



# Project SNUG

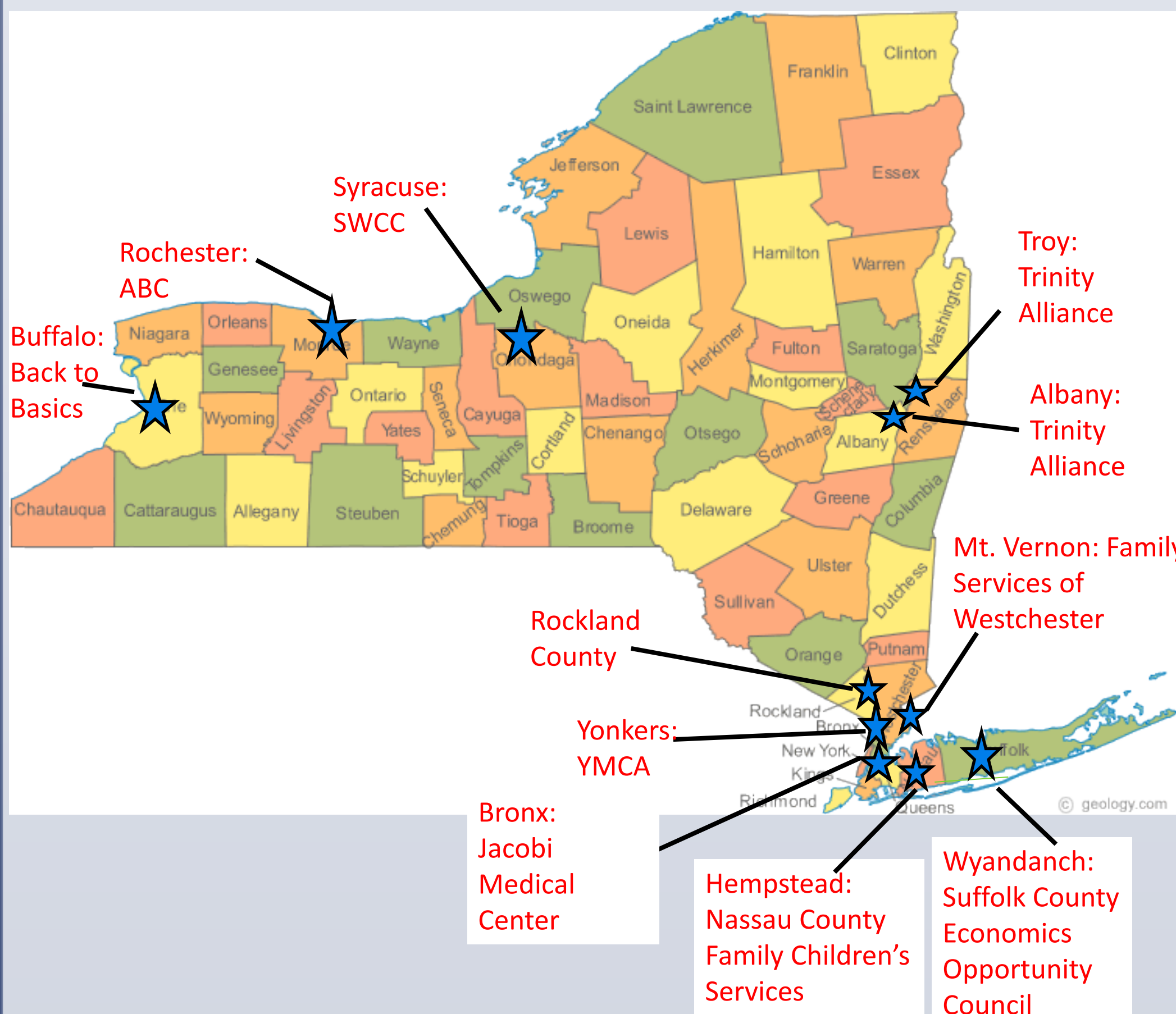
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Center for Public Safety Initiatives



## What is SNUG?

- SNUG is a New York State street outreach initiative, implemented in 10 different locations in New York State.
- These programs will follow the Cure Violence (formerly known as Chicago CeaseFire) model of violence prevention.
- The Cure Violence is an evidence based model that successfully reduces neighborhood violence when implemented with strict adherence to a set of standards.
- Programs must adhere to this model, which is measured by what is called “model fidelity.”

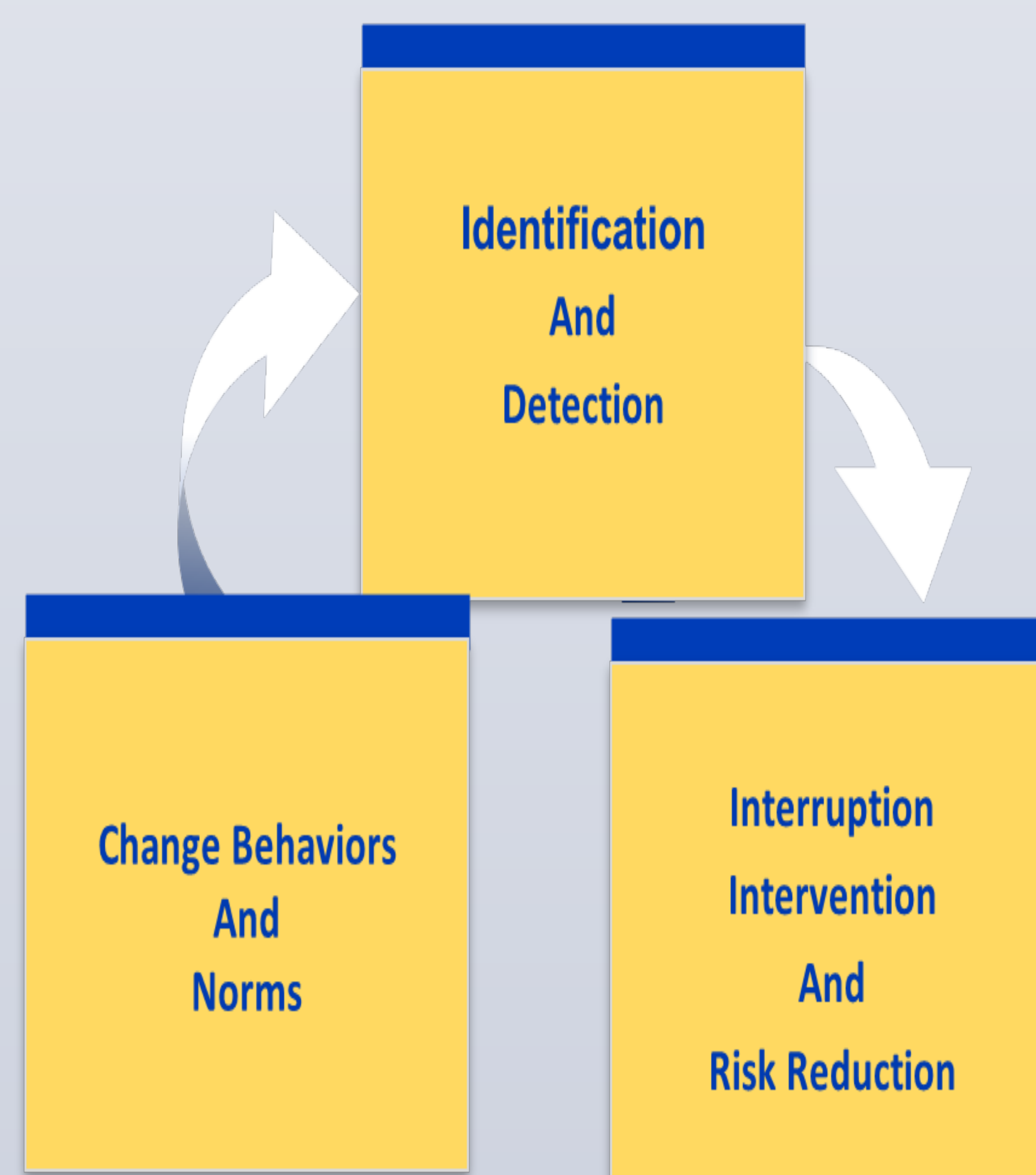


## CURE Violence Model

- The Cure Violence model’s original design was crafted in a similar manner as models used for preventing the spread of diseases.
- From the medical model’s stance, violence is viewed as a public health issue in the manner that stopping the host of this behavior will discontinue it.
- The method to “cure violence” is to detect and interrupt the “transmission” or conflict which could lead up to the violent incident. The most frequent reasons for shootings and homicides are:

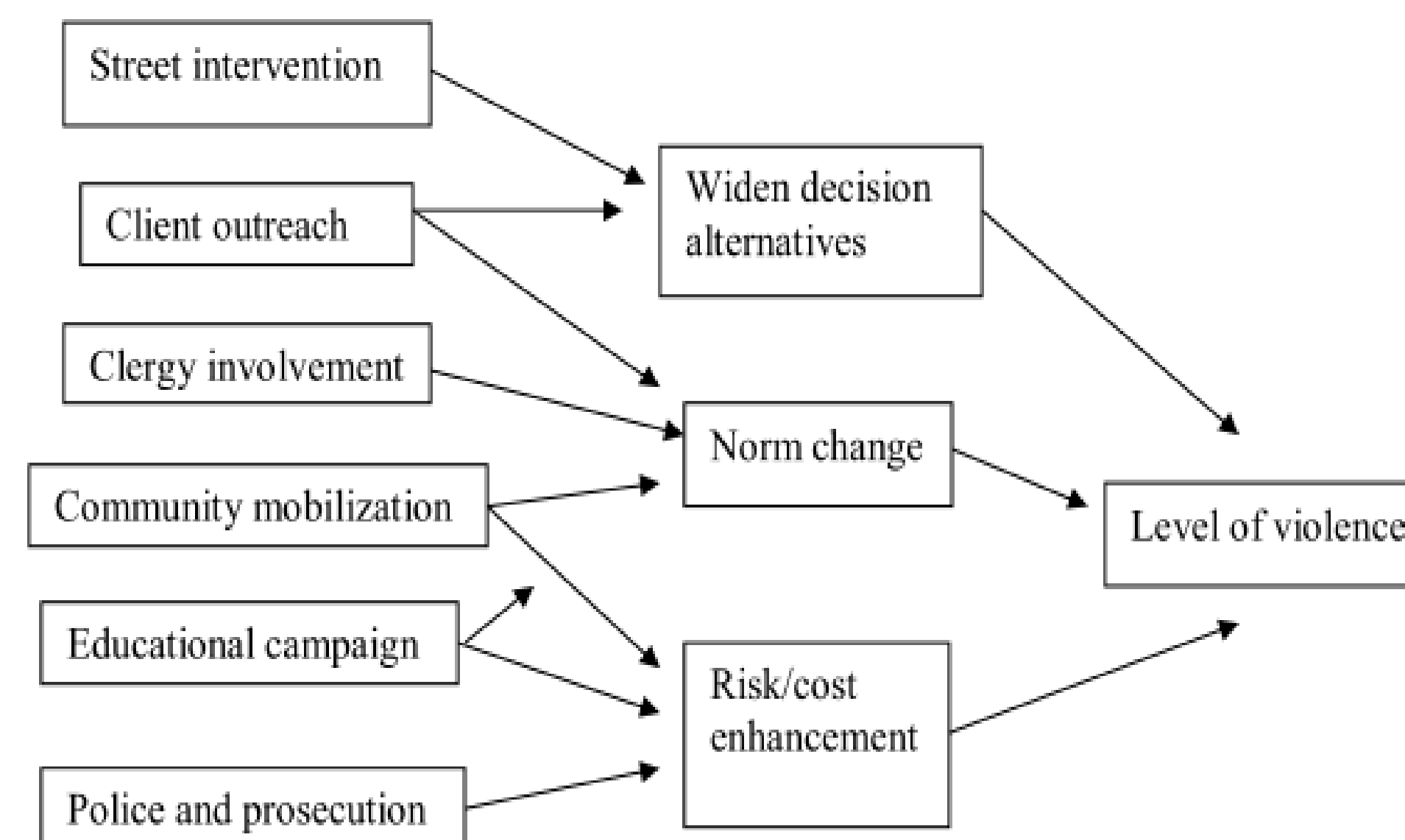
Interpersonal conflicts  
 Money disputes  
 Historical conflicts

## The Cure Violence Method to Stop Shootings and Killings



## Activities:

### CeaseFire Model



- Outreach, assessment, and case management
- Violence interruption and conflict mediation
- Post-shooting responses
- Community outreach and events
- Public messaging and education
- Targeted education in local schools
- Relationship building and coordination with community stakeholders
- GED programming for participants
- Employment assistance for participants
- Job readiness training
- Volunteer recruitment for involvement at community events and shooting responses

## Short Term Outcomes

- Participants gain non-violent conflict skills
- Participants avoid situations involving the risk of violence
- Community is more motivated to reduce acts of violence
- Participants are better prepared to find sustainable employment

## Long Term Outcomes

- Fewer shootings and homicides in SNUG catchment area
- A de-normalization of violence in the community
- Increased awareness of the need for respect and co-existence in the neighborhood

## What have we Learned?

- Reserve SNUG interventions for addressing serious violence, particularly gun-related violence in the near-term, in communities with high levels of this problem (Klofas, Duda, Schreck, & Robertson, 2013).
- Recruit applicant organizations widely in communities where SNUG is supported. Include, but do not limit, the pool to existing established street outreach programs.
- Work in coordination with law enforcement, specifically, the local police. Ensure that the local police department is aware of SNUG operations, the goals of SNUG, and the limits that SNUG workers have in sharing information.

## Want to Know More?

Center For Public Safety Initiatives  
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