

**NEW
ERA
OF
PUBLIC
SAFETY**

AN ADVOCACY TOOLKIT FOR FAIR, SAFE,
AND EFFECTIVE COMMUNITY POLICING

Step 7: Evaluate the Impact of Your Campaign

Once a change has been made, monitor how it is being implemented. For instance, *are all officers being trained on a new policy? Is the department evaluating its understanding and compliance with the new policy? Are community members seeing improvements? Are new or different problems arising?*

For policing reforms to be sustainable over the long term, the community at large must understand what changes have been made and hold police officers and departments accountable to them. Ways to do this include continuing to document encounters with the police department so that the campaign can report on the progress of reforms, encouraging people to file complaints against the police department when it is safe and necessary to do so, continuing to engage with decision-makers and stakeholders by attending city council meetings and other public forums, and participating in a community/civilian oversight board.

Change is a long-term undertaking. It is important to celebrate victories and improvements along the way and to recognize that it is a continuing process in which new problems will be identified and the cycle will be repeated until we can overhaul policing systems for true systemic change that guarantees fair, safe, and effective policing.



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