



INITIATIVE BACKGROUND IMPROVING THE CULTURE AND PRACTICE OF COMMUNITY SAFETY INVOLVES ALL OF US.

You live in Edmonton, and care about the principles of community safety—REACH is both about you and for you! You're an integral part of the Neighbourhood Organizing Initiative.

Each Edmontonian deserves to be safe and feel safe. We share accountability to one another, to our community, and to future generations.

REACH's **Neighbourhood Organizing Initiative** empowers Edmonton communities to lead community-driven responses to safety and well-being issues. By bringing together neighbours, local organizations, and institutions, we strengthen social cohesion and spark collaboration to foster dialogue around place-based safety challenges. Together, we build collective efficacy - the ability for communities to work together and create the safe, connected neighbourhoods they want to live in.

We mobilize community building efforts, so everyone feels safe, connected and valued, with opportunities to belong, thrive and participate. We support neighbours to build on the unique strengths of each neighbourhood and individuals to create lasting, hyper-local solutions and connections.

Join us in making Edmonton neighbourhoods stronger, safer and more inclusive!



INITIATIVE BACKGROUND

The framework includes a process for mobilizing community members to identify their safety priorities, develop a collective vision for a safe and vibrant neighbourhood and co-design community-driven responses.

REACH provides support to an increasing number of neighbourhoods and is influencing outcomes, community connectivity, and collaboration between neighbours, social agencies, other institutions.

Get to know your neighbours! Have an evening block party on your front lawn.

The Neighbourhood Organizing Initiative is powered by a small but dedicated team of community development specialists. Our goal is to provide the tools, and support communities need to take action, foster connection and create safer, more vibrant neighbourhoods.

Are you interested in exploring opportunities to resource or fund a community safety project?

If so, we are available to discuss opportunities for support. Contact us by emailing the REACH Edmonton staff at debra.jakubec@reachedmonton.ca or debbie.brown@reachedmonton.ca.

STEPS TO NEIGHBOURHOOD ORGANIZING SUCCESS!



FIRST CONTACT: Individual, Neighbourhood Resource Coordinator (NRC), League, Association (e.g. club or non-profit), Councillor, Institution (e.g. school) or public meeting



MEETING: Similar as above except the meeting is focussed on what the community wants to lead and how REACH might support you



LEADERSHIP & PLANNING: Get together with Neighbourhood Leadership to create a more detailed plan for increasing collective efficacy in the area



FIND A LEADER: Find a Neighbourhood Project Lead (or co-leads) from the area; can be paid or unpaid. Review community ideas, develop a plan and start to implement



SUPPORT/CARE: Support the Neighbourhood Lead and residents in connecting through a community-led model. If needed, REACH joins the community on the ground.



ONGOING SUPPORT: Over time, provide ongoing coaching through one-on-one meetings, online group coaching or in the neighbourhood



EVALUATE: Have the Neighbourhood Project Lead ask short evaluation questions (in the beginning, at, 3-months, 6-months, etc.). Compile data and adjust as needed.

SOCIAL COHESION describes how residents think and feel about their neighborhood: Do people get along with their neighbors? Can they count on each other's help when there is a problem? Do they walk in the local park after dinner? Residents' care and concern for each other's welfare provide the social glue that holds a community together. Some neighborhood characteristics promote social cohesion: high levels of home ownership; a core of stable, long-term residents; friendships among neighbours; and the use of amenities such as parks, recreation centers and libraries.

COLLECTIVE EFFICACY describes what residents are willing to do to improve their neighborhoods. Although social cohesion is the foundation of collective efficacy, the core of collective efficacy is the willingness to intervene and the capacity for informal social control. In neighbourhoods with collective efficacy, neighbours agree on what is acceptable behaviour and reinforce it in each other. ¹

¹Higgins, Brian R., and Joel Hunt, "Collective Efficacy: Taking Action to Improve Neighborhoods," NIJ Journal 277 (2016): 18-21, available at <http://nij.gov/journals/277/Pages/collective-efficacy.aspx> (edited by NOI staff).