



City of  
**OAKLAND**  
California

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## News from: Human Services Department

### FOR IMMEDIATE RELEASE

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#### OAKLAND UNITE RELEASES VIDEO HIGHLIGHTING PARTICIPANT AND PROGRAM SUCCESS

**Oakland, CA**—Initiated by the passing of Public Services and Safety Act (Measure Y) in 2004, Oakland Unite has worked tirelessly to reduce violence in Oakland for the last ten years. Oakland Unite has produced a short video providing a compelling glimpse into Oakland through the lens of Oakland Unite funded agencies, case managers and program participants. The video focuses on sharing both participant and program successes with an emphasis on community building, program collaboration, engaging individuals involved in violence and fostering strong relationships.

Oakland Unite services fit within four strategies: 1) Focused Youth Services, 2) Family Violence Intervention, 3) Young Adult Reentry and 4) Violent Incident and Crisis Response, and include 34 program aimed at violence prevention and intervention. Administered by the City of Oakland's Human Services Department (HSD), Oakland Unite is the collaboration of 25 community based organizations and public agencies funded by Measure Y and other funding sources, providing over 4,000 individuals with intensive services each year, and reaching over 17,000 people through community outreach and events annually.

In addition to focusing on participant success stories, the 5-minute video shares important data provided by an independent external evaluation of Oakland Unite programs. These programs strategically engage with the "right" individuals, meaning those most likely to be involved in violence. *72% of Oakland Unite participants had a violent or serious arrest before participating in a program.* The video also captures the success of Oakland Unite program participants in transforming their lives which leads to a decrease in violence throughout Oakland. *Oakland Unite participants show an 83% reduction in arrests for violent crimes after starting an Oakland Unite program.*

This video has been a long term goal of Oakland Unite with the aim of raising community awareness about violence prevention and intervention in Oakland. The video is not only meant to relay factual information but also to represent the emotional impact of the work on the lives of residents and communities throughout Oakland.

To watch the video and get more information about Oakland Unite visit: [www.OaklandUnite.org](http://www.OaklandUnite.org). The video can also be found on at: [http://youtu.be/qa0hR\\_KbvUo](http://youtu.be/qa0hR_KbvUo). Stay tuned for upcoming video screening events which will include question and answer sessions with program participants.

For more information about Oakland Unite, its programs, and its participants, contact Sara Serin-Christ: [SSerin-christ@oaklandnet.com](mailto:SSerin-christ@oaklandnet.com).

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