

URBAN NETWORKS TO  
INCREASE THRIVING YOUTH  
**UNITY**  
through Violence Prevention

## Moving From Them to Us<sup>1</sup>

Challenges in Reframing Violence Among Youth

Rachel Davis ♦ Lori Dorfman

**WELCOME! WE WILL BEGIN SOON.**



"Violence is not the problem of one neighborhood or group. Coming together and owning this problem and the solutions are central."

-Dr. Deborah Prothrow-Stith, Harvard School of Public Health, UNITY Co-Chair

UNITY is supported by the Centers for Disease Control and Prevention (CDC). Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the U.S. Department of Health and Human Services or the CDC. UNITY is also funded by a grant from The California Wellness Foundation.

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December 10, 2009



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## Agenda

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- Welcome
- Participants introductions
- Brief Introduction to UNITY
- From Us to Them: Challenges in Reframing Violence Among Youth
- Q and A



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## Who is participating today?

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**Please use your text chat function to let other participants know:**

- **Your name**
- **Your organization**
- **Where you're from**



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## For More Information & Assistance

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- Please mute your phone by pressing \* 6
- To unmute your phone, press # 6
- For trouble on the web, please:
  - 1) send a private chat to Christine Chang
  - 2) call Prevention Institute at 510-444-7738 and ask for Sam
  - 3) call iLinc technical assistance at 1-800-799-4510
- Powerpoint slides – use left arrow above the slides



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UNITY builds support for effective, scalable, sustainable efforts to *prevent violence before it occurs* so that urban youth can thrive in safe environments with ample opportunities and supportive relationships.

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## Who is UNITY?

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- ◆ **Lead Partners:** Prevention Institute, Harvard School of Public Health, UCLA School of Public Health SCIPRC
- ◆ **Supported by:** Centers for Disease Control and Prevention (CDC) & The California Wellness Foundation
- ◆ **National Consortium:** Over 300 members from cities, national and state orgs, CBOs
- ◆ **UNITY City Network:** Growing # of cities committed to advancing preventive approaches



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## UNITY Activities

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- ◆ **Assessment:** *What do cities need?*
- ◆ **Peer Network:** *Connecting cities with each other*
- ◆ **Capacity Building:** *Training, tools, consultation*
- ◆ **City efforts:** *Highlighting what works*
- ◆ **Framing:** *Making the case for preventing violence*
- ◆ **Urban Agenda:** *Policies and resources to support urban areas*



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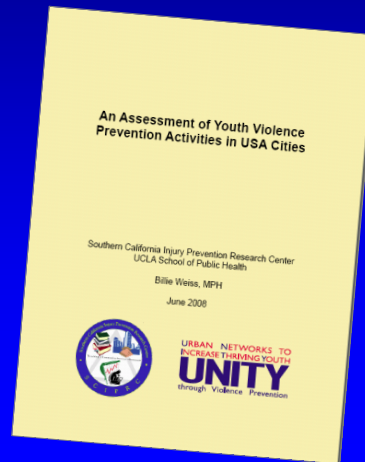
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## UNITY Assessment

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### ***“An Assessment of Youth Violence Prevention Activities in USA Cities”***

- ◆ Telephone interviews with key city informants in 15 of the 45 largest U.S. cities.
  - City Mayor
  - Police Chief
  - Public Health Director
  - School Superintendent



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## UNITY Assessment

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### ***“An Assessment of Youth Violence Prevention Activities in USA Cities”***

#### Findings:

- Youth violence is a serious issue for cities.
- Responses are not perceived to be highly effective or adequate
- Few reported using primary prevention to stop violence before it occurs.
- Informants lack a shared knowledge of existing youth violence prevention resources available in their city.



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## UNITY Assessment

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### *“An Assessment of Youth Violence Prevention Activities in USA Cities”*

#### Findings:

- Law enforcement and criminal justice are the most prevalent strategy used in the cities.
- Public Health Departments are not generally included in city strategies.
- Most cities cited a lack of comprehensive strategy.
- Cities with the greatest coordinated approach also had the lowest rates of youth violence.



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## UNITY RoadMap

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### Who? Partnerships

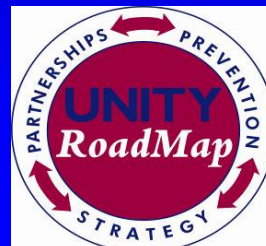
- ☑ High-Level Leadership
- ☑ Collaboration & Staffing
- ☑ Community Engagement

### How? Strategy

- ☑ Strategic Plans
- ☑ Data & Evaluation
- ☑ Funding

### What? Prevention

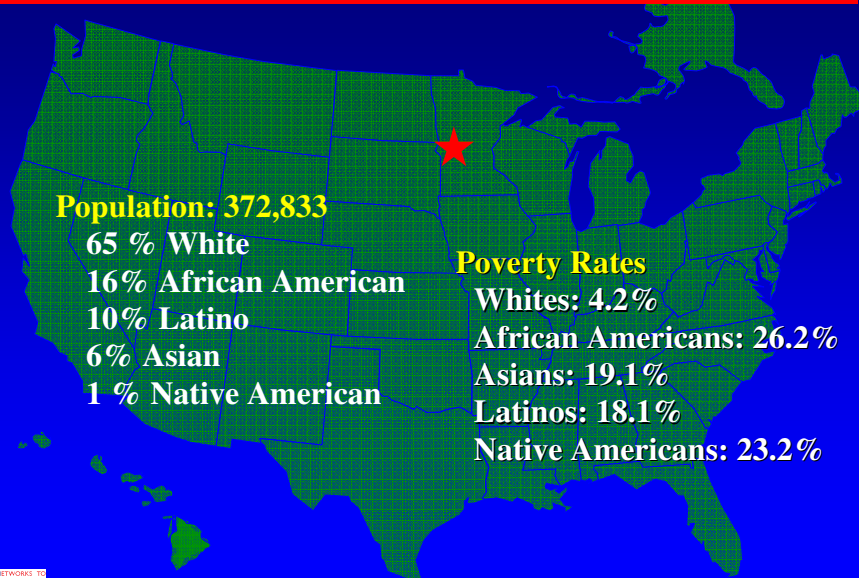
- ☑ Programs, Organizational Practices, & Policies
- ☑ Communication
- ☑ Training & Capacity Building



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## Minneapolis

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## Blueprint for Action: *Preventing Violence In Minneapolis*

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- ◆ Connect all youth to trusted adults
- ◆ Intervene at the first sign of risk for violence
- ◆ Restore youth who have gone down the wrong path
- ◆ Unlearn the culture of violence



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## Blueprint for Action: *Preventing Violence In Minneapolis*

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StarTribune.com | MINNEAPOLIS - ST. PAUL, MINNESOTA

Minneapolis' 'blueprint' to attack youth violence is a success

By DAVID CHANEN, Star Tribune

October 3, 2008

- ◆ Juvenile justice rates down 40% in 2 years
- ◆ Recognized by National League of Cities (10/09)



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## Two-pronged Approach

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- ◆ Support and strengthen **local**, urban efforts to prevent violence affecting youth *before it occurs*
- ◆ Build **national** support and momentum for prioritizing prevention efforts.

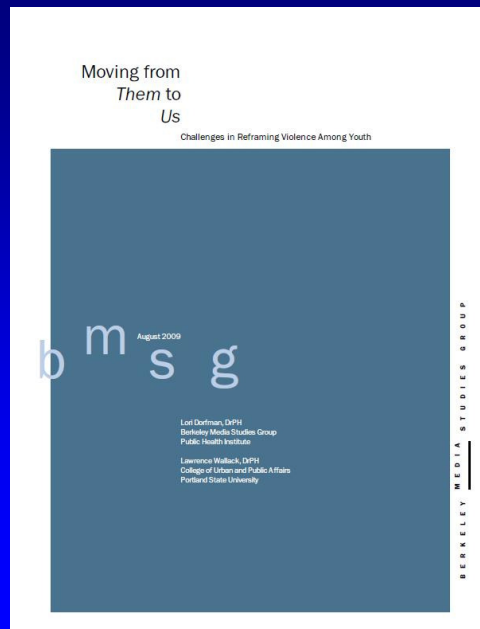


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## Moving From Them To Us

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## UNITY Framing Webinar

Moving from "Them" to "Us":  
Challenges in Reframing Violence  
Among Youth

Lori Dorfman, DrPH  
Berkeley Media Studies Group



## Berkeley Media Studies Group

- Research on news coverage of public health issues
- Media advocacy training and strategic consultation for community groups and public health advocates
- Professional education for journalists



## Message Is Never First

- What do you want to change in the world?
- How will you change it?
- Why do you want it to be changed?



## Reframing Violence

- No Clean Slate
- What's on the slate?
- What to do about it?



## Just a few cues...

PREVENT VIOLENCE



**...might surprise you**

BPFVFNT VJQJ FNGF



**What's on the slate?**

- Race & Violence
- Government
- Responsibility



## Misinformation Synergy

- Distorted picture of crime
- Distorted picture of race
- Distorted picture of youth



## Structural Racism

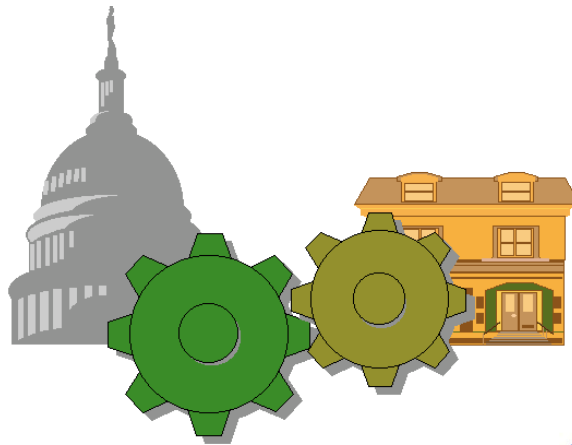


## Framing Government



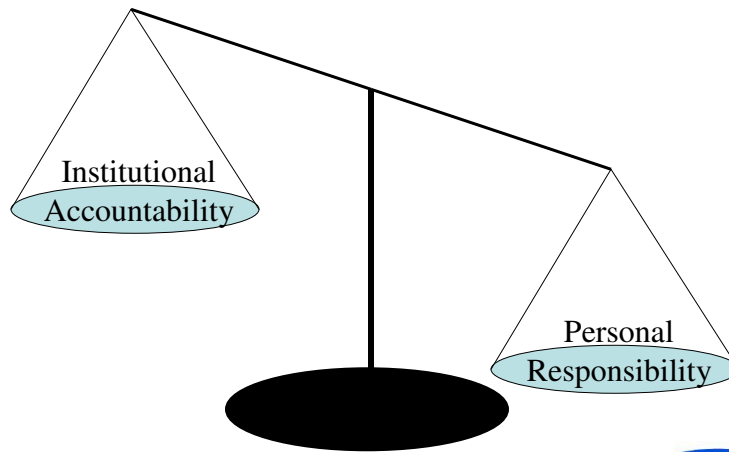
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## Framing Government



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## The Need to Reframe



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## Reframing Violence

- What cues are we giving?
- What values do they activate?
- What actions are we taking?

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## What to do?

- Act
- Cue environment first
- Say why it matters



## Recommendations

- Foster cross-sector action
- Transform news reporting
- Conduct & disseminate research on framing gov't, race, and violence



## Q & A Discussion

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