Making the Case—Prevent Bullying in the First Place

Hosts: Xavier Morales & Benita Tsao,
Prevention Institute
November 10, 2011

UNITY is funded by the Centers for Disease Control and Prevention as part of the CDC's national youth violence prevention initiative, Striving to Reduce Youth Violence Everywhere (STRYVE), and in part by The Kresge Foundation and The California Wellness Foundation.

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.

Houston, TX

- Monica De La Rosa, Office of Commissioner El Franco Lee
- Desirha Freeman, Houston Department of Health and Human Services
- Rose Haggerty, Houston Independent School District
- Patricia Harrington, Mayor's Anti-Gang Office
- A.J. Rosario, Houston Department of Health and Human Services

San Diego, CA

- Ches Blevins, Department of Public Health
- Amelia Barte Simon, Department of Public Health
- Audrey Hokura, San Diego State University
- Mara Madrigal-Wince, San Diego County Office of Education
- Wayne Sakamoto, Ramona School District
- Lynn Sharpe Underwood, City of San Diego Gang Commission

Tucson, AZ

- Sarah Blake, PAXIS Institute
- Megan Granger, Tucson Unified School District
- Chad Marchand, Pima County Attorney's Office
- Anne Newman, PAXIS Institute
- Margaret Palmer, Tucson Youth Violence Prevention Strategic Planning Committee
Webinar Technology Overview

Text Chat
Polling Questions
PowerPoint slides
Audio

What sector do you want to strengthen your relationship with or recruit to help prevent bullying?

A. Schools / Education
B. Health / Public Health
C. Young People / Youth-Serving Organizations
D. Law Enforcement / Criminal Justice
E. Mayor or City Council
F. Other Sector

For Technical Assistance

If you have problems with the technology during the webinar:

♦ Send a private text chat to Shayla Spilker OR
♦ Call iLinc at 1-800-799-4510 OR
♦ Call Prevention Institute at 510-444-7738

Webinar Series Recap

What makes multi-field collaboration challenging?

“The determinants of health are beyond the capacity of any one practitioner or discipline to manage... We must collaborate to survive, as disciplines and as professionals attempting to help our communities and each other.”

–Mitchel and Crittenden, Washington Public Health Fall 2000
Multi-Field Collaboration is Hard Work

**Diverse partners:**
- View the world differently
- May lack understanding of other field’s issues, values, capabilities, and goals and priorities
- Speak different languages
- Follow different mandates
- Must juggle issues between the “home” agency and the collaborative

What are the advantages of working with different fields?

Benefits of Multi-Field Collaboration

- Brings in the diverse expertise and resources
- Provides access to broader constituencies and networks
- Increases access to funding opportunities and other resources
- Fosters sustainability

Collaboration Multiplier Approach

1. Information Gathering
2. Collaboration Multiplier Analysis

Increasing Community Safety and Access to Healthy Food
Categories

IMPORTANCE: Why is this issue important to your field?
ORGANIZATIONAL GOALS: What are your organization's goals related to this issue?
EXPERTISE: What unique expertise does your field bring to the collaborative?
ASSETS/STRENGTHS: What resources (skills, training, funding) can you bring to the table?
KEY STRATEGIES: What key strategies/activities are you implementing that are relevant to this issue?

Phase I: Information Gathering

<table>
<thead>
<tr>
<th>Public Health</th>
<th>Expertise</th>
<th>Assets</th>
<th>Desired Outcomes</th>
<th>Strategies</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Knowledge of healthy food system infrastructure and implementation</td>
<td>Knowledge and ability to influence local policy decisions</td>
<td>Ability to influence the allocation of City resources for programs and services</td>
<td>Policies that promote health and safety in the district</td>
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<td></td>
<td>Education in youth violence prevention and intervention</td>
<td>Experienced in family/community organizing</td>
<td>Increased family violence and youth violence prevention opportunities for at-risk youth</td>
<td>Create youth leadership and connect youth to training and employment opportunities</td>
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<td>Expanding and fostering partnerships with the community that can provide data and staff resources</td>
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Categories

DESIRED OUTCOMES: What specific results/outcomes are you seeking as a result of this collaboration? What does success look like to you?
DATA: What data do you collect, and how?
PARTNERSHIP: Which partners/participants can you bring to the table to enhance outcomes?
ORGANIZATIONAL BENEFIT: How does your organization benefit from participating in this collaborative?
**Key Strategies:**
- Build youth leadership and connect youth to training and employment opportunities

**Desired Outcomes:**
- Knowledge and ability to influence local policy decisions

**Expertise:**
- Expertise in youth violence prevention and intervention

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**Urban Agriculture**

**Expertise:**
- Knowledge on urban food system infrastructure and implementation

**Desired Outcomes:**
- Long-term partnerships to achieve sustainable food systems

**Key Strategies:**
- Create mechanisms for residents to access fresh, affordable healthy foods

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**Collaboration Multiplier:**

**Public Health**

**Shared Outcomes:**
- Strong partnerships among partner organizations and community members
- Safe community gathering space: Urban farm
- Employment for youth and adults
- Increased access to healthy foods
- Institutional systems and local policies to promote health and safety

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**Urban Agriculture**

**Shared Outcomes**

**City Council**

**Public Health**

**Shared Outcomes**

**City Council**

**Key Strategies:**
- Facilitate system and policy changes to promote health and safety

**Urban Agriculture**

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**Urban Agriculture**

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**Public Health**

**Expertise:**
- Expertise in population-based interventions to address chronic disease and injury rates

**Desired Outcomes:**
- Increased access to healthy foods

**Key Strategies:**
- Facilitate system and policy changes to promote health and safety

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**City Council**

**Desired Outcomes:**
- Increased access to healthy foods

**Key Strategies:**
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**Public Health**

**Desired Outcomes:**
- Increased access to healthy foods

**Key Strategies:**
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**City Council**

**Desired Outcomes:**
- Increased access to healthy foods

**Key Strategies:**
- Facilitate system and policy changes to promote health and safety
**Partner Strengths**

- Established trust and respect in community
- Local policy maker involvement and support
- Experience in community engagement and training
- Content expertise
- In-kind support
- Linked to broader city-wide initiatives

**Joint Strategies/Activities**

- Establish urban farm and farmer’s market
- Build youth capacity to understand goal and advocate for environmental and policy changes
- Build capacity of leaders
- Cultivate relationships and partnerships
- Connect youth and community residents to training and employment opportunities

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**Shared Outcomes**

- Strong partnerships among public, private, organizational and community members
- Safe community gathering space
- Urban food systems
- Employment for youth and adults
- Increased access to healthy foods
- Safe community gathering space: Urban farm
- Strong partnerships among partners

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**Violence Prevention**

- Expertise:
  - Knowledge and ability to influence local policy decisions
- Desired Outcomes:
  - Decreased gang violence and increased positive opportunities for at-risk youth
- Key Strategies:
  - Build youth leadership and connect youth to training and employment opportunities

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**Public Health**

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**Elements of Collaboration Multiplier** can be modified depending on coalition needs...
**Activity**

**Goal:** You are working to extend school-based violence prevention and anti-bullying efforts into the wider community.

Possible partners: mayor's office, schools, block watch, YMCA, law enforcement

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**Collaboration Multiplier**

**Goals:**
- 1: To extend school-based violence prevention and anti-bullying efforts into the wider community.

**Questions:**
- EXPERTISE: What unique expertise does your field bring to the collaborative?
- DESIRED OUTCOMES: What specific results/outcomes are you seeking as a result of this collaboration? What does success look like to you?
- KEY STRATEGIES: What key strategies/activities are you implementing that are relevant to this issue?

**Collaborator 1**

**Expertise**

**Desired Outcomes**

**Key Strategies**

**Collaborator 2**

**Expertise**

**Desired Outcomes**

**Key Strategies**
Tailor your messages to engage different fields in achieving your goals

Identify additional partners, outreach, and learn how they fit into the matrix

Build and strengthen the coalition

Develop a comprehensive strategic approach

www.preventioninstitute.org
Links Between Violence and Health

Developing Effective Coalitions: An 8-Step Guide

City Voices and Perspectives: Paul D. Lopez

Bullying Prevention Series

City Voices and Perspectives: Paul D. Lopez

Bullying Prevention Series

Urban Networks to Increase Thriving Youth
UNITY through Violence Prevention

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unity@preventioninstitute.org