

# First Response Transformation at a glance

**COMMUNITY CRISES EVOLVE AND SO MUST THE RESOURCES TO ADDRESS THEM.**

*-DeAngelo Mack*

## What is the First Response Transformation Campaign?

The First Response Transformation Campaign (FRTC) is a statewide effort led by Public Health Advocates designed to **support local jurisdictions in their efforts to reimagine first response**. To achieve this, we provide technical assistance to advocates and local jurisdictions in the development of policies and practices to develop equitable first response delivery for communities that have been underserved, criminalized, and traumatized by our traditional first response system. We must work to ensure that communities needs are matched with services – prevention, intervention, and crisis response - that are appropriate in scale and scope. Our aim is to connect with California cities who also recognize this challenge and want to take active steps to improving their public safety and first response delivery systems.

## GOALS

1

To create stakeholder and community informed strategies that California cities can deploy to reform Public Safety to include Community centered First Response.

2

To prioritize equitable care over racist/unjust criminalization and dehumanization within the Culture and History of Public Safety.

3

To support First Response Transformative practices by developing Local/ Statewide Policies and systems.

4

To structurally redefine who is considered a first responder and what does public safety mean.

5

To change the public narrative where community holds ownership of First response in partnership with systems, programs, institutions, etc.

6

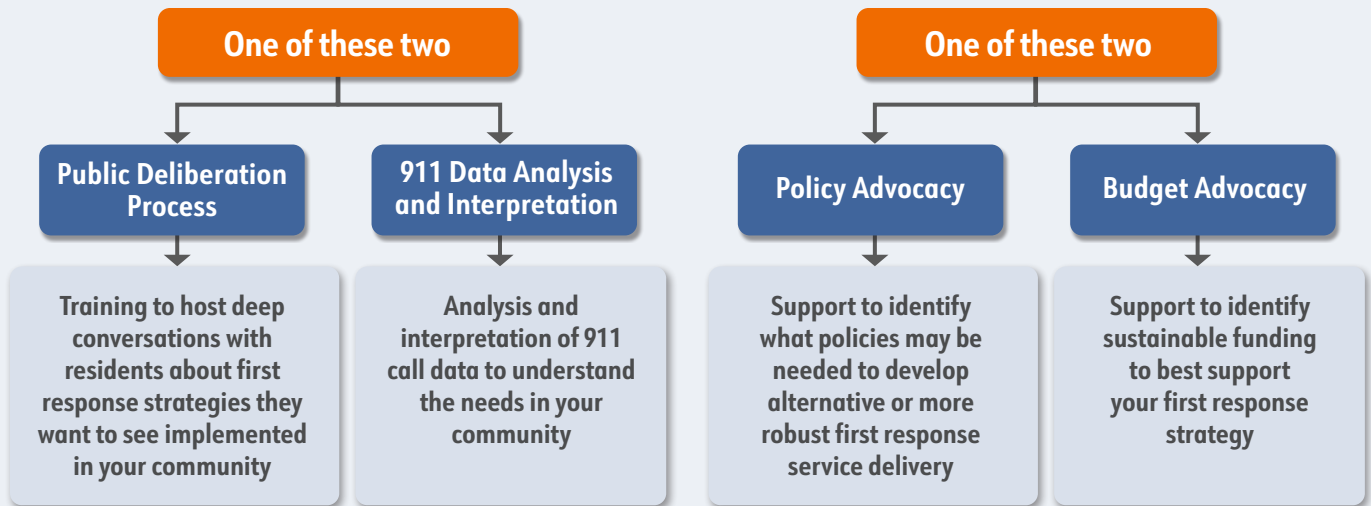
To re-allocate funding streams so that money goes to community focused first response and public safety.

## Join the First Response Transformation Campaign!

We are recruiting new cities to join the First Response Transformation Campaign! This year we are expanding our technical assistance opportunities to include more cities. By joining the First Response Transformation Campaign **your city will have an opportunity to receive direct technical assistance from Public Health Advocates staff and learn from other cities engaging in similar efforts**. Our technical assistance options are designed to help cities identify the gaps in first response service delivery, as well as opportunities to better serve marginalized communities.

# TECHNICAL ASSISTANCE OPTIONS

FRTC cities pick two types of 1:1 in-depth technical assistance



## Why Now?

Since late in 2020, Public Health Advocates has been providing technical assistance to advocates and local jurisdictions in Sacramento, Stockton, and San Diego on redefining public safety and developing alternatives to police, fire, and emergency response. **There is ample evidence that traditional first response – and law enforcement in particular – has criminalized and traumatized black and brown communities.** Legal or minor infractions often escalate to hostile and too often deadly interactions with first responders for black and brown individuals. This is not new. In 2020, our country’s reckoning with structural racism was reignited after the deaths of George Floyd and Breonna Taylor, and communities across the country took to the streets to demand cities defund their police departments. **Despite calls for change, 2021 had the highest number of law enforcement related deaths since 2015<sup>1</sup>.** We must continue to engage with our local government systems to invest in services that truly meet the needs of our communities and to protect and serve our most underinvested in communities.

## Let Us Know

If this campaign sounds like something your city needs or you’re interested in joining our efforts as an First Response Transformation Campaign City please contact:

**Ryan McClinton: [RMC@PHAdvocates.org](mailto:RMC@PHAdvocates.org)**

and tell us why the program interests you. We will follow up with some additional program information and corresponding application to join our efforts.



1. <https://www.washingtonpost.com/investigations/2022/02/09/fatal-police-shootings-record-2021>



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