

Domestic Violence Awareness Event

Event: Domestic Violence Awareness Event

Location: East Oakland (2325 E12th St)

Date/Time: Friday, October 28, 2022 @ 6:00PM - 8:00PM

Number of people reached: 42

- 42 people from sign-up sheet and flyers distributed



Image: Domestic Violence Awareness Event flyer

Event Description:

Lao Family Community Development from the Deeply Rooted in Oakland Partnership conducted community engagement at their Domestic Violence Awareness Event on October 28. The event brought awareness to domestic violence while celebrating survivors and creating a safe and fun space for families and children to enjoy Halloween. The night featured arts and crafts, snacks, games, Halloween costumes, and food baskets for families.

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The team informed people what the General Plan is; shared a 2-pager on housing and environmental justice conditions that people in Oakland are experiencing; handed out flyers for resources for Emergency Rapid Assistance Program (ERAP), library, and maintenance; referred community members to direct service organizations or City Department to address current needs; and gathered questions regarding the General Plan and City services. The 2-pager on housing and environmental justice conditions presented racial displacement, housing affordability, pollution burden, past and future housing production in Oakland, and a call to action.

Engagement Approaches:

- 1) Approach people to have a conversation rather than extracting information from them
- 2) A 2-pager on housing on the table in English

Demographics: The Deeply Rooted in Oakland Partnership is committed to reaching people who have not traditionally been part of planning processes. At this event we spoke with youth, older adults, formerly incarcerated persons, tenants/renters, homeowners, people with disabilities, LGBTQ+ people, low-income persons, and persons experiencing environmental injustice. The following are demographic highlights based on the sign-in sheet and flyer distribution:

- **Race/Ethnicity:** 24% of event attendees are Asian, 17% are Black/African American, 36% are Hispanic/Latino, and 14% are Middle Eastern.
- **Language Spoken:** 36% of event attendees are Spanish speakers.