

FOR IMMEDIATE RELEASE

NATIONAL EXPERTS EXPLAIN  
WHY MURDER IS NO ACCIDENT

**Contact:**

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Oakland, March 1, 2004—Violence is preventable, not inevitable. This truth is evidenced by the efforts of two Boston-based public health officials to break one city out of its cycle of killing. In their newest book, *Murder is No Accident: Understanding and Preventing Youth Violence in America*, Dr. Deborah Prothrow-Stith and Dr. Howard Spivak document their comprehensive approach to Boston's successful violence prevention approach.

This week, these national experts come to the Bay Area to explain how they did it. By the early 1990s Boston's rising youth violence rate had attracted national attention. Dr. Deborah Prothrow-Stith, of the Harvard School of Public Health, and Dr. Howard Spivak, Chair of the Violence Prevention Committee for the American Academy of Pediatricians, were among the first to reframe youth violence as a public health concern by focusing on the impact of key contributing environmental factors, including poverty, domestic violence and gun accessibility. By the end of the decade, Boston was celebrating three years free from youth homicides.

"This is exactly the kind of multifaceted approach that is needed right here in the Bay Area", says Larry Cohen, Executive Director at Prevention Institute, an Oakland-based national non-profit currently developing a violence prevention blueprint for Alameda County. According to the *Oakland Tribune*, "Oakland's murder rate is among the highest per capita in the nation and has grown nearly 50 percent the last three years." Oakland is not alone in this alarming trend; San Francisco, San Jose, Fremont and other Bay Area cities have experienced far too many terrible, and preventable, tragedies.

Dr. Prothrow-Stith and Dr. Spivak are coming to speak about their proven violence prevention methods on March 5th in Oakland and March 6th in Richmond. These engagements will feature presentations by the authors, a question and answer period, and an opportunity to purchase autographed copies of their book. Both events are free and open to the public. For locations please contact Prevention Institute by phone at 510.444.7738, or visit [www.preventioninstitute.org](http://www.preventioninstitute.org).

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