



# Evaluation of Crime Prevention Ottawa's 2014 Community Investments

CPO Board of Directors  
September 12, 2016



# **EVALUATION REPORT**

## **Crime Prevention Ottawa's 2014 Community Investments Report to the CPO Board of Directors**

In the fall of 2014, the Crime Prevention Ottawa (CPO) Board of Directors adopted the *Crime Prevention Ottawa Community Investment Policy – A Guide for Internal Decision Making*. One of the document's key recommendations was to evaluate CPO's community investments on a yearly basis to ensure that they are aligned with the 2013-2016 CPO Strategic Plan. In the fall of 2015, an evaluation of CPO's 2013 community investments was presented to the Board. This document builds on last year's evaluation report.

### **Our Investment**

In 2014, CPO made 22 community investments totaling \$337,397. This amount includes \$50,000 received by the City of Ottawa's Public Works Department to deliver the Paint it Up! graffiti prevention program. Most of the investments were for projects spanning into 2015 and some into 2016. This report summarizes the results.

The investments include research projects, needs assessments, project pilots, partnership development, evaluation and training to advance CPO's mandate city-wide. They range in amount from \$750 to \$65,000. The average investment is \$22,000.

Investment allocations are made with every effort to balance the investment evenly between our three main priorities: Violence Against Women, Youth and Neighbourhoods. Some investments overlap—addressing more than one priority area.

### **Evaluation Method**

CPO's community investments are intended to further knowledge and policy development, to support community-based crime prevention related to CPO's three priorities, and to support research, piloting of new approaches, training and evaluation.

To assess the effectiveness of our community investments, we have adopted a Results-Based Accountability, or RBA, approach. There are three universal RBA performance measurement categories:

- "How Much Did We Do?"
- "How Well Did We Do It?"
- "Is Anyone Better Off?"

The first two measure our effort and the quality of our effort, while the last question measures the effect of our effort.

## How Much Did We Do?

This question explores how much we did to effect change in each of CPO’s three priority areas. In others words:

- What was our output?
- How much money did we invest?
- How many people were impacted by our community investments?

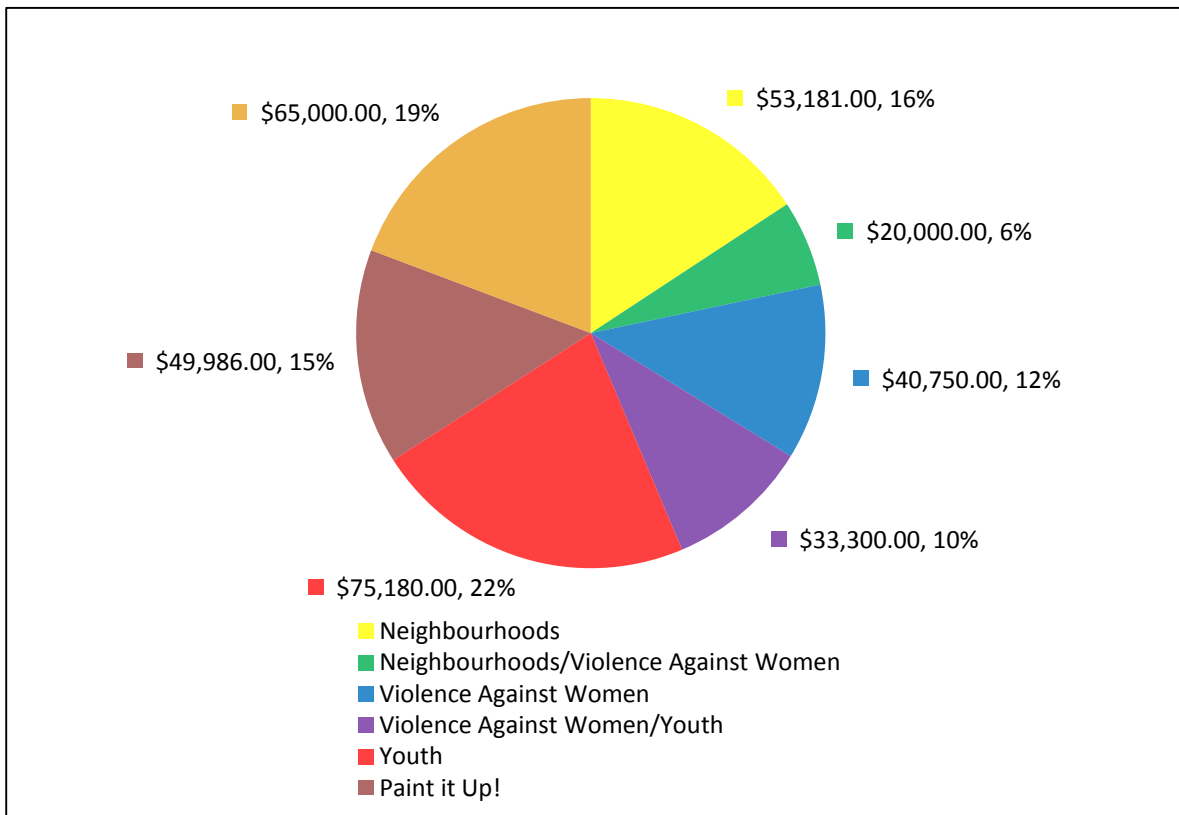
Table 1 shows the distribution of our community investments in relation to each of CPO’s reference groups: Neighbourhoods, Violence Against Women and Youth. It is important to note that Paint it Up! investments appear in a separate category on the graph. They are not part of this evaluation because Paint it Up! is a direct transfer from the City of Ottawa’s Public Works Department. CPO simply administers these investments.

While community investments are allocated as fairly as possible between each of CPO’s priority areas, there is overlap. For example:

- The Cedarwood Area Crime and Safety Project overlaps neighbourhoods and youth
- The I Can MANifest Change and ManUP! projects overlap violence against women and youth
- The We Expect Better project overlaps neighbourhoods and youth

The intersection between different projects and priorities is an important one to highlight. For more detailed descriptions of our community investments, please see Appendix A.

**TABLE 1: Overview of CPO’s Community Investments in 2014**



## ***Results outputs***

**12,180**

Total number of home takeovers information materials distributed and viewed: 5,528 English and 2,336 French information cards; 835 English and 499 French posters for buildings; 180 English and 144 French guidebooks for service providers; 2,492 English and 166 French video hits on YouTube.

**1,000**

Boys participated in an assembly to raise awareness about violence against women.

**787**

Individuals participated in workshops and/or information sessions that helped to increase the knowledge and understanding of the youth criminal justice system, youth rights, the rights and responsibilities of parents, as well as awareness of resources.

**82**

Youth completed youth engagement training to help develop leadership skills, as well as mental health and addictions education.

## **How Well Did We Do?**

CPO seeks to

- Leverage partnerships
- Build capacity
- Research and innovate
- Educate and inform

We do all of this in each of our three main priorities areas. The table below demonstrates our achievements against each of our objectives.

## ***Results***

**Leverage  
Partnerships**

- Leveraged partnerships between immigrant communities and the Canadian justice system.
- Increased collaboration and helped build stronger relationships between frontline staff of various organizations to make better referrals for youth through the Connecting Transitions initiative.
- Solidified partnerships between 21 service providers in the Cedarwood area to create the Cedarwood Sandalwood Baycrest Safety Steering Committee.

## Build Capacity

- Successfully developed and evaluated the Supporting Families Pilot Project, which has now achieved annualized funding from senior levels of government. The program identifies the siblings of gangs members who are at risk of gang involvement and offers supports to them and their families.
- Supported and contributed to an evidence-informed approach to address community safety in the Cedarwood area.
- Developed a coordinated neighbourhood response of community stakeholders to traumatic incidents (e.g. shootings, murders and home takeovers).

## Research & Innovate

- In partnership with the Ottawa Police Service, Ottawa Coalition to End Violence Against Women, and Longfields Davidson Heights Secondary school launched a campaign to raise awareness about sexual violence and social media titled “I Can MANifest Change”
- Identified the need for various research papers including Reactions to Trauma at the Community Level, Effective Youth Mentoring Best Practices, and Neighbourhood Approaches to Mental Health and Addictions in 2014.

## Educate & Inform

- Engaged 541 participants in the “I Can MANifest Change” workshops.
- Trained 111 facilitators representing 20 languages and engaged 475 participants in the Community Leadership Network for Families project.
- Trained 82 youth on the topic of mental health, addictions, home takeovers, respect and anti-street harassment, bullying and stigma in low-income neighbourhoods.
- Engaged 786 people through our Speaker Series events. Topics ranged from youth homelessness and victimization, romance fraud and best practices in youth mentoring.

## Is Anyone Better Off?

The final RBA performance measurement examines the impact of our effort. We understand it's difficult to show a causal relationship between our direct community investments and crime reduction in Ottawa. Our desired goal is to contribute to crime reduction and engage community safety in Ottawa through collaborative evidence-based crime prevention. I believe we have done so here. Let's take a closer look at our last performance measure which highlights the effect of our effort and our accomplishments.

## ***Results outcomes***

<b>20,122</b>	People benefited indirectly as a result of CPO's community investments in 2014.
<b>3,659</b>	People benefited directly from CPO's community investments in 2014.
<b>3,000</b>	Boys reported increased knowledge about violence against women through the ManUp! initiative.
<b>1,000+</b>	Students reported an increase in knowledge, strategies and skills to talk about bullying, dating violence and risky behaviour in a safe way through the "The Fourth R" program. Fifty teachers from the Ottawa-Carleton District School Board received training to deliver the program to students in grades 7 to 9.
<b>642</b>	Men and boys reported increased knowledge about myths, consent, healthy relationships and violence prevention through the "I can MANifest Change" initiative.
<b>482</b>	People reported an increase in awareness of available resources between agencies and within immigrant communities as a result of Community Leadership Network for Families project.
<b>111</b>	Settlement workers representing 20 languages were trained to deliver "Youth Criminal Justice: What Parents Should Know" workshops in the community.
<b>86</b>	New partnerships were created which resulted in better coordination between service providers across Ottawa.

CPO's community investments in 2014 also resulted in improved awareness and access to services, and enhanced cross-agency and service collaboration in Ottawa.

## **Conclusion**

Our investments in 2014 have created greater awareness and education regarding issues affecting community safety. We have enhanced strategic partnerships with community groups and stakeholders, and our investments have provided opportunities for skills development and capacity building for community groups and stakeholders in Ottawa. To this end, we recognize that crime prevention is a shared responsibility and we're simply doing our part.

# APPENDIX A

## CPO Grants 2014

### NEIGHBOURHOODS

South-East Ottawa CHC – Knowledge Gathering: Cedarwood Area	\$9,132
Reaction to Trauma at the Community Level	\$20,000
Home Takeovers (2013-2015)	\$24,049
<b>Subtotal</b>	<b>\$53,181</b>

### VIOLENCE AGAINST WOMEN

Alliance to End Homelessness Housing Shelter Safety	\$ 20,000
OCSDB - The Fourth R	\$ 20,000
CODA – Sexuality, Love & Intimacy	\$ 750
<b>Subtotal</b>	<b>\$ 40,750</b>

### YOUTH

YSB Connecting Transitions (Gang Strategy)	\$ 2,500
LASI World Skills - CLNF (Gang Strategy)	\$ 680
LASI World Skills – CLNF	\$ 54,000
Homework Club Community of Practice	\$ 18,000
<b>Subtotal</b>	<b>\$ 75,180</b>

### NEIGHBOURHOODS/VIOLENCE AGAINST WOMEN

PQCHC – We Expect Better	\$ 20,000
<b>Subtotal</b>	<b>\$ 20,000</b>

### NEIGHBOURHOODS/YOUTH

South East Ottawa CHC – Cedarwood Area Crime and Safety Project	\$ 65,000
<b>Subtotal</b>	<b>\$ 65,000</b>

### YOUTH/VIOLENCE AGAINST WOMEN

LDH – ManUP! Students addressing VAW	\$ 4,000
OCTEVAW – ICMC – Website/Social media	\$ 9,300
OCTEVAW – ICMC – Workshops and website upkeep	\$ 20,000
<b>Subtotal</b>	<b>\$ 33,300</b>

**\$287,411**

**PAINT IT UP! (distributed between 7 projects) \$49,986**

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**GRAND TOTAL \$337,397**



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