoyase Group, Inc.

Los Angeles, CA

An augmentation to an existing grant for the evaluation of the Children and Youth Community Health Initiative.
\$150,000

TEEN PREGNANCY PREVENTION

Cornerstone Consulting Group

Houston, TX

An augmentation to an existing grant to provide technical assistance for grantees working to prevent teen pregnancy.
\$75,000

Deen & Black Public Relations

Sacramento, CA

To develop and implement a public education campaign on preventing teen pregnancy.
\$4,000,000

Philliber Research Associates

Accord, NY

For evaluation of the Teen Pregnancy Prevention Initiative.
\$2,500,000

VIOLENCE PREVENTION

Community Action Programs

Asian Resources, Inc.

Sacramento, CA

To support community-based youth violence prevention projects in Sacramento.
\$175,000

Bayview-Hunters Point Foundation for Community Improvement

San Francisco, CA

To support community-based youth violence prevention projects in San Francisco.
\$175,000

Boys and Girls Club of Stockton, Inc.

Stockton, CA

To support community-based youth violence prevention projects in Stockton.
\$175,000

Community Wellness Partnership

Pomona, CA

To support community-based youth violence prevention projects in the City of Pomona.
\$315,000

Escondido Youth Encounter, Inc.

Escondido, CA

To support community-based youth violence prevention projects in the City of Escondido.
\$315,000

Inland Counties Health Systems Agency

Riverside, CA

To support community-based youth violence prevention projects in the City of Riverside.
\$262,500

Inner City Struggle

Los Angeles, CA

To support community-based youth violence prevention projects in East Los Angeles.
\$525,000

International Mutual Assistance Association of San Diego

San Diego, CA

To support community-based youth violence prevention projects in San Diego.
\$175,000

La Familia Counseling Center, Inc.

Sacramento, CA

To support community-based youth violence prevention projects in South Sacramento.
\$325,000

**Los Angeles Commission on Assaults
Against Women**

Los Angeles, CA

To support community-based youth violence prevention projects in the San Fernando Valley.

\$315,000

Mendocino Family & Youth Services

Ukiah, CA

To support community-based youth violence prevention projects in Mendocino.

\$175,000

Neighborhood House of North Richmond

Richmond, CA

To support community-based youth violence prevention projects in North Richmond.

\$175,000

Real Alternatives Program

San Francisco, CA

To support community-based youth violence prevention projects in the Mission District of San Francisco.

\$315,000

Santa Cruz Barrios Unidos, Inc.

Santa Cruz, CA

To support community-based youth violence prevention projects in Santa Cruz County.

\$315,000

Southern California Youth and Family Center

Inglewood, CA

To support community-based youth violence prevention projects in the City of Inglewood.

\$175,000

West Oakland Health Council

Oakland, CA

To support community-based youth violence prevention projects in West Oakland.

\$315,000

Peace Prize Awards

Lim, Chea Sok

Santa Ana, CA

For the 1997 California Peace Prize Award, which supports and acknowledges the past violence prevention activities of this individual.

\$25,000

Rivas, Barbara

San Diego, CA

For the 1997 California Peace Prize Award, which supports and acknowledges the past violence prevention activities of this individual.

\$25,000

Williams, Malcolm J.

Pleasanton, CA

For the 1997 California Peace Prize Award, which supports and acknowledges the past violence prevention activities of this individual.

\$25,000

Academic Fellowship Program

Childrens Hospital of Los Angeles

Los Angeles, CA

To support an academic fellowship in violence prevention.

\$130,000

Stanford University

Stanford, CA

To support an academic fellowship in violence prevention.

\$130,000

**State of California Department of
Health Services**

Sacramento, CA

To support an academic fellowship in violence prevention.

\$130,000

Trauma Foundation

San Francisco, CA

To coordinate the 1998 Academic Fellows program of the Violence Prevention Initiative.

\$150,000

University of California, Davis

Oakland, CA

To support an academic fellowship in violence prevention.

\$130,000

University of California, San Diego

San Diego, CA

To support an academic fellowship in violence prevention.

\$130,000

University of California, San Francisco

San Francisco, CA

To support an academic fellowship in violence prevention.

\$130,000

Public Education and Policy Grants

Martin & Glantz, LLC

Mill Valley, CA

To develop and implement a public education campaign focused on preventing violence against youth.

\$2,000,000

Trauma Foundation

San Francisco, CA

To support the policy information and education activities of the Pacific Center for Violence Prevention.

\$2,400,000

WORK AND HEALTH

Center for Governmental Studies

Los Angeles, CA

To identify and develop effective approaches to expand health insurance coverage for California's 6.5 million uninsured children and adults.

\$300,000

The Compumentor Project

San Francisco, CA

To develop a communications network for grantees of the Work and Health Initiative.

\$75,000

University of California, San Francisco, Institute for Health Policy Studies

San Francisco, CA

To design, conduct, analyze and disseminate information from three phases of a longitudinal survey on the work and health of Californians.

\$724,000

GENERAL GRANTS

COMMUNITY HEALTH

Asians and Pacific Islanders for Reproductive Health

Oakland, CA

To train and mentor low-income Asian girls in Long Beach as community health organizers.

\$100,000

The Body Positive

Berkeley, CA

To train teen peer educators in the San Francisco Bay area to teach other teens about the symptoms and consequences of, and treatment services for, eating disorders.

\$100,000

California State University, Long Beach Foundation

Long Beach, CA

To provide health education and fitness activities for persons with disabilities.

\$50,000

Centro de Niños, Inc.

Los Angeles, CA

To educate and mobilize community residents on the environmental health conditions impacting their neighborhoods.

\$100,000

The Children's Dental Center

Inglewood, CA

To bring oral hygiene education to communities experiencing high rates of tooth decay and other related oral diseases.

\$50,000

Children's Services International

Salinas, CA

To provide preventive public health nursing services for homeless children and their families in Monterey County.

\$100,000

Citrus Valley Health Foundation

Covina, CA

To support a mobile pediatric clinic that provides preventive health services to uninsured and underinsured children in the San Gabriel Valley.

\$50,000

Economic Opportunity Commission of San Luis Obispo County

San Luis Obispo, CA

For core operating support to provide preventive health services to low-income families in two farming communities in San Luis Obispo County.

\$100,000

Heal the Bay

Santa Monica, CA

To provide core operating support for community health education programs.

\$100,000

Southern California Indian Center

Los Angeles, CA

To improve health, safety and nutrition services for Native American children and families in Los Angeles and Orange Counties.

\$100,000

St. Bernardine Family Focus Center

San Bernardino, CA

To develop and coordinate a nurse-managed health center to provide comprehensive health and health education programs for the underserved population of San Bernardino.

\$100,000

POPULATION HEALTH IMPROVEMENT

Avenal Community Health Center

Avenal, CA

To provide preventive health services and develop a strategic business plan.
\$50,000

Butte Valley-Tulelake Rural Health Projects Inc.

Dorris, CA

For core operating support to provide preventive health services in Siskiyou County.
\$75,000

Landon Pediatric Foundation

Ventura, CA

To provide preventive health services to the medically underserved in Ventura County.
\$30,000

Lifelong Medical Care

Berkeley, CA

To provide core operating support for the provision of preventive services and the development of a five-year business plan.
\$50,000

Long Valley Health Center

Laytonville, CA

To provide preventive health services in Laytonville.
\$70,000

Los Angeles Free Clinic

Los Angeles, CA

For core operating support and the provision of preventive services to medically underserved children ages 5 to 19 in the Hollywood-Wilshire communities of Los Angeles.
\$70,000

The Mobile Medical Office

Eureka, CA

To provide preventive health services to the homeless and medically indigent in Humboldt County.
\$40,000

National Medical Association Comprehensive Health Center, Inc.

San Diego, CA

For core operating support to consolidate the human resource functions of three community health centers in San Diego County and redirect resources into primary and preventive services.
\$100,000

Northeastern Rural Health Clinics

Susanville, CA

To provide preventive health services in Lassen County.
\$70,000

San Geronio Memorial Hospital Foundation

Banning, CA

To provide preventive health services to residents of Banning, Beaumont, Calimesa, Cherry Valley and Cabazon.
\$50,000

Southwest Community Health Center

Santa Rosa, CA

For core operating support including primary care services and a perinatal support program for underserved residents of Southwest Santa Rosa.
\$100,000

St. John's Well Child Center

Los Angeles, CA

For core operating support to expand a primary health-care clinic providing services to children and youth in the Central, South and Southeast sections of Los Angeles.
\$70,000

Students Run America

Van Nuys, CA

To provide continued core operating support for Students Run LA and its expanded program focus on middle-school youth.
\$120,000

University of California, San Diego

La Jolla, CA

To provide core operating support for the establishment of the Healthy School Initiative at a new charter high school on the university campus.
\$75,000

Western Sierra Medical Clinic

Downieville, CA

To provide preventive health services and develop a strategic business plan.
\$50,000

TEENAGE PREGNANCY PREVENTION

Girls After School Academy

San Francisco, CA

To provide core operating support for a program to improve the health of young women residing in Sunnydale public housing in San Francisco.
\$50,000

Girls Incorporated of Carpinteria

Carpinteria, CA

For core operating support for teen pregnancy prevention programs.
\$50,000

New Economics For Women

Los Angeles, CA

To provide core operating support for a family development program for teen mothers and children.
\$100,000

Ridgway High School

Santa Rosa, CA

To support a teen pregnancy prevention program for continuation high school students.
\$30,000

Search to Involve Pilipino Americans, Inc.

Los Angeles, CA

To provide core operating support for the development of a comprehensive family life education program for at-risk adolescents.
\$100,000

Teen Pregnancy Coalition of San Mateo County

Redwood City, CA

To provide comprehensive sexuality education programs for students in San Mateo County schools.
\$100,000

Westside Women's Health Center

Santa Monica, CA

To support the expansion of the teen peer counseling program designed to prevent pregnancy and STDs among youth in West Los Angeles.
\$100,000

Women and Youth Supporting Each Other

Los Angeles, CA

To provide core operating support for education and mentoring for middle-school girls as a teen pregnancy prevention strategy.
\$100,000

VIOLENCE PREVENTION

Fresno Barrios Unidos

Fresno, CA

For core operating support of a school-based violence prevention program for youth in southeast Fresno.
\$100,000

The Mentoring Center

Oakland, CA

To support mentoring programs for African-American youth in an effort to prevent violence.
\$100,000

Omega Boys Club of San Francisco

San Francisco, CA

For core operating support for youth violence prevention outreach and academic preparation programs.
\$100,000

Pro-Youth Coalition

Santa Barbara, CA

To support a community violence prevention program in Santa Barbara.
\$100,000

Youth Alive

Oakland, CA

For core operating support for a youth violence prevention program.
\$100,000

Youth Radio

Berkeley, CA

For core operating support to maintain and expand education and training programs that use the media as a tool for engaging youth in violence prevention.
\$100,000

WORK AND HEALTH

Center for Community Advocacy

Salinas, CA

To support efforts to improve health and safety conditions of farmworker families in Monterey and Santa Cruz Counties.
\$100,000

Coalition for Immigrant and Refugee Rights and Services

San Francisco, CA

To support a home health-care, employment training and referral program for Latina immigrant women in San Francisco.
\$60,000

CRLA Foundation

Sacramento, CA

To improve the health of California farmworkers by implementing the Field Sanitation and Work Safety Outreach Project with particular emphasis in the Central Valley, San Diego and Northern California. \$110,000

The Legal Aid Society of San Francisco

San Francisco, CA

To provide preventive services to low-income workers whose health conditions place them at risk of losing employment. \$100,000

Los Angeles County Wellness Council

Los Angeles, CA

To deliver worksite health education, screening and referrals to medically underserved and uninsured minimum wage earners in Central Los Angeles. \$95,000

Organización en California de Líderes Campesinas, Inc.

Pomona, CA

To train farmworker women as health advocates and to educate farmworkers about pesticide poisoning and field sanitation issues. \$90,000

Plugged In—Learning Through Technology

East Palo Alto, CA

To increase residents’ access to health information by creating a health resource area within a technology center in East Palo Alto. \$60,000

Santa Clara University

Santa Clara, CA

To support a workers compensation clinic to serve unrepresented, low-income injured workers in the East San Jose community. \$85,000

SPECIAL PROJECTS

DEVOLUTION

Strengthening Safety Net Providers

Alameda Health Consortium

Oakland, CA

To provide support for preventive health services and managed-care infrastructure activities in member clinics. \$300,000

California Council of Churches

Sacramento, CA

To build the service delivery capacity of the religious community to meet multiple health and social service needs of welfare-to-work participants. \$150,000

California Institute for Mental Health

Sacramento, CA

To develop and disseminate best practices about identifying, treating and preventing behavioral health barriers to employment. \$100,000

Catholic Charities

Stockton, CA

To provide mental health and substance abuse services to mothers of young children recovering from addiction and transitioning from welfare to work. \$90,000

The Center for Community Health and Well-Being, Inc.

Sacramento, CA

For core operating support during the transition from first- to second-generation organizational leadership. \$200,000

Coalition of Orange County Community Clinics

Santa Ana, CA

To provide support for preventive health services in 15 member clinics and coalition-wide infrastructure development. \$300,000

Community Clinic Association of Los Angeles County

Los Angeles, CA

To provide support for preventive health services in member clinics and for association-wide infrastructure development. \$300,000

Community Health Partnership of Santa Clara County

San Jose, CA

To provide support for preventive health services in member clinics and for association-wide infrastructure development.
\$300,000

Community Service Organization, Inc.

Bakersfield, CA

To provide mental health and substance abuse services to low-income clients recovering from addiction and transitioning from welfare to work.
\$90,000

County of Alameda

Oakland, CA

To support the preventive service component of a newly implemented model of public health in Alameda County.
\$350,000

Council of Community Clinics

San Diego, CA

To provide support for preventive health services in member clinics and for association-wide infrastructure development.
\$300,000

Interim Inc.

Monterey, CA

To provide mental health and case management services to aid adults with psychiatric and substance abuse problems in the transition from welfare to work.
\$90,000

Occidental College

Los Angeles, CA

To promote healthier families and neighborhoods by implementing a series of community food security initiatives in the Los Angeles region.
\$129,000

San Francisco Community Clinic Consortium

San Francisco, CA

To provide support for preventive health services in member clinics, and for infrastructure consortium-wide development.
\$300,000

Consumer Education About the Changing Health Care System

California Health Decisions

Orange, CA

To implement replications of the Consumer Feedback Loop for Medi-Cal managed-care plans in Riverside, San Bernardino and Los Angeles.
\$200,000

Center for Health Care Rights

Los Angeles, CA

To continue support of a pilot ombuds program in Sacramento for consumers enrolled in managed-care systems.
\$635,000

Maternal and Child Health Access

Los Angeles, CA

To continue the Medi-Cal Managed Care Education and Assistance Project to assist Medi-Cal beneficiaries during the transition to managed care in Los Angeles County.
\$400,000

Sacramento Valley Organizing Community

Sacramento, CA

To implement a health-care campaign in Sacramento, Yolo and Solano Counties to assist low-income, uninsured residents who apply for the Healthy Families program and Medi-Cal.
\$130,000

Policy Analysis

California Budget Project

Sacramento, CA

To support policy analysis, research and public education addressing the impact of public spending decisions on the health and welfare of low- and middle-income Californians.
\$150,000

Center for Governmental Studies

Los Angeles, CA

To develop policy recommendations addressing structural and financial challenges that impact local governments' ability to provide health care in California.
\$150,000

Children's Planning Council Foundation, Inc.

Los Angeles, CA

To implement Los Angeles County's strategic action plan to improve health and wellness outcomes for children living in the county.
\$310,000

University of California, Los Angeles

Los Angeles, CA

To provide core operating support for the Center for Health Policy Research in fulfillment of its research, public service and educational mission.

\$200,000

Advocacy

Children Now

Oakland, CA

For core operating support to continue addressing the health needs of California's children.

\$100,000

Families USA Foundation

Washington, DC

To support the Medi-Cal Community Assistance and Public Education Project to strengthen and expand the statewide advocacy infrastructure concerned with health-care access and quality for low-income and other vulnerable populations.

\$500,000

FUNDING PARTNERSHIPS/COLLABORATIVES

California Community Foundation

Los Angeles, CA

To support the Los Angeles Community AIDS Partnership.

\$150,000

California Community Foundation

Los Angeles, CA

For grantmaking to help meet the health needs of gay and lesbian populations.

\$50,000

Community Foundation of Santa Cruz County

Soquel, CA

For grantmaking to help meet the health needs of gay and lesbian populations.

\$50,000

Community Network for Youth Development

San Francisco, CA

For the implementation of a public education campaign for the San Francisco Beacon Center's program to enhance students' health and wellness.

\$260,000

Foundation Consortium

Sacramento, CA

To work with government and the private sector to create integrated systems of preventive services to improve the health, mental health and social outcomes for children, youth and families in California.

\$580,000

Hispanics in Philanthropy

Berkeley, CA

To support "The Funders Collaborative for Strong Latino Communities," aimed at providing resources to Latino non-profit health organizations in California.

\$300,000

Los Angeles Women's Foundation

Los Angeles, CA

To support the Women's Health Initiative, which directs strategic grants to community-based agencies to strengthen and expand programs that protect and improve the status of women's health.

\$140,000

National Funding Collaborative on Violence Prevention

Washington, DC

To provide core operating and financial support for two community-based violence prevention collaboratives in California.

\$300,000

Northern California Grantmakers

San Francisco, CA

To provide matching grants to AmeriCorps service programs that promote community health in Northern California.

\$50,000

Northern California Grantmakers

San Francisco, CA

To support the AIDS Task Force to allocate funding for AIDS programs in nine Bay Area counties.

\$170,000

Project Concern International

San Diego, CA

To support health promotion activities along the California/Baja border.

\$106,000

San Francisco Foundation Community Initiative Funds

San Francisco, CA

To support health grantmaking of The Gateway Initiative, a partnership between San Francisco Foundation and the Horizons Foundation.

\$50,000

Ventura County Aids Partnership*Camarillo, CA*

To support a funding pool from which grants will be made to agencies in Ventura County to support AIDS prevention and service activities.

\$50,000

OTHER SPECIAL PROJECTS**California Association of Peer Programs***Pasadena, CA*

To develop a comprehensive evaluation of the impact and possible cost benefits of peer programs that lead to improved individual and community health.

\$100,000

California Coalition for Reproductive Freedom*Sacramento, CA*

For core operating support for a program promoting access to reproductive health care.

\$200,000

Californians for Pesticide Reform*San Francisco, CA*

To support the Pesticides and Public Health Project to enlist physicians and other health-care professionals in a statewide campaign to eliminate the use of the most dangerous pesticides in California.

\$100,000

California State Rural Health Association*Arcata, CA*

For core operating support to expand organizational capacity to improve the health status of vulnerable rural populations.

\$100,000

County of Riverside*Riverside, CA*

To provide preventive health services to the underserved community of Jurupa.

\$200,000

Oakland Community Organizations*Oakland, CA*

To support job creation, developing effective employment training and placement programs and policies as a means of mitigating the negative health impact of unemployment on residents of Oakland.

\$90,000

Public Health Institute*Berkeley, CA*

To establish the California Center for Youth Advocacy and Policy Development to work for the improvement of adolescent health and wellness statewide.

\$400,000

Radio Bilingüe*Fresno, CA*

To establish a weekly interactive radio program in Spanish to discuss child health and parenting issues among immigrant families.

\$100,000

RAND Corporation*Santa Monica, CA*

To disseminate "Investing in Our Children: What We Know and Don't Know About the Costs and Benefits of Early Childhood Intervention," a book about RAND's research on program models that have proven effective in improving health outcomes for children.

\$25,000

University of California, San Francisco*San Francisco, CA*

To conduct an analysis of the scientific literature on the impact of affirmative action on community health, particularly for traditionally underserved populations, and to publish a report for decisionmakers.

\$50,000

University of Southern California*Los Angeles, CA*

For tuition support to encourage under-represented minority students to pursue careers in medicine.

\$100,000

Women's Health Collaborative*Berkeley, CA*

To provide core operating support for activities to improve the health of women and girls.

\$150,000

Yale University*New Haven, CT*

To support a case-study analysis and publication documenting the events leading up to the 1996 FDA's regulation restricting the sale and promotion of cigarettes and smokeless tobacco to children and adolescents.

\$75,000

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**WE'VE GOT A NEW LOOK AT
www.tcwf.org**

Our website — www.tcwf.org — has been redesigned to offer you more information about the Foundation, its programs, publications and issues affecting the health of Californians.

We have created this site to serve as a continually expanding resource for grantseekers, policy makers, media and the general public.

Visitors may access:

- In-depth information about our grant programs
- Answers to questions about health and public policy
- The California Wellness Foundation publications, including our annual report and quarterly newsletter
- A list of recent grants
- Links to websites related to the Foundation's areas of interest



The California Wellness Foundation

Grantmaking for a Healthier California

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