

2018 - 2023

VIOLENCE PREVENTION IMPACT REPORT

City of Danville



Report by:
Robert David
Violence Prevention Manager

WHAT IS

Project Imagine

Project Imagine is a Community Violence Intervention collaborative for ages 21 and under that provides at-risk and gang affiliated individuals opportunities for success through multi-resource interventions.

Project Imagine was developed using the evidence-based theory of Cognitive Behavior Therapy. Focusing on developing ways youth can implement new information and standards so they can change their behavior. The concept is that the program creates a positive "image" in the mind of the youth so they can "Imagine" a life without gangs or crime. Project Imagine follows the foundational constructs of the Comprehensive Gang Model (CGM) which the City of Danville adopted in 2017. The CGM was developed by the Office of Juvenile Justice and Delinquency Prevention, a cooperative agreement between the Office of Justice Programs and the United States Department of Justice.

THE COMPREHENSIVE GANG MODEL INCORPORATES FIVE AREAS OF FOCUS SHOWN TO BE EFFECTIVE AT SUPPRESSING AND PREVENTING GANG INVOLVEMENT AND GANG-RELATED VIOLENCE AND CRIME. THE FIVE STRATEGIES INCLUDE:

Community Mobilization: involvement of local citizens, including former gang members, community groups, agencies, and the coordination of programs and staff functions withing and across agencies.

Opportunities Provision: development of a variety of specific education, training, and employment programs targeted at high at-risk and gang involved youth.

Social Intervention: deployment of Street Outreach Workers who serve as an integral part of an inter-agency and multi-disciplinary team of providers or "Intervention Team" to link gang-involved youth and their families to needed support and services.

Suppression: formal and informal social control procedures, including close supervision or monitoring of gang youth by agencies of the criminal justice system and by community-based agencies, schools, and grassroots groups.

Organizational Change and Development: shapes policies and procedures to make the most effective use of available and potential resources, within and across agencies to better address gang-related problems.

Five Core Strategies

Community Mobilization—community engagement and collaboration



Opportunities Provision—education, training, and employment programs



Social Intervention—outreach and access to provision of services for gang-involved youth and their families



Suppression—community policing with formal and informal social controls and accountability measures



Organizational Change and Development—development of policy for effective use of resources



THE MODEL IMAGINE THAT! 2018-2021

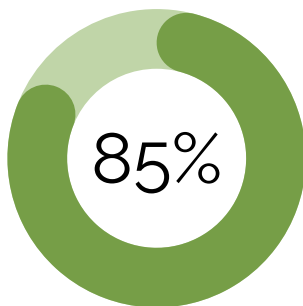
In 2018, Project Imagine began as a 9-week workforce readiness program without a budget. However the community was rich in resources but collaboration was poor. Through partnerships and a collaboration with the Virginia Department of Juvenile Justice, local mentors, law enforcement and funding from the Workforce Innovation and Opportunity Act, Project Imagine was launched!



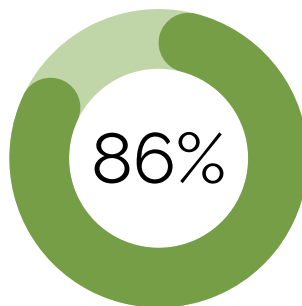
The program consisted of :

- 3-hour orientation
- Workforce readiness
- Job shadowing
- Mentoring
- Referrals to other resources
- Project Rebuild: 10-day construction certification.

21 Enrolled Youth



Graduation
Rate



Probation
Compliance Rate



No New
Charges

EXPANSION

2021-2023

“NEW AUNTS AND UNCLES”

In 2020, the City of Danville was awarded a grant from the Office of Juvenile Justice and Delinquency Prevention. This grant provided support for the expansion of Project Imagine.

Each youth receives a 15-hour enrollment orientation which includes:

- Clifton Strengths-Based Assessment
- Casey Life Skills
- Financial Literacy
- Goalsetting
- Workforce Readiness
- Credible Messenger Forum
- Restorative Justice “Promoting Empathy through Equitable Resolution” (PEER Model)

**Between 2021
and 2023
Project Imagine
has enrolled
over 125 youth!**



New Aunts and Uncles

After orientation, each youth is assigned an outreach worker who will assist in guiding the youth toward their goals through providing access to community resources. Project Imagine has also created innovative programs to meet the unique needs of the youth. This additional support system mimics the support that the youth may have experienced from an aunt or uncle in an extended family.

PERSONALIZE ENTREPRENEURIAL WORKFORCE READINESS (PEWR)



PEWR classes teach youth participants what it means to be an entrepreneur, what is required to be a hairstylist, and the importance of hair related to health, self-care, and self-maintenance.

CREDIBLE MESSENGER (OUTREACH WORKER)



Project Imagine staff and local leaders organized a trip for 16 graduates to visit the International Civil Rights Center & Museum along with a tour of North Carolina A&T State University.

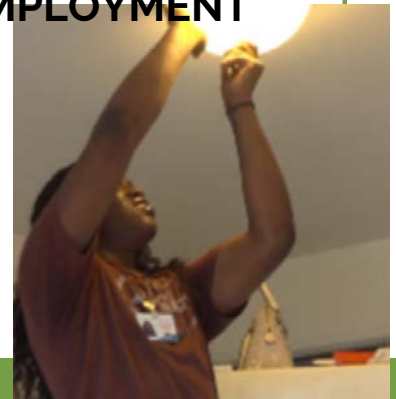
SPORTS BASED YOUTH DEVELOPMENT (SBYD)



SBYD is grounded in youth development, sports psychology, and youth sports practice. SBYD aims to use the sport experience to contribute to the improvement of self-efficacy in youth.

**We follow the 3 A's:
Academics, Athletics, and Attitude!**

EMPLOYMENT



Youth have the opportunity participate in a 9-week workforce readiness program.

FRESHMAN TO FRESHMAN (F2F)

Project Imagine provides services for youth from their freshman year of high school to their freshman year of college and beyond.



Community In Schools (Prevention Services)

In collaboration with Danville Public Schools and Community in Schools, Project Imagine facilitates an 8-week course based on the Transtheoretical Model. Classes are conducted twice a week in addition to staff invoking rehearsal maintenance through classroom presence three times a week. *In a recent survey of students that participated in the program, 100% of students personally benefited from the class and stated they would refer other students to the class.*



COGNITIVE CREATIONS (WORKFORCE MODEL)

This model is based on the Transtheoretical Model which is also known as the Stages of Change Model. During this 8-week course youth earn studio access to produce audio/visual content.



CREDIBLE MESSENGER (WORKFORCE READINESS MODEL)

The Credible Messenger model provides 12 hours of training to returning citizens who are interested in becoming credible messengers and working with high risk and gang affiliated youth.

PROJECT IMAGINE PROUDLY INTRODUCES ... THE “HAVEN”

The “HAVEN” Outreach Center is located in a neutral part of the City where citizens, youth, and community members can seek assistance from Project Imagine.

The HAVEN was designed to be a safe, supportive, and welcoming environment for youth to come together.



In addition to classes and community engagement events, the HAVEN is also home to Project Imagines’ very own e-sports league.



GANG PREVENTION AND COMMUNITY AWARENESS



Volunteer Violence Interrupters are community members who have influence in the neighborhoods. These individuals intervene in crisis situations to interrupt violent incidents.

During summer months the Project Imagine Sports-Based program offers a 12-hour self-efficacy youth development training camp to community youth and parents.

**PROJECT
IMAGINE**

**SPORTS-BASED YOUTH DEVELOPMENT
PREVENTION TRAINING CAMP**

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**SQUIRE ARMY RECREATION CENTER
3194 NORTH MAIN STREET, DANVILLE**

**FIRST GROUP: JUNE 12, 13, 20, & 21
SECOND GROUP: JULY 10, 12, 17, & 19**

AGES 7-11 10 AM - 1 PM AGES 12 & UP 1 PM - 3 PM

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A graduation ceremony will be held for the first group on June 21 following the last session.
A graduation ceremony for the second group will be held on July 20 at 11am.

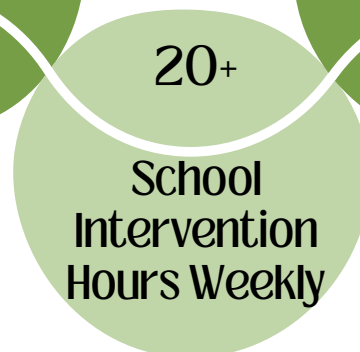
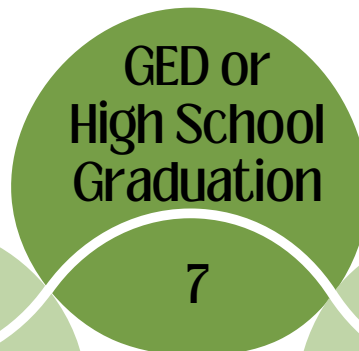
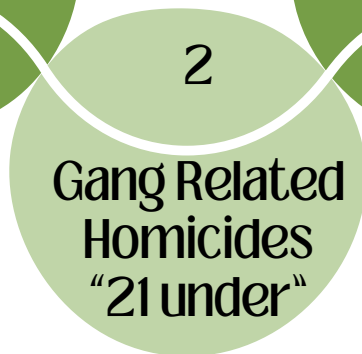
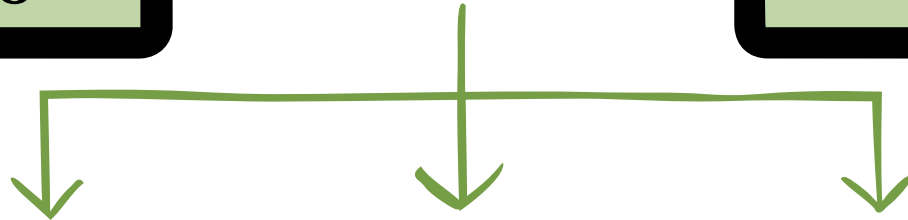
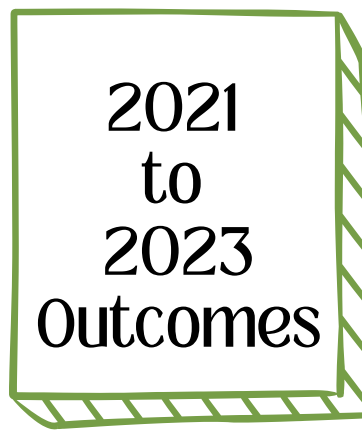
**For more information or to register
please contact Coach Stick at:
434-250-4952**

**PARENTS/GUARDIANS PLEASE NOTE THAT IF YOUR CHILD IS
BETWEEN THE AGES OF 7 AND 11, YOU ARE REQUIRED TO
PARTICIPATE IN THE AGES CLASS ON JUNE 12 OR JULY 10
AT 10AM IN ORDER FOR YOUR CHILD TO PARTICIPATE.**

COMMUNITY ENGAGEMENT

is an essential function of Project Imagine. These events provide resources to the community while improving relationships with residents and youth. These events also provide a platform for community volunteers to give back to their neighborhoods. Over the past three years, Project Imagine has teamed up with community partners and organizations to provide hundreds of bookbags and school supplies to area students during our back to school event.





Potential funds saved through diverting youth to Project Imagine:
Detention Cost: \$120 per day x 21 day stay x 125 youth =

\$446,250

*21 DAY AVERAGE STAT ACCORDING TO WW MOORE DIRECTOR

Danville's implementation of the Comprehensive Gang Model (CGM) has been recognized globally for the collaborative efforts to decrease gun violence. Project Imagines' intervention strategies have been highlighted as a major component of the City's comprehensive gang model.

GLOBAL MODEL



1 of 14 Nationally Recognized Intervention Models

Project Imagine was among 14 youth anti-violence intervention efforts across the nation highlighted by the Urban Institute for localities that want to reduce youth gun and gang violence.



FLORIDA LEADERS VISIT PROJECT IMAGINE SITE



Project Imagine hosted visitors from both the Florida and Philadelphia school systems who came to Danville to learn about the comprehensive gang model and see how Project Imagine has succeeded in deterring youth from crime.

Sweden Highlighted Danville's Success



HIGHLIGHTED NATIONALLY



“With more gang-related murders per capita than Chicago, the small town of Danville, Virginia, needed to crack down on crime. The situation was not unlike that in Sweden. Five years later, a unique investment has yielded results.”

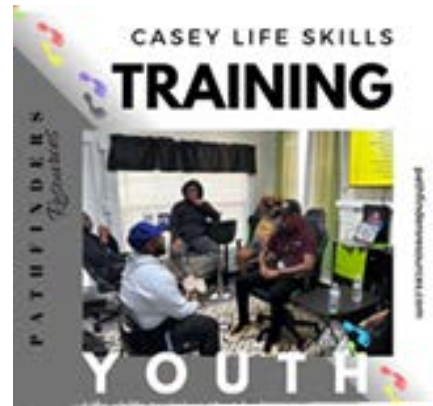
<https://www.st.nu/2023-11-04/fran-16-till-noll-staden-som-stoppadegangmorden>



COLLABORATION

Danville's Comprehensive Gang Model (CGM) is rooted in community collaboration. Listed below are some of the collaborative partners who have assisted in providing services to decrease gang violence in the City of Danville.

Averett University
Big Brothers Big Sisters of Danville Area
Boys & Girls Clubs of the Danville Area
City Manager's Office
Commonwealth Attorney's Office for the City of Danville
Community in Schools
Center for Youth and Family Advocacy
Danville Church & Community Tutorial Program
Danville Community College
Danville Economic Development and Tourism
Danville Juvenile & Domestic Relations Court Services Unit
Danville Juvenile Probation
Danville Parks and Recreation
Danville-Pittsylvania Community Services
Danville Police Department
Danville Public Schools
Danville Science Center
Danville Sherriff's Department
Danville Department of Social Services
FCS Inc.
Focus Point Mental Health
Institute for Advanced Learning and Research
Office of the Public Defender for the City of Danville
Opportunity Neighborhoods
Pathfinders Resources, Inc.
PATHS, Inc.
River District Association
River District Consulting
River District Printing & Maddyzack Designs
Ruby B. Archie Public Library
Salvation Army of Danville
Shining Diamonds Mentoring
Smart Beginnings Danville
S&D Family Styles and Cuts
Sylvan Learning Center
The Health Collaborative (Danville Chapter)
The Remnant Church of Power
Tote Boy's
United Way of Danville-Pittsylvania County
Virginia Legal Aid Society (Danville Office)
Virginia Workforce
W.W. Moore, Jr., Juvenile Detention Home



GRADUATES!





Meet the Aunts and Uncles of Project Imagine



Robert T. David, Sr.
Violence Prevention Manager

Curtis A. Artis, III
Assistant Violence
Prevention Manager



Bradley "Coach Stick" Jefferson
Outreach Worker





Dennis "DJ" Tarpley
Outreach Worker

William Thompson
Outreach Worker



Kanika Lanier
Outreach Worker



Daniel Wilson
Athletic Life Coach



TESTIMONIALS

PARENT: S ADAMS

"I want to put the spotlight on how the outreach workers go out of their way and beyond measure to exceed their goals of expectations to make this place a better place for our youth. Also, how Mr. David makes his face known to the people and makes himself available to the public. I am personally looking forward to seeing the growth and the many other positive changes Project Imagine has in store for us all. Thank you Project Imagine for all that you do!"

SONYA LAWRENCE PRINCIPAL AT RISE ACADEMY

"Project Imagine has been a very important part of Rise Academy's mission. Project Imagine has been one of our biggest supporters with their mentor program. We can always count on the team there. Our students greatly benefit from the program, which introduces them to positive and nurturing individuals."



CAMYRON WALTON 2 YEAR SUCCESS STORY

"Project Imagine taught me that the street life isn't the way. It has also taught me how to make money a smarter way and in different ways instead of going to the streets. Without Project Imagine I probably wouldn't know what to do or where I'd be."

BRENDA L. DAVID, MS GEORGE WASHINGTON HIGH SCHOOL STUDENT SUPPORT COORDINATOR

"Your staff has helped change the perspective of my students by offering classes that focus on the following: communications, self-esteem, goals, and setting healthy boundaries. I appreciate all that you guys do."

JAYDEN WHITAKER

Project Imagine Youth

"I wanted to take a moment to express my heartfelt gratitude for the incredible experience I had with Project Imagine. It has had an immeasurable impact on me, both personally and professionally. From the very beginning Project Imagine captivated my attention with its noble mission and innovative approach. The opportunity to contribute to a cause that aims to make a positive difference in the world was truly inspiring. Throughout my involvement in Project Imagine, I was constantly challenged to think creatively, problem-solve, and collaborate with a diverse group of individuals. This inclusive atmosphere allowed me to grow both intellectually and emotionally as I learned to appreciate the power of diverse perspectives and the strength of teamwork. Project Imagine provided me with invaluable opportunities for personal growth. The confidence I gained from overcoming obstacles and achieving milestones within Project Imagine has spilled over into other areas of my life empowering me to pursue my dreams with unwavering determination. It has instilled in me a lifelong commitment to making a positive impact in the world. I would like to express my deepest gratitude to the entire Project Imagine team for creating such a transformative experience. Thank you for the profound impact Project Imagine has had on me. I look forward to continuing to support Project Imagine."

**PROJECT
IMAGINE**

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