

**February
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Cure Violence Winston-Salem

Baseline Report

Submitted to:

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Background Information About the Evaluation Team

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The Program Evaluation Standards, Second Edition (The Joint Committee on Standards for Educational Evaluation, 1994), the *Guiding Principles for Evaluators* (American Evaluation Association, 2004), and the *What Works Clearinghouse Standards* (Institute of Education Sciences, 2018) guide the evaluation work performed.

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Introduction and Overview

The City of Winston-Salem and Forsyth County, via the program provider Neighbors for Better Neighborhoods (NBN), is implementing the standard Cure Violence Model. The premise of the Cure Violence Model is that violence is a learned behavior that can spread through the community like an infectious epidemic. Thus, NBN is proposing to implement a three-pronged public health approach to local violence prevention by: (a) detecting and interrupting transmission, (b) treating those at highest risk, and (c) mobilizing the community to change norms.



Description of Model

The Cure Violence Model has been replicated in diverse settings across a variety of communities, cultures, and ethnic groups. According to *The Evidence of Effectiveness: Summary of Evaluations and Studies* (2021, updated August 2022), a total of 23 evaluation studies have been conducted. Across these studies, findings have documented

Reductions in:

- Killings (including retaliation killings)
- Violent behavior
- Violent crime (including violent victimization)
- Violence norms
- Group attacks
- Shootings (including shooting victimization)
- Total crime

Increases in:

- Shootings prevented
- Conflicts mediated
- Participants going back to school
- Positive shifts in community norms regarding violence

Cure Violence is one of the few evidence-based interventions aimed at reducing community violence and takes a public health and comprehensive approach to preventing violence. In sum, the model prevents the spread of community-level violence by:

- interrupting the violence via hiring and working with trained staff members who are credible members of the community to mediate potentially violent neighborhood conflict and prevent shootings;
- identifying and providing outreach to youth and young adults who are at the greatest risk for violence; and

- changing cultural norms through providing opportunities for public awareness and advocacy efforts that promote anti-violence.

The Cure Violence Model is supported by two types of staff members: violence interrupters and outreach workers. The violence interrupters are primarily tasked with (a) staying abreast of “real time” information regarding local conflicts that could escalate to deadly shooting events and (b) providing mediation to diffuse potential violent situations. Outreach workers are tasked with providing programming for participants and developing/facilitating community coalitions. As a result of these services, NBN’s anticipated long-term outcomes are to:

- change community norms to reject the use of violence,
- decrease violence in the targeted community,
- increase neighborhood engagement and ownership to lessen gun violence, and
- sustain parts of the Cure Violence Model that are associated with reduced incidence of violence beyond its current funding source¹.

The national Cure Violence organization (i.e., Cure Violence Global) has identified five best practices that help detect potentially violent events and how to interrupt them.

1. Formulate and regularly update a strategic plan of action for gathering information and assessing its accuracy and use.
2. Identify situations that are likely to result in violent acts and ongoing conflicts by recruiting, selecting, training, and supporting those that have the greatest access and trust to those identified as “high-risk” individuals in the community.
3. Respond to shooting victims at partner hospitals by approaching the injured patient, as well as their family and friends, who may be planning to retaliate on their behalf.
4. Peacefully mediate conflicts using training and techniques such as creating cognitive dissonance, derailing, changing the thinking, changing the decision, providing information, buying time, and negotiating compromise.
5. Maintain credibility and access to the most “at-risk” individuals in the community without staff members experiencing undue confusion in/of their roles.²

Cure Violence’s collaborative approach provides support for “high-risk” individuals and also aims to address risk factors for community-level violence. This aligns with NBN’s strategic plan

¹ Note: While it is not anticipated that federal ARPA funds will be used to support the WS/FC Cure Violence program beyond the current funding cycle, Neighbors for Better Neighbors’ goal is to collaborate with state and local agencies as well as community-based organizations to identify/leverage additional funding opportunities to sustain parts of the model found to be associated with reduced incidence of violence.

² Source: *5 Required Components of Cure Violence*, Cure Violence Global (December 2019)
<https://1vp6u534z5kr2qmr0w11t7ub-wpengine.netdna-ssl.com/wp-content/uploads/2019/12/2019.12.12-Cure-Violence-Criteria.pdf>

focus on civic engagement, equitable development, and economic mobility, and most importantly, their emphasis on neighborhood safety.

This baseline report is divided into three sections: the first section provides an overview of the evaluation design; the second section shares findings from the baseline community survey; and the third section provides an update of the local Cure Violence implementation activities to-date.

Evaluation Design

The University of North Carolina at Greensboro (UNCG) was contracted by the City of Winston-Salem and Forsyth County (WS/FC) to provide external evaluation services. In accordance with the evaluation scope of work, UNCG worked in conjunction with the WS/FC Cure Violence Steering Committee and NBN to collect data and assess the extent to which the local Cure Violence Model is being implemented as planned.

Logic Model

Prior to implementation, the evaluation team collaborated with NBN leadership to develop a program logic model (See Figure 1) that provides an overview of the WS/FC Cure Violence proposed initiative and expected outcomes.

Figure 1: Winston-Salem/Forsyth County Cure Violence Logic Model (Abridged)

Implementation Activities	Outputs	Short-term Outcomes	Intermediate Outcomes	Long-term Outcomes
National CV provides ongoing support and training to program staff	# of consultation hours/training hours provided by National CV	Increased awareness of conflict resolution strategies by participants	Increase in % of <u>participants</u> reporting a change in attitudes and behaviors regarding gun violence	Attitude/ Perception Change: Increase in neighborhood engagement and ownership to lessen gun violence (<i>e.g., participant realize the need for sustainability</i>)
High-risk <u>participants</u> are identified, enrolled, and served	# of participants by type (<i>e.g., low, med., high, new, discharged</i>)	Increased connection of participants to positive opportunities and resources in the community (<i>e.g., social services, housing employment, education</i>)	Increase in % of <u>community members</u> reporting a change in attitudes and behaviors regarding gun violence	Norm Change: Community norms reject the use of violence
Outreach Workers (OWs) host events and activities to spread the message about rejecting the use of violence (<i>via programming for participants and non-participants and facilitating community coalitions</i>)	# of OW services provided (<i>e.g., Average number of participant caseload per OW; # of reported referrals to participants of community opportunities and resources; # of risk reduction plans completed for identified at-risk youth</i>)	Sustained communication/ supports of CV staff with participants and community	Increased self-efficacy of community residents to reduce violence	Behavior Change: Decrease in violence in participating communities (<i>e.g., fewer shootings and homicides</i>)
Violence Interrupters (VIs) provide direct interventions in violent situations (<i>via street mediation, hospital interventions, meetings with high-risk youth</i>)	# of VI services provided (<i>e.g., # of conflicts mediated by type; total time spend on detect/interrupt; # referrals for service</i>)	Increased awareness of CV model/services by law enforcement (<i>e.g., probation officers, district attorney, public defender office</i>)	Increased self-determination of community residents and participants to reduce violence	Sustained Change: Continuation of CV model beyond current funding source
Foster partnerships and leverage community-based resources (<i>e.g., law enforcement, faith-based and other community groups</i>)	# of active local partnerships (<i>e.g., law enforcement, faith-based organizations, neighborhood associations, local employers</i>)	Increased awareness of local community-based organizations about the program and its goals	Increased self-regulation of community residents and participants to reduce violence	
Provide community outreach (<i>e.g., linking to services, public messaging, education campaigns</i>)	# of local CV outreach activities (<i>e.g., anti violence marches, post-shooting vigils, media campaigns, door-to-door canvassing efforts, etc.</i>)	Increased exposure of community residents and public officials exposed to CV anti violent messages	Increased involvement of community in anti violence efforts	
	# of products distributed about rejecting the use of violence			

The program implementation activities align closely with the national Cure Violence Model and include:

- national Cure Violence (i.e., Cure Violence Global) staff providing ongoing support and training to program staff;
- high-risk participants being identified, enrolled, and served;
- outreach workers (OWs) hosting events and activities to spread the message about rejecting the use of violence;
- violence interrupters (VIs) providing direct interventions in violent situations;
- fostering partnerships and leveraging community-based resources; and
- providing community outreach. (See Appendix A for full Logic Model.)

Overview of Evaluation Methodology

UNCG is simultaneously conducting both an implementation and an impact evaluation to (a) assess the extent to which the local initiative's programmatic activities align with the Cure Violence Model and (b) determine if there are any substantive shifts in attitudes, perceptions, and/or behaviors of program participants and/or among other members of the target community regarding violence. The UNCG team meets with the Cure Violence team monthly to discuss the processes and expectations of the intervention implementation in the identified neighborhood, provide updates on the evaluation, obtain input, and share findings to inform ongoing implementation of the intervention.

Implementation Study

The specific questions guiding the implementation evaluation are as follows:

1. To what extent have the Cure Violence implementation activities been implemented consistently and with fidelity in terms of intensity and duration?
2. What factors enhance or impede the implementation of the Cure Violence Model?
3. What are stakeholders' perceptions regarding the advantages and/or disadvantages of implementing the Cure Violence initiative in the targeted community?

In measuring fidelity of implementation, UNCG has begun collaboratively developing a rubric with NBN that will assist in examining the extent to which NBN has implemented the key activities of the intervention as intended (See Appendix B for draft). An overall fidelity of implementation score will be generated at intervals of time across the initiative. Within each construct, evaluators will indicate the extent to which the project met each of its indicators at the desired threshold: on target, approaching, delayed/deferred, or discontinued. Findings from the fidelity of implementation assessment will be used by NBN to take necessary action to ensure optimum alignment of its local efforts with the Cure Violence Model.

The following data sources will be used to collect both qualitative and quantitative data to measure implementation fidelity of the activities and outputs identified in the program's logic model (See Figure 1).

- **Project records** provided by the local Cure Violence program manager will be collected on a monthly basis (e.g., planning documentation, meeting minutes, training and professional development logs, services/outreach tracking data). These records will focus on the planning/implementation of the initiatives as well as the training and professional development activities for the VIs and OWs.
- **Observations** will be conducted periodically of Cure Violence trainings, staff meetings, and community events. These observations will focus on the fidelity of the Cure Violence Model.
- **Participant surveys** will be conducted to assess participant circumstances, motivations for engaging in/satisfaction with Cure Violence activities, extent of program engagement, and perceived impact of program.
- **Focus groups** involving residents and local businesses will be conducted in both the intervention and control neighborhoods focusing on the attitudes and norms towards anti-violence.
- **Interviews** will be conducted with the Cure Violence VIs, OWs, and identified community partners (e.g., law enforcement, criminal justice agencies, city council members, county commissioners, faith-based leaders, social service and health providers, NC Works, community business leaders) to gain a better understanding of the neighborhood context, level of stakeholder buy-in, effective program strategies, and perceived benefits/challenges of the Cure Violence Model in the target area. The interviews will enable the evaluation team to gain a better understanding of the neighborhood context, buy-in, implementation processes, and shifts in attitudes and behaviors toward anti-violence. (Note: Pre-implementation baseline interviews were conducted with key stakeholders, and findings are summarized in the Results Section of this report. See Appendices C - G for interview protocols.)

Impact Study

The impact evaluation is a quasi-experimental study comparing the target Cure Violence neighborhood (i.e., Police Beat 222) with a comparison neighborhood that will not receive the Cure Violence Model. The comparison neighborhood was identified using key characteristics of the census tracts in which Police Beat 222 is located, including rates of violence, population demographics, socioeconomic conditions, spatial characteristics (using Risk Terrain Modeling), and selecting a neighborhood with similar characteristics.

The impact evaluation will focus on the short-term, intermediate, and long-term outcomes (see Figure 1 Logic Model). More specifically, the impact evaluation will focus on:

- reduction in neighborhood violence,
- reduction in involvement in neighborhood violence by individuals in the target age range and other social demographics of the intervention,
- change in community acceptance of violence (attitudes and actions), and
- changes in available alternatives to violence for gaining access to desired resources/opportunities.

The specific questions guiding the impact evaluation are as follows:

1. Is there a difference in the reported rate of violence between the targeted (Cure Violence study neighborhood) and the comparison neighborhood?
2. To what extent has there been a reduction in violent crimes in the Cure Violence study neighborhood?
3. To what extent has the young adult target group (ages 18 – 30) reduced their participation in violence in the Cure Violence neighborhood?
4. In what ways have high-risk individuals participating in the Cure Violence Initiative changed their behaviors, attitudes, and/or decision-making? To what extent do participants attribute identified changes to working with Cure Violence?

The primary types of data that will be collected for the impact evaluation are (a) local extant data regarding violence and (b) neighborhood surveys assessing community members' knowledge, attitudes, and behaviors towards violence.

Local Extant Data of Treatment and Comparison Sites

As a starting point, local extant data were analyzed to determine baseline levels and trends of community violence for the timeframe of the WS/FC Cure Violence programming. The baseline was established by counting incidents of personal violence representing: (a) commission of criminal acts against persons, (b) actions directed at achieving power over or intimidation of others, (c) retribution or vengeance against others, and (d) obtaining territory in the neighborhood community for conducting illicit activities. All incidents counted as perpetrated violence will continue to be tracked through incident reporting to police, investigations conducted by police, and/or direct reporting by involved perpetrators, their associates, and/or residents of study neighborhoods to Cure Violence staff. Moving forward, these extant data will be collected quarterly from the Winston-Salem Police Department.

In subsequent reports, the evaluation analysis will be a pre-post longitudinal design of four data collection points and will compare the target neighborhood with the identified comparison neighborhood. The evaluation team will use police data representing reported incidents of violence to generate rates of violence; these rates will be examined over time and compared between the two study neighborhoods. Other variables will be examined to provide explanatory context to the reported rates. These will include types of violence, law enforcement presence, and neighborhood efforts to address violence. The contributions of

these variables to account for changes in rates of violence, types of violence, and location of these events will be examined using statistical regression analyses.

Neighborhood Surveys for Treatment and Comparison Sites

Using the John Jay College of Criminal Justice (2014–2016) *NYC-Cure Survey Instrument*, neighborhood surveys will be conducted at the individual level in both the intervention and comparison sites to assess shifts in knowledge, skills, attitudes, and behaviors towards anti-violence (See Appendix H). The surveys will be conducted in three waves (i.e., Wave 1: February–March 2023, Wave 2: October 2023, Wave 3: October 2024).³ Descriptive analysis will be conducted on data from Waves 1–3 of the *Winston-Salem Community Survey*, using software IBM SPSS Statistics version 28.

Once the *Winston-Salem Community Survey* data are collected, to estimate changes in pro-violence social norms among samples of respondents in neighborhoods with and without Cure Violence, researchers will use regression analysis to generate explanatory models to identify potentially important predictors of violence within and between the two study neighborhoods.

As previously described, interviews and focus groups with Cure Violence participants, staff, residents, businesses, and other stakeholders will also be used to provide context to any identified shifts in knowledge, skills, attitudes, and behaviors towards anti-violence at the community/neighborhood level.

Neighborhood Survey Sample Size. According to the U.S. Census Bureau (2021) *American Community Survey*, about one-third of the population in Beat 222 are between ages 18 and 34 and with male saturation of 51% there are approximately 350 individuals of this age range residing in the catchment area. We project 5–10% (n=18 to n=35) of 18–30-year-old males will be surveyed throughout the evaluation cycle (baseline and then each year for the following years) in the catchment area and comparison area. The 5–10% estimate was a conservative projection of the number of individuals living in the target areas of the study. Previous research has documented the benefits of incentives for recruitment in survey research (Singer et al., 1999; Singer & Ye, 2013). However, the sample size estimates were based on methodological and budgetary constraints because the original budget did not include funding for incentives. While the survey data will be a usual indicator of community perceptions, we intend to collect other indicators of perceptions of safety in both the treatment and comparison areas to assess shifts in attitudes and norms towards anti-violence.

³ Inclusion Criteria for Community Survey: Inclusion criteria for the survey includes males ages 18 to 30 who are residents in either the target neighborhood or comparison neighborhood.

Treatment and Comparison Neighborhoods



Description of Treatment Neighborhood (Beat 222)

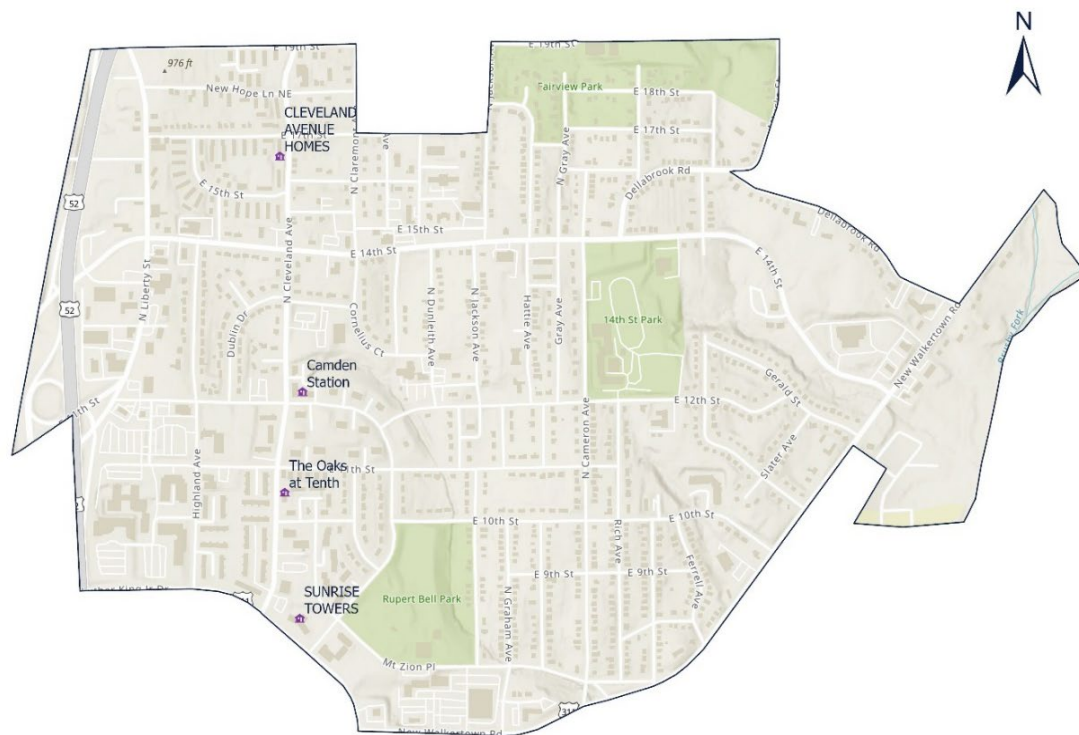
As part of the initial planning stages, crime data were analyzed to identify all chronic “hot spots” across Forsyth County. The findings indicated that Police Beat 222 had the highest concentration of homicides and aggravated assaults across multiple years; thus, Police Beat 222 was the area selected in which to implement the Cure Violence Model. Winston-Salem Police Department (WSPD) Beat 222 (often referred to as the Cleveland Avenue neighborhood) overlaps Census Tract 600 (100% coverage) and portions of Tract 500 (42.9% coverage) and Tract 1602 (18.2% coverage) in Forsyth County, with negligible areas of overlap in Tract 1700 and Tract 200. For the purposes of the description below, apportioned estimates of Census Tracts 600, 500, and 1602 were used.

The area consists primarily of single family detached homes (43.9%) and small apartment buildings (41.7%). There are approximately 3,536 residents in Beat 222, though the area has experienced a population decline of -15.8% since 2000. Residents of this area predominantly identify as Black or African American (74.9%), some other race (14.7%), two or more races (5.3%), or white (4.5%). There is a growing Hispanic population of 20.0%. Approximately 72.8% of the residents are over the age of 18 years. The median household income in this beat is extremely low compared to that of the rest of the county, ranging from \$16,173 to \$28,293 (median household income in Forsyth County is \$56,830).

In terms of crime, Police Beat 222 has had 8 homicides, 44 reported robberies, and 312 reported aggravated assaults since 2020. Violent incidents involving a firearm are of particular concern in this beat. Of the aggravated assaults reported in this timeframe, 77 incidents involved shooting at an occupied dwelling or vehicle and 45 involved a person being shot (excluding homicides, all of which involved a firearm). In addition, there have been 858 cited weapons violations in this beat since 2017.

Risk Terrain Models of crime and environmental landscape of Beat 222 consistently revealed that public housing locations were spatially influential and added to the overall risk of crime taking place in this micro-geography. There are four public housing locations within Beat 222: Cleveland Avenue Homes, Camden Station, The Oaks at Tenth, and Sunrise Towers. Beauty salons and cellphone service stores were also identified in close proximity to violent crime concentrations. Separately, additional violent crime hot spots were identified in the area of Rich Ave and 9th Street as well as surrounding 14th Street Park.

Figure 2: Winston Salem Police Beat 222 Map



Description of Comparison Neighborhood (Tract 400)

U.S. census tracts in Forsyth County were examined to identify a comparison neighborhood as their geographic size is similar to that of Police Beat 222; their function as relatively permanent statistical subdivisions of a county also lend themselves to this purpose. Through this process, crime in Beat 222 as well as demographic, socio-economic conditions, and statistically significant environmental features were compared to those in the census tracts across the county. Where needed, Census Tract 600 was used as a substitute reference for Beat 222 since it composes the majority of the treatment area and the census data does not conform to the police beat boundaries.

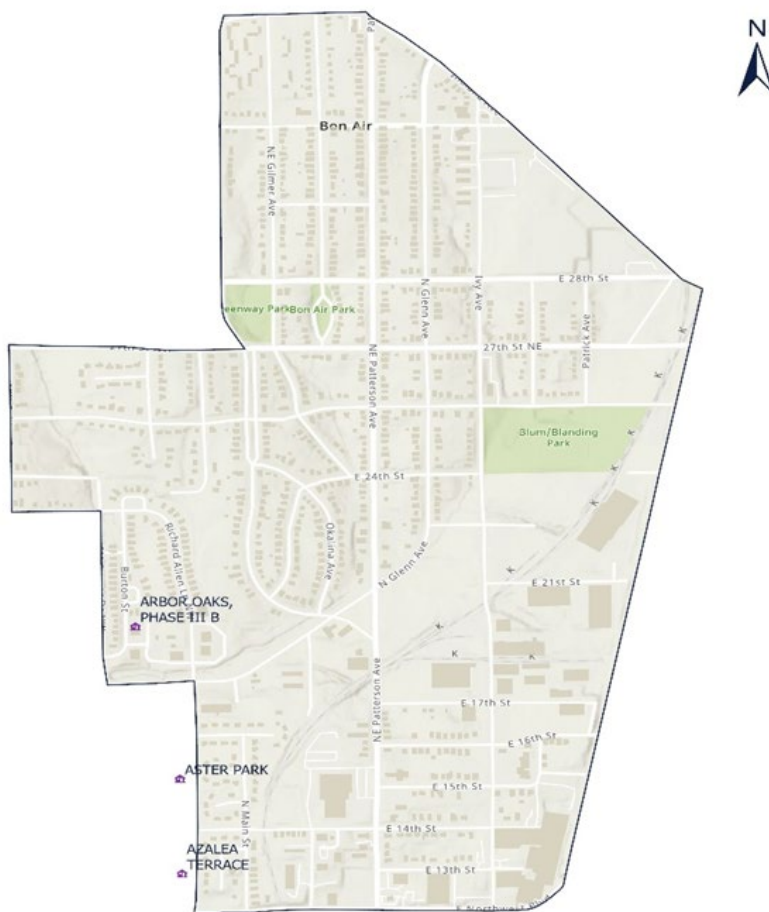
The area consists primarily of single family detached homes (73%) and small apartment buildings (22%). There are approximately 3,232 residents in Tract 400, though the area has experienced a population decline of -13.8% since 2000. Of the people living in this area in 2020, 6.03% are White, 76.98% are African American, 14.82% are Hispanic, 0.09% are Asian, 0.25% are either Native Hawaiian or Pacific Islander, 0.56% are American Indian or Alaskan Native, 11.54% are of "some other race," and 4.55% are of two or more races. Data from the U.S. Census Bureau for 2016–2020 indicate that 200 people (5.04%) of the population living in this area were "foreign born."

Approximately 77.8% of the residents are over the age of 18 years. It is estimated that 82% of households in Tract 400 have an annual income of less than \$50,000, and the median household income in this beat is extremely low compared to that of the rest of the county, at \$26,183.

In terms of crime, Tract 400 had 576 reported violent crimes since 2020; this included 5 homicides, 34 reported robberies, and 173 non-sexual and non-domestic aggravated assaults since 2020. About 25% of these violent crimes involved the use of a firearm. Of the aggravated assaults reported in this timeframe, 52 incidents involved shooting at an occupied dwelling or vehicle and 28 involved a person being shot (excluding homicides, all of which involved a firearm).

Although Tract 400 touches the treatment area, it is separated by highway 52 John Gold Memorial Expressway. There is one public housing location completely within Tract 400 (Arbor Oaks, Phase III B). Additionally, Aster Park, Azalea Terrace, and Town View Apartments are spatially influential in this area due to their close proximity to each other as well as the comparison area.

Figure 3: Winston Salem Census Tract 400 Map



Similarities and Differences between the Neighborhoods

As can be seen in Table 1, the two study neighborhoods (Beat 222 and Tract 400) have a similar estimated residential population of 3,200–3,500 people. The residents of each community are demographically diverse and have comparable racial profiles, being predominantly Black/African American with less than 10% of the population being white. Each neighborhood has a Hispanic population greater than the county average, though Beat 222 has a larger Hispanic community. While the two neighborhoods have a similar age distribution of those between 18 and 64 years, Beat 222 has a greater percentage of children under 18 years whereas Tract 400 has more seniors over the age of 65.

A substantial portion of each community lives in poverty with the median household incomes being almost half of the county’s median household income. Each study neighborhood is predominantly made up of renter households and have four public housing sites within their spatial influence. Though crime levels are higher in Beat 222, there is still significant presence of violent crime and crime involving weapons in Tract 400.

Table 1: Demographics of Treatment and Control Neighborhoods

	Beat 222	Tract 400
Population	3,536	3,232
Race: Black/African American	74.9%	77%
Race: White	4.5%	6%
Race: Some other race	14.7%	11.5%
Race: 2 or more races	5.3%	4.6%
Ethnicity: Hispanic	20%	14.8%
Age: 0 - 17 years	32.7%	22.2%
Age: 18 – 64 years	57.6%	61.6%
Age: 65+ years	9.7%	16.3%
Median Household Income	\$22,233	\$26,183
Total Housing Units	1,915	1,482
Renters	75%	65%
Detached Single Family Homes	842	1082
Small Apartments	799	326
Public Housing in Spatial Influence	4	4

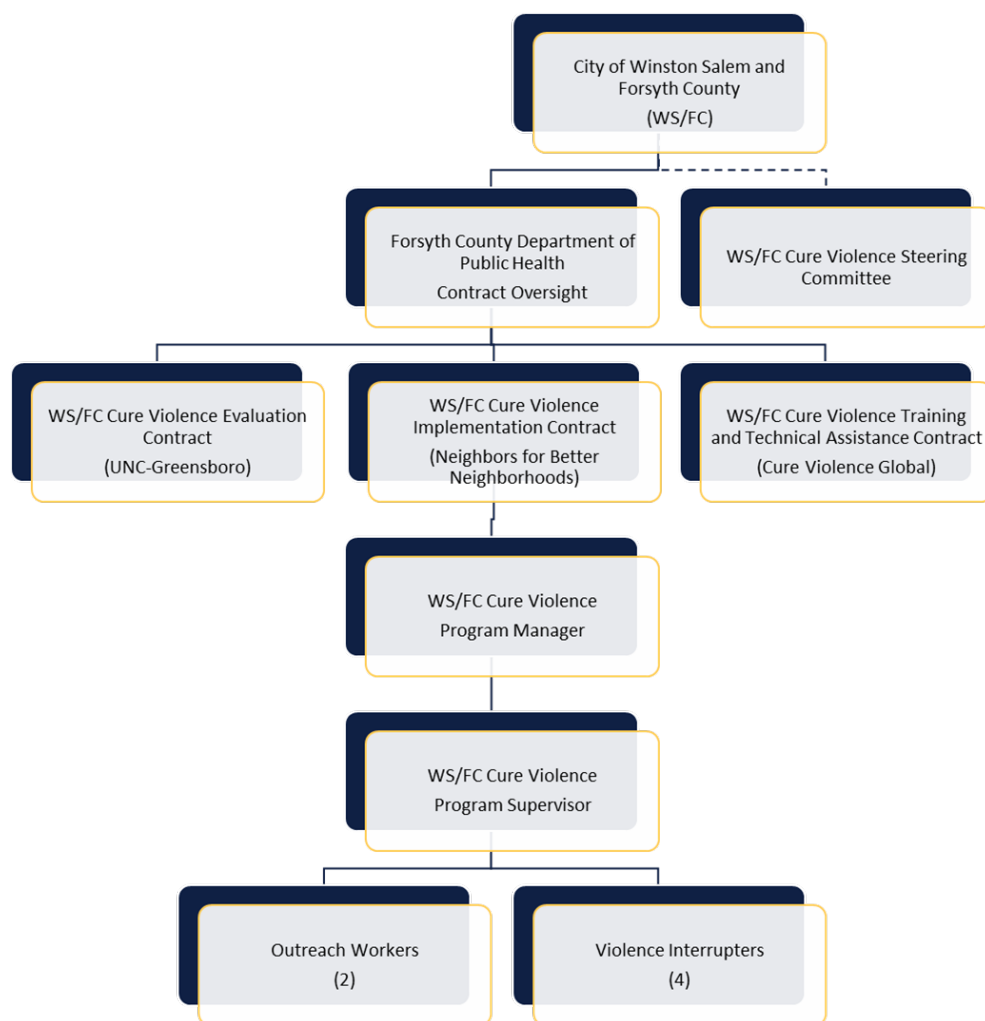
Program Implementation

Structure of Cure Violence in Winston Salem/Forsyth County

A need to reduce street crime violence in the City of Winston-Salem and across Forsyth County led to a convergence of Forsyth County’s Juvenile Crime Prevention Council’s research efforts,

the City of Winston-Salem’s research efforts, and voices from the community to the selection of the Cure Violence Model as an intervention approach to reducing violent crime. The City of Winston-Salem/Forsyth County Cure Violence Steering Committee was established to ensure that the city and county were represented by multiple stakeholders to guide the development and selection of organizations that would (a) implement the Cure Violence Model with fidelity and (b) evaluate the outcomes relating to changes associated with implementation of the Model in the incidence of street violence. To accomplish this the Steering Committee recommended the selection of and contract with the organizations that will: (a) operate the local Cure Violence program (i.e., NBN), (b) provide training and technical assistance regarding the implementation of the Cure Violence Model (i.e., Cure Violence Global), and (c) conduct the program evaluation (i.e., UNCG). Regarding day-to-day operations, the contracts with NBN, Cure Violence Global, and UNCG are being managed by the Department of Public Health. (See Figure 4 below.)

Figure 4. Organizational Chart of the City of Winston Salem and Forsyth County Cure Violence Initiative



Neighbors for Better Neighborhoods Implementation

According to updates provided by NBN during weekly meetings with the Forsyth County Department of Public Health:

- Cure Violence Global and NBN pre-screened program manager applicants in November 2022.
- All program manager applicant information was due to Public Health by December 2, 2022.
- A Cure Violence Hiring Committee reviewed the program manager applications and selected persons were interviewed on January 23, 2023.
- A program manager has been selected, and the individual has accepted the position. The new hire started on February 28, 2023.
- The Cure Violence office site has been identified (i.e., 1650 Ivy Street, Winston Salem).

In addition to hiring the program manager, NBN and the Cure Violence Hiring Committee are currently in the process of hiring for the program supervisor position. The program supervisor position was posted, and an applicant was recommended for the position in February 2023; however, the Hiring Committee decided not to extend an offer. Thus, the Hiring Committee will continue to gather applications and conduct interviews until the position is filled (a best practice shared by Cure Violence Global). Furthermore, two OW applicants have been screened and offered employment. Once the program supervisor and OWs are on-boarded, the remaining WS/FC Cure Violence staff members will be recruited and hired (i.e., four VIs).

Cure Violence Global provided onboarding training to NBN, which focused on the model, expectations, and hiring processes. In addition, going forward, Cure Violence Global will also provide the management training for the program manager and program supervisor; the timeline for that training is contingent upon when both those staff members are in place. Then, when all staff members (including two OWs and four VIs) are hired, additional professional development training will occur. It is anticipated that training of all staff will take at least three weeks. Thus, the official program implementation (working in Beat 222) start date is projected for the end of March or early April 2023.

Results

Baseline Neighborhood Survey

Using the John Jay College of Criminal Justice (2014-2016) *NYC-Cure Survey Instrument*, three waves of surveys will be conducted (at baseline, and then each year for the following two years) in both Beat 222 and the comparison neighborhood to assess shifts in knowledge, skills, attitudes, and behaviors towards anti-violence. Community data collectors will use iPads to

administer electronic surveys at pre-selected sites in both the intervention and comparison areas.

In January 2023, UNCG partnered with Enough is Enough (a 501c3 recommended by the Public Health Department as a community partner) to hire two community data collectors. These data collectors are from Winston-Salem and are knowledgeable and familiar with the target and comparison neighborhoods. The two data collectors participated in a two-hour data collection training, led by the evaluation Co-PI, Dr. Erica Payton-Foh, on January 23, 2023.

The training consisted of the following information:

- Introduction to the Cure Violence Model/Intervention
- Community Data Collection Overview
- Survey Items
- Equipment (i.e., how to use the iPads and Wi-Fi hot spot devices)
- Survey Sites
- Safety Procedures
- Survey Administration
- Practice/Role Play Activity
- Survey/Interview Scripts
- Scheduling weekly check ins to moderator progress
- Q&A

Neighborhood Survey Data Collection Process

In the first wave of data collection, individuals who are males 18 and older and reside in either the Cure Violence study neighborhood (Beat 222) or the comparison neighborhood (Tract 400) will be invited to take the survey. The evaluators are using a survey data collection approach called “response driven sampling” to recruit additional survey participants. This is an approach that recruits friends of individuals that have already taken the survey. When the community data collector recruits an initial survey participant (who receives \$20 for their participation), the community data collector asks the participant to share with their friends (those who meet the eligibility criteria), that they too can earn \$20 if they take the survey.

This data collection process models the process outlined by Blount-Hill and Butts (2015) and was tailored to fit the communities in the target and comparison areas. Data collection will typically take place over the span of a week, except for Wave 1. The community data collectors collected data in the mornings starting at 10 a.m. until the evenings at 5:30 pm. Two survey sites were selected based on places where males within the target age range were known to visit on a frequent basis. In addition, contact was made with the Housing Authority for permission to attend any activities they may have where the target population may be present. During Wave 1, we were not notified of any events that would be amenable to the data collection efforts.

The first day of data collection begins with recruitment of one person that (1) meets the eligibility criteria, (2) is willing to take the survey, and (3) is willing to assist in recruiting three other potential survey participants who live in either the target or comparison areas. Potential survey participants will be shown a map of either the target or comparison area and asked to show proof of residency by showing their identification card with current address, while covering their names (to protect identity). After screening for eligibility, the community data collector goes over the survey and obtains verbal consent prior to initiating the administration of the survey. At the conclusion of the survey, each respondent will receive a \$20 Visa gift card and three numbered recruitment coupons. The respondent is encouraged to refer up to three friends who fit the eligibility criteria in exchange for an additional \$10 Visa gift card incentive for each new recruit (up to three) who completes the survey (Appendix H).

Neighborhood Survey Wave 1 Findings

In accordance with the requirements of the WS/FC Evaluation RFA, as previously indicated, UNCG used a slightly revised version of the John Jay College of Criminal Justice (2014–2016) *NYC-Cure Survey Instrument* to measure attitudes towards violence and other factors that have been shown to moderate violent behavior. Using the process described in the previous section of this report, the data collectors gathered 40 completed survey responses from residents in the catchment area.⁴

While the Cure Violence survey is designed to track change in attitudes towards violence over time (across three administrations), the first benchmark survey (Wave 1) is beneficial in that it provides Neighbors for Better Neighborhoods descriptive data regarding the target population of local residents proposed to be served by the program.⁵ Thus, to gain greater insight about the target population in Beat 222, this section of the report provides an overview of the findings in terms of survey respondents' demographics, neighborhood interactions/social ties, perceptions of safety, confidence in formal institutions, and observations on social media.

Demographics of Survey Sample. Demographic data helps to increase our understanding of certain background characteristics of survey respondents. As previously mentioned, the data collection criteria required all survey respondents to be males, over the age of 18, who lived in the Beat 222 area; however, the following information provides additional information regarding the 40 survey respondents that represent the target population of the program.

- The average age of respondents in the catchment area was 25.2 years old.

⁴ In addition, data collectors gathered 22 completed survey responses from residents in the comparison area; however, those data are described in more detail in the Appendix and will be used for comparative analysis to measure impact of the program in future reports.

⁵ It is important to note that the survey respondents are not necessarily the individuals that will be served by the program; instead, they are a representation of the target population to be served. Thus, the intent is for the information gathered in Wave 1 to be used by program staff (in collaboration with other data sources) to inform planning for any future outreach and intervention efforts.

- A total of 18% of respondents indicated they were currently in school.
- In terms of educational attainment:
 - 20% have not graduated from high school
 - 25% have graduated from high school or have earned a GED
 - 48% have attended college (with 10% completing a 2-year degree and 25% completing a 4-year degree)
- A total of 53% of respondents indicated they were unemployed; however, of those that were employed, 23% worked part-time and another 23% worked full-time.

Table 2: Demographics of Survey Respondents in Treatment Neighborhood (n=40)

Age	Years
Average	25.2
Youngest	18
Oldest	37
Currently in School	%
Yes	18%
No	83%
Educational Attainment Level	%
Less than high school	20%
High school or GED	25%
Some college	13%
Degree: 2-year college or technical degree	10%
Degree: 4-year college or higher	25%
Not sure/Decline	22.2%
Current Employment Status	%
Unemployed	53%
Part-time	23%
Full-time	23%
Not Sure/Decline	3%

Personal Victimization Rates. Research indicates that “as the level of previous victimization increases, willingness to use violence increases as well.”⁶ Thus, the Cure Violence survey was designed to measure the extent to which the target population has personally experienced various types of violence.

- A total of 20% of the respondents indicated they have been stabbed. Of those reporting being stabbed, the majority indicated they had been stabbed multiple times.

⁶ Perceptions of Violence: Surveying Young Males in New York City (Delgado et. al., 2015)

- A total of 35% of the respondents indicated they have been shot at (i.e., even if they were not hit). Similarly, of those reporting being shot at, most indicated they had been targeted by gunfire multiple times. (See Table 3 for more details.)

Observed Prevalence of Guns in Neighborhood. As shown in Table 3, a total of 57% of respondents indicated they have seen at least one gun on their block in the past year. Furthermore, 60% indicated they had heard at least one gun shot, and 39% indicated they heard someone who was threatened with a gun in their neighborhood during the past 12 months.

Table 3: Gun Activity in Neighborhood (n=40)

	Guns seen on block	Heard guns in neighborhood	Heard someone who was threatened with a gun in neighborhood
# of times during the last 12 months	%	%	%
0	40%	28%	55%
1	8%	3%	5%
2	15%	8%	13%
3	8%	10%	10%
4	3%	3%	5%
5	0%	3%	3%
6 or more	23%	33%	3%
Not sure/Decline	5%	15%	8%

Neighborhood Interactions/Social Ties. Research findings show that social cohesion, or the strength of bonds between neighbors, is inversely associated with exposure to gun violence.⁷ Thus, this section provides an overview of the survey findings regarding neighborhood social interactions; more specifically, respondents reported: (a) conflicts with neighbors, (b) helping neighbors, (c) communication with neighbors, and (d) civic engagement.

- Conflicts with neighbors.** A total of 56% of respondents reported recent conflict with a neighbor (with 18% reporting conflict within the past week).
- Helping neighbors.** A total of 86% reported they had recently helped their neighbor (with 33% reporting this occurrence within the past week). Inversely, 91% reported a neighbor had recently helped them (with 43% reporting this occurrence in the past week).
- Communication with neighbors.** When respondents were asked how many of their neighbors they speak with on a daily basis, 28% reported one or two, 11% reported

⁷ <https://news.yale.edu/2014/12/19/strong-neighborhood-ties-can-help-reduce-gun-violence>

three to five, and 23% reported six or more. However, 40% reported they do not speak to any neighbors on a daily basis.

- d. **Civic Engagement.** The majority of respondents (73%) indicated they had not attended an anti-violence event (e.g., marches and/or rallies) in their neighborhood in the last 12 months; however, 5% attended one event, 6% attended three or four events, and 8% attended six or more events.

Perceptions of Safety. Perceptions of safety were measured by asking respondents about the extent to which (a) gang activity was prevalent, (b) they had been stopped or frisked by the police, and (c) they felt safe at home and in their neighborhood,

- a. **Gang Activity.** A total of 45% of respondents indicated it was “common for people to belong to street gangs, crews, or sets in the neighborhood.”
- b. **Interactions with Police.** A total of 29% of respondents indicated they have been stopped or frisked by the police (with 11% indicating this occurrence five or more times) in the past year.
- c. **Feeling Safe.** As shown in Table 4,
 - i. 18% did not feel safe at home during the night
 - ii. 23% did not feel safe at home during the day
 - iii. 33% did not feel safe in their neighborhood at night or during the day

Table 4: Perceptions of Safety in Home/Neighborhood (n=40)

Response	Do you feel safe at home?		Do you feel safe in your neighborhood?	
	During the day?	During the night?	During the day?	During the night?
	%	%	%	%
Yes, definitely	41%	36%	35%	33%
Yes, probably	18%	18%	18%	20%
Not sure	18%	28%	15%	15%
No, probably	10%	10%	18%	13%
No, definitely	13%	8%	15%	20%

Confidence in Formal Institutions. The survey asked respondents to rate their level of confidence in support from various formal institutions. As shown in Table 5,

- 41% indicated they could not count on the police to help.
- 38% indicated they could not count on local programs (e.g., social services) to help.
- 40% indicated they could not count on community leaders (e.g., politicians, ministers, former gang members) to help.
- 36% indicated they could not count on teachers and other school personnel to help.
- 20% indicated they could not count on an ambulance showing.

Table 5: Perceptions of Formal Institutional Support (n=40)

When violence breaks out, can you and your neighbors count on...					
	...the police to help?	...local programs to help?	...community leaders to help?	...teachers/ school personnel to help?	...an ambulance showing?
Response	%	%	%	%	%
Yes, definitely	21%	13%	18%	10%	15%
Yes, probably	13%	23%	15%	15%	30%
Not sure	26%	28%	28%	40%	35%
No, probably	13%	18%	15%	13%	10%
No, definitely	28%	20%	25%	23%	10%

Survey respondents were also asked, if “you saw someone being beaten up or shot at, would you call the police to report the crime?”

- 33% indicated they were “not sure”
- 15% indicated “no, probably not”
- 20% indicated “no, definitely not”

Observations on Social Media. Due to technological advancements, the transmission and spread of violence has moved beyond just face-to-face interactions to virtual interactions. Because social media is known to play a role in youth violence (Patton et al. 2014), the Cure Violence survey was designed to measure the frequency with which respondents have observed someone being threatened on various social media platforms. Over the past year, a total of 39% indicated seeing someone threatened on Facebook, 14% on Instagram, and 8% on Snapchat.

Hypothetical Scenario Ratings. In addition, to gathering respondents’ experiences/perceptions regarding their neighborhood and violence, the survey was also designed to capture respondents’ reactions to 15 hypothetical scenarios. Respondents were asked to rate the scenarios from two perspectives: (1) based on what they would do and (2) based on what their friends would do. Respondents were asked to rate the scenarios on a scale from “ignore” to “use a weapon.”

The hypothetical scenarios addressed seven subconstructs: challenge to social identity or status (material attacks); defense of others; money, debts, or stolen property; retaliation; disrespects; territory; and competing for females by violent means (*NYC-Cure Survey Instrument: Cure Violence Evaluation Study, 2014–2016*). Generally speaking, as the situation or scenario increased in perceived threat, respondents’ responses to those situations or scenarios were likely to be more server or violent. The top five scenarios that received the most confrontational responses (i.e., “pull weapon” or “use weapon”) are shown in Table 6,

highlighted in gray. Individual respondents were more likely to perceive their friend to respond in a more violent way as compared to themselves.

Table 6: Ratings of Hypothetical Scenarios

	Individual Perspective (n=38)	Friend Perspective (n=22)
Potential Conflict Scenario	% Pull or Use a Weapon	
Some guys you and your friends don't know try to take over the basketball court.	18%	25%
You are at a club talking to a girl and a guy tries to get her number.	19%	26%
You see a guy who owes you \$200 and you think he is trying to play you.	19%	28%
Somebody talked shit about you on a social media site (e.g. Facebook, Instagram).	20%	26%
A guy takes a swing at you at a party in another neighborhood.	21%	42%
You won a bet and the loser refuses to pay you.	22%	33%
The guy at the convenience store cheated you at the cash register.	26%	14%
You are on your way to a party outside of your neighborhood. You bump a guy and he swings at you.	27%	40%
You are hanging out with a friend and a guy tries to smack your friend around.	29%	24%
Your ex's new boyfriend is playing her.	29%	n/a
You are at the club talking to a girl when a guy comes up and tells you: "that's my girl".	29%	29%
You and your girl broke up one week ago. You see her with a new guy on the street.	33%	41%
You see guy who has not paid you the \$100 he owes you.	33%	24%
You see a guy on the street who beat up your brother last week.	35%	55%
Somebody shows up at a partying wearing the jacket everyone knows he took from you.	43%	27%
Somebody disrespects him in front of his friends.	n/a	22%

Survey Findings for the Comparison Site. Table 7 shows the composite mean scores across four positive survey constructs (i.e., social ties, confidence in public safety, confidence in community institutions, and perceptions of safety) and two negative survey constructs (i.e., exposure to social media violence and exposure to gun violence).

While the comparison site was previously identified by the evaluation team using demographic and local crime data sets, comparing mean scores across the various survey constructs helps to

validate that Tract 400 is indeed similar in many facets and, thus, continues to be the most suitable comparison area.

Table 7: Treatment vs. Comparison Survey Construct Comparison

	Treatment Mean	Comparison Mean	Treatment-Comparison Difference
Positive Constructs	(N=40)	(N=22)	+/-
Social Ties ⁸	2.92	2.59	+0.33
Confidence in Public Safety Institutions ⁹	3.02	2.83	+0.19
Confidence in Community Institutions ¹⁰	2.84	2.36	+0.48
Perceptions of Safety ¹¹	3.50	3.50	--
Negative Constructs	(N=40)	(N=22)	+/-
Exposure to Social Media Violence ¹²	0.72	0.62	+0.10
Exposure to Gun Violence ¹³	2.15	0.86	+1.29

However, one construct of notable difference is the higher level of reported exposure to gun violence in the treatment area (despite similar levels of perceived safety as indicated by respondents across both neighborhoods). Thus, a cross-tabulation analysis of the baseline survey data was conducted in order to better understand the relationship between respondents' exposure to gun violence and their (a) confidence in public safety and community institutions, (b) perceptions of safety, and (c) presence of gangs in their neighborhood.

In most cases, respondents in both the Cure Violence target area and comparison neighborhood were less likely to ask for help or call the police if the respondents reported having any direct or indirect experiences with violence. Conversely, respondents in both the

⁸ Social Tie Construct: Scale 1-4 including (a) helped a neighbor, (b) neighbor helped you, and (c) conflict with neighbor

⁹ Confidence in Public Safety Institutions: Scale 1-5 (a) police, (b) fire department, (c) ambulance, and (d) reporting crime to the police

¹⁰ Confidence in Community Institutions: Scale 1-5 (a) community leaders, (b) local programs, and (c), teachers/school personnel

¹¹ Perceptions of Safety: Scale 1-5 (a) feeling safe at home during night, (b) at home during day, (c) in neighborhood during night, and (d) during day

¹² Exposure to Social Media Violence: Scale 0-6 (a) Facebook, (b) Instagram, (c) Snapchat

¹³ Exposure to Gun Violence: Scale 0-6 (a) guns seen on block, (b) heard someone threatened by gun, (c) heard gunshots

target and comparison neighborhoods who did not report any direct or indirect experience with violence were more likely to ask for help or call the police. Respondents in both the target and comparison neighborhoods reported similar responses when asked about their confidence in community institutions. Respondents who reported some experience (either direct or indirect with violence) were less likely to ask for help from community institutions.

Regarding perceptions of safety, during the day and night, the target area respondents with violence exposure experiences were more likely to feel safe in their homes and neighborhoods compared to the comparison respondents. However, respondents that lived in the comparison neighborhoods without violence exposure experiences were more likely to feel safer during the night compared to respondents that lived in the target neighborhood.

When asked about the presence of gangs in their neighborhoods, respondents who lived in the comparison neighborhood with prior violence exposure experiences were more likely to report the presence of gangs compared to respondents with prior violence exposure experiences and lived in the target area neighborhood.

Baseline Interviews

As part of the evaluation process, pre-implementation interviews were conducted with 20 key stakeholders (identified by the WS/FC Cure Violence Steering Committee, the Forsyth Department of Public Health staff, and initial interviewees) to gain a better understanding of the early planning and support stages, study neighborhood context, level of stakeholder buy-in, and other initiatives currently being implemented in the area.

Initial Planning and Ongoing Support

As described by stakeholders, during the early stages of planning, the national Cure Violence organization (Cure Violence Global) worked closely with WS/FC to conduct a comprehensive needs assessment. The findings indicated that WS/FC had sufficient local capacity to implement its model. This determination was made, in part, by the fact that city and county leaders (a) were able to identify a funding source (via the American Rescue Plan), (b) had the necessary data available to identify the most at-risk target population, and (c) could effectively collaborate across governmental and community entities (via the Cure Violence Steering Committee). In terms of the Steering Committee membership, one interviewee described the organizational representation,

You have county commissioners, you have a deputy manager, you have a deputy city manager, you have a DA, you have a prosecutor, you have a juvenile justice [representative], you have health directors, you have various people who are political wheels.

Once Cure Violence was selected as the model to be implemented in WS/FC, Cure Violence Global helped the Steering Committee to develop a process for recruiting and selecting a

community-based partner to implement the program. Interviewees described how there were no completed applications for the first round of RFPs; thus, a second round was advertised. NBN applied and was selected as part of the second recruitment round. One Cure Violence Global staff indicated, “And that was a group that we had met with when we were there and felt very strongly that they could be a great partner to do this.”

NBN indicated that the Cure Violence Model aligned well with their mission and goals, with one staff member saying, “You know, the organization started from residents. Residents were involved in even bringing it to fruition and establishing the organization. And so Neighbors for Better Neighbors has built a really good relationship and rapport with the community.”

In addition to supporting the initial planning phases of the local initiative, Cure Violence Global was contracted to provide ongoing technical assistance to NBN in the form of: (a) on-board training, (b) recruitment and hiring of staff, (c) program management training, (d) database training, (e) weekly program monitoring meetings, and (f) site visits. One Cure Violence Global staff member described their support as follows,

We're really based on the World Health Organization Model where we see these partnerships as long term and really about transferring and strengthening capacity over time. And so it's not like, oh, here's a training...good luck. I mean, we do the trainings and then we have weekly calls, we do booster trainings, we provide monthly reports.

Study Neighborhood Context

As previously mentioned, the target area identified for implementation of the Cure Violence Model, (known as the “catchment area”) is Police Beat 222, which includes the Cleveland Avenue neighborhood. The study neighborhood is east of downtown Winston-Salem and the Innovation area and encompasses Bethlehem Lane, Liberty Street, and could be described as part of historic East Winston. One interviewee described the area,

It's a mixed community. And I can say that because you have black businesses, you have minority businesses, you have home ownership, the Cleveland Avenue corridor. You also have low-income housing, you have drug abuse, you have single parents, mental and behavioral health issues. And it's the typical urban tragedies.

The neighborhood has become diverse, and even the Hispanic population is not a monolithic population; many of the Spanish speakers speak Spanish as their second language and their indigenous language as their first language.

The catchment area includes four public housing locations, one of which is Cleveland Avenue Homes. One interviewee described Cleveland Avenue Homes in this way,

To me, it looks just like any other community; when I get up and leave home in the morning to come to work, I see people getting up, leaving home to go to work. I see children getting on the bus. I see, you know, different things like that.

The Housing Authority has multiple programs in the community from Back-to-School Night, to Thanksgiving dinner for the whole community, to Winter Wonderland during Christmas, to health screenings, to computer classes. The Public Health Department has also done health fairs. It is important to note that the City of Winston-Salem and the Housing Authority received a 6-year Choice Neighborhood Initiative federal grant that will require that residents of Cleveland Avenue Homes move over the course of the Cure Violence program; thus, construction will have an impact on the intended participants as well as the community as a whole. With their community partner, Urban Strategies, the Housing Authority is helping families find new housing during the construction of the new Cleveland Avenue Homes.

Beyond the properties owned by the Housing Authority, one interviewee described the study neighborhood as having abandoned homes and having the feeling of being neglected. They shared how the infrastructure, including the streets, alleys, and lighting, also has an impact on negative activity taking place. Another interviewee said, “That community has a lot of support from different nonprofits and organizations and people who are trying to do mentorships like that, but they do have a high risk of violence in it.”

During the interviews, the Cleveland area was described as a “hot spot.” In addition, several interviewees stated that dealing drugs was an issue, and young people were engaged in that lifestyle to support their families. One interviewee stated that there is a period between when school gets out and when parents get home from work where the children are completely unsupervised and, as a result, there is an increase in negative behaviors during this time span, especially for young males. Another interviewee shared that there was gang activity and robberies in certain areas by young people in the 15 to 24 year-old age group.

Some interviewees shared that there is a misconception that all the crime is coming from Cleveland Avenue Homes or the Cleveland Avenue neighborhood. One interviewee said, “What is going on is, it's not primarily the residents that live here that are doing those things, [it] is generally residents from outside the community.” Another interviewee stated that most of the violence is introduced from outside the neighborhood and what is deemed as “gang activity” is young people just doing things together. Another interviewee shared that the crime has gone into other neighborhoods, “We're bringing more resources. The problems that we used to have; we don't really have those anymore. Those are now trickling over into other communities.”

The catchment area was a historically black neighborhood but is now more racially and ethnically diverse. Interviewees shared that there were a range of factors leading young people in the area towards negative behavior and higher rates of criminal activity; however, in response, they indicated the neighborhood currently has various resources available to local residents, whether provided by governmental agencies, churches, nonprofits, or other organizations.

Other Initiatives

Before a community is selected to host Cure Violence, the Cure Violence assessment team makes inquiries about community organizations already working in the target area. According to the Cure Violence Global Needs Assessment (2020), the following organizations in the area “demonstrated great concern and commitment to the community throughout the course of the assessment process in Forsyth County.” These organizations included, but were not limited to: Enough is Enough, 10,000 Fearless, NBN, the Public Health Department, Winston-Salem State University, and Urban Strategies. One interviewee from Cure Violence Global remarked that local organizational work addressing community violence played a small part in Juvenile Crime Prevention Council consideration and recommendation that the City and County consider the Cure Violence Model.

Other examples of initiatives mentioned by interviewees included:

- Sheriff’s Office programming
 - The Juvenile Investigation and Intervention Team (JIIT), which started in May 2022 and is a 10-man unit that helps kids already in trouble.
 - School Resource Officers (who report to the Sheriff’s Office) conducted a saturation patrol in this very specific area for approximately 4 to 6 weeks during the summer months.
 - The Community Outreach Office has a GED program, food bank, and provides clothing. They also take 50 kids to the YMCA every day and feed and clothe them. There is support from the private sector.
- A new hospital-based violence interruption initiative which will provide intervention services in the trauma center to prevent retaliation actions in the community.
- Union Baptist Church (that sits just outside the catchment area) provides outreach services related to crime. One interviewee indicated that they planned a “drug dealers conference” and took the drug dealers through a series of workshops, trainings, got them employment, and hosted a graduation.
- Love Out Loud, My Brother’s Second Chance, and My Brother’s Keeper were also mentioned as local organizations who provide community-based support.

An interviewee stated, “It’s exciting because you do have a lot of organizations in that area. A lot of people already do some type of this work.” However, because there are multiple organizations with varying interests, goals, and funding agencies, it will be important for NBN to conduct a comprehensive community resource mapping of the catchment area. This will allow NBN to identify and bring together individuals across the various organizations in order to (a) solicit multiple perspectives regarding strategies to reduce crime and gun violence, (b) create a shared vision, and (c) establish a collective path forward.

Buy-In

At the time of the interviews, buy-in for the WS/FC Cure Violence Model appears to be mixed. The community has indicated they have not been engaged in the process beyond the needs assessment. However, there is a sentiment that once the wider community is updated on where the initiative stands and the OWs are on-boarded, then the community will buy in to the efforts being made to reduce gun violence.

Some interviewees felt like they did not know what was going on surrounding Cure Violence, and that led to the lack of awareness about where the initiative stood. One interviewee shared,

Well, I think it's half and half. I think that there's like this whisper campaign going on of information where people are knowing that it's here, but they really are not quite sure what the existence is. So [information has come] out to the stakeholders, but not quite to the residents. So I don't know what that's going to look like.

Another interviewee stated,

I don't think it's been marketed enough to the broader community, to this, to Cleveland in particular, but not to the outside of community Cleveland either. And so I think that a lot of marketing is going to need to happen in order to make sure that they understand exactly what that is.

There were a few interviewees that shared that they were cautious of the intervention. While they were aware of the model, they thought (a) there were a lot of violence prevention efforts already taking place in the targeted area, (b) a younger age group needs to be targeted, and/or c) the targeted area was not necessarily the most in need of the initiative.

In sum, most interviewees thought that buy-in would increase once the targeted community learned more about Cure Violence. One interviewee stated, "It'll be the strength of our implementing agencies, Neighbors for Better Neighborhoods and the other agency providing the direct service. It'll be those folks that are going to have to follow the model if they're going to be successful." This interviewee was supportive of the Cure Violence Model and had spoken to others who had implemented the model in other cities and had also met with staff when they visited to share the model and conduct the needs assessment. Regardless, they were realistic about what the implementation team would need to do in order for the community to buy in and for the initiative to be deemed a success.

Most stakeholders anticipate that buy-in will increase when staff members are visible in the catchment area, the community is able to see the Cure Violence Model in action over time, and other community-based organizations are engaged in the process. As one interviewee shared more explicitly, in order to be effective, it will be essential for the local initiative to "build credibility first."

Considerations

Based on the pre-implementation interviews and feedback/updates from weekly meetings with the Forsyth Department of Public Health, the following early observations are provided for consideration.

Communication is Key

While there is planning taking place and connections being made, more effort needs to be made to ensure a sufficient level of communication with all community stakeholders. During the interviewees, some stakeholders shared that they were unaware of the current status of Cure Violence. There has been a lot of progress made from the initial idea of bringing Cure Violence to Winston-Salem, to the selection of a nonprofit to implement the initiative, to hiring staff; however, that information has not gotten back to those entities that work and/or live in Beat 222. As NBN staff prepare to open their new offices near the Cure Violence study neighborhood, this would be a good time for the program manager to reengage those stakeholders and introduce them to the local team.

- Strategic dissemination of program updates and/or written reports to the Cure Violence Steering Committee may improve local awareness regarding the project's implementation.
- While law enforcement leadership is a part of the Steering Committee, the Cure Violence field program staff are likely to have frequent encounters with patrol and other law enforcement officers and there needs to be a continuing dialog between the staff and law enforcement about the purpose of Cure Violence and their activities in the target neighborhood. This should include identification of all Cure Violence staff working in the neighborhood, announcement of anti-violence activities planned by or involving participation in by Cure Violence staff, and cooperation by Cure Violence during police operations.

Partnerships

Interviewees identified multiple organizations that provide similar wraparound services within the catchment area. However, these community-based organizations all “come to the table” with varying interests, goals, and funding sources. Thus, it will be important for NBN to conduct a comprehensive community resource and services mapping for the two study neighborhoods. This process will ensure NBN has identified the other pre-existing community-based entities so that Cure Violence staff can convene and facilitate conversations across the various organizations in an effort to (a) identify existing efforts to support youth, families, and businesses in the neighborhood; (b) garner support for reducing gun and other violent activities; (c) solicit community-based perspectives regarding strategies to reduce crime and

gun violence; (d) create a shared vision for action to reduce violence; and (e) establish a collective path forward.

The Cure Violence Model acknowledges that individuals and organizations have the capacity to create change in their communities, but no one individual/organization can do it alone; thus, the model requires that the implementation team form community partnerships—formal and informal—early in the process. These partners are included in community events or even part of the wraparound supports provided to participants. However, relationships are not built overnight. While some relationships may already be in place, it will be important to reach out to all identified local entities as soon as possible and share with them, the work that is about to happen and discuss how it can be a collaborative effort. NBN and their Cure Violence staff will have to harness their relationships to ensure the success of the participants.



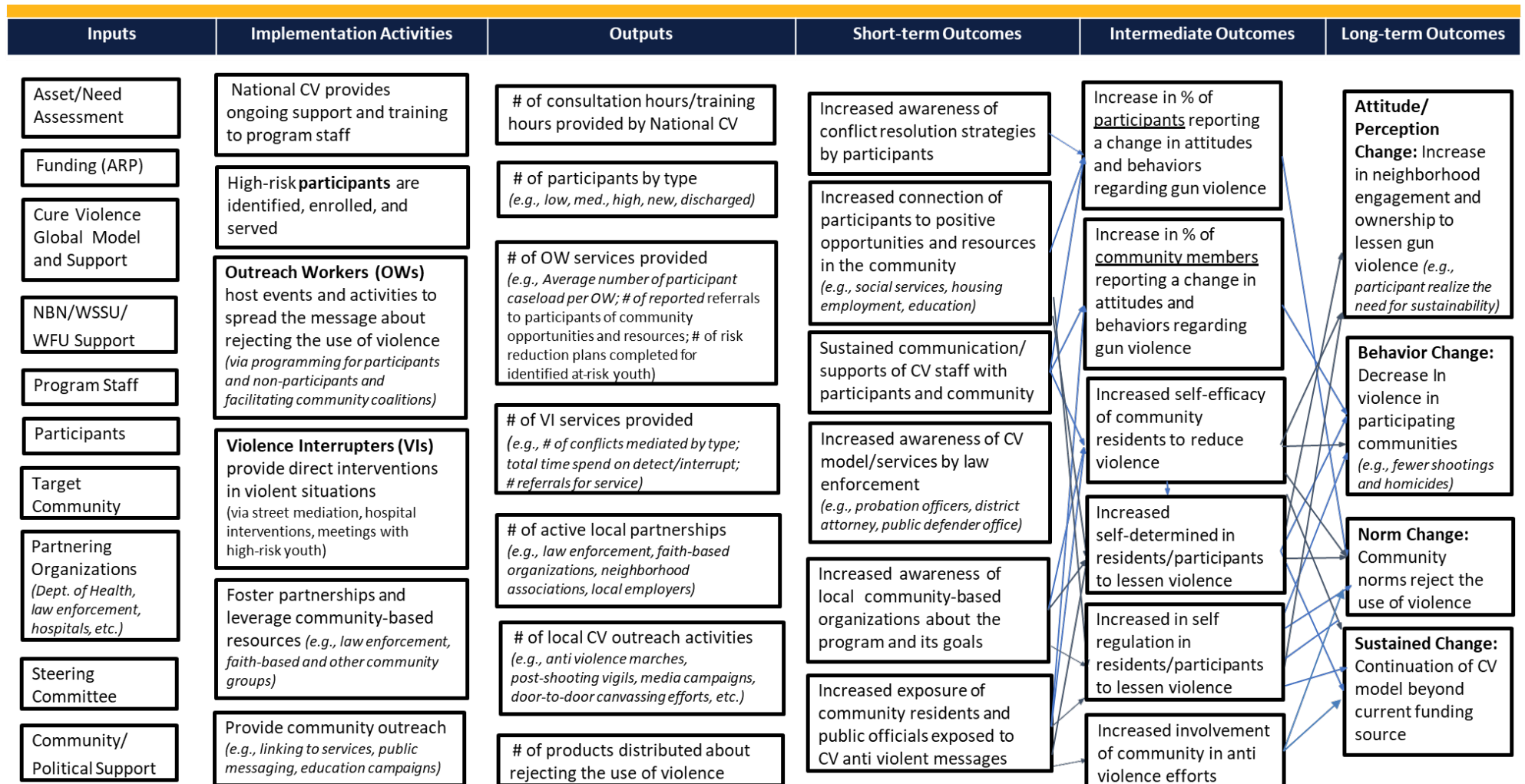
Strategic Recruitment and Retention of Credible Staff

Staff members will be the “face” of the organization; thus, it is essential that the program hire staff that have the necessary skill set to implement the Cure Violence Model successfully. Staff must have a deep understanding of the neighborhood, community resources, influential people, and the needs of participants and their families. NBN has already been methodical in their recruitment of staff and been supported in their efforts by the Cure Violence Global staff (who have shared best practices learned over time and locales) and the Public Health Department. However, in order to foster staff retention, it will also be important to continuously pay attention to the needs of their staff members, all of whom will be engaged in a highly visible and stressful job.

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Appendix A: Winston Salem – Neighbors for Better Neighborhoods Cure Violence Logic Model



Appendix B: Fidelity of Implementation Matrix (Draft)

Note: This is a draft version of the FOI Matrix. This matrix will be revised based on discussions with the Cure Violence Program Manager once the program is fully staffed and operational.

Construct 1: Technical Assistance from Cure Violence National Office					
<i>Indicators</i>	<i>Operational Definition</i>	<i>Range</i>	<i>Data Source</i>	<i>Fidelity at Program-level</i>	<i>Sample and Data Collection (for SERVE to complete)</i>
Training for program managers and governmental oversight agency	CV National Office provides operational and programmatic onboarding for program management and governmental oversight agency.	0 – 2 days	<ul style="list-style-type: none"> Cure Violence Global - project records 	1 = CV Global provided 2 days of Program Manager training 0 = CV Global did not provide at least 2 days of Program Manager training	Year 1 Only
VIRT Training for OWs and VIs	CV National Office provides Violence Interruption and Reduction Training (VIRT) training for VI and OWs.	0- 5 days	<ul style="list-style-type: none"> Cure Violence Global - project records 	1 = CV Global provided 5 days of VIRT Training 0 = CV Global did not provide at least 5 days of VIRT Training	Year 1 Only
Technology Resources (National Database)	CV National Office provides access to the national database (which includes submission of weekly data reports)	0 -1	<ul style="list-style-type: none"> Cure Violence Global - project records 	1 = CV Global provided access to the CommCare database 0 = CV Global did not provide access to the CommCare database	
Training on CV technology	CV National provides database training on the CV CommCare Database	0 – 2 days	<ul style="list-style-type: none"> Cure Violence Global - project records 	1 = CV Global provided 2 days of database training 0 = CV Global did not provide at least 2 days of database training	Year 1 Only
Onsite Technical Assistance	CV National Office provides quarterly follow up site visits/training to NBN.	0 – 4 site visits	<ul style="list-style-type: none"> Cure Violence Global - project records 	1= CV Global visited NBN at least 4 times each year 0= CV Global visited NBN less than 4 times each year	
Virtual Technical Assistance	CV National Office provides monthly support via conference calls (with Program Manager only).	0 – 12 calls	<ul style="list-style-type: none"> Cure Violence Global - project records 	1 = 12 monthly phone calls were held with the Program Manager 0 = less than 12 monthly phone calls were held with the Program Manager	
Program-level Fidelity of Implementation Threshold				Implemented with fidelity: <ul style="list-style-type: none"> - On Target - Approaching - Delayed/Deferred - Discontinued 	Fidelity will be measured annually for 2 years of implementation.

Construct 2: Enrolled Participants					
<i>Indicators</i>	<i>Operational Definition</i>	<i>Range</i>	<i>Data Source</i>	<i>Fidelity at Program-level</i>	<i>Sample and Data Collection (for SERVE to complete)</i>
Case Management Criteria	Criteria for case management	0 - 1	Records kept Project record— criteria description	1 = transparent selection criteria developed for case management 0 = no transparent selection criteria development for case management	
Cure Violence (CV) Participants	# of participants meeting selection criteria (identified high-risk 14 – 30 or 16 – 30-year old's for the initiative) <ul style="list-style-type: none"> • Previous exposure to gun violence • Live in intervention area 	0 - 1	Records kept Project records –	1 = target population (right participants) enrolled in CV case management 0 = target population (right participants) not enrolled in CV case management	
Engagement of Participants	Engagement/participation of enrolled participants.	0 - 12	Records kept Project records	1 = enrolled participants engaged with CV Winston Salem at least once a month 0 = enrolled participants did not engage with CV Winston Salem at least once a month	Engagement would have to be revised for Year 1 (less than one full year of implementation)
Program-level Fidelity of Implementation Threshold				Implemented with fidelity: <ul style="list-style-type: none"> - On Target - Approaching - Delayed/Deferred - Discontinued 	Fidelity will be measured annually for 2 years of implementation.

Construct 3: Outreach Workers (OWs)					
<i>Indicators</i>	<i>Operational Definition</i>	<i>Range</i>	<i>Data Source</i>	<i>Fidelity at Program-level</i>	<i>Sample and Data Collection (for SERVE to complete)</i>
Outreach workers	Hiring criteria developed for outreach workers.	0 - 1	Records kept Project record/HR—job description	1 = standardized hiring criteria developed for outreach workers 0 = no standardized hiring criteria developed for outreach workers	
Case Management Tracking	Ongoing monitoring and reporting of case management activities by OW staff members	0- # of OW on staff	Neighbors for Better Neighborhoods weekly reports	1= 90% of OWs enter case management data into the CV database by established deadlines 0=less than 90% of OWs enter case management data into the CV database by established deadlines	
NBN CV Weekly Reports	Weekly data reports entered in CV CommCare Database.	0 –26 submissions	Neighbors for Better Neighborhoods	1= staff enter data on a weekly basis 0= staff do not enter data on a weekly basis	
Program Staff Employment	Appropriate staff retained.		Neighbors for Better Neighborhoods HR records	1= 75% of program staff (i.e., OWs and VIs) were with the program for at least 6 months 0= less than 75% of program staff were with the program for at least 6 months	
Program-level Fidelity of Implementation Threshold				Implemented with fidelity: - On Target - Approaching - Delayed/Deferred - Discontinued	Fidelity will be measured annually for 2 years of implementation.

Construct 4: Violence Interrupters (VIs)					
<i>Indicators</i>	<i>Operational Definition</i>	<i>Range</i>	<i>Data Source</i>	<i>Fidelity at Program-level</i>	<i>Sample and Data Collection (for SERVE to complete)</i>
Violence Interrupters	Hiring criteria developed for violence interrupters.	0 - 1	Records kept Project record—job description	1 = standardized hiring criteria developed violence interrupters 0 = no standardized hiring criteria developed for violence interrupters	
Violence Identification and Interruption Tracking	Ongoing monitoring of violence identification/interruption in conflicts through mediation by VI staff members	0-# of Vis on staff	<ul style="list-style-type: none"> Neighbors for Better Neighborhoods weekly reports 	1= 90% of VIs enter conflict data into the CV database by established deadlines 0=less than 90% of VIs enter conflict data into the CV database by established deadlines	
NBN CV Weekly Reports	Weekly data reports entered in CV CommCare Database.	0 – 26 submissions	Neighbors for Better Neighborhoods	1= staff enter data on a weekly basis 0= staff do not enter data on a weekly basis	
Program Staff Employment	Appropriate staff retained.		Neighbors for Better Neighborhoods HR records	1= 75% of program staff (i.e., OWs and VIs) were with the program for the Year 0= less than 75% of program staff were with the program for the Year	
Program-level Fidelity of Implementation Threshold				Implemented with fidelity: <ul style="list-style-type: none"> - On Target - Approaching - Delayed/Deferred - Discontinued 	Fidelity will be measured annually for 2 years of implementation.

Construct 5: Community Partnerships and Resources					
<i>Indicators</i>	<i>Operational Definition</i>	<i>Range</i>	<i>Data Source</i>	<i>Fidelity at Program-level</i>	<i>Sample and Data Collection (for SERVE to complete)</i>
Community activities	# community workshops attended by CV Winston Salem staff (participation in community events)	0 – 12 activities	<ul style="list-style-type: none"> Records kept by Neighbors for Better Neighborhoods 	1 = staff attended at least 12 community activities 0 = staff attended less than 12 community activities	Annual
Cure Violence Community Partnerships	# of city/county community partners		<ul style="list-style-type: none"> Records kept by Neighbors for Better Neighborhoods 	1 = NBN increased their number of identified community partnerships for the CV initiative 0 = NBN did not increase their number of community partnerships for the CV initiative.	<i>Over baseline at the end of Time 1; over Time 1 at the end of Time 2</i>
Program-level Fidelity of Implementation Threshold				Implemented with fidelity: <ul style="list-style-type: none"> - On Target - Approaching - Delayed/Deferred - Discontinued 	Fidelity will be measured annually for 2 years of implementation.

Construct 6: Community Outreach					
<i>Indicators</i>	<i>Operational Definition</i>	<i>Range</i>	<i>Data Source</i>	<i>Fidelity at Program-level</i>	<i>Sample and Data Collection (for SERVE to complete)</i>
CV community activities	# events & activities planned by CV Winston Salem staff	0-12 activities totaling at least one hour a month	<ul style="list-style-type: none"> Records kept by Neighbors for Better Neighborhoods 	1 = staff provided at least 12 community activities 0 = staff provided less than 12 community activities	Annual
CV education campaign	# products distributed about reducing the use of violence		<ul style="list-style-type: none"> Records kept by Neighbors for Better Neighborhoods 	1 = NBN distributed information about rejecting the use of violence 0 = NBN did not distribute information about rejecting the use of violence	Annual
Program-level Fidelity of Implementation Threshold				Implemented with fidelity: <ul style="list-style-type: none"> - On Target - Approaching - Delayed/Deferred - Discontinued 	Fidelity will be measured annually for 2 years of implementation.

Appendix C: Community Partner/Neighbors for Better Neighborhoods Interview Protocol

Role:

Date of Interview:

Start Time:

End Time:

Interviewer's Name:

This interview is part of an evaluation of the Cure Violence initiative. We are interested in understanding the county, city, and community a little better and how program planning is going so far. With your permission, we will record [via Zoom] this interview as it allows us to capture the important information much better. Is that alright with you? If the participant says yes, press record.

Interviewer: My name is _____. It is _____ (date). I am interviewing _____ (name and role).

Background

NBN Organization

1. What is your role in Neighbors for Better Neighborhoods? Describe your role with the Cure Violence initiative.
 - a. Why was your organization interested in leading this work?
2. How will the Cure Violence initiative be structured as a part of your larger organization?

Neighborhood

3. Every neighborhood is different. Describe the Cleveland Avenue (Cleveland Homes & Piedmont Circle) neighborhood.
4. What is the violence like in the Cleveland Avenue neighborhood?
 - a. What responses, if any, have been tried in the past to address violence in this community? To what extent were these efforts successful?
5. In your application, you mentioned conducting listening tours. To what extent is the community bought-in to this initiative (a community-based violence prevention program)?

Implementation of Cure Violence Model

We know that the project is just starting, so we just want to get a better understanding of the initiative's key components. The following questions will ask you about the key ingredients of Cure Violence including the theory of change, your community partners, and planned data collection.

6. Cure Violence was already selected as the public health approach to address the violence concerns in the Cleveland Avenue neighborhood/Police Beat 222. To what extent had you heard of Cure Violence prior to the grant?
7. In your own words, how would you describe the Cure Violence Model?

Core Components (Key ingredients)

8. Can you describe the planning phase through now?
 - a. Who do primarily work with?
 - i. CV Steering Committee?
 - ii. Public Health?
 - iii. Another entity?
 - b. During our prior meetings, it has been mentioned that your team has been attending trainings with staff from the Cure Violence Global Office. What training have you attended so far? Please elaborate.
 - i. What other trainings are planned?
9. Cure Violence has been described as a public health intervention, what is the program's ultimate goal? What does success look like?
10. What are the core components of the model?
 - a. What are the key ingredients/key activities?
 - i. Based on what you have learned so far, what aspects of model do you think will be key to participants success?
 - ii. What aspects of the model do you think will be key to success for the neighborhood as whole?
 - b. Probe: personnel, facilities, other inputs
11. Who are the right people to benefit from participating in Cure Violence?
 - a. Have you decided on who will most benefit from the program?
12. We know that there have been conversations about the hiring of a program manager. How is that process going? What will their onboarding process look like? Will it be possible for us to attend some of their training sessions?
13. What qualifications are you looking for in your outreach workers and violence interrupters? What will their training look like?

Impact

14. Two years from now, what change(s) do you anticipate seeing as a result implementing the program in the Cleveland Avenue neighborhood?
 - a. How do you think success for this initiative should be measured?
 - b. What are the most important metrics/data you think should be tracked in order to demonstrate the impact of the Cure Violence program in the Cleveland Avenue neighborhood.

Lessons Learned

15. What lessons have you learned from collaborating with Cure Violence (and its other partners)?
16. Do you have any recommendations for the initiative moving forward?
17. Is there anything else you think is important for us to know as we begin this work?

Thank you so much for your participation in this interview.

Appendix D: CV Global Interview Protocol

Background

1. How did you come to work with Winston Salem/Forsyth County?
2. Describe your role in the Cure Violence initiative.
 - a. What is your role in implementation?
3. It is our understanding that your organization conducted a needs assessment of the Cleveland neighborhood. Can you tell us about that process?
 - a. Were there any surprises during that process?
 - b. You also had an intense in-person visit. To what extent did that clarify any concerns you had?
4. As we looked at your assessment, we noted that you wanted to ensure the government and/or community organization selected had the capacity to implement the model. What constitutes an organization having the capacity to implement the model with fidelity?
5. To what extent are you knowledgeable of the Cleveland neighborhood (Beat 222)?
 - a. Please describe the violence in that community.
 - b. What efforts have been made to address violence in the neighborhood? Why do you think they have not been successful?

Implementation

We know that the project is just starting, so we just want to bet a better understand of the initiative's key components. The following questions will ask you about the key ingredients of Cure Violence including your theory of change, your community partners, and planned data collection.

Core Components (Key ingredients)

6. What is goal of the Cure Violence Model?
7. Aric mentioned that you all have been working with Winston-Salem/Forsyth County for a year. What was that introduction like and how did you come to conduct a formal assessment?
 - a. Can you describe the planning phase through now?
 - b. What do you hope CV Winston Salem accomplishes?
 - c. Who do primarily work with?
 - i. CV Steering Committee?
 - ii. Public Health?
8. Cure Violence has been described as a public health intervention, what is the program's theory of change?
 - a. For some, this may be a culture shift, how to you genuinely gain buy-in?
9. What are the core components of the model? (CVGlobal)
 - a. What are the key ingredients/key activities?
 - i. What aspects of model are key to participant success?
 - b. Probe: personnel, facilities, other inputs

- c. Probe: In your assessment, you mentioned a possible Hospital responder program. Will that be a part of this model?
 - d. Probe: Do you expect law enforcement to be a key partner in the initiative?
 - e. Probe: Are there any other key partners that should be included in the initiative that haven't already mentioned?
10. Who are the right people to benefit from participating in Cure Violence?
- a. Based on your prior experiences, what have been some key factors in successful outreach to potential participants?

Baseline Data Gathering –Questions for Data Analyst (Charles)

11. We understand you are here to train staff on data collection and on your data management system. What does that training encompass? Is there already an evaluative component to the training that gets feedback on the training from the staff? Will it be possible for us to attend some of the training sessions?
- a. Do you have a training document? May we have a copy.
12. What data do you require from sites?
- a. Frequency?
 - b. Information?
 - c. What is the process for us (the evaluation team) to access the data reports?
13. To what extent do you monitor the quality of their entries?

Hiring Violence interrupters and Outreach workers

14. There has been a lot of discussion about staffing. Who are the “right” people to staff a Cure Violence initiative?
15. Is there an ideal ratio of staff to participants?
16. What do you recommend as best strategies for the recruitment of violence interrupters and outreach workers?
17. What do you recommend as best strategies to keep violence interrupters and outreach workers engaged?
18. How can you prevent or reduce burnout/fatigue among violence interrupters and outreach workers?

Training from National Office

19. Can you describe the training you have already conducted with Neighbors for Better Neighborhood's staff? What was the goal of the training? How frequently will you be onsite to provide additional training for the program manager? Staff? [the assessment document stated quarterly onsite visits]

Cost

20. Policymakers always ask about cost, what goes into the cost of implementing a Cure Violence program? What about sustaining a program?
21. What resources are needed to implement a program with fidelity?

Monitoring Implementation

- 22. To what extent do you monitor for fidelity of implementation?
- 23. How flexible is the model in regards to implementation?
 - a. What adjustments are made/can be made based on the locale?

Lessons Learned

- 24. Is there such a thing as an ideal site (demonstration site)? If so, what does that look like?
If not, why not?

Thank you so much for your participation in this interview.

Appendix E: Community Partner Interview Protocol

Background

1. What is your role in the community [adjust for role type---city, county, police department, sheriff's department, parks & recreation, etc.]?
 - a. *Parks and Recreation Only* - Does the Youth and Violence Prevention Manager work across the whole city or with specific centers?
 - i. What organizations do they collaborate with?
 - b. *[replace #1] Community Organization* – Can you tell us about _____[insert name of community organization] and your role in the organization?
 - i. Probe: How long has your organization been working in the community?
 - ii. Probe: Who do you primarily partner with?
2. Every neighborhood is different. Describe the Cleveland Avenue neighborhood.
 - a. *[Urban Strategies only]Community Organization* – It is our understanding that your organization has an office in Cleveland Avenue Home. Can you describe that housing community?
3. It is our understanding that Cleveland Avenue Homes will be undergoing renovations/"revitalization effort." What is your organization's role in that process?
4. Can you describe your partnership with the housing authority and other city/county departments?
5. What is the violence like in the Cleveland neighborhood?
6. What responses, if any, have been tried in the past to address violence in this community? To what extent were these efforts successful?
7. Why do you think Cure Violence (a public health approach) was selected to address the neighborhoods concerns?
8. What are the components in the Cure Violence Model that you think will turnaround the Cleveland Avenue neighborhood?
WSFCS only
9. Does the violence in the community spill over into the schools?
10. We have heard from both Cure Violence Global and Winston Salem Cure Violence about the impact of trauma associated with gun violence on health – particularly mental health. Given our understanding of the impact trauma has on mental well-being and on the ability to learn – particularly young brains that are still developing:
11. What is the role of schools in communities that are struggling with violence?
12. What is the role of the School Resource Officer? Counselor?
13. How do you anticipate the Cure Violence intervention will impact students in the catchment zone?

Housing Authority Only

14. It is our understanding that improvements are planned for Cleveland Homes and residents are being moved to other parts of the city. Can you tell us about that initiative?
15. What is the goal of the Urban Strategies organization in Cleveland Homes? To what extent do you collaborate with one another?

Parks and Recreation Only

16. Parks and Recreation Centers are often seen as gathering places in neighborhoods. What parks and centers serve the residents of Cleveland Avenue neighborhood?
17. What types of programs are offered? What is the targeted age group?
18. To what extent do you collaborate with other organizations in the city/county?
19. To what extent is the community bought-in to this initiative (a community-based violence prevention program)?

Implementation

20. We have heard that the Cure Violence initiative is a collaborative effort. To what extent are you or your organization/department working with Cure Violence?
21. What are the components in the Cure Violence Model that you think will turnaround the Cleveland neighborhood?
 - a. *Probe:* Can you describe the ways in which you collaborate with Cure Violence (staff, participants, other organizations, etc.)? Who is your main contact?
22. Since the start of the initiative, have there been any substantial changes with those relationships?
23. What other people or institutions exist in the community that can help play a role in reducing violence? Are these people or institutions playing an active role as Cure Violence partners?

Lessons Learned

24. What lessons have you learned from collaborating with Cure Violence (and its other partners)?
25. Do you have any recommendations for the initiative moving forward?
26. Is there anything else you'd like to tell us?

Thank you so much for your participation in this interview.

Appendix F: Law Enforcement/Community Partner Interview Protocol

Background

What is your role in the Police Department/Sheriff's Department? Describe your role with the Cure Violence initiative.

With whom do you work most closely?

Every neighborhood is different. Describe the Cleveland neighborhood.

What is the violence like in the Cleveland Avenue neighborhood (including Cleveland Avenue Homes & Piedmont Park)?

Police Department Only

To what extent are you knowledgeable of the Cleveland neighborhood (Beat 222)?

Please describe the violence problem in that community.

In this neighborhood, do you view the violence as happening between individual community members or is it being committed by gang members?

Probe: Is it between family members? Is the violence really happening at the schools?

To what extent is the violence planned or is it impulsive in nature?

What responses, if any, have been tried in the past to address violence in these communities?

To what extent were these efforts successful?

How do you know it was successful (for example what metrics/data, if any, support the initiatives impact)?

Sheriff Department Only

It is our understanding that there was an intense effort in the Cleveland area last summer. Can you tell us about that saturation effort?

To what extent are you knowledgeable of the Cleveland neighborhood (Beat 222)?

Please describe the violence problem in that community.

In this neighborhood, do you view the violence as happening between individual community members or is it being committed by gang members?

Probe: Is it between family members? Is the violence really happening at the schools?

To what extent is the violence planned or is it impulsive in nature?

What responses, if any, have been tried in the past to address violence in these communities?

To what extent were these efforts successful?

How do you know it was successful (for example what metrics/data, if any, support the initiatives impact)?

Cure Violence

What were the circumstances that led the city and county to form a partnership to address the violence in Police Beat 222?

Cure Violence has been described as a public health intervention. Why do you think Cure Violence was selected to address the neighborhoods concerns?

What are the components in the Cure Violence Model that you think will turnaround the Cleveland neighborhood?

To what extent is the community/city/county bought-in to this initiative (a community-based violence prevention program)?

Implementation

We have heard that this initiative is a **collaborative effort**. How is implementation structured?

What is the role of the Cure Violence Steering Committee? Are there any other committees focused on this effort?

Probe: Can you describe the ways in which you collaborate with Cure Violence (staff, participants, other organizations, etc.)? Who is your main contact?

Since the start of the initiative, have there been any substantial changes with those relationships?

What **other people or institutions exist in the community** that can help play a role in reducing violence? Are these people or institutions playing an active role as Cure Violence partners?

Impact

Two years from now, how should success for this initiative be measured?

Lessons Learned

What lessons have you learned from collaborating with Cure Violence (and its other partners)?

Do you have any recommendations for the initiative moving forward?

Is there anything else you think is important for us to know?

Thank you so much for your participation in this interview.

Appendix G: City/County Staff Interview Protocol

Background

1. What is your role in the county/city? Describe your role with the Cure Violence initiative.
 - a. With whom do you work most closely?
 - i. **[Instead of #1] County Commissioner** – Can you describe the district you serve? Why the sense of urgency to address violence? To what extent are you involved in the Cure Violence initiative? With whom do you work most closely.
 - ii. **[Instead of #1] City Council** – Can you describe the ward you serve? Why the sense of urgency to address violence? To what extent are you involved in the Cure Violence initiative? With whom do you work most closely.
 - iii. **[Instead of #1] Housing Authority** – Can you describe your role with the Housing Authority? To what extent has your agency been a part of the Cure Violence initiative?
 - iv. **[In addition, to #1] Public Health Only** – Describe your role with the hospital-based violence intervention program (that is also happening within this same time frame, but overseen by the City of Winston-Salem)? To what extent are both initiatives collaborating?
2. Every neighborhood is different. Describe the Cleveland Avenue neighborhood.
 - a. **Housing Authority Only** – Can you describe the housing you oversee (Cleveland Avenue Homes and Piedmont Park) in the targeted neighborhood?
 - i. It is our understanding that Cleveland Avenue Homes will be undergoing renovations/”revitalization effort.” Can you describe that process?
3. What is the violence like in the Cleveland Avenue neighborhood (including Cleveland Avenue Homes & Piedmont Park)?
 - a. What responses, if any, have been tried in the past to address violence in this community? To what extent were these efforts successful?
 - i. Were any of the organizations that have been a part of these other efforts also applicants to implement Cure Violence?
 - ii. It is our understanding that one community organization, Urban Strategies, has offices within Cleveland Avenue Homes. Can you describe your partnership with this organization? What impact have they had on crime/violence in the housing area?

Cure Violence

4. What were the circumstances that led the city and county to form a partnership to address the violence in Police Beat 222?
5. What led you to select Cure Violence as the public health approach to address your concerns?
 - a. What are the components in the Cure Violence Model that you think will turnaround the Cleveland neighborhood?
 - b. **[Instead of #6] Public Health Only** - Cure Violence has been described as a public health intervention. To what extent has the public health department viewed violence as a public health issue?
 - i. What are the components in the Cure Violence Model that you think will turnaround the Cleveland neighborhood?
6. To what extent is the community bought-in to this initiative (a community-based violence prevention program)?

Implementation

7. How is the Cure Violence initiative implementation structured?
 - a. What is the role of the Cure Violence Steering Committee? Are there any other committees focused on this effort?
 - b. Can you share with us a little about the type of organization you were looking for to support the implementation of Cure Violence?
8. We have heard that this initiative is a collaborative effort. How have you gone about recruiting essential partners, both individuals and agencies to work with Cure Violence?
9. What other people or institutions exist in the community that can help play a role in reducing violence?
 - a. Probe: Are these people or institutions playing an active role as Cure Violence partners?
10. Cure Violence (Global Office) is very clear about what is included in their training and technical assistance package. In what ways do you plan to monitor that support? Who is your main contact at Cure Violence?
 - i. Since the start of the initiative, have there been any substantial changes with those relationships? In your plans?

Impact

11. Two years from now, how should success for this initiative be measured?

Lessons Learned

12. What lessons have you learned from collaborating with Cure Violence (and its other partners)?
13. Do you have any recommendations for the initiative moving forward?
14. Is there anything else you think is important to know?

Thank you so much for your participation in this interview.

Appendix H: Community Survey

Winston Salem CURE Violence Community Survey – Target and Comparison Neighborhoods

Are you between 18-30 years old?

- ☐ No
- ☐ Yes

Do you live in this area? (refer to map--Image:Police Beat 222)

- ☐ Yes (22)
- ☐ No (23)

You are participating in a project that may increase general knowledge on the effectiveness of community efforts to reduce violence. If you have any questions or concerns after completing this survey, you can contact Dr. Erica Payton Foh, Co-Principal Investigator, at 336-344-5532 or edpayton@uncg.edu.

Do you agree to participate in this survey?

- ☐ Decline
- ☐ I accept

Skip To: End of Survey If Do you agree to participate in this survey? = Decline

What is the highest level of education you completed?

- ☐ Less than high school
- ☐ High school or GED
- ☐ Some college
- ☐ Degree: 2-year college or technical degree
- ☐ Degree: 4-year college or higher
- ☐ Not sure/Decline

When was the last time you helped a neighbor?

- ☐ Within the last week
- ☐ Between a week and a month ago
- ☐ More than a month ago
- ☐ Never
- ☐ Not sure/Decline

When was the last time a neighbor helped you?

- ☐ Within the last week
- ☐ Between a week and a month ago
- ☐ More than a month ago
- ☐ Never
- ☐ Not sure/Decline

When was the last time you had a conflict with a neighbor?

- ☐ Within the last
- ☐ Between a week and a month ago
- ☐ More than a month ago
- ☐ Never
- ☐ Not sure/Decline

Have you ever been shot at (even if you weren't hit)?

- ☐ No
- ☐ Yes

How many times have you been shot at?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6 or more times
- ☐ Not sure/Decline

Have you ever been stabbed?

- ☐ No
- ☐ Yes

How many times have you been stabbed?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6 or more times
- ☐ Not sure/Decline

How many of your neighbors do you speak with on a daily basis?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6 or more
- ☐ Not sure/Decline

In the last 12 months, how many guns have you seen on your block?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6 or more
- ☐ Not sure/Decline

In the last 12 months, how many times have you heard someone who was threatened with a gun in your neighborhood?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6 or more times
- ☐ Not sure/Decline

In the last 12 months, how many times have you been stopped and/or frisked by the police?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6 or more times
- ☐ Not sure/Decline

In the last 12 months, how many times have you heard gunshots in your neighborhood?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6 or more times
- ☐ Not sure/Decline

For this section of the survey, we will go over a list of hypothetical scenarios, and we would like to know how far you would be willing to take each situation. [Answer choices: Ignore, react verbally, get physical, pull a weapon, use a weapon, not sure/decline]

You are at a club talking to a girl and a guy tries to get her number.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

You and your girl broke up one week ago. You see her with a new guy on the street.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

A guy takes a swing at you at a party in another neighborhood.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

You are on your way to a party outside of your neighborhood. You bump a guy and he swings at you.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

You are hanging out with a friend and a guy tries to smack your friend around.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

You see a guy who owes you \$200 and you think he is trying to play you.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

Your ex's new boyfriend is playing her.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

Somebody talked shit about you on a social media site (e.g. Facebook, Instagram).

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

Some guys you and your friends don't know try to take over the basketball court.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

You are at the club talking to a girl when a guy comes up and tells you: "that's my girl".

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

Somebody shows up at a party wearing the jacket everyone knows he took from you.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

You see guy who has not paid you the \$100 he owes you.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

You won a bet and the loser refuses to pay you.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

The guy at the convenience store cheated you at the cash register.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

You see a guy on the street who beat up your brother last week.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

How old do you think you will live to be? (18-100)

For this section of the survey, think about a person from your neighborhood that you consider to be a close friend or associate.

On a scale from 1-10 (1 being Don't know him and 10 being Very well) how well do you know this person?

For this section of the survey, how far do you think your close friend or associate would be willing to take each of the same situations we just discussed? [Answer choices: Ignore, react verbally, get physical, pull a weapon, use a weapon, not sure/decline]

Somebody disrespects him in front of his friends.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/decline

He won a bet and the loser refuses to pay him.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/decline

A guy takes a swing at him at a party in another neighborhood.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/decline

He sees a guy on the street who beat up his brother last week.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

He is at a club talking to a girl when a guy comes up and tells him: "That's my girl".

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

He and his girl broke up one week ago. He sees her with a new guy on the street.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

He is on his way to a party outside of his neighborhood. He bumps a guy and the guy swings at him.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

Somebody shows up at a party wearing the jacket everyone knows he took from him.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

Some guys he and his friends don't know try to take over the basketball court.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

The guy at the convenience store cheated him at the cash register.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

He is hanging out with a friend and a guy tries to smack his friend around.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

He sees a guy who has not paid him the \$100 he owes him.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

He is at a club talking to a girl and a guy tries to get her number.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

Somebody talked shit about him on a social media site (e.g. Facebook, Instagram)

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

He sees a guy who owes him \$200 and he thinks the guy is trying to play him.

- ☐ Ignore
- ☐ React verbally
- ☐ Get physical
- ☐ Pull a weapon
- ☐ Use a weapon
- ☐ Not sure/Decline

How old do you think he will live to be? (18-100)

In this section of the survey, I am going to ask you about neighborhood safety and your level of confidence in formal institutions.

When violence breaks out can you and your neighbors count on the police to help?

- ☐ Yes, definitely
- ☐ Yes, probably
- ☐ Not sure
- ☐ No, probably
- ☐ No, definitely

When violence breaks out can you and your neighbors count on an ambulance showing up quickly if called?

- ☐ Yes, definitely
- ☐ Yes, probably
- ☐ Not sure
- ☐ No, probably
- ☐ No, definitely

When violence breaks out can you and your neighbors count on the Winston Salem Police Department to help?

- ☐ Yes, definitely
- ☐ Yes, probably
- ☐ Not sure
- ☐ No, probably
- ☐ No, definitely

When violence breaks out can you and your neighbors count on community leaders (e.g. politicians, ministers, former gang members, etc.) to help?

- ☐ Yes, definitely
- ☐ Yes, probably
- ☐ Not sure
- ☐ No, probably
- ☐ No, definitely

When violence breaks out can you and your neighbors count on local programs (e.g. social service programs, etc.) to help?

- ☐ Yes, definitely
- ☐ Yes, probably
- ☐ Not sure
- ☐ No, probably
- ☐ No, definitely

When violence breaks out can you and your neighbors count on teachers and other school personnel to help?

- ☐ Yes, definitely
- ☐ Yes, probably
- ☐ Not sure
- ☐ No, probably
- ☐ No, definitely

Is it common for people to belong to street gangs, crews, or sets in the neighborhood?

- ☐ Yes, definitely
- ☐ Yes, probably
- ☐ Not sure
- ☐ No, probably
- ☐ No, definitely

If you saw someone being beaten up or shot at, would you call the police to report the crime?

- ☐ Yes, definitely
- ☐ Yes, probably
- ☐ Not sure
- ☐ No, probably
- ☐ No, definitely

Do you feel safe at home during the night?

- ☐ Yes, definitely
- ☐ Yes, probably
- ☐ Not sure
- ☐ No, probably
- ☐ No, definitely

Do you feel safe at home during the day?

- ☐ Yes, definitely
- ☐ Yes, probably
- ☐ Not sure
- ☐ No, probably
- ☐ No, definitely

Do you feel safe in your neighborhood during the night?

- ☐ Yes, definitely
- ☐ Yes, probably
- ☐ Not sure
- ☐ No, probably
- ☐ No, definitely

Do you feel safe in your neighborhood during the day?

- ☐ Yes, definitely
- ☐ Yes, probably
- ☐ Not sure
- ☐ No, probably
- ☐ No, definitely

Which social media platforms do you use to keep in touch with your friends and associates in the neighborhood please select all that apply.

- ☐ Facebook
- ☐ Twitter
- ☐ Instagram
- ☐ Snapchat
- ☐ YouTube
- ☐ TikTok

In the last 12 months, how many times have you seen someone getting threatened on Facebook?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6 or more times
- ☐ Not sure/Decline

In the last 12 months, how many times have you seen someone getting threatened on Instagram?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6 or more times
- ☐ Not sure/Decline

In the last 12 months, how many times have you seen someone getting threatened on Snapchat?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6 or more times
- ☐ Not sure/Decline

In the next set of questions, I will ask you about anti-violence efforts in your area.

In the last 12 months, how many times have you attended anti-violence events (e.g. marches and/or rallies) in your neighborhood?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6 or more times
- ☐ Not sure/Decline

How old are you? Fill in the blank. _____years old

Are you currently in school?

- ☐ No
- ☐ Yes

What is your current employment status?

- ☐ Unemployed
- ☐ Part-time
- ☐ Full-time
- ☐ Not sure/Decline

On an average day, how many hours do you spend outside of your neighborhood (how many hours are you NOT in the neighborhood?)

On an average day, what time do you normally go to sleep?

Did you take this survey before?

- ☐ No
- ☐ Yes

Appendix I: Community Survey Descriptive Analyses

Neighbor Interactions	Neighborhoods			
When was the last time you helped a neighbor?	CV	Comp	CV	Comp
Within the last week	13	4	33%	18%
Between a week and a month ago	10	6	25%	27%
More than a month ago	11	7	28%	32%
Never	4	5	10%	23%
Not sure/Decline	2	0	5%	0%
Total	40	22	40	22
When was the last time a neighbor helped you?	CV	Comp	CV	Comp
Within the last week	17	5	43%	23%
Between a week and a month ago	11	5	28%	23%
More than a month ago	8	7	20%	32%
Never	2	3	5%	14%
Not sure/Decline	2	2	5%	9%
Total	40	22	40	22
When was the last time you had a conflict with a neighbor?	CV	Comp	CV	Comp
Within the last week	7	2	18%	9%
Between a week and a month ago	3	4	8%	18%
More than a month ago	12	10	30%	45%
Never	10	6	25%	27%
Not sure/Decline	8	0	20%	0%
Total	40	22	40	22
Violence Experiences	Neighborhoods			
Have you ever been shot at (even if you weren't hit)?	CV	Comp	CV	Comp
Yes	14	5	35%	23%
No	26	17	65%	77%
Total	40	22	40	22
How many times have you been shot at?	CV	Comp	CV	Comp
0	23	18	58%	82%
1	4	0	10%	0%
2	5	2	13%	9%
3	1	0	3%	0%
4	2	0	5%	0%
5	0	0	0%	0%
6 or more	0	2	0%	9%

Not sure/Decline	1	0	3%	0%
Total	40	22	40	22
Have you ever been stabbed?	CV	Comp	CV	Comp
Yes	8	3	20%	14%
No	32	19	80%	86%
Total	40	22	40	22
How many times have you been stabbed?	CV	Comp	CV	Comp
0	31	20	78%	91%
1	2	1	5%	5%
2	3	1	8%	5%
3	2	0	5%	0%
4	0	0	0%	0%
5	1	0	3%	0%
6 or more	1	0	3%	0%
Total	40	22	40	22
How many of your neighbors do you speak with on a daily basis?	CV	Comp	CV	Comp
0	16	11	40%	50%
1	3	2	8%	9%
2	8	2	20%	9%
3	1	2	3%	9%
4	2	0	5%	0%
5	1	0	3%	0%
6 or more	9	5	23%	23%
Total	40	22	40	22
In the last 12 months, how many guns have you seen on your block?	CV	Comp	CV	Comp
0	16	16	40%	73%
1	3	0	8%	0%
2	6	1	15%	5%
3	3	1	8%	5%
4	1	1	3%	5%
6 or more	9	1	23%	5%
Not sure/Decline	2	2	5%	9%
Total	40	22	40	22

In the last 12 months, how many times have you heard someone who was threatened with a gun in your neighborhood?	CV	Comp	CV	Comp
0	22	15	55%	68%
1	2	2	5%	9%
2	5	2	13%	9%
3	4	0	10%	0%
4	2	0	5%	0%
5	1	0	3%	0%
6 or more	1	0	3%	0%
Not sure/Decline	3	3	8%	14%
Total	40	22	40	22
In the last 12 months, how many times have you heard gunshots in your neighborhood?	CV	Comp	CV	Comp
0	11	12	28%	55%
1	1	0	3%	0%
2	3	3	8%	14%
3	4	1	10%	5%
4	1	1	3%	5%
5	1	0	3%	0%
6 or more	13	4	33%	18%
Not sure/Decline	6	1	15%	5%
Total	40	22	40	22
Personal Situational Responses	Neighborhoods			
You are at a club talking to a girl and a guy tries to get her number.	CV	Comp	CV	Comp
Ignore	16	8	40%	36%
React verbally	10	4	25%	18%
Get physical	6	4	15%	18%
Pull a weapon	1	2	3%	9%
Use a weapon	0	2	0%	9%
Not sure/Decline	7	2	18%	9%
Total	40	22	40	22
You and your girl broke up one week ago. You see her with a new guy on the street.	CV	Comp	CV	Comp
Ignore	18	9	45%	41%
React verbally	8	4	20%	18%
Get physical	5	3	13%	14%
Pull a weapon	4	5	10%	23%
Use a weapon	0	1	0%	5%
Not sure/Decline	4	0	10%	0%
Total	39	22	40	22

A guy takes a swing at you at a party in another neighborhood.	CV	Comp	CV	Comp
Ignore	11	4	28%	18%
React verbally	2	2	5%	9%
Get physical	15	8	38%	36%
Pull a weapon	3	3	8%	14%
Use a weapon	3	1	8%	5%
Not sure/Decline	6	3	15%	14%
Total	40	21	40	22
You are on your way to a party outside of your neighborhood. You bump a guy and he swings at you.	CV	Comp	CV	Comp
Ignore	8	5	20%	23%
React verbally	4	1	10%	5%
Get physical	15	8	38%	36%
Pull a weapon	2	3	5%	14%
Use a weapon	4	3	10%	14%
Not sure/Decline	7	2	18%	9%
Total	40	22	40	22
You are hanging out with a friend and a guy tries to smack your friend around.	CV	Comp	CV	Comp
Ignore	8	5	20%	23%
React verbally	4	1	10%	5%
Get physical	12	8	30%	36%
Pull a weapon	6	3	15%	14%
Use a weapon	4	2	10%	9%
Not sure/Decline	6	3	15%	14%
Total	40	22	40	22
You see a guy who owes you \$200 and you think he is trying to play you.	CV	Comp	CV	Comp
Ignore	11	7	28%	32%
React verbally	10	6	25%	27%
Get physical	4	3	10%	14%
Pull a weapon	8	3	20%	14%
Use a weapon	2	1	5%	5%
Not sure/Decline	5	2	13%	9%
Total	40	22	40	22

Your ex's new boyfriend is playing her.	CV	Comp	CV	Comp
Ignore	19	13	48%	59%
React verbally	2	0	5%	0%
Get physical	9	2	23%	9%
Pull a weapon	4	4	10%	18%
Use a weapon	1	1	3%	5%
Not sure/Decline	5	2	13%	9%
Total	40	22	40	22
Somebody talked shit about you on a social media site (e.g. Facebook, Instagram).	CV	Comp	CV	Comp
Ignore	17	7	43%	32%
React verbally	9	3	23%	14%
Get physical	5	2	13%	9%
Pull a weapon	4	2	10%	9%
Use a weapon	0	0	0%	0%
Not sure/Decline	4	8	10%	36%
Total	39	22	40	22
Personal Situational Responses	Neighborhoods			
Some guys you and your friends don't know try to take over the basketball court.	CV	Comp	CV	Comp
Ignore	12	6	30%	27%
React verbally	13	9	33%	41%
Get physical	8	2	20%	9%
Pull a weapon	3	3	8%	14%
Use a weapon	0	0	0%	0%
Not sure/Decline	4	2	10%	9%
Total	40	22	40	22
You are at the club talking to a girl when a guy comes up and tells you: "that's my girl".	CV	Comp	CV	Comp
Ignore	18	7	45%	32%
React verbally	9	4	23%	18%
Get physical	5	3	13%	14%
Pull a weapon	4	5	10%	23%
Use a weapon	2	0	5%	0%
Not sure/Decline	2	3	5%	14%
Total	40	22	40	22

Somebody shows up at a partying wearing the jacket everyone knows he took from you.	CV	Comp	CV	Comp
Ignore	11	2	28%	9%
React verbally	6	6	15%	27%
Get physical	10	2	25%	9%
Pull a weapon	5	6	13%	27%
Use a weapon	3	3	8%	14%
Not sure/Decline	5	3	13%	14%
Total	40	22	40	22
You see guy who has not paid you the \$100 he owes you.	CV	Comp	CV	Comp
Ignore	11	6	28%	27%
React verbally	9	5	23%	23%
Get physical	9	1	23%	5%
Pull a weapon	3	5	8%	23%
Use a weapon	3	2	8%	9%
Not sure/Decline	5	3	13%	14%
Total	40	22	40	22
You won a bet and the loser refuses to pay you.	CV	Comp	CV	Comp
Ignore	12	5	30%	23%
React verbally	10	4	25%	18%
Get physical	11	4	28%	18%
Pull a weapon	4	4	10%	18%
Use a weapon	1	0	3%	0%
Not sure/Decline	2	5	5%	23%
Total	40	22	40	22
The guy at the convenience store cheated you at the cash register.	CV	Comp	CV	Comp
Ignore	12	4	30%	18%
React verbally	15	6	38%	27%
Get physical	5	3	13%	14%
Pull a weapon	5	4	13%	18%
Use a weapon	1	1	3%	5%
Not sure/Decline	2	4	5%	18%
Total	40	22	40	22
You see a guy on the street who beat up your brother last week.	CV	Comp	CV	Comp
Ignore	9	4	23%	18%
React verbally	6	1	15%	5%
Get physical	13	6	33%	27%
Pull a weapon	2	4	5%	18%
Use a weapon	5	3	13%	14%
Not sure/Decline	5	4	13%	18%
Total	40	22	40	22

Friend's Situational Response	Neighborhoods			
Somebody disrespects him in front of his friends.	CV	Comp	CV	Comp
Ignore	16	7	41%	32%
React verbally	6	5	15%	23%
Get physical	9	4	23%	18%
Pull a weapon	3	4	8%	18%
Use a weapon	3	1	8%	5%
Not sure/Decline	2	1	5%	5%
Total	39	22	40	22
He won a bet and the loser refuses to pay him.	CV	Comp	CV	Comp
Ignore	12	7	30%	32%
React verbally	5	2	13%	9%
Get physical	11	5	28%	23%
Pull a weapon	2	5	5%	23%
Use a weapon	5	0	13%	0%
Not sure/Decline	5	3	13%	14%
Total	40	22	40	22
A guy takes a swing at him at a party in another neighborhood.	CV	Comp	CV	Comp
Ignore	9	2	23%	9%
React verbally	4	3	10%	14%
Get physical	9	5	23%	23%
Pull a weapon	6	6	15%	27%
Use a weapon	4	1	10%	5%
Not sure/Decline	8	5	20%	23%
Total	40	22	40	22
He sees a guy on the street who beat up his brother last week.	CV	Comp	CV	Comp
Ignore	7	6	18%	27%
React verbally	4	2	10%	9%
Get physical	11	2	28%	9%
Pull a weapon	5	9	13%	41%
Use a weapon	6	2	15%	9%
Not sure/Decline	7	1	18%	5%
Total	40	22	40	22

He is at a club talking to a girl when a guy comes up and tells him: “That’s my girl”.	CV	Comp	CV	Comp
Ignore	14	6	35%	27%
React verbally	10	6	25%	27%
Get physical	3	2	8%	9%
Pull a weapon	4	6	10%	27%
Use a weapon	3	0	8%	0%
Not sure/Decline	6	2	15%	9%
Total	40	22	40	22
He and his girl broke up one week ago. He sees her with a new guy on the street.	CV	Comp	CV	Comp
Ignore	15	8	38%	36%
React verbally	7	4	18%	18%
Get physical	4	1	10%	5%
Pull a weapon	4	7	10%	32%
Use a weapon	3	1	8%	5%
Not sure/Decline	7	1	18%	5%
Total	40	22	40	22
He is on his way to a party outside of his neighborhood. He bumps a guy and the guy swings at him.	CV	Comp	CV	Comp
Ignore	7	3	18%	14%
React verbally	3	2	8%	9%
Get physical	14	7	35%	32%
Pull a weapon	5	6	13%	27%
Use a weapon	3	1	8%	5%
Not sure/Decline	8	3	20%	14%
Total	40	22	40	22
Somebody shows up at a party wearing the jacket everyone knows he took from him.	CV	Comp	CV	Comp
Ignore	10	6	25%	27%
React verbally	3	2	8%	9%
Get physical	12	6	30%	27%
Pull a weapon	4	5	10%	23%
Use a weapon	5	1	13%	5%
Not sure/Decline	6	2	15%	9%
Total	40	22	40	22

Some guys he and his friends don't know try to take over the basketball court.	CV	Comp	CV	Comp
Ignore	11	9	28%	41%
React verbally	12	8	30%	36%
Get physical	4	0	10%	0%
Pull a weapon	4	5	10%	23%
Use a weapon	2	0	5%	0%
Not sure/Decline	7	0	18%	0%
Total	40	22	40	22
The guy at the convenience store cheated him at the cash register.	CV	Comp	CV	Comp
Ignore	7	6	18%	27%
React verbally	19	6	48%	27%
Get physical	2	4	5%	18%
Pull a weapon	3	3	8%	14%
Use a weapon	1	0	3%	0%
Not sure/Decline	8	3	20%	14%
Total	40	22	40	22
He is hanging out with a friend and a guy tries to smack his friend around.	CV	Comp	CV	Comp
Ignore	9	5	23%	23%
React verbally	3	3	8%	14%
Get physical	11	7	28%	32%
Pull a weapon	6	4	15%	18%
Use a weapon	5	0	13%	0%
Not sure/Decline	6	3	15%	14%
Total	40	22	40	22
He sees a guy who has not paid him the \$100 he owes him.	CV	Comp	CV	Comp
Ignore	10	5	26%	23%
React verbally	6	5	15%	23%
Get physical	6	4	15%	18%
Pull a weapon	4	5	10%	23%
Use a weapon	6	0	15%	0%
Not sure/Decline	7	3	18%	14%
Total	39	22	39	22

He is at a club talking to a girl and a guy tries to get her number.	CV	Comp	CV	Comp
Ignore	16	5	40%	23%
React verbally	11	8	28%	36%
Get physical	3	0	8%	0%
Pull a weapon	3	5	8%	23%
Use a weapon	1	0	3%	0%
Not sure/Decline	6	4	15%	18%
Total	40	22	40	22
Somebody talked shit about him on a social media site (e.g. Facebook, Instagram)	CV	Comp	CV	Comp
Ignore	16	7	40%	32%
React verbally	12	3	30%	14%
Get physical	5	3	13%	14%
Pull a weapon	3	4	8%	18%
Use a weapon	1	1	3%	5%
Not sure/Decline	3	4	8%	18%
Total	40	22	40	22
He sees a guy who owes him \$200 and he thinks the guy is trying to play him.	CV	Comp	CV	Comp
Ignore	9	4	23%	18%
React verbally	4	3	10%	14%
Get physical	14	4	35%	18%
Pull a weapon	3	5	8%	23%
Use a weapon	5	0	13%	0%
Not sure/Decline	5	6	13%	27%
Total	40	22	40	22

Personal and Community Responses to Incidents of Violence	Neighborhoods			
When violence breaks out can you and your neighbors count on the police to help?	CV	Comp	CV	Comp
Yes, definitely	8	4	21%	18%
Yes, probably	5	2	13%	9%
Not sure	10	7	26%	32%
No, probably	5	5	13%	23%
No, definitely	11	4	28%	18%
Total	39	22	39	22

When violence breaks out can you and your neighbors count on an ambulance showing up quickly if called?	CV	Comp	CV	Comp
Yes, definitely	6	7	15%	33%
Yes, probably	12	1	30%	5%
Not sure	14	3	35%	14%
No, probably	4	5	10%	24%
No, definitely	4	5	10%	24%
Total	40	21	40	21
When violence breaks out can you and your neighbors count on the Winston Salem Police Department to help?	CV	Comp	CV	Comp
Yes, definitely	7	7	18%	33%
Yes, probably	8	4	20%	19%
Not sure	12	3	30%	14%
No, probably	4	5	10%	24%
No, definitely	9	2	23%	10%
Total	40	21	40	21
When violence breaks out can you and your neighbors count on community leaders (e.g. politicians, ministers, former gang members, etc.) to help?	CV	Comp	CV	Comp
Yes, definitely	7	4	18%	18%
Yes, probably	6	1	15%	5%
Not sure	11	5	28%	23%
No, probably	6	8	15%	36%
No, definitely	10	4	25%	18%
Total	40	22	40	22
When violence breaks out can you and your neighbors count on local programs (e.g., social service programs, etc.) to help?	CV	Comp	CV	Comp
Yes, definitely	5	3	13%	14%
Yes, probably	9	1	23%	5%
Not sure	11	6	28%	27%
No, probably	7	5	18%	23%
No, definitely	8	7	20%	32%
Total	40	22	40	22
When violence breaks out can you and your neighbors count on teachers and other school personnel to help?	CV	Comp	CV	Comp
Yes, definitely	4	3	10%	14%
Yes, probably	6	1	15%	5%
Not sure	16	4	40%	18%
No, probably	5	8	13%	36%
No, definitely	9	6	23%	27%
Total	40	22	40	22

Is it common for people to belong to street gangs, crews, or sets in the neighborhood?	CV	Comp	CV	Comp
Yes, definitely	10	6	25%	27%
Yes, probably	8	3	20%	14%
Not sure	15	6	38%	27%
No, probably	5	5	13%	23%
No, definitely	2	2	5%	9%
Total	40	22	40	22
If you saw someone being beaten up or shot at, would you call the police to report the crime?	CV	Comp	CV	Comp
Yes, definitely	6	6	15%	27%
Yes, probably	7	3	18%	14%
Not sure	13	4	33%	18%
No, probably	6	6	15%	27%
No, definitely	8	3	20%	14%
Total	40	22	40	22
Do you feel safe at home during the night?	CV	Comp	CV	Comp
Yes, definitely	14	6	36%	27%
Yes, probably	7	9	18%	41%
Not sure	11	2	28%	9%
No, probably	4	3	10%	14%
No, definitely	3	2	8%	9%
Total	39	22	39	22
Do you feel safe at home during the day?	CV	Comp	CV	Comp
Yes, definitely	16	7	41%	32%
Yes, probably	7	7	18%	32%
Not sure	7	1	18%	5%
No, probably	4	5	10%	23%
No, definitely	5	2	13%	9%
Total	39	22	39	22
Do you feel safe in your neighborhood during the night?	CV	Comp	CV	Comp
Yes, definitely	14	9	35%	41%
Yes, probably	7	5	18%	23%
Not sure	6	1	15%	5%
No, probably	7	4	18%	18%
No, definitely	6	3	15%	14%
Total	40	22	40	22

Do you feel safe in your neighborhood during the day?	CV	Comp	CV	Comp
Yes, definitely	13	9	33%	41%
Yes, probably	8	5	20%	23%
Not sure	6	4	15%	18%
No, probably	5	1	13%	5%
No, definitely	8	3	20%	14%
Total	40	22	40	22
In the last 12 months, how many times have you been stopped and/or frisked by the police?	CV	Comp	CV	Comp
0	24	15	60%	68%
1	3	3	8%	14%
2	2	2	5%	9%
3	2	0	5%	0%
5	3	0	8%	0%
6 or more	1	0	3%	0%
Not sure/Decline	5	2	13%	9%
Total	40	22	40	22
Social Media and Respondent Characteristics		Neighborhoods		
In the last 12 months, how many times have you seen someone getting threatened on Facebook?	CV	Comp	CV	Comp
0	20	9	50%	41%
1	4	4	10%	18%
2	3	3	8%	14%
3	4	3	10%	14%
4	1	1	3%	5%
5	2	1	5%	5%
6 or more times	1	0	3%	0%
Not sure/Decline	5	1	13%	5%
Total	40	22	40	22
In the last 12 months, how many times have you seen someone getting threatened on Instagram?	CV	Comp	CV	Comp
0	28	18	70%	82%
1	1	1	3%	5%
2	1	0	3%	0%
3	2	0	5%	0%
4	0	1	0%	5%
5	0	0	0%	0%
6 or more times	1	0	3%	0%
Not sure/Decline	7	2	18%	9%
Total	40	22	40	22

In the last 12 months, how many times have you seen someone getting threatened on Snapchat?	CV	Comp	CV	Comp
0	28	16	70%	73%
1	0	3	0%	14%
2	0	0	0%	0%
3	2	0	5%	0%
4	0	0	0%	0%
5	0	0	0%	0%
6 or more times	1	1	3%	5%
Not sure/Decline	8	1	20%	5%
Total	39	21	40	22
Exposure to Anti-Violence Events		Neighborhoods		
In the last 12 months, how many times have you attended anti-violence events (e.g., marches and/or rallies) in your neighborhood?	CV	Comp	CV	Comp
0	29	13	73%	59%
1	2	3	5%	14%
2	0	0	0%	0%
3	1	1	3%	5%
4	1	0	3%	0%
6 or more times	3	1	8%	5%
Not sure/Decline	4	3	10%	14%
Total	40	21	40	22
Demographics		Neighborhoods		
Age	CV	Comp		
Average	25.2	26.1		
Youngest	18	18		
Oldest	37	35		
Education Level	CV	Comp	CV	Comp
Less than high school	8	2	20%	9%
High school or GED	10	5	25%	23%
Some college	5	7	13%	32%
Degree: 2-year college or technical degree	4	4	10%	18%
Degree: 4-year college or higher	10	2	25%	9%
Not sure/Decline	3	2	8%	9%
Total	40	22	40	22
Are you currently in school?	CV	Comp	CV	Comp
Yes	7	2	18%	10%
No	33	19	83%	90%
Total	40	21	40	21

Current employment status	CV	Comp	CV	Comp
Unemployed	21	15	53%	68%
Part-time	9	1	23%	5%
Full-time	9	5	23%	23%
Not sure/Decline	1	1	3%	5%
Total	40	22	40	22
On an average day, how many hours do you spend outside of your neighborhood?	CV	Comp		
Average	9.5	10.1		
Range	1 - 17	3 - 16		