



City of  
**OAKLAND**  
California

Media Contact:

Officer Frank Bonifacio  
Officer Johnna Watson  
Media Relations Office  
510-238-7230  
opdmedia@oaklandnet.com

## News from: Oakland Police Department



FOR IMMEDIATE RELEASE

May 6, 2014

### Oakland Police Department Launches Ceasefire Web Page

Oakland, CA — On Wednesday, May 6, 2015 the Oakland Police Department launched a new Ceasefire page on the Department's website.

(<http://www2.oaklandnet.com/Government/o/OPD/s/Ceasefire/index.htm>).

Ceasefire is the Oakland Police Department's violence reduction strategy. Implemented in partnership with community members, faith leaders, and service providers, Ceasefire seeks to reduce homicides and shootings by using intelligence to identify groups and individuals involved in crime so that we can direct our collective attention on them. Intervening in the lives of those most at risk and offering alternatives toward a healthy future is a vital element of the Ceasefire strategy.

Once identified as being involved in or at risk for violence, individuals and/or groups are offered resources and encouragement to choose a different path but also warned that violence will result in arrest and prosecution. Ceasefire is a fair, ethical, and effective violence intervention strategy that has been successfully implemented in other U.S. cities.

Go to the webpage and learn more about Ceasefire Oakland, including:

- How Ceasefire Oakland's goals are being met
- The partnership aspect of Ceasefire Oakland
- How Ceasefire Oakland communicates with gangs/groups involved in violent behavior
- Evidence that the Ceasefire strategy actually works
- Procedural justice and police legitimacy training
- Services and support
- Media links

Nixle Tip Watch allows tipsters to send OPD a tip three ways:

1. *Text* **TIP OAKLANDPD** to **888777** from your cell phone
2. *Call* our toll-free tip hotline at **855-TIPS-247** (855-847-7247)
3. *Respond* to OPD's Nixle messages

For more information, please contact the Media Relations Office at 510-238-7230 or [opdmedia@oaklandnet.com](mailto:opdmedia@oaklandnet.com).

Visit [Nixle.com](http://Nixle.com) to receive Oakland Police Department alerts, advisories and community messages, or follow OPD on Twitter, @oaklandpoliceca.

# # #