

Social Attitudes Project
Armando N. Lopez
December 15, 2013
Advisor: Balasubramanian Iyer
School of Community Economic Development
Southern New Hampshire University

Submitted in partial fulfillment of requirements
for the M.S. in Community Economic Development
Approved by Balasubramanian Iyer

TABLE OF CONTENTS	
ABSTRACT.....	3
I. COMMUNITY CONTEXT.....	4
a. COMMUNITY PROFILE.....	4
b. COMMUNITY NEEDS ASSESSMENT.....	6
c. TARGET COMMUNITY FOR THE PROJECT.....	8
II. PROBLEM ANALYSIS.....	9
a. PROBLEM STATEMENT.....	10
b. STAKEHOLDERS.....	12
c. “CEDNESS” OF PROJECT.....	12
III. LITERATURE REVIEW.....	14
LITERATURE ON PROBLEM, CAUSES AND EFFECTS.....	14
LITERATURE ON SOLUTIONS.....	15
IV. PROJECT DESIGN/LOGIC MODEL.....	16
OUTCOMES.....	17
OUTPUTS.....	17
ACTIVITIES.....	17
V. METHODOLOGY AND IMPLEMENTATION PLAN.....	18
a. PROJECT PARTICIPANTS / BENEFICIARIES.....	19
b. COMMUNITY ROLE.....	19
c. HOST ORGANIZATION.....	19
d. PROJECT STAFFING.....	20
e. PROJECT IMPLEMENTATION.....	22
f. BUDGET.....	24
VI. MONITORING.....	35
a. INDICATORS.....	26
b. METHODS, TOOLS, FORMS.....	26
c. TEAMS/TASKS.....	26
d. SCHEDULE.....	26
VII. EVALUATION	28
a. EVALUATION VARIABLES AND INDICATORS.....	28
b. DATA GATHERING METHODS, TOOLS, FORMS.....	28
c. DATA ANALYSIS.....	28
d. EVALUATION TEAM/TASKS.....	28
e. EVALUATION SCHEDULE.....	28
VIII. SUSTAINABILITY	30
SUSTAINABILITY OF PROJECT ACTIVITIES AND RESOURCES....	30
SUSTAINABILITY OF BENEFITS.....	30
IX. RESULTS.....	44
X. CONCLUSIONS & RECOMMENDATIONS.....	44
a. PROSPECTS OF ATTAINING INTERMEDIATE AND LONG TERM GOALS.....	44
b. PERSONAL THOUGHTS.....	47
XI. REFERENCES.....	49
XII.APPENDICES.....	50
a. MAPS.....	50
b. TARGET AREA.....	51
c. EXHIBIT A.....	52

ABSTRACT

The Social Attitudes Project will address parents' favorable attitudes towards anti-social behavior by exposing ten parents to professionals in the field of gang prevention and victims aiming to reduce gang involvement. Participants will be selected from the Weed and Seed South Pomona Target Area and have been identified by collaborative partner as a high risk family for gang involvement, anti-social attitudes and behaviors. Weed and Seed is a community-based, multi-agency approach to law enforcement, crime prevention and neighborhood restoration. The project will seek residents within this community, who are affected by low-social economic status and aim to improve their conditions. The Prevention Intervention and Treatment Sub Committee, contracted service providers, and Community Liaison will refer families to the project. The sessions will be held at the Philadelphia Safe Haven.

The project will bring experts in the field of gangs, local police, state parole and community based organizations. Parents will have an opportunity to confer with professionals and stakeholders. The project will increase awareness among parents struggling with at risk youth. The project aims to improve quality of life, leading to a safe and healthy community. This will be achieved by increasing awareness and access to community resources.

I. COMMUNITY CONTEXT

A. COMMUNITY PROFILE

The designated Weed and Seed South Pomona target area is located in the State of California, within Los Angeles County, in the City of Pomona. The target area is located in the Southern region of Pomona, with a northern border of Lexington Avenue, a Southern border of California Hwy 60, a Western border of Hwy 71, and an Eastern border of Reservoir Street. The site area encompasses three (3) police reporting districts (#83, #84 and #87), three (3) census tracts (4031.01, 4029.02 and 4029.01) and the target area has a population of 16,883 residents (U.S. Census Bureau, 2010).

The figures reported by the U.S. Census Bureau shows that residents in the target area (Pomona, CA) are employed in the following careers or jobs: manufacturing (18.7%); construction (7.3%); retail trade (12.9%); professional, administrative and management (9.7%). Manufacturing (18.7%) has become the largest source of employment for residents in the target area for Census tracts 4031.01, 4029.02 and 4029.01 (Censtats, U.S. Census Bureau, 2010).

The total number of housing units for target area zip code 91766 was 18,629, owner occupied housing units 9,725 (54.9%). Housing tenure 7,983 (45.1%) was occupied by renters. Housing with individuals under 18 was 9,692 (54.7) (U.S. Census Bureau, 2010)

B. COMMUNITY NEEDS ASSESSMENT

As reported in the Weed and Seed South Pomona (U.S. DOJ 2003) competitive application submitted to the United States Department of Justice, Pomona Southern United Raza (SUR) Olive Street and 12th Street Gang are one of the most prevalent causes of crime in the City of Pomona. These gangs are known for their excessive loitering, graffiti, violent acts, gang related crime activity and drug trafficking. The community needs statement was captured from the Executive Summary of The Youth and Family Master Plan supported by Pomona's City Council and adopted as a resolution (Resolution No.2005-13).

Although, the strategy and master plan aims to address youth issues city wide, the problem can be traced to crime in the designated Weed and Seed South Target Area. The Government Performance and Results Act report (GPRA 2005) clearly represents South Pomona as an area suffering from high level of violent crime (part I crime); seven (7) homicides and ninety six (96) aggravated assaults within the target area borders; the City as a whole reported twenty one (21) homicides. South Pomona would account for nearly 35% of the City's homicides in 2005 (Government Performance and Results Act Report, 2005).

The City of Pomona and numerous stakeholders have launched a concerted effort to develop and implement a Youth and Family Master Plan (YFMP). The YFMP is a strategic platform for addressing the many issues that impact Pomona as a community suffering from gang and youth violence. Among the issues to be addressed is the antisocial behavior among youth supported and often glorified by parents or street role models. The essence and urgency is captured in the executive summary introduction of the Youth and Family Master Plan; declaring lingering

problems such as gang violence, poor academic achievement and high rates of teen pregnancy (Council Resolution No, 2005-13). According to the formal YFMP A survey of students attending the Pomona Unified School District (PUSD) in 2006; conducted by the YFMP resulted in the development of goals and desired outcome including the task of reducing Favorable Youth Attitudes Towards Antisocial Behavior. As stated in the YFMP Executive Summary; the Pomona YFMP is a blueprint for community change (City of Pomona, Youth and Family Master Plan, 2005).

According to the YFMP, the strategy aims to reduce Favorable Youth Attitudes Toward Antisocial Behavior. To achieve this goal, the Community Board will address reducing antisocial behavior with evidence based programs. Targeting children and youth at risk for gang involvement, the master plan will increase the effectiveness of prevention programs by addressing this risk factor. Favorable youth attitudes toward antisocial behavior are closely linked with Pomona's other priority risk factor, including academic failure. A desired and measurable outcome is to reduce youth favorable attitudes towards anti-social behaviors by implementing a tested effective gang prevention and intervention models targeting high risk, gang involved, active probation youth, and in general youth and their families. The Weed and Seed South Steering Committee and the Attitudes Project support the implantation of the Office of Juvenile Justice and Delinquency Prevention Comprehensive Gang Model (OJJDP July 1999 #112). The YFMP and the Communities That Care (CTC) community needs assessment linked the "1) favorable youth attitudes towards antisocial behavior, adult community norms favorable towards drug; use and 2) favorable parental attitudes towards drug use and antisocial behavior" (City of Pomona YFMP 2005).

According to the Community That Care (CTC) needs assessment families in the target area negatively contributing to adolescent problem behavior by possessing favorable parental attitudes and involvement in 1) substance abuse; 2) delinquency; and 3) violence (YFMP, CTC 2005).

C. TARGET COMMUNITY FOR THE PROJECT

According to the Bureau of Justice Statistics (BJS, 2009) referencing violent crime rates, the City of Pomona is ranked in the top 6% of reporting communities nationwide. The Pomona Weed and Seed South target area, which encompasses three (3) police reporting districts within South Pomona, has a service population of approximately 16,883 residents. This number represents 11% of the City's overall population of 153,201. In 2009, seventeen (17) homicides were reported within the City of Pomona. According to the Pomona Police Department 8 of the 17 homicides occurred in the three (3) districts. In 2008, there were twenty (20) homicides reported, 7 of the 20 homicides occurred in the target area (Pomona Police Department and Bureau of Justice Statistics, 2009).

According to the 2009 Uniform Crime Report (UCR), the City of Pomona exceeds the per capita averages of part I (one) crime for other cities in Los Angeles County. With one of the highest crime rates in the County (631.8 per 100,000 population), Pomona is second only to San Bernardino County with a violent crime rate of (955.5 per 100,000) and the City of Long Beach (681.3 per 100,000). Pomona ranks third in violent crimes (631.8 per 100,000) higher than the Los Angeles Police Department (625.4 per 100,000) (Uniform Crime Report, 2009).

The Social Attitudes Project has work collaboratively with the City of Pomona Police Department, Pomona Crime Prevention Unit, Weed and Seed South Prevention Intervention and Treatment Subcommittee (PIT), Reach Out West End, Fist of Gold, Survival of the Fittest, Fist of Gold Amateur Boxing, Parents of Murdered Children, Boy Scouts of America, Girl Scouts of

Greater Los Angeles, California Department of Corrections and Rehabilitation Juvenile, Pomona Unified School District, and target area residents.

II. PROBLEM ANALYSIS

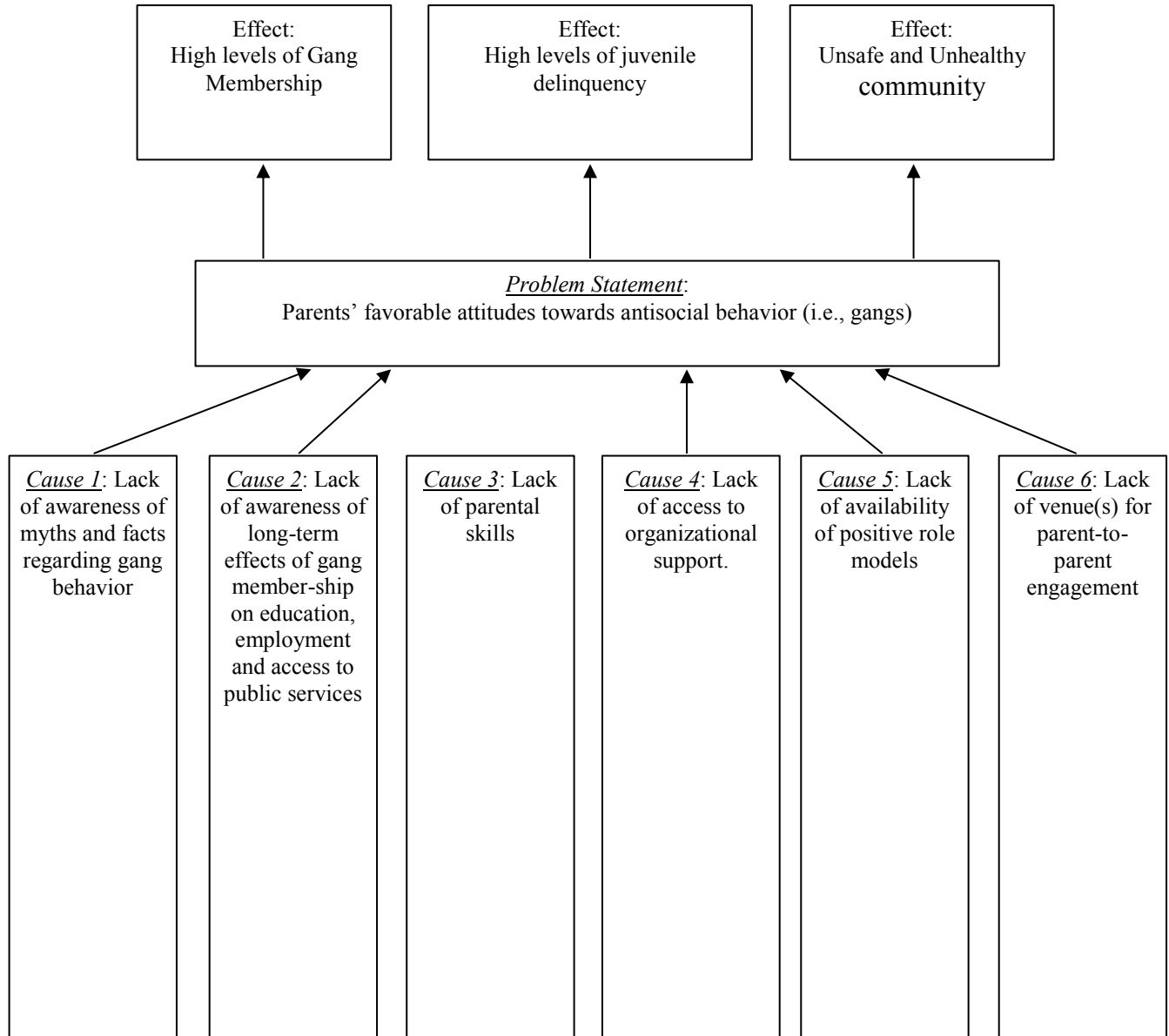
A. PROBLEM STATEMENT

The Social Attitudes Project aims to decrease parents' favorable attitudes towards antisocial behavior in the Weed and Seed South Pomona Target Area; as a result of limited awareness and access to resources that combat antisocial behavior and attitudes. The Weed and Seed Steering Committee aims to eliminate gang activity in the target area and their mission is in line with the Social Attitudes project. If adult (parent) favorable antisocial attitudes continue unchecked; gangs and the byproduct (violence and crime) will continue growing.

CAUSES AND EFFECTS OF THE PROBLEM

Adults with high levels of favorable attitudes toward antisocial behavior by virtue of their beliefs and action pass negative attitudes to children whom grow up with similar or worse attitudes and beliefs. The youth in South Pomona California lack positive role models; and adults have favorable attitudes towards anti-social behavior. This phenomenon contributes to the city's youth suffering from high rates of gang involvement, teen pregnancy, poor academic achievement and high dropout rates (YFMP Action Plan and Implementation Strategy, Exhibit A). For the purpose of defining the attitudes that this project aims to address the definition of antisocial behavior is defined by the description outlined by the YFMP: (YFMP Favorable Youth Attitudes Towards Antisocial Behavior, November 2006). Antisocial behavior refers to actions that deviate significantly from established social norms: truancy, fighting, lying, and using illegal drugs or alcohol, vandalism, defiant attitudes towards authority (law enforcement), engaging in aggressive or violent behavior toward others. The authors Patterson, Reid and Dishion have determined that there is a direct correlation between parents with antisocial attitudes and the antisocial behavior and beliefs of their children. Studies of juvenile delinquency indicate that parental knowledge of adolescents' whereabouts and activities is an important predictor of antisocial behavior (Patterson, 1982; Patterson, Reid, & Dishion, 1992).

Causes and Effects



B. STAKEHOLDERS

The City as a whole will benefit however, the following agencies and organization have a vested interest and organization that support the Weed and Seed South Strategy efforts in South Pomona.

- Weed and Seed South Steering Committee
- Weed and Seed North Steering Committee
- Community Services Department, City of Pomona
- Youth and Family Master Plan
- Fist of Gold Boxing Program
- Planning and Housing Department, City of Pomona
- Pomona Unified School District
- Boys and Girls Club of Pomona Valley

Additional stake holders will provide resource and support to increase participation and awareness of services in the Weed and Seed South Target Area.

C. CEDNESS OF PROJECT

Community Economic Development (CED) at its lowest point is a mix of progress including social, economic justice, safety and in some cases communities' basic needs. The prospective of CED will differ from community to community based on history and community needs.

Although communities and neighborhoods can have similar directives, each population will differ, depending on the need and ailment or suffrage. The project directly supports the improvement of quality of life for youth and adults by increasing the dissemination of information and increasing access to existing resources. The Social Attitudes Project was

developed by necessity and the need to address community issues, the findings of the YFMP survey (Student Survey Pomona Unified School District, November 2006) indicate that a major risk factor found for Pomona's youth is Favorable Attitudes Towards Anti-social Behavior (YFMP Action Plan and Implementation Strategy, November 2006).

The Social Attitudes Project is bringing together highly successful portions of the Weed and Seed South and incorporating viable resources including the most important resource; human capital and stakeholders. The Social Attitudes Project will set in place a strategy for improving the existing undesirable condition as declared by the YFMP and the Weed and Seed South Strategy. Factors to be addressed are as follows:

- Gang Membership
- Adults with Favorable Attitudes Towards Anti Social Behavior

Bruce Perry (The Vortex of Violence, 2002) declares in his introduction that violence in the home is the root to community and predatory violence. Perry states the following: Violence in the Home and understanding the roots of community predatory violence is impossible unless the effects of interfamilial violence and the impact of abuse and neglect on the development of the child are examined. The adolescents and adults responsible for violence in the community developed these violent behaviors as a result of intra familial violence during childhood. Perry proceed to discuss by the flow of violence as defined by Perry; "The Vortex of Violence is fueled by the conservation of violence" (Perry, 2002 P.3).

III. LITERATURE REVIEW

LITERATURE ON PROBLEM, CAUSES AND EFFECTS

According to the Office of Juvenile Justice and Delinquency Prevention, Exemplary Parenting and Family Strategies for Delinquency Prevention (Kumpfer, University of Utah April, 1999 P.9), Family history depending on the level of functioning, families can negatively impact a child's development. While there is no single cause of delinquency and violence, family variables is a consistently strong predictor of antisocial behaviors.

According to the Bureau of Justice Statistics:

Executive Summary (1996) subtle symptoms of children who witness violence include the following:

"learn that violence is an acceptable way to resolve interpersonal conflict; Learn various rationalizations for the use of violence in order to maintain power and control in relationships; feel some degree of responsibility for the violence; may have conflicts and skill deficits regarding how to handle emergencies."(Durant, Pendercrast, & Cadenhead, 1994).

In other words, youth who like and respect their traditional parents are less likely to become involved with antisocial peers and delinquency. Family history of the behavioral problem, including parent's or sibling's role modeling of antisocial values and behaviors contribute to increased levels of favorable attitudes and antisocial behaviors, parental criminality, psychopathology and antisocial personality disorder and substance abuse contribute to this phenomenon.

LITERATURE ON SOLUTIONS

Antisocial behavior and attitudes are closely attributed with drug use and gang membership. A less blatant form of antisocial behavior is the type of parenting skill used when dealing with a difficult situation when dealing with children. Behavioral researchers state that parents punish far more harshly than needed (Kazdin 2009). Spanking and harsh punishments don't stop bad behavior but only temporarily stall the action. Punishment works only if it's mild, and it is far outweighed by positive reinforcement of good behavior (Shute 2008).

One proposed answer to the problem of juvenile delinquency has been to point the finger at parents. In 1997 at fifteen (15) states passed or amended civil or criminal parental responsibility laws, making parents accountable for their children's criminal actions (WIC 664, West 1999). Many states are beginning to focus on parents as the cause of juvenile delinquency. It appears that the goal for adopting parental liability laws was to punish or even at a minimum to threaten to punish parents for the acts of their children, the rationalization is that parents would then exercise control over their children. Furthermore, it is presumed that the threat of fines or imprisonment would encourage parents to supervise their children thus reducing juvenile delinquency (Law Review, Loyola Vol. 33:1719).

IV. PROJECT DESIGN / LOGIC MODEL

The Social Attitudes Project intended objective is to decrease gang membership, decrease juvenile delinquency and improve academic performance by the steps of the theory of change.

The theory of change for the Social Attitudes Project is based on the belief that anti-social attitudes are a learned behavior that can be unlearned through training and resources.

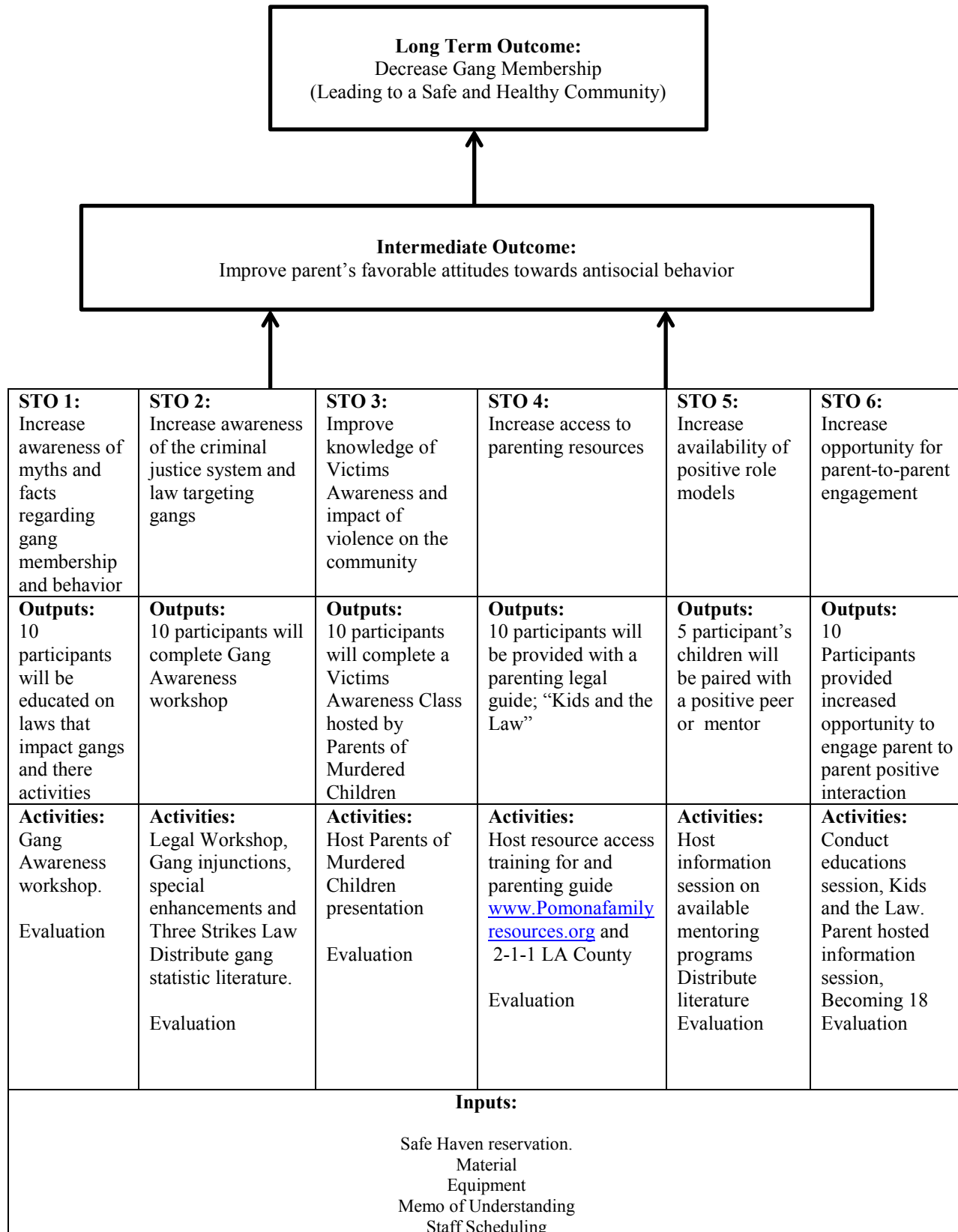
By increasing knowledge of antisocial behavior and its consequences, participants will have the tools to identify such behavior not only within themselves, but also within the behavior of their children. Participants will also increase their knowledge of available resource, allowing parents to seek help before the problem has grown out of their control. This will lead to improved parenting skills and positive decision-making; therefore supporting a decrease in their positive attitude towards antisocial behavior.

The strength of the family comes from the ability to deal with the unexpected, when participants are aware of the long-term consequences of antisocial behavior and statistics surrounding this phenomenon, and provide some of the skills needed for making positive parenting choices.

Awareness increases the ability to know when to seek assistance from local service providers and decreases antisocial attitudes and behaviors that are passed down to their children.

The accomplishment of long term outcomes will be determined in part by reaching intermediate and short term outcomes, focusing on improving parent's favorable attitudes towards antisocial behavior. All outcomes have been diagramed and are intended to have a long term impact on the residents of the Weed and Seed South Pomona Target Area. A series of inputs will need to be accomplished before the impact can be measured and made sustainable.

Project Logic Mode



The attainment or success of accomplished long term outcomes will be grounded by the attainment of successful intermediate and short term outcomes. Decreasing the myths and glorification of gangs will be a major building block for decreasing parent's favorable attitudes towards antisocial behavior. Although, all short term outcomes are vital to the success of the Social Attitudes Project; two specific outcomes will provide the greater impact. The first was mentioned above and the second is increasing awareness of the long term effects of gang membership on individual families and the community as a whole. The community is not suffering from a lack of parenting classes but the awareness, short term outcome number three brings a unique approach to traditional parenting classes; this is accomplished by working with families that have experienced hardship and loss of a family member due to gang involvement and the violence associated with antisocial attitudes and behavior. The identified outcome is unique because the individuals have had great personal loss and they are willing to share their grief to stop gang violence. The Identified short and intermediate outcomes builds a path for long term change; equating to decreased gang membership and the associated behavior.

V. METHODOLOGY AND IMPLEMENTATION

A. PROJECT PARTICIPANTS/BENEFICIARIES

The Social Attitudes project will directly affect ten families in South Pomona California with one or more at-risk youth living in the home; within the Weed and Seed South Target area. Ten (10) youth will be directly and indirectly impacted. Participants (Parents or guardians) of this project will be able to discuss and identify antisocial attitudes and behavior. Second, they will have the ability to share their knowledge with family members, friends, co-workers and children living in the home.

B. COMMUNITY ROLE

Project staff is responsible for the planning and scheduling of project activities. The Weed and Seed South Community Liaison will coordinate with the City of Pomona. The Community Services Department will reserve meeting rooms at local Safe Havens.

Planned activities are:

- Review referrals from community based organization
- Draft parent contract for participation
- Facilitate workshops
- Conduct survey (pre and posttest)
- Project staff will work as a team to identify and educate parents with favorable attitudes towards antisocial behavior.

C. HOST ORGANIZATION

The host organization for the Social Attitudes Project will be the Weed and Seed South Pomona Steering Committee in partnership with The City of Pomona, The Pomona Police Department, City of Pomona Community Services Department, Survival of the Fittest, Fist of Gold Amateur Boxing and families. The Weed and Seed South Steering Committee was developed out of necessity; the community known as “Angela/Chanslor” in the Southern Portion of Pomona suffers from high levels of gang violence. The area referred to as the “target area” recorded eight murders in 2005 in police reporting district 84 (Map Weed and Seed South Target Area). The City of Pomona as a whole suffered twenty murders thus South Pomona accounted for over forty percent of the murder in 2005 (Government Performance Results Act 2004 p.1). The Weed and Seed South Steering Committee began strategy implementation in 2004; the Law Enforcement

Sub-Committee (LESC) worked closely with residents and stake holders to implement change. The LESC collaborated with the Los Angeles County District Attorney Office to obtain and enforce a gang injunction in the target area. The committee has also directed funding for resources needed in the target area. Since the project was funded three Safe Havens have been identified and a new amateur boxing program (gym) for at risk youth is fully operational.

The United States Department of Justice defines Weed and Seed as a "community-based strategy sponsored by the U.S. Department of Justice (DOJ), is an innovative, comprehensive multiagency approach to law enforcement, crime prevention, and community revitalization." The Community Capacity Development Office (CCDO) oversees the Weed and Seed initiative. According to CCDO the "strategy involves a two-pronged approach: law enforcement agencies and prosecutors cooperate in "weeding out" violent criminals and drug abusers and public agencies and community-based private organizations collaborate to "seed" much-needed human services, including prevention, intervention, treatment, and neighborhood restoration programs. A community-oriented policing component bridges the weeding and seeding elements" (United States Department of Justice, Community Capacity Development Office 2009).

D. PROJECT STAFFING

The following team will be responsible for project participant recruitment, workshop development, workshop implementation, monitoring and evaluation. The Weed and Seed South Pomona Site Director Armando Lopez is the lead staff and author of the Social Attitudes Project; Cindy Gallarzo, Survival of the Fittest; Leonard Baleon, Resident Steering Committee Member and Workshop Facilitator; Brian Hagerty, Corporal, Weed and Seed Law Enforcement Sub-

Committee Chair; Jacqueline Briseno, Weed and Seed Community Liaison; Jorge Castaneda, Boxing Coach. The Chair of the Prevention Intervention and Treatment Sub-committee Pastor Rick DeBruyne will participate in evaluation of the project outcomes. The Weed and Seed South Pomona Steering Committee will monitor the project progress via Site Coordinator (Author) reports.

E. PROJECT IMPLEMENTATION

Schedule and time frame chart

ACTIVITIES	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	OUTPUTS
Period: April 2009- March 2010	1	2	3	4	5	6	7	8	9	10	11	12	
Gang Awareness workshop.	X					X							10 participants will complete Gang Awareness workshop
Legal Workshop Literature Gang Injunction, on special enhancement, Three Strikes Law Immigration		X					X						10 participants will be educated on laws that impact gangs
Host Parents of Murdered Children presentation			X					X					10 participants will complete a Victims Awareness session hosted by Parents of Murdered Children
Resource access training parenting guide “Kids and the Law” PomonaFamilyresources.org 2-1-1 Los Angeles County				X					X				10 participants will be provided with a parenting legal guide; ‘Kids and the Law” and online resources

TIME LINE cont.

Information session on available mentoring programs.				X					X				5 participant's children will be paired with a positive peer or mentor
Distribute mentoring program literature													
Safe Haven parent to parent positive interaction					X					X			10 Participants will be provided with increased opportunity to engage parents to parent positive interaction

F. BUDGET

The following budget will be used for project expenses and implementation.

Social Attitudes Project Budget

Budget	
PERSONNEL	
Workshop Facilitator	32 Hours x \$20 per hour = \$640
Police Officer / Gang Taskforce	18 Hours x \$65 per hour = \$1,170
Community Liaison	32 Hours x \$17 per hour = \$544
Recreation Leader / Child care	16 Hours x \$10 per hour = \$160
	Personal Total \$2,514.00
SUPPLIES	
Printing	\$300
Food and drink	4 Workshops x \$25 = \$100
	Supplies Total \$400
WORKSHOP FACILITIES	
Room Rental	4 Rental fees x \$60 = \$240
	Facilities Total \$240
Total Projected Budget	<u>\$3,154</u>

VI. MONITORING

The Social Attitudes Project will be monitored for project implementation and progress using the Logic Model as a point of reference and will serve as a guide for tracking achievement of outputs and outcomes. As the project progresses timelines will be tracked to demonstrate the progress of the Social Attitudes Project. Although delays are not anticipated or desired, timeliness of said project will be tracked and alternative action will be set in place and tracked using the monitoring guide. The monitoring of activities that are intended to lead to the following output outline of logic model, the outputs are considered indicators and or benchmarks markers:

Output 1: 10 participants will complete gang awareness workshop

Output 2: 10 participants will be educated on laws that impact gangs and activities

Output 3: 10 participants would complete a victim's awareness class hosted by parents of murdered children

Output 4: 10 participants were provided with a parenting legal guide "Kids and the Law"

Output 5: five participant children will be paired with a positive peer or mentor

Output 6: 10 participants will be provided increased opportunity to engage parents to parent positive interaction

A. MONITORING INDICATORS

Attitudes Project Monitoring Plan

ACTIVITIES	DATES	STATUS	TIMELINESS	EXPLANATION FOR DELAY	ALTERNATIVE ACTION	ATTAINMENT OF OUPUT
Gang Awareness workshop	Start: 4/2009 End: 9/2009					Target: Ten (10) participants will be educated on laws that impact gangs and there activities To Date: 11
Legal Workshop: Training on laws that impact gangs and their activities	Start: 5/2009 End: 10/2009					Target: Ten (10) project families will participate and complete a Gang Awareness workshop To Date: 11
Victims Awareness hosted by Parents of Murdered Children	Start: 6/2009 End: 11/2009					Target: Ten (10) project participants will attend Victims Awareness To Date: 11

ACTIVITIES	DATES	STATUS	TIMELINESS	EXPLANATION FOR DELAY	ALTERNATIVE ACTION	ATTAINMENT OF OUPUT
Training legal parenting guide “Kids and the Law”	Start: 7/2009 End: 12/2009					Target: Ten (10) project participants will be provided with alternative access to parenting guide training / resource training To Date: 11
Information session, distribute mentoring program literature	Start: 7/2009 End: 12/2009					Target: Five (5) participant’s children will be paired with a positive peer or mentor. To Date: 1
Safe Haven parent to parent positive interaction	Start: 8/2009 End: 1/2010					Target: Ten (10) participants will provided with increased opportunity positive parent to parent interaction. To Date: 10

VII. EVALUATION

OUTCOMES	INDICATORS	DATA GATHERING METHOD(s)	SOURCE(S)	TIMEFRAME
Long Term Outcome: Decrease gang membership (Leading to a safe and healthy community)	Law enforcement reports a decrease in gang activity	Review Pomona Police Department Data	Law Enforcement	Twice per calendar year
Intermediate Outcome: Decrease parent's favorable attitudes towards antisocial behavior	Increased pro-social attitude	Post Test / Self Reporting	Project Participants	Twice per calendar year
STO1: Increase awareness of myths and facts regarding gang behavior and membership	Number of participants	Pre-Test / Self Reporting	Project Participants	Twice per calendar year
STO2: Increase awareness of the criminal justice system and law targeting gangs	Number of participants	Sign in Sheets	Project Participants	Twice per calendar year
STO 3: Improve knowledge of victims awareness	Number of participants	Post Test Self-Reporting	Project Participants	Twice per calendar year

EVALUATION cont.

STO 4: Increase access to parenting resources				Twice per year
STO 5: Increase access to positive role models				Twice per year
STO 6: Increase opportunity for positive for parent-to-parent inter.	Number of participants	Sign in Sheets Post-Post Test	Project Participants	Twice per calendar year

VIII. SUSTAINABILITY

SUSTAINABILITY OF PROJECT ACTIVITIES AND RESOURCES

Sustainability is the challenge and desired byproduct after the needs of the community have been met. Stakeholders continue supporting this project as a part of the Weed and Seed South Strategy along with all other crime prevention and intervention efforts. Efforts directed towards the path of sustainability will be accomplished by the following potential funding streams, organizations and groups:

- City of Pomona, Community Services Department
- Weed and Seed Steering Committee
- Prevention and Intervention Sub-Committee
- Contracted Weed and Seed South Partnering Agencies
- Youth and Family Master Plan
- Community Based Organization

The Weed and Seed South Steering Committee, stakeholders and contracted partners will be responsible for sustaining all Weed and Seed South outputs and activities including the Social Attitudes Project. The Weed and Seed South, Site Coordinator and author of the Social Attitudes Project will provide direction to the Weed and Seed South Pomona Steering Committee and the City of Pomona as to sustainability efforts. The Social Attitudes Project (SAP) is part of a larger strategy designed to address and reduce Part I crime in the Official Recognized (OR) Weed and

Seed target area (located in South Pomona, CA). The Social Attitudes Project aims to reduce antisocial attitudes and increase resources among parents with at risk/in risk youth residing in the target area.

Sustainable characteristics positively affecting the project include a lengthy list of Steering Committee members, community based organizations, government representatives, law enforcement, and faith based organization, community development department, community services, and grass roots community leaders.

The duplication and sustainability of the SAP programs is possible considering the cost, need and partners involved. The allocated resources have been approved by the Weed and Seed South Pomona Steering Committee and recommended by the Prevention Intervention and Treatment subcommittee (PIT). The SAP budget is not accounting for in-kind contributions from local government, volunteers and community based organizations (Budget \$3,154). The Weed and Seed strategy is funded at \$250,000 - \$350,000 per year (five years of competitive funding) not factoring the Site Director Salary as in-kind contribution from local government. The Weed and Seed South strategy components and objectives are not all fully sustainable, however each input from the SAP project assigned to the sub committees (Prevention Intervention and Treatment,) are fully sustainable. The established Safe Havens (a multiservice center often housed in a school or community center, where many youth- and adult-oriented services are delivered.) will continue supporting components of the social attitudes projects. Specifically parenting course, victims awareness, gang awareness and mentoring program. Parenting will continue with support

from district council member, victims awareness will continue with support from CBO Parents of Murdered Children, gang awareness will continue with support from the crime prevention unit, law enforcement and mentoring programs will be enhanced by leveraging resources from Boy Scouts of America, Girl Scouts of Greater Los Angeles and Fist of Gold Amateur Boxing Program.

Financial:

The Weed and Seed strategy was not funded for fiscal year 2012/13 and the funder (fiscal sponsor) Community Capacity Development Offices was eliminated and funding diverted to other strategies. This negatively impacts duplication of the Social Attitudes Project in North Pomona which is suffering from high levels of crime and positive attitudes towards anti-social behavior by parents and youth in this community. The North Pomona target area suffers from higher levels of Part I crime and is only three (3) miles from South Pomona target area. Funding for Weed and Seed staff and safe haven has been eliminated in North Pomona.

Council members and community based organization looking to access funds from Community Development Block Grant (CDBG) will find that funding has been reduced; however enough resources and interest continue to be available to sustain the major components of the Social Attitudes Project. Council district discretionary funds are available and funding for this type of prevention, intervention and treatment are increasing when limited in past years. Priority, interest, and sifting needs for the Weed and Seed strategy have dwindled. However, all SAP partnering organization have received Logic Model training presented by Dr. Jolan Rivera of

Southern New Hampshire University and hosted by the Prevention Intervention and Treatment subcommittee chair and director of a Faith Based Organization. This training contributed to an increase of grant submissions thus increasing the sustainable characteristics of the Social Attitudes Project in South Pomona.

Political:

There has been increased interest by local council members, Community Services Department, area residents and faith based organizations in support of the components of the Social Attitudes Project. Local council members have duplicated some components of the project at the established safe havens. The Youth and Family Master (YFMP) goal of addressing social issues in the City of Pomona including the Social Attitudes Project target area. The YFMP is now supporting community based organization and community groups in seeking funding; this includes project partners; increasing project long term success and sustainability.

Social Elements:

Due to Assembly Bill (AB) 109 and AB 117, law enforcement and community policing is now focused on supervising recently released gang members, ex-offenders and parolees. The early release of parolees to the community affect gang entrenched family members attempting to curve the negative attitudes. Prevention program will find providing services extremely difficult in reaching families suffering from positive attitudes towards anti-social behaviors. Participating in rehabilitative programs is often seen as weakness or cooperating with law enforcement, making

these efforts extremely difficult to replicate. The SAP strategy and inputs will need to be revisited as the community condition improves or declines.

The SAP components must be reinforced to improve the project's sustainability. The plan of action for long term sustainability; include documenting the continued need for services, engaging social organizations and area residents. Continue the support of funding applications by local community partners and local government. Because community issues are interdependent the project must continue to grow with the needs of the community. This can be achieved by increased community needs assessments to insure that this intervention continues as the best course of action for community change. Additional needs for the fulfillment of needs by way of increased resources to maintain an efficient and effective project. The current approach of encouraging resident participation in the project increase sustainability and encourage self-efficacy. Searching for additional solutions is panicle when addressing issues in transitional communities.

IX. RESULTS

Output 1: 10 participants will complete Gang Awareness Workshop and complete a pre-test. Within the target area fifteen (15) families were identified by the Police Department, project staff, community-based organizations, school district representatives, councilmembers, and community service staff. The projects initial activity and/or Output 1: Ten (10) participants will complete a Gang Awareness Workshop.

Results: Fifteen families agreed to participate in the Social Attitudes Project. Eleven of the fifteen participants completed (participated in activity one, STO1) the gang awareness workshop. This equates to a completion rate of 110 percent of the desired output. Eleven of the fifteen participants completed pre-test (survey) gaging the level of understanding of gang membership and behavior.

The pre-test and participation in the gang awareness workshop reinforced the need for this project. Most parents reported the gang /party life as "exciting" (parent with positive attitudes towards antisocial behavior). The pre-test declared 90% of participants as being unsure of California's law that allows juveniles over 14 years of age to be convicted and sentenced as adult.

We had anticipated some monolingual families and we recruited bilingual staff to assist with the pre-test. We encountered problems during the presentations; speakers could not translate (English - Spanish). This caused some issues among participants (immigrants vs. Chicanos)

and the flow of the presentation. This characteristic is prevalent in California's Department of Corrections, County Jails, and Juvenile halls and now has spilled into our communities.

Output 2: 10 participants will be educated on laws that impact gangs and their activities

Target area participants attended an educational workshop hosted by California Department of Corrections parole agent. Eleven (11) target area residents attended the workshop held at a Weed and Seed Safe haven at the Philadelphia Community Center. Participants received a presentation reinforcing the information given at the previous workshop (Gang Awareness).

Parents and youth had the opportunity to ask and gain knowledge of the criminal justice system and laws targeting youth and gangs. The output (Output2) was executed as planned.

This output accomplished Short Term Outcome 2 and supported Short Term Outcome 1.

Parents left the workshop feeling empowered and more equipped to communicate with their children.

Four of the fifteen registered participants did not return to the second workshop. The Weed and Seed Community Liaison attempted to contact them by phone and no calls were returned.

The youth participants that usually attend Safe Haven activities did not participate after attending the first workshop and in weeks to come. They dropped out from the tutoring activities and all programming targeting at-risk youth. The Fist of Gold boxing program contacted the Site Director inquiring as to the decrease in participation. The level of communication among community-based organizations contracted to provide prevention services increased during the two-week period prior and after the Output 2 leading to the successful implementation of Short Term Outcome 2. The City of Pomona Community Services hired a staff to assure that restrooms and lighting was operational during the

workshop. The Output accomplished 110% of the established goal for Output 2. The established goal was 10 participants and the workshop attracted 11 of the 15 that originally agreed to participate.

Participants complained that the workshop had gone on past his established time and that in the future refreshments in some types that should be provided. Local councilmember stop by to create class participants and think the workshop presenter. The visit was welcome however it did stop the flow of the presenter. After the visitor left the presenter attempted to pick up the pace and continue the presentation. This made the workshop: 15 minutes more than anticipated.

The presentation did not account for bathroom breaks or snack breaks to give participants an opportunity to sort the information this led to a level of frustration on the part of the residents and was felt by presenting parole agent. Although funds have been allocated to purchase beverages and snacks, the Site Director did not authorize the community liaison to expend the funds for this purpose.

The implementation of Output 2 accomplishes the attainment of increased awareness of the criminal justice system and laws targeting games. The parole agent reinforces the information provided to participants, proposition 21 and the three strikes law. Although parents have been informed having someone in the field who works directly with youth who have been impacted by these policies had a meaningful impact.

When implementing these activities in the future I will definitely stick to the agreed timeline, provide adequate breaks, have refreshments, a snack, and provide childcare so that parents could focus on presentation and not looking after their younger children.

Output 3: 10 participants will complete a Victims Awareness Class: by Parents of Murdered Children during the implementation of output number 3, 11 of the 15 original participants attended the workshop leading to a successful attainment of output number three. The Parents of Murdered Children was timely and prepare to work with the parents. Again the only issue that arise during the presentation was that the speaker is monolingual and we had a portion of the residents cannot fully comprehend the presentation. The project participants and staff translated the information from English to Spanish. This caused a slight loss in translation of some of the raw emotion given by the presenter as they described the loss of a child.

The facilities bathroom, lighting and space were adequate for group participation. The Community Liaison provided the group with refreshments and a snack for their children. Some of the parents felt that the presentation was a little difficult to take in because of the sheer nature of the topic of losing a loved one, specifically a child at a young age to gang violence. Although, all participants including the children stayed throughout the entire workshop and returned after breaks it was evident that the topic was difficult for them to handle and accept.

The youth and family master plan inquired as to the implementation of the project and requested more information at the next community meeting. The Site director attended the

meeting and answered questions including inquiries as to how other council districts could receive this type of programming as a prevention tool. A simple budget was presented as a method of implementation and desired outcomes was discussed; the community board was in agreement that this would be a positive in the community. There was some level of discussion of fears that residents could be stigmatized by participating in this project. Some community-based organizations inquired if they could make a referral to our project from another district. The Site Director informed the group that currently the project is merely in the implementation phase and will report back to them if additional funding for the community became available. The youth and family master plan board agreed to research potential funding for such a project and other community district. The topic was tabled for discussion at the next community meeting.

Output 3: 10 participants will complete a Victims Awareness Class hosted by Parents of Murdered Children. This output led to the attainment of improved knowledge of victim's awareness and the impact of violence on the community. The accomplishment was supported by the number of participants attending the victim's awareness class and verbally reporting increase knowledge of the impact of violence on the community in the post-test. The parents rehashed current incidents within the community leading to a loss of life for area residents and several of the participants. Parents left with a greater understanding of the cycle of violence and how it can be passed on to their children and how it can be removed based on the theory of change.

This type of presentation due to the nature and sensitivity of the topic should be shorter in length and a debrief session should be held shortly after the speaker has completed the workshop. A follow-up should be implemented during the following day checking in on the parents and the children not only to measure the impact, but to provide additional resources. Again, the group should have been separated and a Spanish speaking course should be provided to increase the impact on monolingual participants.

Output 4: 10 participants will be provided with a parenting legal guide; “Kids and the Law” The State Bar of California provided the Legal Guide in Spanish and English. The Community Liaison, Boys Scouts of America and contracted services provider presented and discussed the legal guide “Kids and the Law”. The information was received well and each child followed along with their parents. A lively discussion followed the presentation. The contracted services organization provided through participants with phone numbers and addresses of local organizations that provide legal resources and information with children turning 18. The law guide for parents is provided by the State Bar of California as a consumer education series. This includes when you become 18 a survival guide for teenagers and the law. The guide provides a clear understanding of certain law and the consequences of breaking them. The guide was successfully provided information regarding curfews, emancipation, drugs, truancy, juvenile court, crime and driving. The parents requested information and additional copies of Kids and the Law. The workshop facilitators had extra copies on hand and gave the web address for future access to this resource.

The implementation of output number four successfully increased parenting resources. The accomplishment supports the attainment of short-term outcome four: increased access to parenting resources for project participants.

The workshop information was very concise and to the point the workshop and completed early and residents had the opportunity to exit early. In the future I would make this workshop a bit shorter or adding additional speaker to maintain the length of the anticipated end time.

Output 5: 5 participant's children will be paired with a positive peer or mentor.

The planed activity currently attained one of five participants engaged in a peer or mentor relationship. The Boy Scouts of America provided a mentor to work with one of the youth targeted. The mentor has h worked with the at-risk youth at the established safe haven. The mentor was cleared by the live scan process and the family agreed to youth's participation in the mentoring program.

Additional youth and parents have requested to participate in the program however the lack of available positive role models or peers are scarce in this community and the output is currently not attained.

The community in which the youth live in is known for high levels of violent crime and some mentors will not agree to participate at concerns of entering into area- community. As a result we have had three potential mentors withdraw their application for participation in the program. The Site Director assured the potential participants of their safety and availability of

local law enforcement to be present. This reassurance only reinforces the belief that the community is dangerous not only for them but the people living in it. Families and youth who requested participation in the mentoring component express negative feelings when mentors did not become available.

The recruitment of mentors was an example of poor design and resulted in a negative outcome and ill feeling among project participants. This issue led to the nonattainment of output number five and short-term outcome five increasing availability of positive role models.

The Site Director and program staff will secure and provide live scan clearance prior to informing project participants of the availability of such resource. This issue led some of the parents feeling as if no one cared. The local council member contacted the parents requesting mentors and provided funding for a college tour of the local university and provided lunch at a local restaurant to each youth requesting a mentor. Although the participants did not receive an increase of availability of positive role models the participation by local council member resulted in a positive outcome and reinforced a positive belief that the community cares about all its residents.

The lesson learned was to secure the resource prior to implementation of the activity or advertising to the targeted community. Be up front and clear as to the issue and the obstacle faced when implementing a strategy.

Output 6: 10 Participants provided increased opportunity to engage parent to parent positive interaction.

Parents participated in a potluck hosted by community residents, project participants also implemented a food bank funded by the local council member. The Site Director and local council member donated \$5000 to secure food for the holidays. Project participant's bagged, advertise, recruited and distributed the donated food to area residents and project participants in need of additional resources. This output length of the attainment of short-term outcome number six. This increased the opportunity for parents and parent engagement. Parents reported feeling a sense of accomplishment and sense of longing to the community. During this period parents participated and accessed safe haven resources and communicated with community service staff and local law-enforcement.

The participation by area residents in short-term outcome one through five supported short-term outcome six which teamed to increase the opportunity for parents and parent positive interaction. The unintended consequence was the contribution by the local council member in support of the Social Attitudes Project and the Weed and Seed strategy.

X. CONCLUSIONS & RECOMMENDATIONS

Conclusions:

The Social Attitudes Project (SAP) in the Weed and Seed South target area was in search of addressing parent's favorable attitudes towards antisocial behavior. During the projects inception one intermediate outcome (IO) and one long term outcomes (LTO) were established, diagramed as indicators of community impact, change in condition for the community of South Pomona. The path to attainment of desired change and condition was dependent on six short term outcomes (STO), listed below in the stated order:

1. Increase awareness of the myths and facts regarding gang membership and behavior.
2. Increase awareness of the criminal justice system and laws targeting gangs
3. Improve knowledge of victim awareness and impact of violence on the community
4. Increase access to parenting resources
5. Increase availability of positive role models
6. Increase opportunity for parent to parent engagement

A. PROSPECTS OF ATTAINING INTERMEDIATE AND LONG TERM OUTCOMES

The change in behavior and attitudes are dependent on participant, interaction and attendance in in awareness workshops and presentations. Community residents demonstrated an increase in knowledge and awareness after implementation of short term outcome one through three. It is evident that a change in attitude and behavior was achieved by comparison of pre and post-test. Residents also self-reported a greater understanding of self-behavior and negative attitudes leading to antisocial attitudes in their children. The post and pretest have been

implemented after short term outcome six as diagramed in the logic model and stated above.

It is not clearly known if short term outcome six had its intended impact partly due to the non-attainment of this output.

The parent's participation in awareness session allowed parents to take a direct glimpse in personal attitudes. This opportunity to make positive choices leading to positive parenting choices made a huge impact in this community of gang entrenched families. The monitoring aspect was stated as self-reporting, examination and comparison of the pre and post-test became a single indicator. The major accomplishment was an increase in participation at local safe havens, a decrease in truancy reports and a significant decrease in law enforcement juvenile arrest and investigations in the target area among participant's children. The identification of gang entrenched family by community based organization, law enforcement and school district lead to a sense of embracement and intolerable shame. This is not clear as to the level of impact this had on the positive attitude towards antisocial behavior, however it did represent a clear increase in knowledge as to the impact the parent's behavior was having on area families and their children.

The level of family participation speaks to the parent's commitment to community and family need for change. The short term outcome required ten (10) families to actively participate in the workshops. The project partners identified fifteen (families), the project served all families identified. Four of the family's chose to exit the program prior to this attainment and accomplishment short term outcome one through four. The SAP did serve 110% of the targeted families and reached output one through four. A direct correlation of inputs,

outcomes can be followed to intermediate and long-term desired decrease in gang membership in participant's children by sustaining the change in parent's behavior and attitude. The families are leaders in this community any change in customs and behavior is quickly spread threw out the target area. New immigrants or new comers are influenced by this community and are see this gang behavior as an accepted social norm. A shift in community perception by accomplishment of short term outcome has a lasting impact and directing change in community. This portion of the project has the greatest gain in accomplishment and can be traced directly to the work completed by the social attitudes project. This is the path followed and is desired as the SAP is in search of community and society change as stated in the short, intermediate and long term outcomes.

As long as gang attitudes and positives attitudes towards antisocial behavior continue to be seen as detrimental to the community and area children it is highly probably that an achievement the stated long term and intermediate outcomes will be realized beyond this project.

Funding for this project will be necessary as well as community, government, law enforcement and community based organization. A cornerstone of the project is the Site Director and supporting cast of committed members of local boards. The group of concerned individuals at this level of prevention, intervention and treatment would continue to have a change in community attitudes and lend itself to a change in condition for all residents.

B. PERSONAL THOUGHTS

As a CED practitioner the greatest fear was that none would show up from the presenter to the participants. The second fear was community perception; not having community and organizational support would have been detrimental to the project and me as a community organizer. I depended heavily on my communication skills, ties and my acceptance by the community. My desire for long term and sustainable change was evident by the long hours spent in a community plagued with gang, gun, and drug trafficking. The knowledge shared with this community and the longevity of my work did not go unnoticed by participants, politicians and stake holders. The well designed logic model and implementation strategy assisted in allowing me to focus on outputs and obstacles. This confirmed my position as a community organizer and CED practitioner; the confirmation did not come from the implementation of the project but from overcome obstacles. Lack of child care was not a deterrent nor was the gang shooting and murders. The challenges only pressed for greater partnerships and long term solution to a gang problem that has been in this community long before I was born.

At the point of achieving the STO of increasing awareness of the myths and facts of gangs and awareness of the criminal justice system it became clear that participants gang entrenched and immigrants desired a better community and future for their children. It's clear that participants and stake holders have seen the potential in their community and the possibility of a community without gang violence. The project outcomes have become realized, attainable and sustainable.

The designing of the project came along with challenges since I had to partner with local government and have a committee allocate funds to an experimental project. At the inception of the project all credence was paid to proven methods of youth crime prevention, intervention and treatment. The community groups did not want to use valuable resource on programs that might not work. My experience with the providing treatment and training to youthful offenders and my long term career and a parenting instructor was the key in achieving intuitional commitment. The law enforcement was the biggest hurdles since crime data is not often shared until the end of the year and is guarded for safety reasons as stated by the chief of police.

Today I have a greater understanding of project implementation and the greater increase in personal knowledge and the key to a successful project is the monitoring and evaluation portion after the inputs and outcomes are realized.

Key to long term institutional change:

- Provide parenting programs for all new parents in the target area (not just at risk or gang entrenched).
- Continue community, government, resident involvement and grow the faith based participation beyond prayer with measurable outcomes
- Continue supporting collaborative grant submissions
- Hire appropriate community representatives
- Offer prevention, intervention and treatment programs in residents native language, include literature
- Provide child care during intervention programs

XI. REFERENCES

U.S. Census Bureau 2010. Demographic

Bureau of Justice Statistics, 2005 March, 2009 Retrieved from
http://www.fbi.gov/ucr/05cius/data/table_08_ca.html

Bureau of Justice Statistics, 2009

United States Department of Justice 2009, Retrieved from
<http://www.ojp.usdoj.gov/ccdo/ws/welcome.html>

City of Pomona, California Geographic Information System (GIS) 2005
Weed and Seed South Pomona Target Area Map

Government Performance Results Acts Report 2004, Weed and Seed South Pomona

City of Pomona, Youth and Family Master Plan 2006

Youth and Family Master Plan, Action Plan and Implementation Strategy, November 2006

City of Pomona, City Council Resolution number 2005-13
Resolution of support for the Youth and Family Master Plan

Bureau of Justice Statistics, Uniform Crime Report, 2005

Bruce Perry, The Vortex of Violence P. 3

Kumpfer, University of Utah April, 1999 P.9

United States Department of Justice, Community Capacity Development Office, 2009
Retrieved from <http://www.ojp.usdoj.gov/ccdo/ws/welcome.html>, April 2009

Developmental Psychology © 2009 American Psychological Association
2009, Vol. 45, No. 6, 1509–1519

Patterson, 1982; Patterson, Reid, & Dishion, 1992

Good Parents, Bad Results; Science is providing proof of where Mom and Dad go wrong.
U.S. News & World Report 144.18 .Nancy Shute (June 23, 2008): p59

XII. APPENDICES

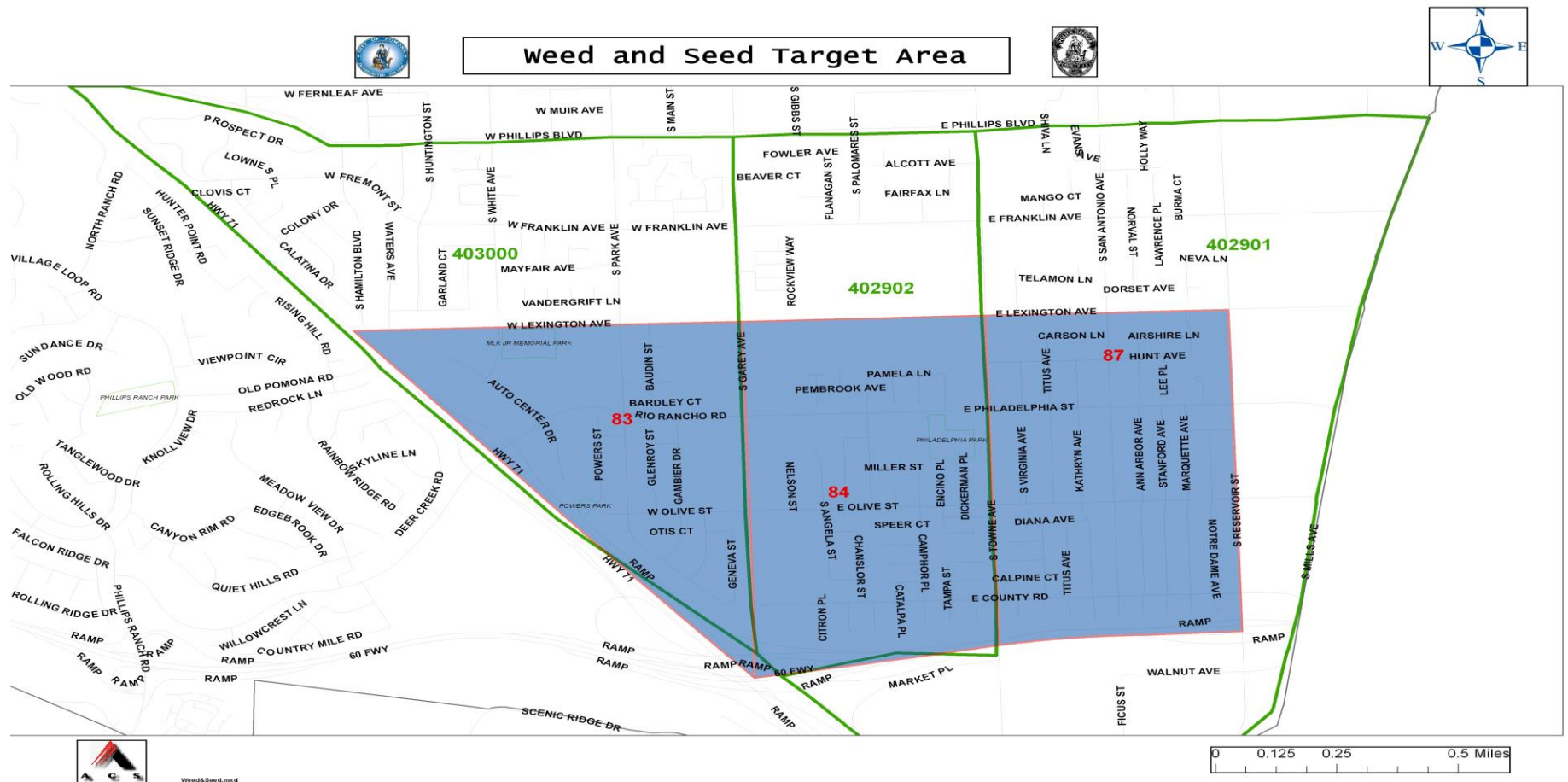
A. Map

Map of the State of California, depicting the City of Pomona:



B. Project Target Area

United States Department of Justice Designated Weed and Seed South Target Area Pomona, California



(City of Pomona, Weed and Seed Department of Justice Competitive Application 2003)

C. Exhibit A

