Making the Case—Prevent Bullying in the First Place

Hosts: Xavier Morales & Benita Tsao,
Prevention Institute

November 10, 2011

WELCOME! WE WILL BEGIN SOON.

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.

www.preventioninstitute.org/UNITY
Making the Case—Prevent Bullying in the First Place

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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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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
- AJ Rosario, Houston Department of Health and Human Services

Source: http://commons.wikimedia.org/user:JohnDrove
San Diego, CA

- Ches Blevins, Department of Public Health
- Amelia Barile Simon, Department of Public Health
- Audrey Hokoda, San Diego State University
- Mara Madrigal-Weisse, San Diego County Office of Education
- Wayne Sakamoto, Murrieta School District
- Lynn Sharpe Underwood, City of San Diego Gang Commission

Source: http://commons.wikimedia.org/user: Ted "Rufus" Ross
Tucson, AZ

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

Text Chat
Polling Questions
PowerPoint slides
Audio

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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

OLWEUS®
BULLYING PREVENTION PROGRAM

SAFE ROUTES to School
NATIONAL PARTNERSHIP
“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
What makes multi-field collaboration challenging?
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?
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?
## Phase I: Information Gathering

<table>
<thead>
<tr>
<th>Expertise</th>
<th>Assets</th>
<th>Desired Outcomes</th>
<th>Strategies</th>
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<tbody>
<tr>
<td><strong>Public Health</strong></td>
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<tr>
<td>Expertise in population-based interventions and collection of data on chronic disease and injury rates</td>
<td>Established and trusted partner within the community that can provide data and staff resources.</td>
<td>Unification of collaborative efforts to address violence and chronic disease</td>
<td>Facilitate system and policy changes that link healthy eating active living with violence prevention efforts</td>
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<td><strong>Violence Prev.</strong></td>
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<tr>
<td>Expertise in youth violence prevention and intervention</td>
<td>Experienced in street (community) organizing</td>
<td>Decreased gang violence and increased positive opportunities for at-risk youth</td>
<td>Build youth leadership and connect youth to training and employment opportunities</td>
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<tr>
<td><strong>Urban Ag.</strong></td>
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<tr>
<td>Knowledge on urban food system infrastructure and implementation</td>
<td>Strong community infrastructure for communication, involvement, outreach and education.</td>
<td>Long-term partnerships to achieve sustainable food systems</td>
<td>Create mechanisms for residents to access fresh, affordable healthy foods</td>
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<tr>
<td><strong>City Council</strong></td>
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<tr>
<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>
<td>Help leverage funds for long-term sustainability</td>
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</table>
### Violence Prevention

**Expertise:**

**Desired Outcomes:**

**Key Strategies:**
Violence Prevention

Expertise:
- Expertise in youth violence prevention and intervention

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
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
Collaboration Multiplier: Improving Safety and Increasing Access to Healthy Food

**Public Health (PH)**
- **Expertise:** Experience in population-based interventions and collection of data on chronic disease and injury rates
- **Desired Outcomes:** Unification of collaborative efforts to address violence and chronic disease
- **Key Strategies:** Facilitate system and policy changes that link healthy eating active living with violence prevention efforts

**Violence Prevention (VP)**
- **Expertise:** Expertise in youth violence prevention and intervention
- **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

**Urban Agriculture (UA)**
- **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

**City Council (CC)**
- **Expertise:** Knowledge and ability to influence local policy decisions
- **Desired Outcomes:** Policies that promote health and safety in the district
- **Key Strategies:** Help leverage funds for long-term sustainability
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**Expertise:**
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**Shared Outcomes**

**Partner Strengths**

**Joint Strategies/Activities**
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
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
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- Established trust and respect in community
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- 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
Joint Strategies/Activities

• Establish Urban Farm and Farmer’s Market
  VP + UA

• Connect Youth and Community Residents to Training and Employment Opportunities
  PH + VP + UA + CC
Public Health

Expertise:
• Experience in population-based interventions and collection of data on chronic disease and injury rates

Desired Outcomes:
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Key Strategies:
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Expertise:
• Knowledge on urban food system infrastructure and implementation

Desired Outcomes:
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Key Strategies:
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City Council

Expertise:
• Knowledge and ability to influence local policy decisions

Desired Outcomes:
• Policies that promote health and safety in the district

Key Strategies:
• Help leverage funds for long-term sustainability

Shared Outcomes
• Strong partnerships among partner organizations and community members
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Elements of *Collaboration Multiplier* can be modified depending on coalition needs…

- Funded mandates
- Training emphasis
- Approaches
- Networks & partners
- Data
- Desired outcomes
- Training audiences
- Problem definition
- Major priority issues
- Players
- Policy concerns
- Funding sources
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
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

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Shared Outcomes
Partner Strengths
Joint Strategies/Activities
Next Steps After Completion of Collaboration Multiplier

- 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
Questions and Answers
www.preventioninstitute.org
Links Between Violence and Health

**FACT SHEET**

**Violence and Chronic Illness**

It is only relatively recently that we have begun to recognize the profound effects of violence on chronic illness, particularly mental health. The links between violence and health are complex and multifaceted, and the consequences for individuals, families, and communities are profound.

**Asthma**

- Adults with asthma who had witnessed severe violence in their neighborhoods were twice as likely to visit an emergency room within 12 months of the event.

**FACT SHEET**

**Violence and Mental Health**

**Violence and Learning**

Violence and/or the fear of violence have serious implications for mental health. The presence of violence impacts communities, individuals, and school settings in ways that interfere with learning and success in academics.

- One in four middle and high school students who have been a victim of violence at school or around school.

- Mental health problems can lead to increased absences from school, decreased attendance, and lower grades.

- Children who witness violence are at increased risk for mental health problems and may experience anxiety and depression.

- At the individual level, violence:
  - Affects the emotional health of parents, influencing their ability to attend to school issues.
  - Creates stress and anxiety among children, affecting their ability to concentrate and learn.
  - Leads to decreased attendance and focus in class.

1. Sources: National Center for Injury Prevention and Control.
Developing Effective Coalitions: An 8-Step Guide

1. Analyze program objectives, determine whether to form a coalition
2. Recruit the right people
3. Devise preliminary objectives and activities
4. Convene the coalition
5. Anticipate necessary resources
6. Develop a successful structure
7. Maintain coalition vitality
8. Improve through evaluation
Paul D. López
Denver City Councilman

Paul D. López served as a panelist for the congressional briefing “Addressing the Intersection: Preventing Violence and Promoting Healthy Eating and Active Living,” in Washington, D.C., in February 2011. The briefing was sponsored by Prevention Institute, in partnership with Senator Tom Harkin and Representative Barbara Lee. Councilman López described Denver’s efforts to simultaneously prevent violence and increase access to healthy food. The following narrative is excerpted from his remarks.

Violence is much more than just numbers and statistics; these are people’s lives. These are our children, and 10 or 20 years from now our society as a whole will reflect how our children are doing today in elementary school. We can’t arrest our way out of this, and the school-based work goes hand-in-hand with the violence-prevention work that we’re doing. It’s an integrated approach, and it means we’re working with communities and community leaders in the community to help families and young people.

Photo courtesy of the Gang Resource and Support Project

Paul D. López represents District 3 on the Denver City Council and is a hometown champion for working families. While earning a degree at the University of Colorado, he fought to improve recruitment, retention and graduation of low-income students. As a community organizer, he wants to work in Denver’s poorest neighborhoods to protect affordable housing and quality public health care. As a union organizer, López took on employers who violated workers’ rights and he brought thousands of Denver-area janitors and their families to the bargaining table. López convened human rights leaders in May 2006 for the largest political march in Colorado history, bringing more than 100,000 marchers to the steps of the Colorado State Capitol in support of human compassion.
Bullying Prevention Series

Trends, Funding and Next Steps
December 8, 2011
11 a.m. PT / 2 p.m. ET

Source: http://commons.wikimedia.org/
user: Eddie~S