



SANTA CRUZ POLICE DEPARTMENT
155 Center Street, Santa Cruz, CA 95060

MEDIA RELEASE



DATE/TIME: May 8, 2014

TOPIC: Announcing BASTA Website



-MEDIA ADVISORY-

BASTA to Launch County-Wide Resource Website

We are pleased to announce the launch of the BASTA website – a bilingual county-wide resource for gang awareness, prevention and intervention. The BASTA website, created in collaboration with the Criminal Justice Council of Santa Cruz County, Santa Cruz County Office of Education, the Santa Cruz Police Department, the Watsonville Police Department, Santa Cruz County Probation and the Santa Cruz County Gang Task Force, provides both tools for parents, teachers and community members to recognize early signs of gang involvement and strategies to prevent or intervene.

“The BASTA program has led to a new era of collaboration between key service providers in our community to actively seek solutions to address our gang and at-risk youth problems. Diversity of participant participation allows the BASTA team to keep up with the ever-changing trends and share that up-to-date information with parents, educators and the community.” Rick Martinez, Deputy Chief of Police, City of Santa Cruz Police Department.

The BASTA website is a dynamic, multi-media site. Local photographs, provided by SCPD and WPD, represent current clothing trends, tagging, tattoos, and hand signs. Video interviews with Santa Cruz County youth, parents, educators, counselors, and police/probation officers cover topics such as: Why Youth Join Gangs, Signs that Youth May Be Involved, Levels of Involvement, and What Parents Can Do. The Teacher Resource section provides Educator to Educator advice, as well as Video Clips for the Classroom with Classroom Discussion Questions/Writing Prompts. Community Resources include Anonymous Tip Lines, Tattoo Removal and Graffiti Abatement information and a Community Services Directory.

“This website is really meant to be a tool for our community. It’s an opportunity for parents, teachers, students, and administrators to really access current information about gang interactions, gang involvement, and what gangs are about in our community. It really is a county-wide resource that we are hoping people truly will access.” Bryan Wall, Deputy Superintendent, Santa Cruz County Office of Education.

To view the BASTA website please check out the following site: <http://www.basta.santacruz.k12.ca.us/>

BACKGROUND:

BASTA is a countywide collaborative formed for the purpose of keeping schools and the community safe by reducing and preventing youth gang violence, school truancy, suspensions, expulsions, and alcohol and drug abuse. BASTA stands for Broad-based Apprehension, Suppression, Treatment and Alternatives and in Spanish BASTA means “enough!” North County BASTA programs include the North County Operations Team, BASTA Intervention groups, BASTA Summer Sports Camp, Parent Education trainings and the BASTA website. South County BASTA programs include BASTA Tech Team, BASTA Intervention Team, CIT (Critical Incident Team), PAL (Police Activities League), Caminos, Valor and Azteca Soccer Program.

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