

**Todos somos
JUÁREZ**

Con Vivir Mejor

**GOBIERNO
FEDERAL**



National Strategy for Community Development and Violence Prevention

The Mexico Institute at the
Woodrow Wilson International
Center for Scholars

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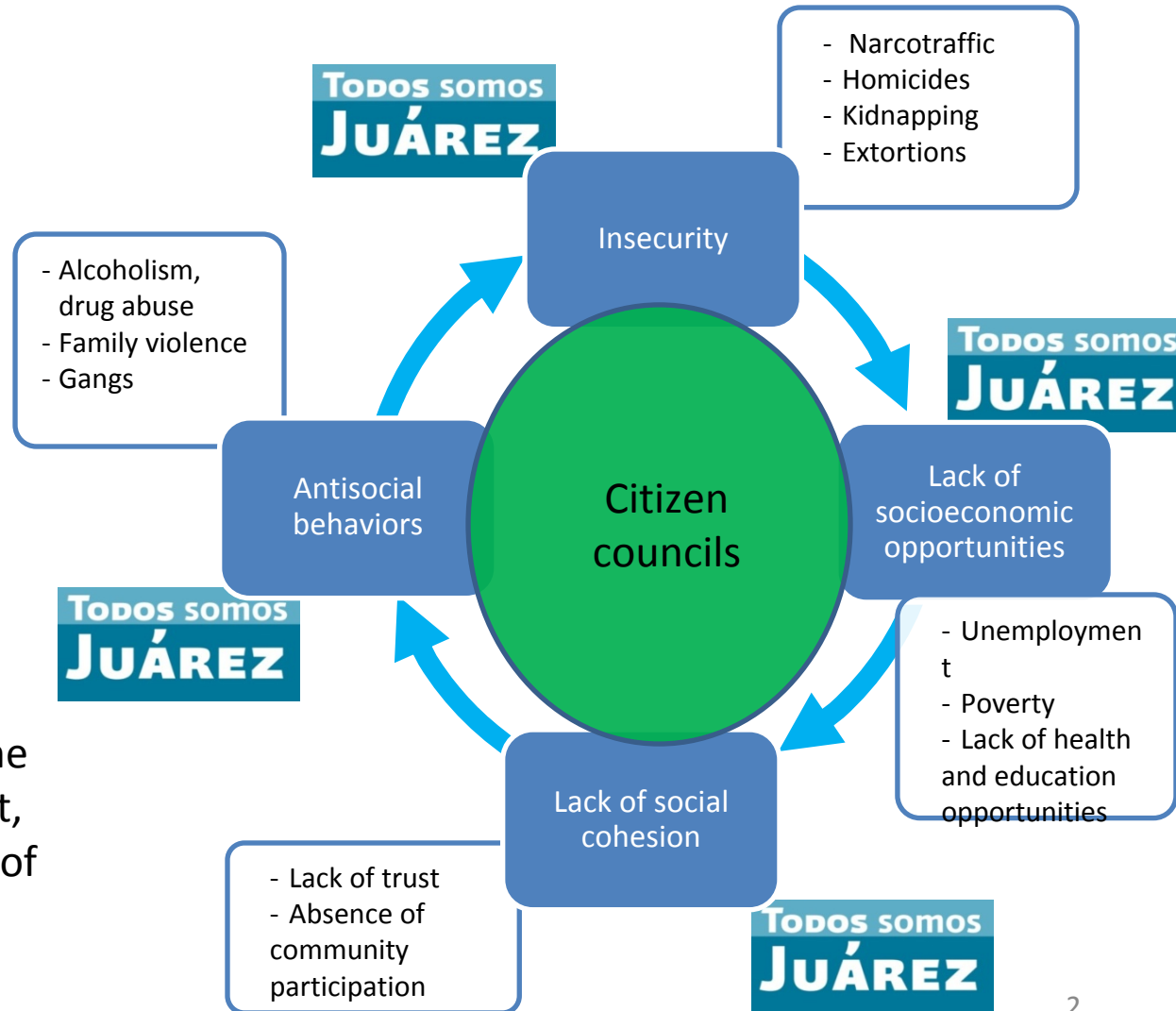


Vivir Mejor

- *Todos Somos Juárez* was launched on February 17th. 2010 as an answer to the vicious circle that the city was involved in.

- It seeks to **address the causes**, and **not just the effects** of violence and crime, working in a comprehensive way with both corrective and preventive actions in order to break the vicious circle.

- *Todos Somos Juárez* involves the community in the development, implementation and follow up of the strategy.



- Ciudad Juárez's Community.
- Federal Government.
- State of Chihuahua Government.
- Municipal Government of Juárez.



160 policy actions

- *Todos Somos Juárez* has **three main characteristics**:

Community Participation

Key element of *Todos Somos Juárez*. The community participates in the design, implementation and supervision of the program.

Comprehensiveness

Actions in security, economic development, employment, education, health and social development.

Coordination

Close coordination between the federal and local governments (e.g., citizen councils, co responsibility in the executions of the actions).

- The 160 policy actions were designed in working groups that included local governments and community leaders from Ciudad Juárez. These actions are divided as follows and they represent a historic federal investment in the city:

Policy Area	Number of actions	Budget 2010 (million pesos)
Security	12	870
Economic Development	11	140
Employment	5	84.7
Health	40	706
Education, culture and sports	72	800
Social Development	20	700
Total	160	3,300.7



What we learned from *Todos Somos Juárez*

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1. The success on these kind of strategies is based upon the leadership of local governments complemented by well-established federal programs.
2. Government actions are not enough without community participation and appropriation of the strategy.
3. A comprehensive approach to public policy for interventions is key to attend the complexities lying at the source of violence and crime within communities
4. Youth should not be seen as the problem, they are key actors in providing solutions.
5. Public policy alone is not enough, to be effective it requires to concentrate efforts within a specific territory (community, neighborhood, etc)
6. It is necessary to tackle violence both through a “strong hand” and a social prevention approaches.
7. Results come with sustained efforts in the long run.



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GENERAL OBJECTIVE

Strengthen **community dynamics** through the implementation and replication of a federal **model** aligned to local initiatives in order to achieve **social cohesion and resilient communities**.

CRITICAL SUCCESS FACTORS

1. Articulate and enhance existing social programs
2. Generate synergies between available human and financial resources
3. Citizen participation and local leadership
4. Co-responsibility of stakeholders: public, private, and social
5. Focus interventions on defined territorial units
6. Comprehensive approach to community development

1

Safe Schools



2

“New Life” Centers



3

Public Spaces



Besides 3 anchor programs the strategy articulates 17 complementary ones:



SEDESOL
SECRETARÍA DE
DESARROLLO SOCIAL

1. Hábitat
2. Oportunidades
3. Estancias Infantiles
4. Empleo temporal



SEP
SECRETARÍA DE
EDUCACIÓN PÚBLICA

5. Jornada Ampliada
6. Mejora del Logro Educativo
7. Habilidades Digitales para Todos



SALUD
SECRETARÍA
DE SALUD

8. Comunidades Saludables
9. Prevención y Atención de Violencia Familiar y de Género



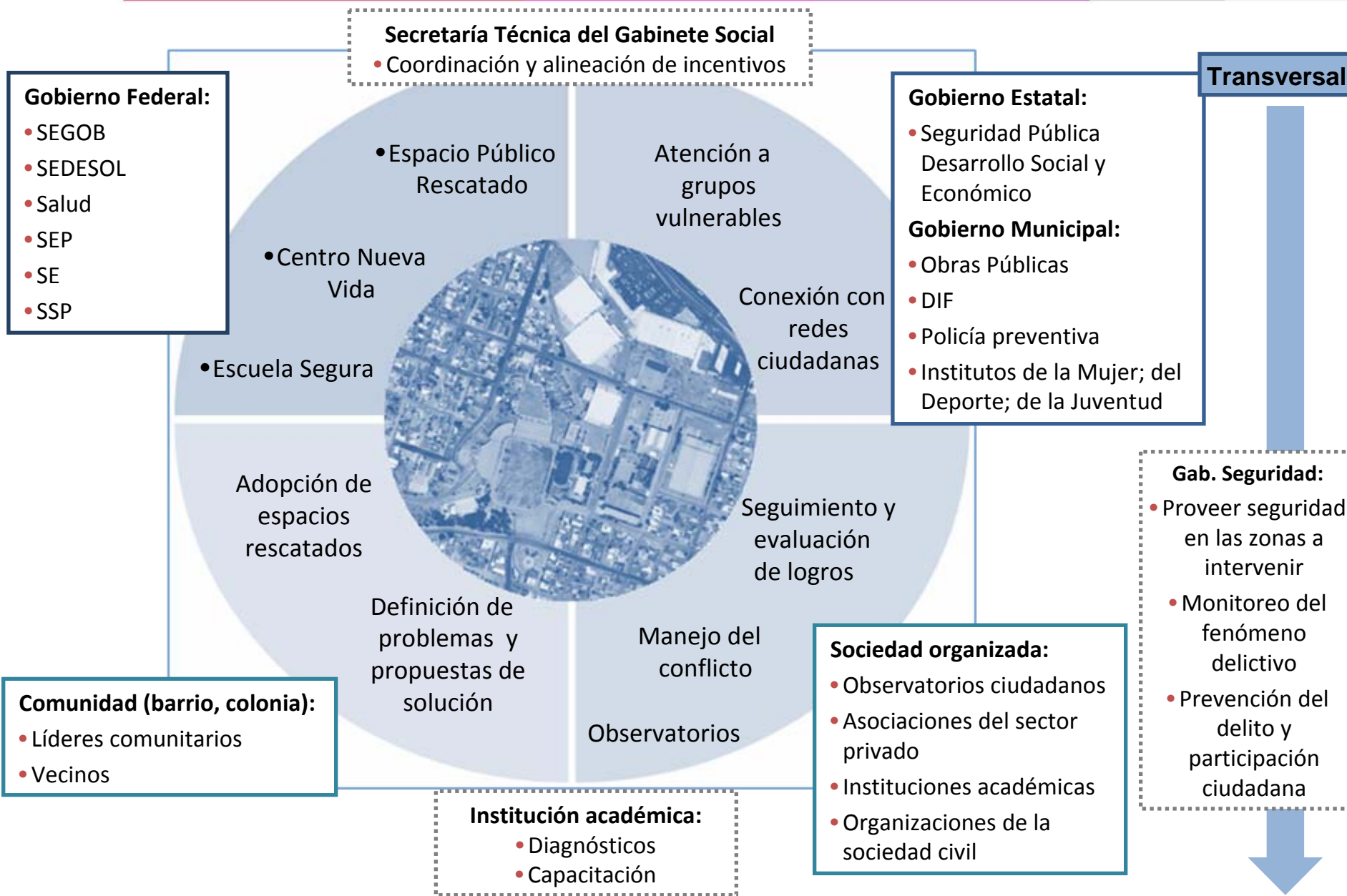
SE
SECRETARÍA
DE ECONOMÍA

10. Microempresas
11. México Emprende
12. Emprendedores
13. Franquicias



SSP
SECRETARÍA DE
SEGURIDAD PÚBLICA

14. Policía de Proximidad Social con Enfoque de Género
15. Capacitación de Maestros en Prevención de Violencia y Delito
16. Seguridad Comunitaria
17. Derechos Humanos y Atención a Víctimas





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Stages of Development

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1. Capacity Building

- a.- Federal reps
- b.- State and Local

2. Territorial Targeting

- a.- Review of previous planning proposals
- b.- Weighing of critical indicators
- c.- Safe zones definition
- d.- Statistic characterization of the socio-demographic situation of the preliminary polygons and facilities identification

3. Community Involvement

- a.- Base line survey
- b.- Participatory process
- c.- Community proposals

4. Community Action Plan

- a.- Concrete actions and commitment matrix
- b.- Schedule
- c.- Implementation Plan
- d.- Evaluation and communication plan

5. Implementation

- a.- Interinstitutional coordination
- b.- Local project management team

6. Strategy Evaluation

- a.-Base line comparison



7. Acceso a la Privada Emilio Campa



8. Calle sin pavimentación, paralela a Ambrosio Figueroa



9. Encuentro entre José Casavantes (programa SUMA) y Licenciado Solo y Gama



1. Call for participation.
2. Problems and opportunities identification.
3. Neighborhood Walkouts
4. Base Line Survey
5. Community working group
6. Specific commitments and agreements.



Problem Identification

Vivii

- Escuela
- Unidad deportiva
- Mercado
- Palacio Gob.
- Plaza
- Templo
- Área verde
- Cementerio
- Centro comercial
- Hospital



IDC	Indicators of Community Dynamics and Perception
IDC01	Insecurity perception, present and future
IDC02	Confidence to walk in your neighborhood at certain times
IDC03	Percentage of the population willing to participate in community processes
IDC04	Number of acquaintances and friends in the neighborhood
IDC05	Frequency of visits to a neighbor or family member in the neighborhood
IDC06	Community roots
IDC07	Leisure time and frequency of public space visits
IDC08	Belonging to a neighbor or community association
IDC09	Inclusion in decisions made in your community
IDC10	Feeling of solidarity in the neighborhood
IDC11	Feeling of confidence among neighbors
IDC12	Hours per week of family interaction
IDC13	Perception of physical deterioration

Within the framework provided by USAID on Pillar IV and aligned to the Mexican strategy on social prevention, we propose the following areas of cooperation within the Merida Initiative:

- 1.Youth Strategy
- 2.Drug abuse prevention programs, both to governments and community stakeholders
- 3.Capacity building for strategic governmental actors (municipal, state and federal)
- 4.Foster NGO´s participation with a territorial and community approach
- 5.Institutionalize best practices
- 6.Document and strengthen a model of targeted interventions