

Everywhere.

Every Ward.

CeaseFire.

*A Citizen's Plan to Reduce Homicides
By 50% in New Orleans*

*In Memory of Johnetta Pressley and Pastor John C.
Raphael, powerful pillars of peace in New Orleans.*

Thank you for your service.

Everywhere. Every Ward. CeaseFire.

Goal

To decrease the number of lives lost to gun violence in New Orleans from 175 in 2016 to 85 by 2022.

Overview

Over the next 4 years (2018-2022), create a city-wide, street-level violence intervention program that will cover the majority of hotspots of gun violence on New Orleans' streets. The violence intervention program will use street-credible, skillfully trained, highly effective violence interrupters to stop potentially violent interactions before they become deadly.

Synopsis

Gun violence can be stopped. New Orleans has the proven program to stop the epidemic of violence. The key to a historic drop in the homicide rate is violence intervention. The city must employ workers to intervene in the lives of those at highest risk of committing violent acts. The program to carry out the task of a city-wide, street-level violence intervention is CeaseFire New Orleans.

Since its beginning in 2012, CeaseFire has laid its foundation in a ten-by-ten-block site area, the middle of Central City, or the 10th Ward. Within two years of installation (2013-2014), the Central City site went 235 straight days without any murders and 150 days without a shooting in the site area. In what was once statistically and historically the most violent area of the city, CeaseFire did the job that no other program could before. CeaseFire helped stop the shootings and killings with dramatic and noticeable effect.

The "Everywhere. Every Ward. CeaseFire" homicide reduction plan aims to expand the highly effective CeaseFire program so that there are CeaseFire sites present in nearly every hotspot of violence in New Orleans.

CeaseFire New Orleans is part of an international public health model started by an organization now named "Cure Violence." In the other cities where Cure Violence works, in the 10-by-10-block sites in which it is present, there is on average a 40%-70% drop in homicide rate within the first year. CeaseFire's public health model and approach has been proven independently through several studies¹ to lower homicide rates substantially in the areas it is present. Due to these staggering statistics and CeaseFire New Orleans' record of success locally, New Orleans can go forward with the hope that a large scale expansion of CeaseFire will bring the homicide rate down by 50% in 4 years.

Through the "Everywhere. Every Ward. CeaseFire." homicide reduction plan, the city of New Orleans would fully fund the Ceasefire program, allowing CeaseFire to expand to all the places it needs in order to stop the shootings, change the lives of the youth, transform their communities and effectively confront the problem of gun violence in New Orleans.

¹ <http://cureviolence.org/results/scientific-evaluations/>

What is CeaseFire New Orleans?

Launched in 2012, NOLA FOR LIFE is New Orleans Mayor Mitch Landrieu's comprehensive murder reduction strategy to tackle the city's historically high murder rate. The city government implemented 35 initiatives guided by 5 pillar principles –(1) Stop the Shootings; (2) Invest in Prevention; (3) Promote Jobs and Opportunity; (4) Strengthen the NOPD; and (5) Get Involved and Rebuild Neighborhoods.

CeaseFire is an initiative designed to stop shootings and killings through a model that interrupts violent situations and resolves them before they escalate. CeaseFire New Orleans currently has a team based in Central City to serve that community and a team that is based at University Medical Center (Interim LSU Hospital) that serves high-risk victims of violence across the entire city.

CeaseFire assists a group of high-risk participants in accessing needed services and resources to support them in changing their lives and their communities. CeaseFire mobilizes the larger community to reinforce new social norms to resolve conflicts in order to reduce shootings and killings.

CeaseFire's work is done in confidential partnership with communities across New Orleans to achieve a safer city, safer communities, and healthier resolutions to conflict that do not include violence.

What are some accomplishments for Ceasefire?

- CeaseFire went the entire first quarter of 2015 without a murder in the Central City site area.
- In 2013-2014, CeaseFire went 235 days without any murders and 150 days without shootings in the target area.
- CeaseFire has been able to engage youth at 16 local middle and high schools. In total, more than 500 young men and women have been engaged by CeaseFire staff about reducing shootings and killings.

Is Ceasefire working?

- CeaseFire has been 100% successful on all mediations. To date, there have been no retaliations regarding conflicts that CeaseFire has helped to resolve.

Is CeaseFire pushing the murders and shootings outside of your target area?

- The statistics validate the impact that CeaseFire has in the target area. The high-risk participants of CeaseFire are still residing in Central City. The CeaseFire model does not include removing individuals from the target area and relocating them to a different part of the city. In fact, the model does include engaging all partners in a community to change behaviors and attitudes about gun violence and violent response to conflict.

How is Ceasefire New Orleans currently funded?

- Ceasefire is funded through a combination of City and grant funds.

What is the background of people working for Ceasefire?

- Ceasefire staff members are hired through a selection process consisting of hiring panels made up of city staff and community members.

How does CeaseFire work with the police?

- CeaseFire's work is done in confidential partnership with communities across New Orleans to achieve a safer city and safer communities. While CeaseFire encourages all community members to join CeaseFire and the NOPD in creating peaceful communities, CeaseFire's role is mediation and the NOPD's role is enforcement.

What are the shootings and beefs about?

- CeaseFire has found that the shootings and beefs are over problems with straightforward solutions- simple disagreements on girlfriends, on strange looks, on longstanding family and neighborhood beefs. Because CeaseFire knows they are solvable, CeaseFire knows they can make a difference in changing the culture and mindsets of young men.

Give us an example of a Ceasefire mediation?

- Both sides of the dispute are brought to the table, both sides are given the opportunity to voice their issues with the other side, and both sides are then challenged to resolve the issue by proposing solutions.
- A most recent solution during a mediation was both sides worked together to develop a creative project that promotes unity in oppose to division.

Year One (2018)

Overview

Under the "Everywhere. Every Ward. CeaseFire." homicide reduction plan, in the first year of funding, CeaseFire would expand to 5 full sites, approximately 10-15 employees in each site, including Violence Interrupters, Outreach Workers and Site Managers, in the five statistically most violent areas of the city. In addition to these sites, each site will employ two (2) community coordinators - one to target and organize community members, and one to work with clergy in the site's area. CeaseFire will employ two (2) job recruiters to connect to community programs with the goal of identifying and recruiting potential CeaseFire staff and future CeaseFire leadership. In Year One, CeaseFire will employ two (2) fundraising managers to lay the foundation to become self-sustainable after 4 years, by becoming independently funded through foundations, individual citizens, corporate sponsors, community donations, and local business people. The plan includes a "Worker's Fund," where each Violence Interrupter and Outreach Worker will be granted \$5,000 to fund his/her own unique community projects and events as well as to meet the basic day-to-day needs of CeaseFire participants and youth. In Year One, in addition to the "messaging" of the sites, each site will employ an artist or team of artists to paint 5 large-scale murals displaying the dignity of humanity and admiration for life through the "Murals for Life" in known violent hot spots. Finally, all the Ceasefire sites will unite to organize a semi-annual celebration of peace in the form of two events, one of the events being the annual PeaceFest in Central City.

For further explanation of the different aspects of CeaseFire, please see the "Roles of CeaseFire" page below.

Budget for Year One

Item	Number	Price Total
Full Staff Sites	5	2,500,000
Community Coordinators	10	300,000
Job Recruiters	2	100,000
Fundraising Managers	2	150,000
Worker's Fund	75	450,000
Murals for Life	25	125,000
Mural Manager	1	20,000
Annual Events	2	30,000
	Total	\$3,675,000

Roles of CeaseFire

Violence Interrupters and Outreach Workers

Both Violence Interrupters and Outreach Workers come from the community as men and women who lived violent lifestyles but stopped their harmful habits and seek to create a positive impact and “do right” in their neighborhood. Violence Interrupters are on call 24 hours a day and frequent the streets of their site community so that whenever a potentially violent argument arises on the streets, the violence interrupters can come in and mediate the argument. The Outreach Workers enter into the lives of the feuding parties and daily mentor the participants involved to find employment, schooling and other services as needed. The CeaseFire staff helps the CeaseFire participants see the way towards a future of peace.

Each site employees 12-15 Violence Interrupters and Outreach Workers along with a Site Coordinator, Assistant Site Coordinator, and Secretary. A half site will contain 6-8 Violence Interrupters and Outreach Workers and a Site Coordinator.

Community Coordinators

The Community Coordinators’ main task is to keep CeaseFire in close contact with community members and stakeholders. The purpose is to keep the community at-large engaged in the message of “stop the shootings” as well as bring the community together for shooting responses, annual events, fundraisers, prayer walks, community prayer and CeaseFire Sunday. Each site will have two community coordinators essentially doing the same work but for different demographics. The Community Member Coordinator will be in charge of connecting with community members, nonprofits and youth in the surrounding CeaseFire site. The Clergy Community Coordinator will work specifically with pastors and church members in the surrounding area to bring them into the dialogue and maximize their efforts. The Community Coordinators will work hand-in-hand with Fundraiser Managers in order to capitalize on relationships built.

Fundraising Managers

The goal of the "Everywhere. Every Ward. CeaseFire." homicide reduction program is to create a self-sustainable program once the initial government-funded four years are completed.

Fundraising Managers will attend local events, meet donors, showcase CeaseFire at churches, business gatherings, run tours of CeaseFire, and organize annual fundraisers. They will be in constant contact with the Community Coordinators, Site Coordinators, Violence Interrupters, and Outreach Workers to capitalize on the high level contacts that these CeaseFire employees meet through their various community activities. Fundraising Managers ensure that CeaseFire can create the wealth needed to continue after expansion.

Job Recruiters

With expansion, CeaseFire will need to locate and recruit a pool of possible CeaseFire workers. Since the nature of the work entails a particular background, Job Recruiters would work with volunteer organizations, churches, nonprofits, incarceration programs, and youth programs to find workers who have valid street credibility and a history of good work in the site area communities. CeaseFire will seek, recruit and retain stand-up individuals who will intervene on violence when needed. The rapid expansion of CeaseFire will depend on the quality of men and women CeaseFire can recruit, retain and train as workers.

Worker's Fund

Through their daily interactions with participants, both Violence Interrupters and Outreach Workers must find ways to meet an array of needs. This fund will be used for each worker to create small community or afterschool projects for their participants and the community at-large. This fund will act as seed money and allow workers to become project managers of what they deem will help their participants. Such future projects could include, for example, an after-school art project, a music album with a powerful message of peace in the streets, or a food truck dedicated to hiring the highest risk participants. This fund will empower CeaseFire workers to use their own ideas to help change the community and create creative spaces to engage with potential participants.

Murals for Life

The public health approach to change behavior shows that the more a message is repeated by multiple messengers, the more likely a participant or a person at highest risk will be receptive to this message. This is the basis for creating large scale murals in public places/hot spots. Each site will hire one artist or team of artist to convey a themed mural, telling a story about the dignity and worth of life. These large scale murals will be painted on abandoned houses, buildings walls, park stadiums and other public spaces to advertise the message that shootings are not acceptable in the community.

A Mural Manager will be hired to help organize artists for the project and see that all murals are completed and preserved.

Annual Events

Annual events will be created as a way for all of the city to come together to stand behind the message of "Stop the Shootings and Killings." These are big-budget, highly-organized large scale events with widespread publicity throughout the city. The events will be pitched by the CeaseFire staff and selected by CeaseFire leadership. The event's main task is to bring as many people together around the message of peace and engage a larger set of individuals in the work of CeaseFire. The annual events can include concerts, community prayer, festivals, cook-outs, school marching band competitions, art shows, carnivals, sport competitions, races, etc.

Year Two (2019)

Overview

In Year Two, CeaseFire will expand to a total of 8 full sites and 2 half sites in the statistically most violent areas. With 5 sites already in action from Year One, in Year Two, CeaseFire staff will be responsible for starting a total of 3 new full sites and 2 new half sites. In addition to the expansion of sites, CeaseFire's Fundraising Team will add two (2) Fundraising assistants. At each site, each Community Coordinator will add an assistant. Two (2) additional Job Recruiters will be added to the Job Recruit Team to help find workers in the expansion. Along with continuing the "Murals for Life" project in the new sites -five murals in each new site- the plan will add, at all sites, an additional mural done by the children of the community through a nearby school.

Budget for Year Two

Item	Number	Total Price
Full Staff CeaseFire Sites	8	4,000,000
Half Staffed CeaseFire Sites	2	500,000
Community Coordinators	18	540,000
Community Coordinator assistants	16	320,000
Fundraisers	2	150,000
Assistant Fundraisers	2	100,000
Job Recruiters	2	100,000
Assistant Recruiters	2	60,000
Murals for Life	23	115,000
Mural Manager	1	\$20,000
Worker's Fund		600,000
Annual Events	2	40,000
	Total:	\$6,545,000

Year Three (2021)

Overview

In Year Three, CeaseFire will be over a total of 12 full-sites. This will include 4 new full sites as 2 of the Year Two half sites will turn into full sites. In Year Three, CeaseFire's Fundraising Team will see the largest change as they will take on an additional 3 new fundraisers. All full sites will have full staff, Worker funds, Murals for Life and Community Coordinators.

Year Three Budget

Item	Number	Total Price
Full Staff CeaseFire Sites	12	6,000,000
Community Coordinators	24	720,000
Community Coordinator assistants	24	480,000
Exec Fundraisers	2	150,000
Assistant Fundraisers	2	80,000
Fundraisers	3	150,000
Job Recruiters	4	200,000
Assistant Recruiters	1	30,000
Murals for Life	24	120,000
Mural Manager	1	20,000
Worker's Fund		900,000
Annual Events	4	75,000
	Total:	\$8,115,000

Year Four (2022)

Overview

Year Four will be the year to make permanent the foundation that has been laid over the first 3 years. There will be a total of 12 full sites and 6 half sites. The single new addition will be 6 half sites that will be used in the neighborhoods near full sites that still experience high levels of gun violence. These half sites only employ the CeaseFire workers and will not use money for the other roles of the plan.

In Year Four, CeaseFire will employ over 200 Violence Interrupters and Outreach Workers intercepting violence before it happens. There will be over 100 churches, 100 nonprofits and 100 businesses involved in supporting CeaseFire. The city will have a base of support in the 16 hottest spots in New Orleans and daily reaching the 2,000 young adults that are perpetrating violence. By Year Four, CeaseFire will be fully funded by community stakeholders. In Year Four, CeaseFire will bring the total lives lost to violence down 50% in 4 years.

Budget Year Four

Item	Number	Total Price
Full Staff CeaseFire Sites	12	6,000,000
Half Staff CeaseFire Sites	6	1,500,000
Community Coordinators	24	720,000
Community coordinator assistants	24	480,000
Exec Fundraisers	2	150,000
Assistant Fundraisers	2	80,000
Fundraisers	3	150,000
Job Recruiters	4	200,000
Assistant Recruiters	1	30,000
Worker's Fund		900,000
Annual Event Fund	4	200,000
	Total:	\$9,600,000

Conclusion

Over the last four years, 2012-2016, CeaseFire has had the time, funding and support to build the foundation for their operation. In this time, they pulled in key allies, developed community leaders and caused a significant drop in the homicide rates in their site area. Now is the time to set CeaseFire in full motion and start its aggressive expansion to a city-wide effort. CeaseFire has a proven record of success both nationally in other American cities and locally in Central City. Now is the time to invest in the future of CeaseFire - a low-cost, practical and community-driven approach to ending gun violence.