

# SSOC Presentation November 28, 2023





**Implementation of the Oakland Ceasefire strategy was specifically *demanded* by community members to address gun violence. In direct response, the City of Oakland and its partners began implementation of the strategy in 2012 after years of community pressure.**

# Ceasefire Oakland

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*Ceasefire Oakland* is a partnership-based, intelligence led, and data-driven strategy designed to:

- Reduce Gang/Group related shootings and homicides
- Reduce the recidivism rate amongst participants
- Improve community police relationships

## CEASEFIRE MISSION



# Partnership-Based

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- Scott Blake, Community Outreach/CYO
- Dr. Timothy Browder, Trauma Medical Director, AHS (Highland Hospital)
- Annette Jointer, ACPD Division Director
- Gillian Caplan, DVP
- Anthony Cole, DPO/Alameda County Probation
- Rev. Dr. George Cummings, Ex. Dir/FIAEB
- Damita Davis-Howard, Ceasefire Oakland Director
- Barbara De Salvo, Ceasefire Oakland/Collective Healing
- Billy Dixon, Jr., Pastor/ At Thy Word COGIC/FIAEB
- Cedrick Emerson, FIAEB
- Tonya Gilmore, Asst. CAO
- Pastor James Hopkins, Lakeshore Avenue Baptist Church
- Tiffini Jones, Deputy Director, CYO
- Asst. Chief Trevelyan Jones, OPD
- Gregory (Kentrell) Killens, Chief of DVP
- Barbara Lafitte-Oluwole, FIAEB
- Emilio Mena, Lead Life Coach, DVP
- Cheryl Merchant, DPO/ Alameda County Probation
- David Muhammad, Executive Director, NICJR
- Pastor Matt Prinz, First Pres. Oakland /FIAEB
- Captain Fred Shavies, Ceasefire Commander/OPD
- Pastor Michael Wallace, Co-Chair FIAEB, Mt. Zion
- Melvin Winn, , DPO/ Alameda County Probation
- Woodson Sr., Brian K., Clergy FIAEB



# CEASEFIRE NIGHT WALKS

2023

**Stop the gun violence!** Oakland Ceasefire is a movement to stop the killings and more people going to jail. We are uniting to build a culture of peace and healing. We are walking our neighborhoods to carry this message:  
**We love you and we want you to be alive and free!**



3841 Mac Arthur Blvd,  
Oakland (Vetiver Salon)  
Oct 13 ~ First Mt. Sinai  
1970 86th Ave, Oakland  
Oct 20 ~ Tabernacle Missionary  
Baptist, 10115 Edes Ave,  
Oakland  
Oct 27 ~ St. Benedict  
2245 82nd Ave, Oakland

Nov 10 ~ St. Columba  
6401 San Pablo Ave, Oakland  
Nov 17 ~ At Thy Word  
8915 International Blvd, Oakland  
Nov 24 ~ *Thanksgiving Break*

Dec 8 ~ First Mt. Sinai  
1970 86th Ave, Oakland  
Dec 15 ~ At Thy Word  
8915 International Blvd, Oakland

*Walks begin at 6 p.m.*  
(510) 382-1687 ~ [fiaeastbay.org](http://fiaeastbay.org)



THE DISTRICT 7 COMMUNITY  
SAFETY TASK FORCE

DAY OF  
ACTION!



GET FREE HOUSING RESOURCES,  
HEALTH SERVICES, FOOD, & MORE!

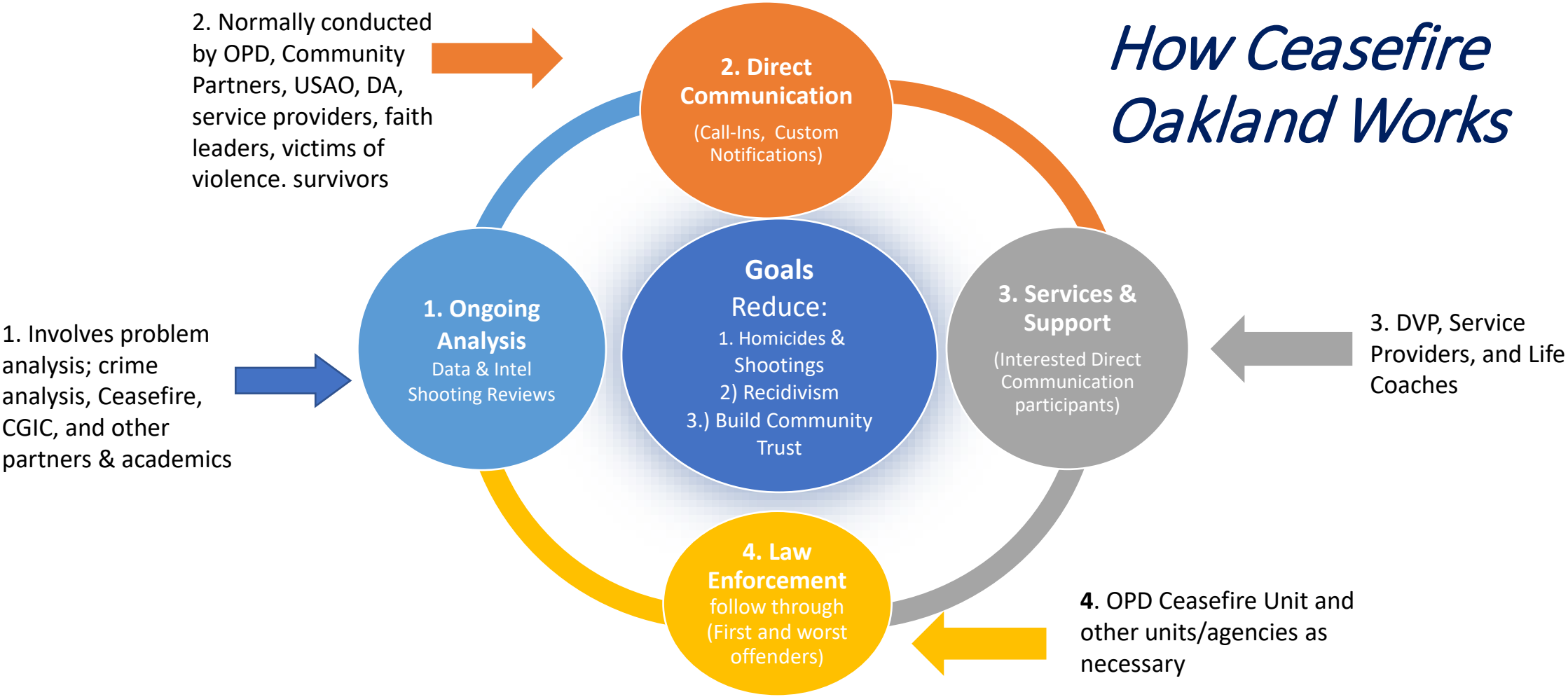
RAFFLE PRIZES!

WHEN: FRIDAY, JULY 28TH 2023, 3PM TO 5:45PM  
STARTING AT: ALLEN TEMPLE BAPTIST CHURCH (8501 INTL. BLVD.)  
ENDING AT: AT THY WORD MINISTRIES (8915 INTL. BLVD.)



TOGETHER WE WILL THRIVE SAFE AND SUPPORTED IN EAST OAKLAND!

# How Ceasefire Oakland Works



# When we talk about Ceasefire

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We are really talking about these activities:

1. In-depth analysis of risk
2. Direct, respectful communication
3. Intensive, relationship-based life coaching and other services needed
4. Intelligence-based enforcement, informed by the principles of procedural justice

These activities are implemented continuously as a closely coordinated, joint strategy to reduce shootings citywide.



# Data Driven

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1. Identify groups & individuals at very highest risk of violence through ongoing, intensive, and systematic data collection and analysis with a particular focus on social networks.
2. The primary tools that we use to gather data are comprehensive problem analyses, and weekly shooting reviews
3. Achieving community-wide reductions in violence required a shift from assessing categorical risk factors/assessing “overall” risk to identifying and engaging groups and individuals at imminent risk of involvement in gun violence.
4. Oakland’s violence prevention efforts have associated a person’s probability of involvement in violence with individual, situational, or community risk factors, but most people in high-risk populations never get involved in gun violence.
5. That is, even within a generally high-risk population, risk of gun violence is super concentrated among a small number of people and more closely related to the characteristics of individuals’ social networks than to categorical risk factors – this is Andrew Papachristos’ “handshake away” formula.

# Data Driven - Shooting Review

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- The purpose of Shooting Review is to provide and share real-time information on the most active groups and individuals in order to prevent retaliation. While solving crime may occur at Shooting Review, this is not the primary focus. The focus is preventing retaliation. Retaliation is a common and unique element of gang/group-related shootings and homicides.
- Shooting Review focusses on the details of shootings and homicides that occurred during the week including strategies for deterrence (e.g. service provider outreach, Custom Notification) or resolution of cases, etc.
- Shooting Review provides a designated time and place for discussion as well as collaboration and information-sharing among OPD departments and other law enforcement agencies.
- In addition to the Shooting Review a weekly meeting is held to review the most recent NIBIN results. (CGIC leads this meeting). The purpose of the NIBIN review is to identify and confirm current gang/group conflicts, identify subjects and/or gang/groups that are driving the violence, assist Area Commanders with the allocation of police resources to help reduce retaliatory shootings and to provide additional intelligence to assist investigators and the Ceasefire Unit.

## The GOAL: Prevent Retaliation



# COMMON FACTOR

factor	January 2023	February 2023	March 2023	April 2023	May 2023	June 2023	July 2023	August 2023	September 2023	October 2023	Total	% of Total count
Gang	6	21	9	17	27	24	24	10	14	5	157	34%
Robbery	5	7	4	11	10	11	6	3	12	2	71	16%
Personal Dispute	5	4	1	10	8	4	3	8	7	8	58	13%
Domestic Violence	3	3	3	1	9	1	5	5	6	2	38	8%
Homeless Encampments	2	1	2	2	8	2	3	1	7		28	6%
Road Rage	4		4	2	1	6	2	2	3		24	5%
Burglary	2	3	1	3	5	1	2	2	4		23	5%
Human Trafficking	1	1	1	3	5	1	3	1	3		19	4%
Narcotics		1	2	2	4	3	1		1		14	3%
Illegal Casinos	1				3		2		1	2	9	2%
Cannabis	3				1	2					6	1%
Cat. Conv. Theft	3	2		1							6	1%
Celebratory	3										3	1%
Sideshow			1								1	0%
<b>Total</b>	<b>38</b>	<b>43</b>	<b>28</b>	<b>52</b>	<b>81</b>	<b>55</b>	<b>51</b>	<b>32</b>	<b>58</b>	<b>19</b>	<b>457</b>	<b>100%</b>

457

# Data Driven- Problem Analysis

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The “problem analysis” is a set of analysis exercises designed to support the implementation of violence reduction strategies (Ceasefire). This analysis establishes a common understanding of the local violence problem that guides and informs the work of Ceasefire to reduce violence. It also identifies the networks and individuals within our community who are at greatest risk of violence and helps tailor an intervention to reduce that risk.

\*A current problem analysis is being conducted but is not yet complete.



# Communication is The Key

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We know that a relatively small number of highly active groups, representing *less than one half of one percent of a city's population*, will routinely be connected with up to three-quarters of all homicides in Oakland. Within that small population of groups, an even smaller number of highly active “impact players” drives the violence.

Impact players typically represent only 10 to 20 percent of group members, yet they are responsible for a majority of group violence, whether by instigating conflict or committing violent offenses themselves.

Both in theory and in practice, it follows that changing the behavior of these groups and impact players will have a powerful impact on violence.



# Direct Communications

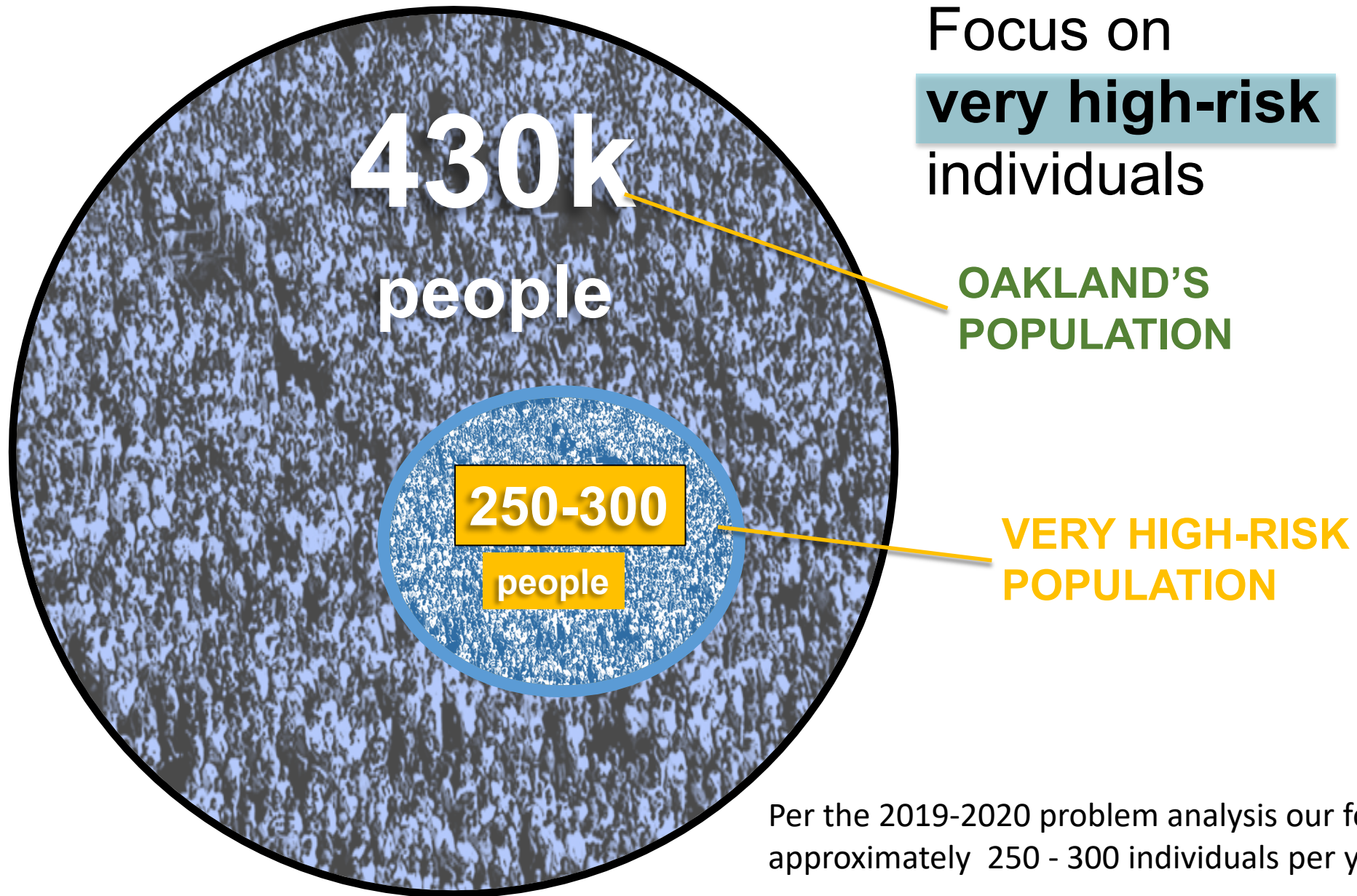
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We want to reach those groups and individuals at very highest risk of violence with the direct and respectful communication of an evidence-based “risk and opportunity” message.

Custom notifications and call-ins are a means of communicating with impact players to warn them of violent activity, to give them information about their legal exposure and risks and to offer them opportunities for help – services through Oakland’s Department of Violence Prevention and its network.

This is done by an alliance of concerned community leaders, victims, clergy, service providers and criminal justice agency representatives through call-ins and custom notifications.





Per the 2019-2020 problem analysis our focus is on approximately 250 - 300 individuals per year.

# Direct Communications

(Custom Notifications)

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Custom Notifications are a quick tactical tool, that is tailored for particular individuals or groups. Custom notifications are usually used to:

1. Manage near-term spikes in violence, including conflicts between groups.
2. Interrupt retaliatory shooting.
3. Communicate with groups/individuals offering services.
4. To keep open lines of communication with priority groups/individuals.



# Direct Communications

(Call-Ins)

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Call-ins can be transformative experiences in which group members, community members, and law enforcement experience each other in a different –direct way. At their core, call-ins are a communication tool, a way to speak to group members and deliver critical information.

1. A call-in is a face-to-face meeting between the Ceasefire partnership and group members representing groups active in the City of Oakland.
2. Call-ins rely on probation and parole to bring group members to the meeting.
3. Call-ins communicate with groups/individuals offering services.
4. Partners present their message and ask the attendees to take what they have heard back to their groups.

# Services

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1. **Employ a relationship-focused life coaching effort with as many of this pool of very highest risk individuals as is possible.**
2. **The initial focus is on reducing the immediate risk of violence & incarceration.**
3. **This also includes laying the groundwork for a long-term supportive relationship that enables DVP staff to:**
  - ✓ **Monitor individuals' continuing risk of violence & incarceration**
  - ✓ **Support personal change & improved educational & employment outcomes**

# Services

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1. Number of Ceasefire participants who received a direct communication and received life coaching January 1 – September 30, 2023: 88
2. Number of Ceasefire participants who received a direct communication and received other DVP funded services January 1 – September 30, 2023: 19

# Law Enforcement's Role

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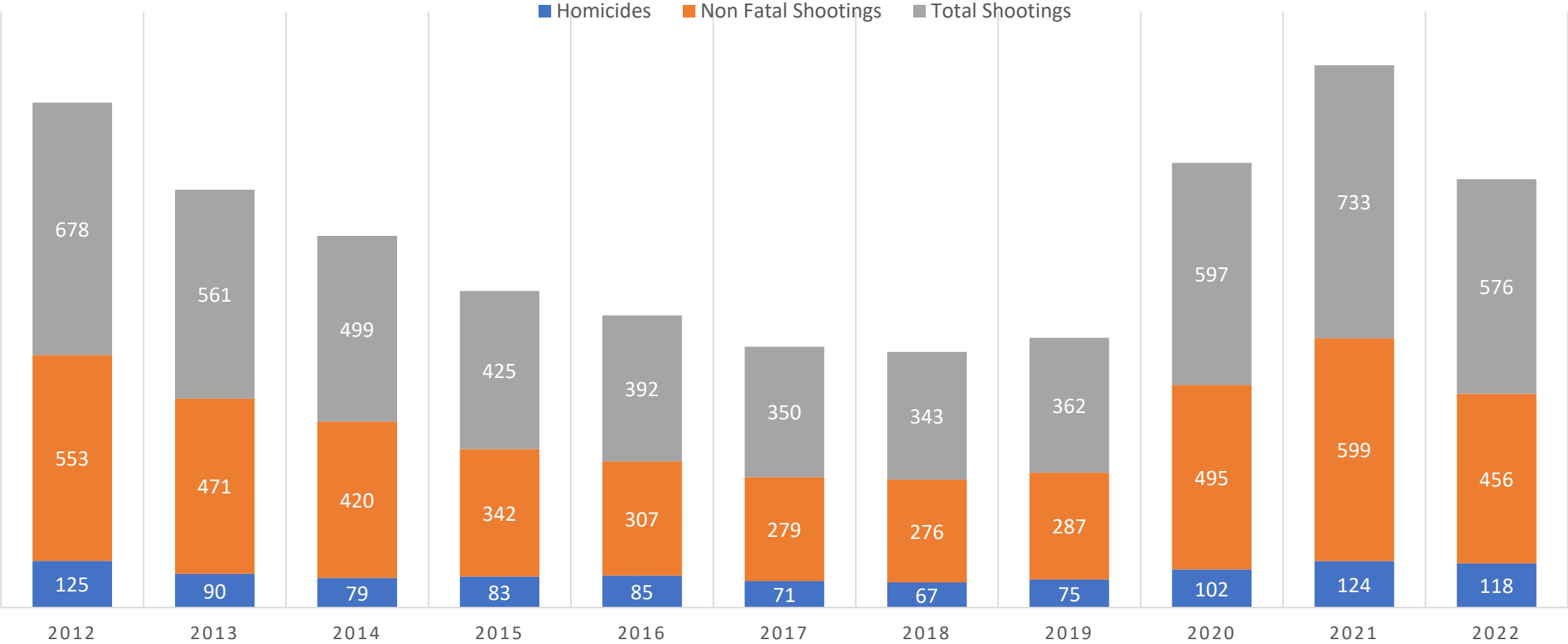
## **Ceasefire Unit: Strategic & Laser Focused Enforcement**

Coordinated law enforcement action against members of a violent groups, performed by the law enforcement operational team of the Ceasefire partnership. The Ceasefire unit coordinates with other agencies and units to conduct its enforcement. Performed upon a jurisdiction's most active and violent individuals, it demonstrates to other individuals and groups that the partnership is serious about ending violence.



# Oakland Shootings

## 2012-2022



# QUESTIONS?



Ceasefire Director: Damita Davis-Howard  
Captain of Ceasefire: Captain Frederick Shavies