



Tom Barrett
Mayor, City of Milwaukee

NEWS RELEASE

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Mayor Barrett Appoints New Director of the Office of Violence Prevention *Reggie Moore to lead efforts to address root causes of violence, build communitywide response*

MILWAUKEE – Mayor Tom Barrett has announced the appointment of Reggie Moore to serve as Director of the City of Milwaukee’s Office of Violence Prevention (OVP) within the City of Milwaukee Health Department (MHD).

“Violence threatens the stability of families and neighborhoods and addressing the causes of it continues to be a priority of mine,” said Mayor Tom Barrett. “In asking Reggie Moore to lead my Office of Violence Prevention, I know that he will bring his unique skills, experience, and perspective to this critical issue.”

Moore replaces now-retired OVP Director Terry Perry, who led the office since 2008, when Mayor Barrett first recognized the importance of a public health approach to violence reduction by placing the office within the MHD. Since that time, its mission has been to provide strategic direction and oversight for efforts to reduce the risk of violence.

“Behind a public health approach to violence prevention is a focus on building a multi-disciplinary approach and response,” said Health Commissioner Bevan K. Baker. “Milwaukee needs an all-hands-on-deck approach to address the root causes of violence within families, neighborhoods, and schools. Reggie’s background as an organizer, coalition builder, and innovator are invaluable qualities for this office.”

Moore, a Milwaukee native, has dedicated his life to creating and supporting opportunities for youth. Prior to his appointment, Moore launched the Center for Youth Engagement Inc. CYE is best known for Beyond the Bell Milwaukee, an initiative that has engaged over 40 partners to improve the coordination and impact of programs and services for youth in Milwaukee. Early in his career, Moore developed and co-founded Urban Underground before serving as director of youth activism at the The Truth Initiative in Washington, D.C.

“I am both humbled and honored at this opportunity to serve the City in this capacity. Violence prevention is an issue that impacts all corners of our community and demands solutions that are community-driven and sustainable,” Moore said. “Ensuring the safety of youth and families is one of the most important issues facing Milwaukee and cities across the country. I look forward to both the challenge and opportunity to support community-driven efforts to address the root causes of violence in Milwaukee.”

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Under Moore's leadership, the OVP will work with partners citywide to expand its work around youth development and engagement as a critical violence prevention strategy; strengthen existing efforts to address domestic violence, sexual assault, and human trafficking; and support the coordination and provision of violence reduction strategies.

These strategies will advance the Barrett Administration's commitment to making Milwaukee a safe and healthy city for all of its residents.

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