

# Street Outreach and Violence Reduction

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*Oregon DOJ 2025 CVI Grantee Summit  
Wednesday, May 14, 2025*

**The Roca** **IMPACT INSTITUTE**  
THINK DIFFERENT. DO DIFFERENT.



# ROCA'S MISSION

**Roca's mission** is to be a relentless force in disrupting incarceration, poverty, and racism by engaging the young adults, police, and systems at the center of urban violence in relationships to address trauma, find hope, and drive change.

**We work with 16-to-24-year-olds who have experienced extensive trauma and are the primary victims or drivers of urban violence.**

**They are often:**

- Involved in the criminal justice system
- Have low literacy and typically no HS degree/GED
- Have no formal or sustained employment history
- Involved with guns, gangs, and drugs
- Have failed out or dropped out of programs, schools, and jobs
- May be young parents

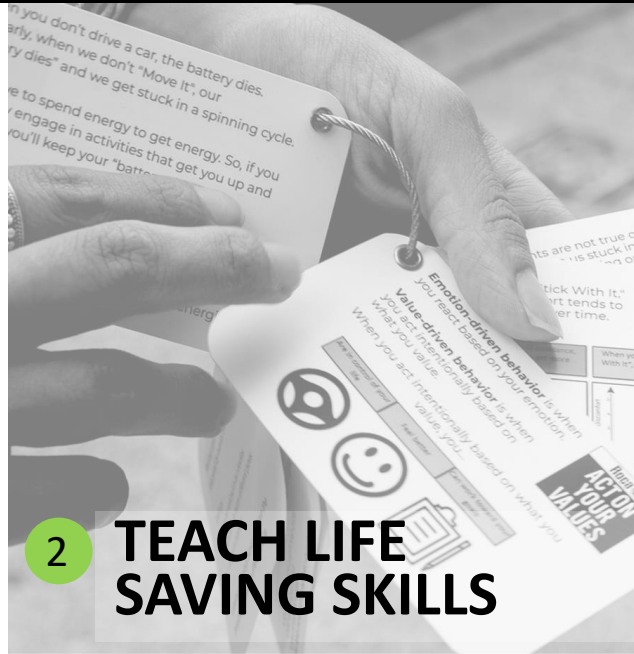


# WHAT WE DO



## 1 CREATE SAFETY AND STABILITY

We do **relentless outreach** and build **transformational relationships** with young people to develop the foundation for change. We meet basic needs, make meaningful connections, and provide moments feeling free from harm.



## 2 TEACH LIFE SAVING SKILLS

We teach a relatable and simple version of **CBT** in the streets – and anywhere a young person is.



## 3 PRACTICE SKILLS, RELAPSE, & REPEAT

We create tailored programs that serve as spaces for young people to change, not when they are “ready,” but as they still struggle.



## 4 ENGAGE INSTITUTIONS & SYSTEMS

We relentlessly reach out to system partners, build relationships, and jointly practice new skills that produce better outcomes.

# KEY CONCEPTS



## Best Practices for Street Outreach:

- **Is Intentional and Accountable:** *having a system to identify highest risk, plan outreach, track your efforts over time*
- **Is Relentless:** *physically going where individuals are over and over again, in the face of resistance/rejection.*
- **Builds Relationships:** *showing up and doing what you say you will do and building trust/safety*
- **Puts Safety First:** *tools that help assess high risk areas, situations and working with others to communicate and assess safety for self and others.*

# INTENTIONAL AND ACCOUNTABLE WORK



## Intentional Work:

- Intentional = doing the work using a **structured, purposeful approach** with the **right individuals (highest risk)**.
- **Preparation** is key:
  - Daily morning check-ins: review caseload + develop strategic and efficient plan for the day
  - Every outreach contact should have a **purpose**
- Accountable to team, young people, safety, protocols and communication

# RELENTLESS OUTREACH



- Repeated effort to make physical contact, even in the face of rejection
- Always follow up and follow through
- Provide basic needs as a way to bring something of value right away
- Stay consistently engaged
- Don't quit
- Model behavior





# BUILDING RELATIONSHIPS



- Develop **mutual trust**
- Be a very **active listener**
- Share about self only when appropriate
- Model trustworthy behavior – walk the walk
- Be willing to engage in **difficult conversations** upfront
- Building transformational relationships **takes time**

# PUT SAFETY FIRST



- Understand **critical differences** in 2025: social media, gun access, mobility
- Use neighborhood and individual **safety assessments** to map/identify risk
- **Over-communicate:** close all loops.
- Have **protocols** that help you make informed **safety based decisions** in high risk moments with team





# Q and A



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