CeaseFire’s Innovation Hits
What are the strengths of the organization?
CeaseFire’s Opportunity Spaces
Leverage current competencies and create new strengths

Comprehensive training & technical assistance packages (2007)
State of Illinois Member Initiative Funding (2004, 2005, 2009)

Chicago Police Department data sharing (2000)
CeaseFire program & participant documentation framework

CeaseFire training presentations, manuals, & video scenarios
Program monitoring & evaluation metrics & documentation

Chicago Project for Violence Prevention Training & Technical Assistance Team
CeaseFire Violence Interruption Team
Assessment & program planning consulting
Program Management Training
Outreach Worker Training
Violence Interrupter Training
Hospital Response Training

Tailored interactions

FINANCE
Business Model
Network

PROCESS
Enabling Process
Core Process

OFFERING
Product Performance
Product System
Service

DELIVERY
Channel
Brand
Customer Experience
Design Research Process
What are the motivations and beliefs of the community?

3 months of research understanding user behavior and environment
Beliefs of the low risk

Coping Under Seige
Circle the wagons
Find safety in non-involvement
Rely on yourself

If it does not concern my family it’s got nothing to do with me.
Beliefs of the high risk

Rules of The Game
Crime pays
Drama causes violence
No life past 21

I wasn’t supposed to live past 18, I am 22. This is how you get your needs met.

Every child wants gym shoes and that want for more begins with Nike.
Dispel Myths

Break the Siege and Change the Rules of the Game
Emotional Environment

Neglect: It’s not my mess
Distrust of businesses and services

It’s disgusting how nobody fixes the neighborhood. Let’s bounce.

That store owner knows the dealers hide in his shop and he doesn’t do anything.
Sour grapevine
Aspirations

...To walk outside
...That kids could play outdoors
...To talk to everyone

I wish I could walk outside...
I wish my daughters could play outside after school...
I wish I could talk to anybody in the neighborhood...
Dispel Myths

Break the Siege and Change the Rules of the Game

Raise Spirits

Detoxify the Emotional Environment, Moving Towards Aspirations

Healthy Neighborhood

Aspirations

High Risk

Low Risk

Emotional Environment
Levers for Change

Aspirations

Emotional Environment

Healthy Neighborhood

High Risk

Low Risk

CeaseFire & Partners
Gain Credibility

Reach the High Risk
Give Stability
Speak with Empathy, not Authority

Isn't it a school day?
You are not going to learn anything on this corner.
Greet Legitimacy

Mobilize the High Risk
Celebrate going legit
Help stay hood at heart

Guys? Don’t you want to hear about the promotion I got?
Foster Communication

Reach the Low Risk
Dispel the Fear to Speak
Lead to Resources
Encourage Involvement

Mobilize the low risk
Define roles and make participation visible
Create something to do in the hood
Make events flexible

Once we drive far enough out of Inglewood, we’ll find a movieplex.
Levers for Change

Aspirations

Emotional Environment

CeaseFire & Partners

Healthy Neighborhood

Celebrate Legitimacy

Encourage Involvement

Guide the High Risk

Involve the Low Risk

Gain Credibility

Foster Communication

High Risk

Low Risk

Angell :: Barton :: Garga :: Geppert :: Mohan :: Yoo
Design Principles

**Raise Spirits**
Detoxify the emotional environment and Progress towards aspirations

**Dispel the Myths**
Change the rules of the game for the high risk and Break the siege imposed on the low risk

**Guide the Highest Risk,**
Establish credibility to earn their trust and Celebrate progress towards legitimacy

**Involve the Low Risk**
Foster communication to gain their attention and Encourage involvement in the community
Olive Branch

- Good News Engine
- Mobile Platform
- Universal Training
- Heal the Space
Good News Engine

Raise Spirits
Involve the Low Risk

Solicit Good News
Aggregated and Filter Good News
Illuminate Good News

Community Member
Ethically Driven Consumer
Business Owner

Campaign Solution
Mobile Platform
Raise Spirits
Dispel the Myths
Involve the Low Risk

Campaign Solution
Connect Community to Outside the Neighborhood
Maintain Presence at Hot Spots

Host Community Events

High Risk Low Risk
Universal Training
Dispel the Myths
Guide the Highest Risk

Teach Interrupting to Businesses

Teach Conflict Resolution to Mid Risk

Spread Positive Block Club Messages

Campaign Solution
Heal the Space
Raise Spirits
Dispel the Myths
Involve the Low Risk

Alderman’s Incentive

Adopt a Lot

Commemorate Peace by Planting Trees

Campaign Solution
Flipping the Context

Interrupting at Businesses

Shorties Against Violence

Conversational Judo

User Journey
Getting Involved

Radio CeaseFire → Community Cookoff → Street Festival
Believing in the Community

Radio CeaseFire

Texting Good News

Opportunity Menu
Samaritan Editor

User Journey

1. Online Good News Editor
2. High Risk Design
3. Street Festival
Swords to Plowshares

Response Bus

Commemorating Trees

Adopt-a-Lot

User Journey
Business Owner

Good News Ticker

News You Can Use

Sale

Opportunity Menu

User Journey

70% off

Good Attendance

SALE

Assistant needed at Bob’s

Opportunity Menu

Assistant needed at Bob’s

Part job - $12/hr

Opening at Katy’s

Angell :: Barton :: Garga :: Geppert :: Mohan :: Yoo
**Develop Technology**

- Text
- Code Website
### Development, Pilot, Roll Out

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Development  |  Pilot  |  Roll Out

**Phase 1**
- 2 Way Ambient Texting
- Coding Website to Accept Texts
- Instore News Ticker
- High Risk Design
- Developing Training Program
- Developing CeaseFire Brand
  - Training for Businesses
  - Training for Mid Risk

**Phase 2**
- Coding Website to Accept Texts
- Instore News Ticker
- 10 min editor
- Radio CeaseFire
- Project Red

**Phase 3**
- Web / Kiosk Opportunity Menu
- Community Health Meter

**Phase 4**
- News you can Use
Establish Trust
Engage Community
- Block Club Messages
- Training for Mid Risk
**Development**

**Pilot**

**Roll Out**

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**Solicit Funding**
- Alderman
- Mayor
**Create Initiatives**
- Adopt a Lot
- Plant Trees for Peace
### CeaseFire Ten Types

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**Outreach Worker Training**

**Violence Interrupter Training**

**Hospital Response Training**

**Universal Training**

**Good News Engine**

**Mobile Platform**
Thank You