

Lori Dorfman, DrPH • Berkeley Media Studies Group
UNITY City Network meeting • Oakland, CA
January 8, 2014

Reframing Violence as a
Public Health Issue

UNITY City Network Convening
Prevention Institute
Oakland, CA
January 8, 2015

berkeley **media** studiesgroup
Lori Dorfman, DrPH

- 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

berkeley **media** studiesgroup

We'll talk about...

- Strategy
- Framing challenges
- What a public health frame (versus a criminal justice frame) looks like
- Reasons journalists might be resistant to public health frames
- How to be disciplined about using public health frames

m
b s

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?

m
b s

Lori Dorfman, DrPH • Berkeley Media Studies Group
UNITY City Network meeting • Oakland, CA
January 8, 2014

Media Advocacy Comparison

Brand X Media

Individual Focus
Warns & Informs
Personal Change
Message
Information Gap

Media Advocacy

Issue Focus
Pressures & Mobilizes
Policy Change
Voice
Power Gap

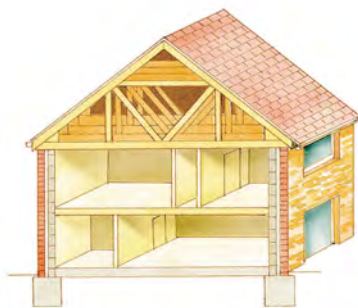


Layers of Strategy

- Overall strategy
- Media strategy
- Message strategy
- Access strategy



Frames as Mental Structures



Frame Definition


Frames are mental structures that help people understand the world, based on particular cues from outside themselves that activate assumptions and values they hold within themselves.



Lori Dorfman, DrPH • Berkeley Media Studies Group
 UNITY City Network meeting • Oakland, CA
 January 8, 2014


Just a few clues...

VIOLENCE IS PREVENTABLE



...might surprise you


VJQJ FNCF JS BBFVFNTARJ F



Metaphors Cue Meaning

<p>Violence as a Beast</p> <ul style="list-style-type: none"> • Preying & lurking • Hunt down & trap the beast • Enact harsher laws • Catch and jail criminals 	<p>Violence as a Virus</p> <ul style="list-style-type: none"> • Infecting & plaguing • Inoculate the community • Investigate root causes • Improve education, eradicate poverty
---	--


--Thibodeau and Boroditsky, 2011



Metaphors Cue Reasoning

Crime is a {wild beast preying on/virus infecting} the city of Addison. The crime rate in the once peaceful city has steadily increased over the past three years. In fact, these days it seems that crime is {lurking in/plaguing} every neighborhood. In 2004, 46,177 crimes were reported compared to more than 55,000 reported in 2007. The rise in violent crime is particularly alarming. In 2004, there were 330 murders in the city, in 2007, there were over 500.


--Thibodeau and Boroditsky, 2011



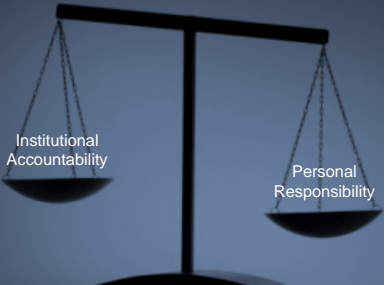

Lori Dorfman, DrPH • Berkeley Media Studies Group
 UNITY City Network meeting • Oakland, CA
 January 8, 2014

Message Strategy

- **How** will you show the landscape?
- **Who** will speak?
- **What** will they say?
- **To whom** are they saying it?




The Need to Reframe

Frame Comparison

<p>Episodic or Portrait frames are</p> <p>event oriented, specific and concrete</p> <p>They use:</p> <p>good pictures to tell a short, simple personal story</p>	<p>Thematic or Landscape frames are:</p> <p>issue oriented, general and abstract</p> <p>They use:</p> <p>data, reports and talking heads to tell a long, complicated social story</p>
--	---



What's on the slate? Competing Values

<p>Market Justice</p> <p>Personal responsibility You're on your own Duty to your family Government interferes</p>	<p>Social Justice</p> <p>Shared responsibility We're in this together Duty to the collective good Government protects</p>
--	--

A mashup of Daniel Beauchamp 1976 & Jared Bernstein 2006



Lori Dorfman, DrPH • Berkeley Media Studies Group
UNITY City Network meeting • Oakland, CA
January 8, 2014

Fundamental Attribution Error

People will attribute responsibility to personal characteristics rather than the circumstances surrounding the person, even when presented with evidence about how the circumstances influenced the individual's outcome.



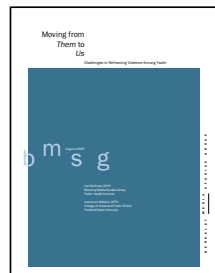
FAE Homicide Example

“People . . . distance themselves from such tragedy. One way is to assume that the victim was somehow responsible for his or her own death. Blaming the victim has a strong intrinsic appeal. It preserves the illusion that the world is rational and just, that things happen for a reason. It sustains the American belief that a person can control his or her destiny. And it gets everybody else — at times even the murderer — off the hook. If the victim is somehow to blame, according to this logic, then the rest of us are safe.”



Violence among youth in news

- Unusual crimes reported most often
- Race and crime unduly connected
- Youth appear in the context of violence
- Status of violence ignored in favor of events
- Community responses to violence rarely reported

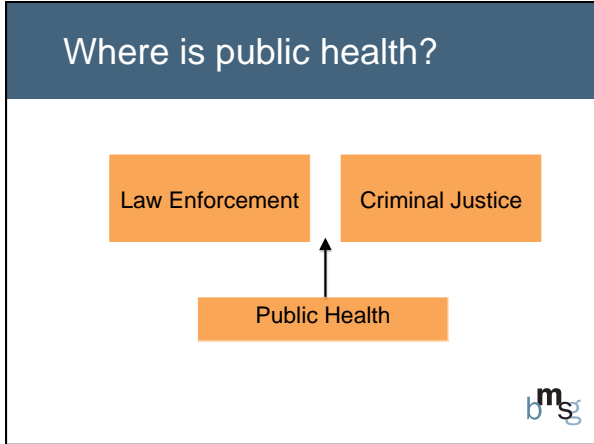


Child sexual abuse in the news

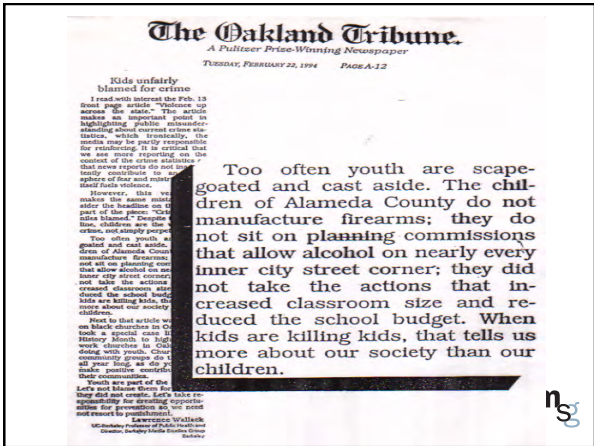
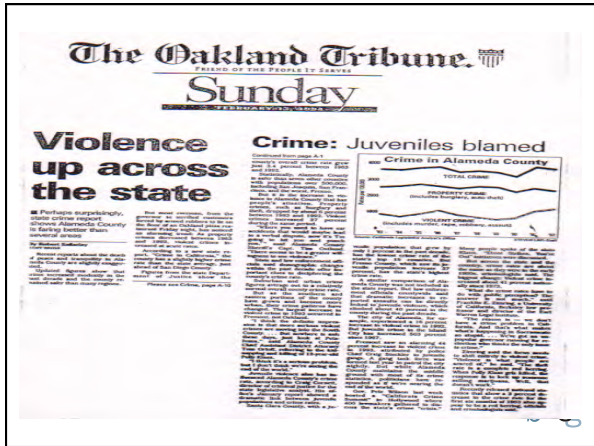
- Criminal justice dominates.
- Language is vague and imprecise.
- Advocates and survivors are largely absent.
- Prevention is invisible.



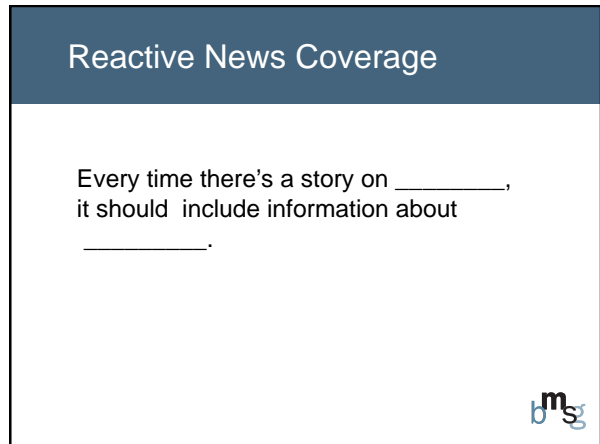
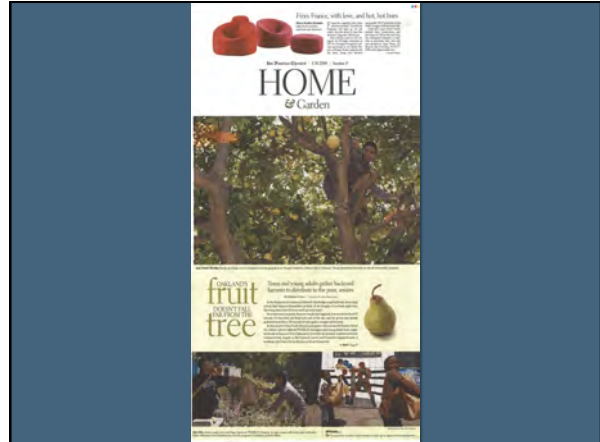
Lori Dorfman, DrPH • Berkeley Media Studies Group
 UNITY City Network meeting • Oakland, CA
 January 8, 2014



- ### Yikes! What can we do?
- Make the landscape as vivid as the portrait.
 - Illustrate the values.
 - Connect values to solutions.
 - Assign responsibility for a policy solution.
 - Don't just talk, act.
- 



Lori Dorfman, DrPH • Berkeley Media Studies Group
 UNITY City Network meeting • Oakland, CA
 January 8, 2014



Lori Dorfman, DrPH • Berkeley Media Studies Group
UNITY City Network meeting • Oakland, CA
January 8, 2014

Proactive News Coverage

- What could you do to create news coverage?
- Who are the sources?
- What will they say?
- What should reporters ask? Of whom?
- How could primary prevention be included?




Conclusions

- All foreground and no background impedes audience comprehension
- Policy makers can't address violence without better information about it
- Public health advocates have a responsibility to join the conversation
- Reinvest in journalism & practice media advocacy



@BMSG
bmsg.org



berkeley **media** studiesgroup

The slide features a dark blue background. On the left, the text '@BMSG' and 'bmsg.org' is displayed in white. In the center, there are two magazine covers. The left cover is titled 'Issue 10' and shows a stack of books. The right cover is titled 'Missing from Them to Us' and features the BMSG logo. At the bottom, the text 'berkeley media studiesgroup' is written in a light blue, lowercase font, with 'media' in a bold, white font.



Health, Justice, Education and Community:

Joint strategies for preventing multiple forms of violence

January 8, 2015

Prevention
Institute

“Gang violence is connected to bullying is connected to school violence is connected to intimate partner violence is connected to child abuse is connected to elder abuse. It’s all connected.”



— Dr . Deborah Prothrow-Stith,
Adjunct Professor,
Harvard School of Public Health

Source: Wilkins, N., Tsao, B., Hertz, M., Davis, R., Klevens, J. (2014). **Connecting the Dots: An Overview of the Links Among Multiple Forms of Violence**. Atlanta, GA: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention Oakland, CA: Prevention Institute.

Prevention
Institute

What are the links
between multiple
forms of violence?

Prevention
Institute

Linkages

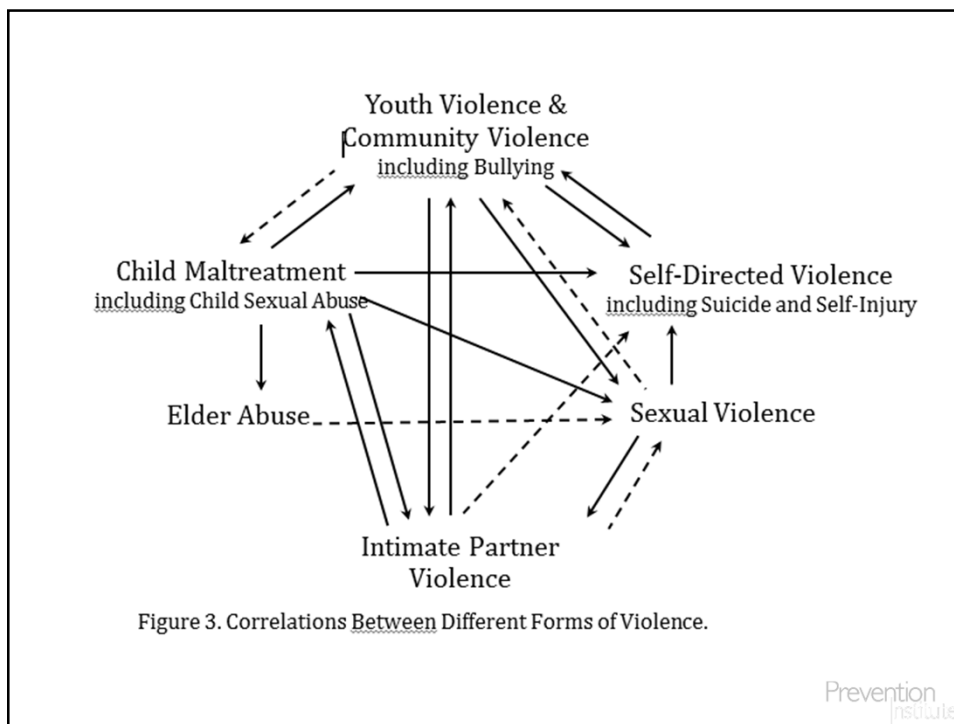
Intimate Partner Violence and Child Maltreatment

Multiple forms of violence


- ◆ are experienced together
- ◆ share common underlying factors
- ◆ have common impacts for individuals, families and communities

Exposure to one form of violence increases risk of further victimization and engagement in violent behavior

Prevention
Institute



Societal Risk Factors

	CM	TDV	IPV	SV	YV	Bullying	Suicide	Elder Abuse
Norms supporting aggression*	X	X	X	X	X			X
Media Violence				X	X	X	X	
Societal income inequality	X		X		X	X		
Weak health, educational, economic, and social policies/laws	X		X	X			X	
Harmful gender norms*	X	X	X	X	X	X		

NOTE: CM (Child Maltreatment), TDV (Teen Dating Violence), IPV (Intimate Partner Violence), SV (Sexual Violence), YV (Youth Violence)

*Norms are generally measured at the individual level

Source: Wilkins, N., Tsao, B., Hertz, M., Davis, R., Klevens, J. (2014). *Connecting the Dots: An Overview of the Links Among Multiple Forms of Violence*. Atlanta, GA: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention Oakland, CA: Prevention Institute.

Prevention Institute

Youth Development

Todd County, SD



National Indian Child Welfare Association

Prevention
Institute

Ban the Box


Durham, NC



Southern Coalition for Social Justice

Prevention
Institute


Neighborhood Risk Factors

	CM	TDV	IPV	SV	YV	Bullying	Suicide	Elder Abuse
Neighborhood poverty	X		X	X	X		X	
High alcohol outlet density	X		X		X		X	
Community Violence	X			X	X	X		
Lack of economic opportunities	X		X	X	X		X	
Low Neighborhood Support/ Cohesion*	X	X	X		X		X	

NOTE: CM (Child Maltreatment), TDV (Teen Dating Violence), IPV (Intimate Partner Violence), SV (Sexual Violence), YV (Youth Violence)

*Neighborhood support/cohesion typically measured at the individual level

Source: Wilkins, N., Tsao, B., Hertz, M., Davis, R., Klevens, J. (2014). **Connecting the Dots: An Overview of the Links Among Multiple Forms of Violence**. Atlanta, GA: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention Oakland, CA: Prevention Institute.



Parks After Dark: Advancing Health Equity



Liberty Hill Foundation

Los Angeles County Department of Public Health
Injury & Violence Prevention Program
Health Impact Evaluation Center



Youth Employment

Seattle



Seattle Youth Violence Prevention Initiative



Prevention
Institute

Using Data to Reduce Youth Violence


Richmond, NC



cc Aidan

Prevention
Institute

Neighborhood Protective Factors

	CM	TDV	IPV	SV	YV	Bullying	Suicide	Elder Abuse
Coordination of services among community agencies	X		X				X	X
Access to mental health and substance abuse services	X						X	
Community support and connectedness*	X		X	X	X		X	X

NOTE: CM (Child Maltreatment), TDV (Teen Dating Violence), IPV (Intimate Partner Violence), SV (Sexual Violence), YV (Youth Violence)

*Community support and connectedness typically measured at the individual level

Source: Wilkins, N., Tsao, B., Hertz, M., Davis, R., Klevens, J. (2014). *Connecting the Dots: An Overview of the Links Among Multiple Forms of Violence*. Atlanta, GA: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention Oakland, CA: Prevention Institute.



Strengthening Community Connections


Oakland, CA



- ◆ The public health department led:
 - ◆ community-strengthening efforts
 - ◆ neighbor-to-neighbor bartering
 - ◆ youth economic development programs
- ◆ More than 40% reduction in violent crime in the neighborhood.




Relationship Level Risk Factors

	CM	TDV	IPV	SV	YV	Bullying	Suicide	Elder Abuse
Social isolation	X	X	X		X	X	X	X
Poor parent-child relationships	X	X	X	X	X	X	X	
Family conflict	X	X	X	X	X	X		
Economic stress	X		X		X		X	X
Association w/ delinquent peers		X	X	X	X	X		
Gang involvement		X	X	X	X			

NOTE: CM (Child Maltreatment), TDV (Teen Dating Violence), IPV (Intimate Partner Violence), SV (Sexual Violence), YV (Youth Violence)


Source: Wilkins, N., Tsao, B., Hertz, M., Davis, R., Klevens, J. (2014). **Connecting the Dots: An Overview of the Links Among Multiple Forms of Violence**. Atlanta, GA: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention Oakland, CA: Prevention Institute.




Wakanheza Project

Ramsey County, MN

- ◆ Create family-friendly spaces, train museum staff to support parents
- ◆ Improve customer service and prevent family violence



Minnesota Children's Museum



Grandparents Park

Wichita, KS



AARP

Prevention
Institute

Relationship/Individual Level Protective Factors

	CM	TDV	IPV	SV	YV	Bullying	Suicide	Elder Abuse
Family support/connectedness	X	X			X	X	X	X
Connection to a caring adult		X			X		X	
Association w/prosocial peers		X			X	X		
Connection/commitment to school		X		X	X	X	X	
Skills solving problems non-violently	X	X			X		X	

NOTE: CM (Child Maltreatment), TDV (Teen Dating Violence), IPV (Intimate Partner Violence), SV (Sexual Violence), YV (Youth Violence)

Source: Wilkins, N., Tsao, B., Hertz, M., Davis, R., Klevens, J. (2014). *Connecting the Dots: An Overview of the Links Among Multiple Forms of Violence*. Atlanta, GA: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention Oakland, CA: Prevention Institute.

Prevention
Institute

Prevention Curriculum

Grand Forks County, ND



Photo credit: Grand Forks Air Force Base

- ◆ Reaches nearly every student in the county
- ◆ Addresses risk and resilience factors
- ◆ Accounts for age and context

Prevention Institute

Individual Level Risk Factors

	CM	TDV	IPV	SV	YV	Bullying	Suicide	Elder Abuse
Low education	X	X	X		X	X	X	
Lack of non-violent problem solving skills	X	X	X	X	X	X	X	X
Poor behavior/impulse control	X	X	X	X	X		X	
Violent victimization	X	X	X	X	X	X	X	X
Witnessing violence	X	X	X	X	X	X	X	
Mental Health Problems	X	X	X		X		X	X
Substance use	X	X	X	X	X	X	X	X

NOTE: CM (Child Maltreatment), TDV (Teen Dating Violence), IPV (Intimate Partner Violence), SV (Sexual Violence), YV (Youth Violence)

Source: Wilkins, N., Tsao, B., Hertz, M., Davis, R., Klevens, J. (2014). **Connecting the Dots: An Overview of the Links Among Multiple Forms of Violence.** Atlanta, GA: National Center for Injury Prevention and Control, Centers for Disease Control and Prevention Oakland, CA: Prevention Institute.

Prevention Institute

Essentials for Parenting Toddlers and Preschoolers



Essentials for Parenting Toddlers and Preschoolers is a free, online resource developed by the Centers for Disease Control and Prevention (CDC).

Prevention
Institute

Stronghold Society



Prevention
Institute

What strategies would you want to see on the short list??

Prevention
Institute

What barriers do you foresee?

Prevention
Institute

Barriers to Address

- ◆ Discomfort talking about isms and violence
- ◆ Working across forms of violence is “issue or vision creep”
- ◆ Seen as “taking over” someone else’s work

Prevention
Institute

Discomfort Talking About Isms and Violence

How do we help partners who are uncomfortable talking about isms or violence be a part of prevention work?

- ◆ Share data and compelling stories
- ◆ Identify a shared vision and core values
- ◆ Invest in relationships
- ◆ Offer clear expectations



Prevention
Institute

Creeps?!

How can we make that case that working across forms of violence isn't "issue or vision creep"?

- ◆ Map expertise of different partners
- ◆ Link preventing violence to shared goals
- ◆ Making connections between partner strategies
- ◆ Use a process to explore the connections together



Mid City for Youth

Prevention
Institute

Ally vs. Competitor

How might an approach that works across forms of violence be seen as a help and not "taking over" someone else's work?

- ◆ "None of us will truly succeed without all of us succeeding"
- ◆ Have to work together to address multiple forms of oppression and intergenerational oppression

Prevention
Institute

Text Chat Question

What current trends provide opportunities to build momentum?

Prevention
Institute

Prevention
and
equity | Institute
at the center of community well-being

www.preventioninstitute.org

Annie Lyles
510-444-7738

annie@
prevention
institute.org



Connect with us on

Sign up for our media alerts at www.preventioninstitute.org/alerts



2015 Unity City Network

Advancing Multi-Sector Efforts to Prevent Urban Violence

Measurement and Impact

Billie P. Weiss
bpweiss@ucla.edu
213-445-8803

1

Review: What is evaluation?

- **“The systematic collection of information about the activities, characteristics, and outcomes of programs to make judgments about the program, improve program effectiveness, and/or inform decisions about future program development” (Patton, 1997)**

Identify what you mean by Effectiveness

- What outcomes do you hope to achieve?
 - *Change neighborhood outcomes?*
 - *Change in particular populations*
 - *Greater connectedness*
 - *Build a more comprehensive structure?*
- Based on your activities
 - *Are the outcomes feasible?*
 - *Are they reasonable?*

What is my unit of analysis?

- **Units of analysis**
 - Can be city, neighborhood
 - Are based on the level of impact you want to achieve
 - Are Informed by the units of relevant data available and collected
- **Smaller units (e.g., program or individual level) can always be aggregated into a bigger unit/geographic area for analysis**
 - E.g., the aggregate number of youth in an area that has successfully migrated out of the juvenile justice system or out of gangs can be compared to the number in another geographic area
- **Often, you need to have more than one unit of analysis**
 - E.g., Even though the main unit of interest is the city or community, individual analysis may also be useful

Hypothetical Example: Goals & Objectives

Goal: Decrease neighborhood violence and increase neighborhood safety at the community level through poverty reduction, social development, and youth development activities.

Objectives

Process:

By 2016, the Violence Prevention Task Force will have met once a month for a period of two years.

Process and Outcome (Proximal):

By March 2015, 150 staff working in youth development will have received 50 hours of training each on youth development program design and management.

Outcome (Proximal):

Increase the percentage of youth in Metropolis attending afterschool activities from 60% to 85% by 2013.

5

Examples of Indicators

- **Sociodemographic:** Pop. demographics, employment level, etc.
- **Economic activities:** Number of worksites and employee pop.
- **Community infrastructure/Social capital:** Public transportation, schools, parks, libraries, community-based orgs., hospitals
- **School data:** Truancy, drop out, academic achievement rates
- **Health data:** Births, deaths, hospitalizations (assault, sexual assault, suicide)
- **Crime and gang activities:** Violent/hate crimes, domestic violence
- **Policing/ police beats:** Number of officers, coverage of new geographic areas, and number of arrests
- **Land use and development patterns:** New business/residential districts, tax incentives, pedestrian friendly streets, lighting, green spaces, owner/renter occupied housing

6

What Data Are Available in Your Community?

- **Schools**
- **Health departments**
- **Police**
- **Child protective services**
- **Probation/parole**
- **Domestic violence providers**
- **Shelters**
- **Drug treatment programs**
- **Emergency rooms**
- **Hospitals**
- **Rehab programs**
- **MUCH more...**

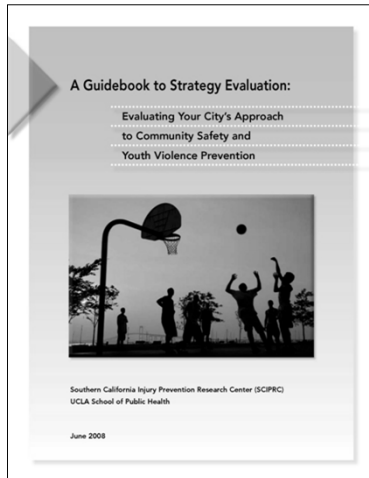
7

CeaseFire Chicago Project for Violence Prevention

- Chicago CeaseFire is an evidence-based public health effort to reverse the violence epidemic through street outreach workers, public education campaigns and community mobilization
- The Institute for Policy Research at Northwestern University conducted a process and outcome evaluation, which showed a reduction in shootings in CeaseFire areas
- Changes were measured by comparing trends in CeaseFire areas with those in non-CeaseFire areas
- For more information, see www.ceasefirechicago.org/

8

Strategy Evaluation Guidebook

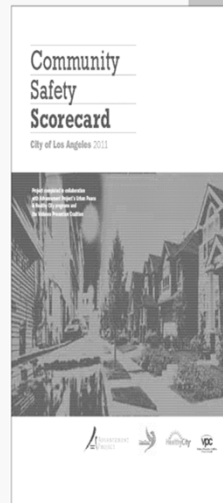


- Provides a set of tools for city leaders to improve violence prevention strategies

<http://www.preventioninstitute.org/component/jlibrary/article/id-138/127.html>

Community Safety Scorecard

City of Los Angeles
2011



The Scorecard highlights where the community and the public and private sectors need to concentrate their resources to ensure basic safety to neighborhoods that are most heavily impacted by violence.



Findings from the final UNITY Assessment

The Audience

Funders: Stakeholders

Purpose

To demonstrate that the project needed to be continued.

Findings

That UNITY made changes to the way VP was being conducted.

That local Public Health was involved in a way that they hadn't been before.

• Key Findings

- Increased public health involvement 91% of city reps reported that the PHD was the lead sponsor.
- Improved collaboration and engagement
- Enhanced Strategic Planning
- Strengthened Attention to Prevention.