



Roxana Kennedy
Chief of Police

CHULA VISTA POLICE DEPARTMENT

315 Fourth Avenue, MS P-200
Chula Vista, California 91910-3801

POLICE MEDIA ADVISORY

Date: January 14th, 2025
To: San Diego Media
From: Chula Vista Police Department
Contact: Sergeant Anthony Molina
Phone: (619) 691-5111
Email: pio@chulavistapd.org
Subject: **ANNOUNCEMENT – CHULA VISTA POLICE JOIN THE TRUST BUILDING CAMPAIGN**

Message: FOR IMMEDIATE RELEASE

The Chula Vista Police Department is pleased to announce they have joined agencies across the nation, as well as globally, in pledging to enhance trust and collaboration between the police and the communities they serve.

The pledge is part of an initiative called the Trust Building Campaign which was spearheaded by the International Association of Chiefs of Police (IACP), the world's largest and most influential professional association for police leaders. In joining the Trust Building Campaign, the department has pledged to implement 25 key policies and leading practices representing six key focus areas essential to enhance trust and collaboration between police and the community.

Key Focus Areas:

- Community Relations
- Recruitment, Hiring, and Retention
- Leadership and Culture
- Use of Force
- Victim Services
- Bias-free Policing

These areas and their associated key practices are designed to promote safe, effective interactions, create strategies to prevent and reduce crime, and improve the wellbeing and quality of life for all. Chief Roxana Kennedy is honored to have taken the pledge and recognizes that the Chula Vista Police Department has already been a trailblazer in adhering to and promoting these crucial police practices.

In 2021, the department implemented 21st Century Policing, a comprehensive training model that has been adopted by other agencies in the region and incorporates many of the tenets of the IACP Trust Building Campaign. Chula Vista's officers train four times more than what is required by California's already robust police training standards. The Chula Vista Police Department was also the first San Diego County agency to require that each officer complete and implement tactics learned during a 4-hour curriculum on implicit bias and an 8-hour curriculum on de-escalation tactics.

The department has a long history of partnering with community stakeholders and engaging community members to enhance its police services. Prior to launching the very first Drone as First Responder (DFR) program in the world, a program credited as one of the most innovative and impactful de-escalation tools in modern policing, the department sought input from the community and used the feedback to implement strategies to address key concerns. This included creating an internationally recognized online dashboard that gives the public access to specific DFR response information. Community members can easily see why a drone responded to a call and the flight path taken during the response.

Chief Kennedy made the decision to join the IACP's Trust Building Campaign because it aligns with the department's mission to provide community policing with the highest level of professionalism and transparency, in partnership with the community. "Because of the support of our community, we have accomplished remarkable things in Chula Vista, and our department has made significant contributions to advance policing on a national level. Joining the IACP's Trust Building Campaign is another avenue for us to strengthen these relationships within the community, which are paramount for maintaining effective public safety in our city," says Chief Kennedy.

In a world where information is spread so quickly, it is critical, now more than ever, that law enforcement have a relationship with the community that fosters trust. Through the Trust Building Campaign, the IACP is committed to addressing these, and other issues, on a national and international level. For more information about the Trust Building Campaign, visit the IACP's website at <https://www.theiacp.org/iacp-trust-building-campaign>.

Prepared By: Sergeant Anthony Molina
Copies Sent To: San Diego Media

Approved By: Assistant Chief Dan Peak
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