

**Stopping Violence  
Before it Occurs:  
Violence Prevention,  
Maternal and Child Health,  
and Public Health**

**Satellite Conference and Live Webcast  
Monday, April 7, 2014  
12:00 – 1:30 p.m. Central Time**

Produced by the Alabama Department of Public Health  
Video Communications and Distance Learning Division

**Faculty**

**Chris Gunther, MPH  
Manager of Strategic Initiatives  
City of New Orleans Health Department**



Sponsored by the Tulane Maternal and Child Health  
Leadership Training Program with funding  
from the Maternal and Child Health Bureau,  
Health Resources and Services Administration

**Overview**

- Violence is a public health issue
- Primary prevention of violence is a MCH priority
- Addressing trauma is essential
- Violence is a complex problem that requires comprehensive solutions
- Case study: New Orleans

**Background: The New Orleans Health Department**

- Vision
  - To serve New Orleanians as a 21st century health department and a model for the nation through data-driven decision-making and policy development

**Background: The New Orleans Health Department**

- Historically:
  - Focused on individuals and treatment of disease
- Today:
  - Population health focus, emphasis on prevention strategies
- Violence is a major public health issue

**What Can “Full House” Teach Us About Violence?**



**Violence Is A Public Health Issue**

- Violence is extremely pervasive
  - In 2010, 4,828 young people ages 10 - 24 were victims of homicide
  - Nearly two out of three children have been exposed to violence

**Violence Is A Public Health Issue**

- Violence negatively affects physical and mental health
  - Childhood exposure to violence increases risk of chronic disease and risky health behaviors

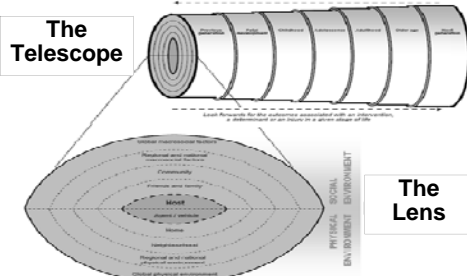
**Violence Is A Public Health Issue**

- Violence is a significant health disparity
  - Among ages 10 - 24, homicide is the leading cause of death for African-Americans
- Like a host of other health issues, violence is preventable, not inevitable

**Life Course Approach: Violence Is A MCH Issue**

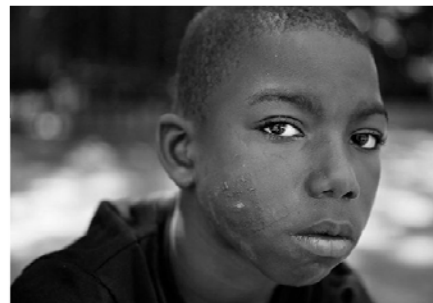
- Where people live, learn, work, and play matters for violence prevention
- MCH expands the frame for potential interventions
- MCH promotes a lifelong approach to preventing violence

**Life Course Approach: Violence Is A MCH Issue**



From Hosking, J, Amaratunga, S, Morton, S, & Blank, D. (2011). A life course approach to injury prevention: A "lens and telescope" conceptual model. BMC Public Health, 11:295.

**Trauma: Treatment is Prevention**



## Preventing Violence Requires A Collective Impact Approach

*Local health departments are well-situated to serve as backbone organizations for violence prevention activities*

- Common agenda
- Shared measurement
- Mutually reinforcing activities
- Continuous communication
- Backbone support

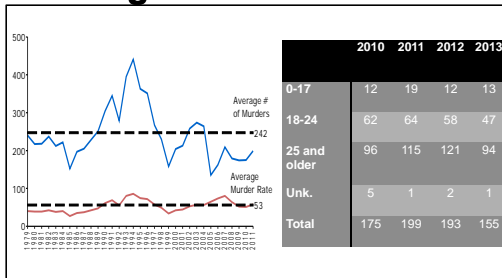
Activity	Short-term Outcomes (Illustrative)	Intermediate Outcomes (Illustrative)
1. Create common and shared agenda	Partners agree to common understanding of the field and shared goals	Develop common goals to measure shared efforts; identify common agents
2. Support ongoing activities	Partners increasingly communicate and coordinate their activities toward common goals	Partners increasingly identify new approaches to address the challenge
3. Establish shared measurement practices	Partners understand the value of shared data	Partners increasingly use data to assess and adjust their strategies
4. Invest public and private resources	Community members (including parents of the youth) identify and share resources and expertise of the broader community	More community members feel empowered to take action on the issue
5. Address policy	Partners are more aware and supportive of the broader policy agenda	Policy changes increasingly occur in line with shared goals
6. Stabilize funding	Funding to support the initiative becomes more stable	Partnerships and public funds are increasingly aligned with common goals

From Turner, S, Merchant, K, Kania, J, & Martin, M. (2012). Understanding the value of backbone organizations in collective impact. Stanford Social Innovation Review. Retrieved from [http://www.ssireview.org/blogentry/understanding\\_the\\_value\\_of\\_backbone\\_organizations\\_in\\_collective\\_impact\\_1](http://www.ssireview.org/blogentry/understanding_the_value_of_backbone_organizations_in_collective_impact_1).

## Case Study: New Orleans



## New Orleans' Murder Rate Has Been 7- 8x The National Average For Over 30 Years



## NOLA FOR LIFE

- Stop the shootings
- Invest in prevention
- Get Involved and rebuild neighborhoods
- Promote jobs and opportunity
- Improve the NOPD



[www.nolaforlife.org](http://www.nolaforlife.org)

## Success To Date

- In 2013, murders down 20% from the same period in 2012
- Impact of early efforts focused on intervention and enforcement
  - Group Violence Reduction Strategy
  - Multi-Agency Gang Unit
  - CeaseFire Central City

## Deepening Our Investment in Prevention

- Focusing more resources on children, youth, and families
- Sustaining reductions in violence over the long haul
- Expanding our partnerships
- Vision: Children live in a city of peace and prosperity

### Planning Process

- Led by NOHD in collaboration with planning core team
- Supported by National Forum on Youth Violence Prevention
- 18 listening sessions with over 150 stakeholders
- Planning culminated with Youth Violence Prevention Summit

### Planning Process

- Partners reviewed and provided feedback on draft plan

**Spectrum of Prevention Asset Map**

The Spectrum of Prevention is a signature tool of the Prevention Institute. For more information: www.preventioninstitute.org

### By 2020, 95% of Our Youth will Feel Safe in Their Schools and Neighborhoods

*Perceived Youth Safety, 2012 (CCYS)*

Grade	Students Who Felt Safe in Their School	Students Who Felt Safe in Their Neighborhood
n = 2,338		
6	81%	68%
8	77%	78%
10	79%	72%
12	69%	68%

### The NOLA FOR LIFE PLAYbook: Promoting Life for All Youth

**Designate a Structure for Youth Violence Prevention**

- By designing a structure to support youth violence prevention, the *PLAYbook* ensures that youth violence prevention activities will be inclusive of diverse partners, coordinated, and sustainable.

**Coordinate and Integrate Activities toward Shared Priorities**

- By laying out a series of strategic priorities for youth violence prevention, the *PLAYbook* targets resources toward young peoples' most pressing needs.

**Establish Benchmarks and Foster Accountability**

- By establishing a citywide goal to improve youth safety, the *PLAYbook* sets a benchmark to track the impact of youth violence prevention activities on young peoples' lives.

### Structure

**Children and Youth Planning Board**

- Authorized by state law and City ordinance
- Ensures input from a wide range of community partners

**New Orleans Health Department**

- Dedicated staffing to coordinate activities
- Data collection and tracking
- Communication among partners

**NOLA FOR LIFE Team**

- Integration with City murder reduction efforts
- Input from senior City leadership

↔

### Shared Priorities

Up Front

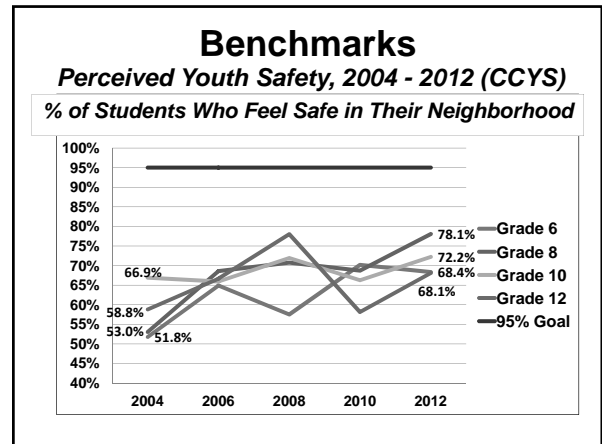
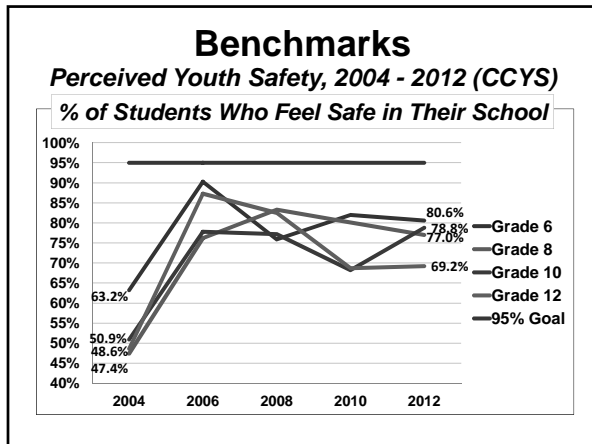
**Goal:**  
Stop violence from happening before it occurs

In The Thick

**Goal:**  
Intervene at the first sign of risk and respond effectively when violence does occur

Aftermath


**Goal:**  
Repair and restore our youth, families, and communities that have been affected by violence



### Priorities for 2014: Preventing School Violence

- Restorative justice
- Positive behavior interventions and supports (PBIS)

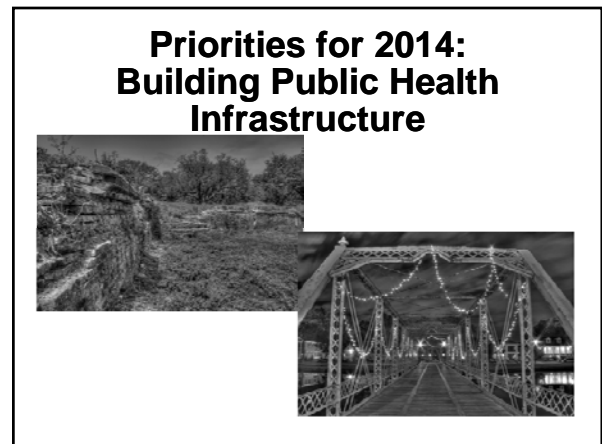
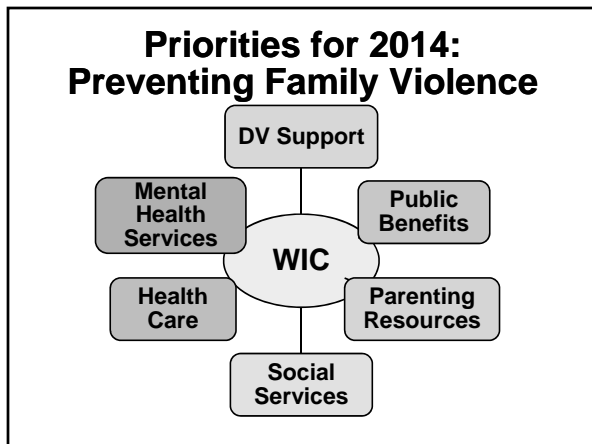
Promoting positive school climates



--Reduced suspensions and expulsions  
 --Increased attendance  
 --Improved academic performance

### Priorities for 2014: Preventing Family Violence

- WIC a nexus for family violence prevention
  - 62% of New Orleans children 5 and under are eligible for WIC
  - Domestic violence screening program
  - Parenting education
    - Triple P – Positive Parenting Program
    - Play Nicely



**Conclusion:  
Keys to Success**

- Committed high - level leadership
- Clearly and consistently making the case for prevention
  - To policymakers, community members, and funders
- Opening a big tent – build partnerships locally and nationally

**Conclusion:  
Keys to Success**

- Embrace the challenge
  - Solutions must be big and bold
- Pegging success to metrics and tracking progress

**For More Information**

**Chris Gunther**  
**[cjgunther@nola.gov](mailto:cjgunther@nola.gov)**  
**(504) 658-2590**  
**[www.nola.gov/health](http://www.nola.gov/health)**