

Representatives of the UNITY Steering Committee, partner organizations and others gathered to explore ways to build and sustain momentum for a public health approach to preventing violence. Convened by Prevention Institute and hosted by the Martin Luther King, Jr. Center for Nonviolent Social Change, this UNITY\* Advisory Meeting featured discussions on creating a social movement that saves lives and fosters thriving youth and communities. The meeting objectives were to:

- Dialogue with key thinkers and leaders to strategically advance both public health-based approaches that prevent violence and lift up the field of public health in efforts to prevent violence, taking into account the current economic and political context;
- Identify opportunities for UNITY to support urban efforts that prevent violence, building on UNITY's accomplishments and networks;
- Explore points of alignment between UNITY, its partners and other organizations, and prioritize ways to build a broader social movement that prevents violence; and
- Engage UNITY partners and other organizations to better leverage and coordinate our efforts to create safer communities and increase focus on prevention.



UNITY Co-Chair Larry Cohen shakes hands with Martin Luther King III, who welcomed participants to the King Center.

Major themes that emerged (detailed beginning on page 3) are:

1. **Engaging Survivors.** There is a pressing need to engage survivors, to recognize the immense value of their perspective, contributions and critical role in preventing violence, and to provide training that builds the capacity of grassroots and survivor organizations.
2. **“Second-Hand Trauma.”** Understanding how trauma from exposure to violence can impact entire populations and not just individual victims will improve services and institutions to facilitate community-wide healing and more effectively support survivors of violence. This understanding could be embedded into effective approaches and inform prevention strategies.
3. **All Violence Is Connected.** Various forms of violence are fundamentally inter-related; gang violence is connected to school violence is connected to intimate partner violence is connected to child abuse is connected to suicide. Violence powerfully affects communities, and any type of violence acts as a risk factor for other forms of violence.
4. **Evaluation in Context.** Effective population-based efforts to prevent violence employ comprehensive approaches that involve multiple sectors working in a coordinated, strategic way. Evaluation should capture the larger context and account for the complexity of this work in a way that guides effective practice and enables us to make the case for what is needed and what works.
5. **Violence Reframed.** Communicating effectively about the value of prevention is essential.
6. **Expanded Impact.** The field and its impact could be enhanced through partnerships and networks.

The meeting also included an overview of UNITY's accomplishments (see Appendix for a summary) and a conversation about an emerging two-year initiative, in partnership with UNITY, that will begin by repurposing April 4<sup>th</sup> from a day of mourning for the assassination of Martin Luther King, Jr. into a day to build momentum and engagement for non-violence, peaceful communities and thriving youth.

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\* A Prevention Institute initiative, UNITY is funded by the Centers for Disease Control and Prevention, and in part by The Kresge Foundation and The California Wellness Foundation (TCWF). Created in 1992 as an independent, private foundation, TCWF's mission is to improve the health of the people of California by making grants for health promotion, wellness, education, and disease prevention programs.

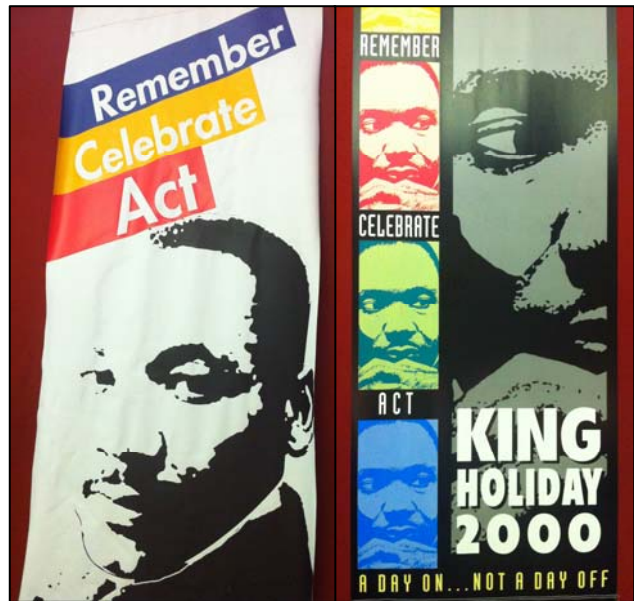
## BUILDING A SOCIAL MOVEMENT FOR PEACE

The historical significance of event venues imbued the UNITY Advisory Meeting with a palpable sense of connection to a broader movement for social justice and equity. The kick-off dinner at Paschal's evoked the 1960s when the restaurant was a meeting place for key civil rights leaders and strategists, including Dr. Martin Luther King, Jr. UNITY Co-Chair Deborah Prothrow-Stith shared childhood memories of eating at Paschal's after church with her family, not realizing in the moment that history was in the making at the next table.

Banners honoring Dr. King's legacy surrounded participants during the meeting at the King Center, and a tour of the Martin Luther King, Jr. National Historic Site included Dr. King's birth home and Historic Ebenezer Baptist Church, where Dr. King's maternal grandfather and father served as pastors and his mother as choir director. The site's powerful symbolism imparted a sense of continuity that linked our current work to previous struggles for equity and social justice, and inspired participants to continue Dr. King's work to eliminate violence.

Deborah Prothrow-Stith's opening remarks focused on the need to build a social movement to promote peace and prevent violence. She described the many advantages of such a movement, including:

**Broad, powerful impact:** A movement would connect the great work happening in different cities and prompt regional and nation-wide change. Rather than settling for just one good program in an area, social movements can arise organically to transform one city's success into a national set of policies, structures and activities that can change norms and prevent violence across the country. We automatically cap the potential scope of impact when we narrowly focus on only replicating effective programs in specific locales.



Inspiring banners decorated The King Center meeting room where the UNITY Advisory Meeting took place.

**Sustainability:** Survivors of violence energize and inspire the movement, especially when they are committed to prevention and are willing share their stories. Survivors must lead and own the movement, while professionals ensure that survivors have a stage and also understand the data. Movements are larger than a single person or program, and a movement can transcend the allocation decisions made at any particular level of government. While funding is important, it does not start or end social movements; movements depend not on funding but on energized activity.

**New opportunities:** A social movement creates opportunities to pilot new ideas and to employ tactics that might now yield results even if they did not work in other, earlier circumstances. Rosa Parks was not the first person to refuse to give up her seat on the bus, for example, but the Civil Rights Movement organized around what she did at that moment in time and in that particular context.

## MAJOR THEMES

**1. Engaging Survivors.** Participants emphasized the importance of engaging survivors and recognizing survivors as the leaders of any effort to prevent violence. Survivors' stories and unique perspective make them powerful messengers, and their involvement is critically important to ensure that initiatives that prevent violence resonate with affected communities. Some ways that professionals can support survivors' critical role in efforts to prevent violence are to:

- Actively engage survivors in a way that builds and enhances understanding of violence and of effective prevention approaches. Follow their lead, honor their contributions, involve them as partners in this work, and share with survivors your resources, power, knowledge and data.
- Provide training that increases the capacity of residents and of grassroots and survivors' organizations to serve as effective leaders, advocates and partners in this work.
- Impart legitimacy to survivors in the eyes of city leadership and the general public. Invite survivors to meetings with decision-makers, and create a platform for survivors' voices and perspectives.

**2. "Second-Hand Trauma."** Participants expanded the idea of trauma from only affecting an individual victim to its widespread impact on entire families and the broader community. Understanding the ripple effects of trauma throughout the community would be powerful evidence that violence affects everyone and compromises mental, emotional and physical health across the life span. Different approaches to framing this issue were shared and concerns about possible frames discussed. Extending this idea of trauma from violence to a population level has potential to:

- Facilitate healing by changing institutions and improving services for survivors of violence. Understanding "second-hand trauma" and the how trauma from exposure to violence affects entire populations would enable institutions and service providers to more effectively support survivors of violence, rather than inadvertently perpetuate trauma. Coordinated trauma-informed approaches built into the infrastructure and operations of health care, social services, law enforcement, criminal justice and all other institutions that respond to violence after the fact would help communities recover from exposure to violence and would benefit entire populations.
- Strengthen population-based efforts to prevent violence, and inform more effective prevention practice. With a greater understanding of trauma's community-wide impact, initiatives can better account for the adverse consequences of violence. In addition, those working at the population level would be more equipped to make a compelling case for policies and programs that prevent violence for all families and the broader community, rather than working only with individuals considered at risk of being victims or perpetrators.

**3. All Violence Is Connected.** Violence powerfully affects communities, families and individuals, no matter the specific context and circumstances. One type of violence acts as a risk factor for other forms of violence. Gang violence is connected to school violence is connected to intimate partner violence is connected to child abuse is connected to suicide, and yet they are treated as if completely different. Recognizing that various forms of violence are fundamentally inter-related is important as we:

- Engage survivors and address "second-hand trauma." All types of violence leave both trauma and survivors in its wake. A deeper understanding of the links between different types of violence would inform all our efforts and improve our overall ability to serve communities.
- Expand our constituencies and network of partners. The violence prevention field can be artificially divided, so those working to prevent street violence too seldomly collaborate with those working to prevent bullying, suicide, sexual assault or domestic violence, for example. Accepting that all violence is connected would promote collaboration, coordination and mutual support across the field of violence prevention.

- Explore the implications of this understanding and operationalize it. There is growing recognition that multiple forms of violence are connected, but the challenge is how to operationalize this. More work and attention is needed to determine what this looks like in practice and the supports needed to enact it and maximize its potential.

**4. Evaluation in Context.** Effective population-based efforts to prevent violence employ comprehensive approaches that involve multiple sectors working in a coordinated, strategic way. For evaluation to guide and improve practice, its focus should shift from the evaluation of a single program to evaluating an overarching strategy. Sophisticated evaluation methods should be able to measure connections between partners, track momentum and the extent of norms change, gauge community-level resilience factors, capture the larger context as well as any unexpected but significant results, and account for the complexity of this population-oriented work.

**5. Violence Reframed.** Violence is too often seen as the problem of a “minority of bad people doing bad things to each other,” rather than a widespread problem that affects all of us. The notion of second-hand smoke helped propel the anti-smoking movement into the mainstream. There is a need to identify frames and messages that would resonate with the general public and compel people to prevent violence. Recommendations included shifting the discourse so preventing violence is our shared responsibility rather than the problem of any particular individual or group. This will require communicating with policymakers and the general public on the value of prevention and of the efficacy of a public health approach. It’s also essential to select credible messengers, and consider mainstream entertainment, social marketing, media advocacy, social media and new technology as platforms for extending the conversation.

**6. Expanded Impact.** Growing our networks and reaching out to survivors and to a diverse group of potential new partners can increase the impact of efforts to prevent violence and can strengthen the field overall. Potential avenues for this are to:

- Strengthen ties with others working to prevent violence in all its forms, especially given that all violence is connected.
- Engage survivors and demonstrate support of grassroots and community-based groups.
- Frame preventing violence as a fundamental responsibility of the health/public health professionals by connecting violence to related health problems, such as chronic diseases, mental illness and health inequities. Strategies to prevent violence could be embedded within health initiatives at all levels of government and internationally.
- Increase buy-in for multi-sector efforts by building relationships with various sectors at the local, state and national levels. Connecting violence to other pressing community concerns promotes partnerships with education, social services, neighborhood services, economic and youth development, transportation, housing, business, faith, child welfare, law enforcement, criminal justice, philanthropy, and other sectors. Demonstrating that increased safety can improve outcomes in others’ work is a first step toward effective collaboration to prevent violence, more coordinated services and data-sharing across sectors.

## NEXT STEPS

In addition to broad strategy themes that emerged, participants shared specific recommendations to grow momentum for prevention approaches to violence:

- Use the congressional briefing on preventing violence as a public health issue, scheduled for April 2012 and coordinated by UNITY, to further engage the Tri-Caucus and Congressional Black Caucus Foundation.
- Reach out to the National Governors Association and propose Preventing Violence as a Public Health Issue as the theme of its Annual Meeting in July 2012. (Phil Leaf, Gary Slutkin, Lauren Smith and Amber Williams formed an ad hoc subcommittee to work with UNITY on this.)
- Develop and release briefs for a juvenile justice audience on a public health approach to preventing violence, and include cost-benefit data and outcomes for young people. (Nancy Gannon Hornberger of the Coalition for Juvenile Justice offered to work with UNITY on this.)
- Explore the possibility of reviving a national forum for foundations interested in youth transitions and preventing violence.
- Catalogue which states and cities have children's cabinets and use children's well-being as a leverage point for preventing violence. (UNITY will confer with ASTHO, the Association of State and Territorial Health Officials, represented by Elizabeth Walker.)
- Facilitate linkages within and across cities. For example, UNITY cities could each support a smaller city in its state to begin preventing violence and connect to UNITY. Effective efforts to prevent violence would become regional successes as well as that of a particular city, and this could also extend the work into more rural areas.

Other next steps related to April 4<sup>th</sup> and the emerging two-year initiative and UNITY partnership to foster non-violence, peaceful communities and thriving youth. Prevention Institute will update meeting participants, the UNITY Steering Committee and representatives from UNITY partner organizations as this initiative takes shape. Together, we will identify mutually beneficial ways to advance this work, and some initial ideas are to:

- Involve the American Public Health Association (APHA). April 4 falls during National Public Health Week, and APHA can engage partners, such as the National Association of School-Based Health Centers. (Contact: Mighty Fine.)
- Consider specific roles for those working to prevent gender-based and domestic violence and other types of violence, who can serve as ambassadors for preventing youth violence to their constituencies and partners. April is also National Sexual Assault Awareness Month and National Child Abuse Prevention Month. (Contacts: Chic Dabby and Sally Schaeffer.)
- Develop a specific ask of juvenile justice policy groups that will enhance this initiative, either in its launch year or to increase its sustainability in the long run. (Contact: Nancy Gannon Hornberger.)

## PARTICIPANTS

We are grateful for the contributions of our UNITY Advisory Meeting participants and appreciative of the time people took to participate and their thoughtful contributions. We look forward to continuing to collaborate and partner as we move forward.

- Venetta Armstrong: UNITY Assistant to Deborah Prothrow-Stith
- Helen J.M. Bassett: National Coordinator, National Coalition of Survivors for Violence Prevention
- Clementina M. Chery: President and Chief Executive Officer, Louis D. Brown Peace Institute
- Larry Cohen: UNITY Co-Chair, Executive Director, Prevention Institute
- Chic Dabby: Director, Asian & Pacific Islander Institute on Domestic Violence
- Rachel Davis: Managing Director and UNITY Project Director, Prevention Institute
- Carlton Duncan: Special Projects Advisor assigned to the King Center, Office of the Director, CDC
- Corinne Ferdon: Behavioral Scientist and STRYVE Initiative Leader, DVP, CDC
- Mighty Fine: Public Health Practice Manager, American Public Health Association
- Nancy Gannon Hornberger: Executive Director, Coalition for Juvenile Justice
- Marci Hertz: Health Scientist, Division of Violence Prevention (DVP), CDC
- Ivan Juzang: Founder and President, MEE Productions
- Phil Leaf: Director, Johns Hopkins Center for the Prevention of Youth Violence
- David S. Lee: Director of Prevention Services, California Coalition Against Sexual Assault
- Greta Massetti: Acting Branch Chief of Prevention Development and Evaluation, DVP, CDC
- Tommy Minor: Student, Morehouse College
- Howard Pinderhughes: UNITY Consultant and Associate Professor, Department of Social and Behavioral Sciences, UC San Francisco
- Deborah Prothrow-Stith: UNITY Co-Chair and Consultant, Spencer Stuart
- Rich Puddy: Branch Chief of Program Implementation and Dissemination, DVP, CDC
- Neil Rainford: UNITY Project Officer and Public Health Advisor, DVP, CDC
- Sheila Regan: Hospital Response Coordinator, CeaseFire
- Janet Saul: Special Advisor to the Director, DVP, CDC
- Sheila Savannah: Bureau Chief for Human Services, Neighborhood Services Division, Houston Department of Health and Human Services
- Sally Schaeffer: Senior Public Policy Advocate, Futures Without Violence
- Gary Slutkin: Executive Director, CeaseFire
- Lauren Smith: Medical Director, Massachusetts Department of Public Health
- Howard Spivak: Director, Division of Violence Prevention, CDC
- Andra Tharp: Health Scientist, Division of Violence Prevention, CDC
- Benita Tsao: Program Coordinator, UNITY and Prevention Institute
- Elizabeth Walker: Senior Director of Health Improvement, Association of State and Territorial Health Officials
- Natoya Walker-Minor: Chief of Public Affairs, City of Cleveland
- Billie Weiss: UNITY Co-Chair, UCLA School of Public Health
- Natalie Wilkins: UNITY Science Officer and Behavioral Scientist, DVP, CDC
- Amber Williams: Executive Director, Safe States Alliance

## FOR MORE INFORMATION

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## A SIX-YEAR SNAPSHOT

SEPTEMBER 2005 TO AUGUST 2011

# An Overview of Outcomes, Findings & Recommendations from the First Six Years of UNITY

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.

*Violence is not the problem of one neighborhood or group, and the response and solutions are not the responsibility of one sector of the community or of one agency, professional group, or business. Coming together and owning this problem and the solutions are central.*


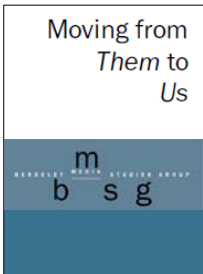
—Dr. Deborah Prothrow-Stith

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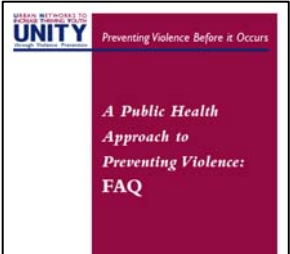
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UNITY is funded by the Centers for Disease Control and Prevention (CDC), as part of the CDC's national youth violence prevention initiative, Striving to Reduce Youth Violence Everywhere (STRYVE), and in part by The Kresge Foundation and The California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

**A SIX-YEAR SNAPSHOT (Sept. 2005 to Aug. 2011)**

	OUTCOMES & PRODUCTS	FINDINGS	RECOMMENDATIONS
<b>YEAR 1</b>	<p><b>Conducted an assessment, “An Assessment of Youth Violence Prevention Activities in USA Cities”</b></p>	<ul style="list-style-type: none"> <li>• Most cities cited a lack of a comprehensive strategy.</li> <li>• Law enforcement and criminal justice strategies are most prevalent.</li> <li>• Public health departments are not seen as part of the solution.</li> <li>• Cities with the greatest coordinated approach also had the lowest rates of youth violence.</li> </ul>	<p><b>For cities:</b></p> <ul style="list-style-type: none"> <li>• Adopt a comprehensive approach to violence that includes prevention.</li> <li>• Establish greater collaboration between city entities and across jurisdictions.</li> <li>• Develop and implement a city-wide plan.</li> </ul> <p><b>For the nation:</b></p> <ul style="list-style-type: none"> <li>• Create a national agenda.</li> <li>• Train public health on its role and incentivize participation.</li> <li>• Provide cities with the opportunity to network and mentor each other.</li> </ul>
	<p><b>Established the Steering Committee &amp; National Consortium</b></p>	<ul style="list-style-type: none"> <li>• Prevention is not understood.</li> <li>• Structural racism is a barrier to getting support.</li> <li>• Cities need guidance.</li> </ul>	<ul style="list-style-type: none"> <li>• Reframe violence.</li> <li>• Build political and social will.</li> <li>• Form a peer network.</li> <li>• Be a repository for what works.</li> <li>• Develop <i>UNITY RoadMap</i> online.</li> </ul>
<b>YEAR 2</b>	 <p><b>Developed the UNITY RoadMap: A Framework for Effectiveness and Sustainability</b></p>	<p><b>Key RoadMap Elements</b></p> <p><b>WHO? Partnerships</b></p> <ol style="list-style-type: none"> <li>1. High-Level Leadership</li> <li>2. Collaboration &amp; Staffing</li> <li>3. Community Engagement</li> </ol> <p><b>WHAT? Prevention</b></p> <ol style="list-style-type: none"> <li>4. Programs, Practices &amp; Policies</li> <li>5. Training &amp; Capacity Building</li> <li>6. Communication</li> </ol> <p><b>HOW? Strategy</b></p> <ol style="list-style-type: none"> <li>7. Strategic Plan</li> <li>8. Data &amp; Evaluation</li> <li>9. Funding</li> </ol>	<p><b>Cities can use the UNITY RoadMap to:</b></p> <ul style="list-style-type: none"> <li>• Understand the current status of their efforts (their starting point).</li> <li>• Understand the core elements necessary to prevent violence <i>before</i> it occurs (milestones).</li> <li>• Get information, resources and examples to support planning, implementation and evaluation.</li> </ul>
	<p><b>Commissioned “Moving from Them to Us: Challenges in Reframing Violence Among Youth”</b></p> 	<ul style="list-style-type: none"> <li>• The default frame works against primary prevention.</li> <li>• News sets the policy agenda and frames debate; most stories reinforce the default frame.</li> <li>• Race, youth and violence are conflated in the news.</li> <li>• Racial inequities, when recognized at all, tend to be attributed to individual failings.</li> <li>• Government is the problem <i>and</i> the solution.</li> </ul>	<ul style="list-style-type: none"> <li>• Foster cross-sector action on violence prevention.</li> <li>• Transform news reporting on violence.</li> <li>• Determine effective ways to talk about race and government in the context of violence.</li> </ul>



	OUTCOMES & PRODUCTS	FINDINGS	RECOMMENDATIONS
YEAR 3	<p><b>Convened Cities</b></p>	<ul style="list-style-type: none"> <li>• Cities need the <i>RoadMap</i>.</li> <li>• Public and political awareness of the value of prevention is key.</li> </ul>	<ul style="list-style-type: none"> <li>• Elevate prioritized strategies.</li> <li>• Recognize cities for their work.</li> <li>• Partner with key organizations.</li> <li>• Advance a UNITY agenda.</li> </ul>
	<p><b>Conducted Outreach and Dissemination &amp; Formed Organizational Partnerships</b></p> <p>(e.g., Congressional Black Caucus Foundation, National Association of County and City Health Officials, and National League of Cities)</p>	<ul style="list-style-type: none"> <li>• UNITY aligns with work of many national organizations and initiatives.</li> <li>• There is value in collaboration and coordination.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to articulate opportunities for coordination and collaboration.</li> <li>• Continue to share information about UNITY and what’s working in cities around the country.</li> <li>• Need to articulate and clarify the public health approach.</li> </ul>
YEAR 4	<p><b>Formed the UNITY City Network</b></p> 	<ul style="list-style-type: none"> <li>• Growing number of mayors willing to commit to a prevention approach and implementing the <i>UNITY RoadMap</i>.</li> <li>• Health departments need help getting traction.</li> <li>• Cities value a peer network.</li> <li>• Efforts are under-resourced.</li> <li>• Cities have unique approaches.</li> <li>• Cities are achieving success.</li> </ul>	<ul style="list-style-type: none"> <li>• Collect and disseminate examples of what works.</li> <li>• Build the economic case.</li> <li>• Provide training and technical assistance.</li> <li>• Develop an urban agenda to make the case that violence is preventable and elevate the needs of cities.</li> </ul>
	<p><b>Authored “A Public Health Approach to Preventing Violence: FAQ”</b></p> 	<ul style="list-style-type: none"> <li>• Violence is a public health issue. It is a leading cause of injury, disability and premature death, a significant disparity, and it increases the risk of other poor health outcomes.</li> <li>• Public health can help solve our nation’s violence problem. It has a track record in addressing threats to the public’s health, it improves the health and safety of a population, and it understands prevention.</li> </ul>	<p><b>Public health can:</b></p> <ul style="list-style-type: none"> <li>• Measure the problem and progress in addressing it.</li> <li>• Play a key role in coordinating the range of needed efforts.</li> <li>• Build capacity among multiple players to prevent violence.</li> <li>• Develop data-informed strategy.</li> <li>• Be an invaluable advocate for the prevention of violence.</li> </ul>

	OUTCOMES & PRODUCTS	FINDINGS	RECOMMENDATIONS
<b>YEAR 5</b>	<p><b>Developed the UNITY Urban Agenda, which was endorsed by representatives from 13 large cities in April 2010</b></p>	<ul style="list-style-type: none"> <li>• We know how to prevent violence.</li> <li>• Violence exacts a terrible burden on young people, families, neighborhoods, cities and taxpayers.</li> <li>• An investment in prevention will pay off.</li> </ul>	<ul style="list-style-type: none"> <li>• Invest in cities to develop, implement, coordinate and evaluate effective and sustainable approaches to prevent community and gang violence.</li> <li>• Coordinate training and capacity building, a national communications campaign, and evaluation/data to support local efforts.</li> <li>• Enhance national and state infrastructure to support local efforts.</li> </ul>
	<p><b>Informed “Addressing the Intersection: Preventing Violence and Promoting Healthy Eating and Active Living”</b></p> 	<ul style="list-style-type: none"> <li>• Violence and fear of violence influence healthy eating and active living behaviors, e.g., by decreasing physical activity and altering food purchasing and eating patterns.</li> <li>• Violence makes the environment less supportive of healthy eating and active living by reducing social interactions and discouraging community investments, e.g., in grocery stores.</li> </ul>	<ul style="list-style-type: none"> <li>• Understand a community-wide approach for preventing violence, especially in highly-impacted neighborhoods.</li> <li>• Apply a violence prevention lens to environmental and policy change strategies to promote healthy eating and active living efforts.</li> <li>• Elevate the role of healthy eating and active living practitioners in fostering safer communities through advocacy and partnerships.</li> </ul>
	<p><b>Mapped tools, resources, models and City Network into comprehensive web pages</b></p>		
	<p><b>Conducted UNITY Evaluation</b></p> <p>(Preliminary findings and quotes from city representatives around the country)</p>	<ul style="list-style-type: none"> <li>• <b>Urban efforts are working:</b> “Youth violence can be prevented because clearly we’re preventing it.” “This approach works. It’s working right here in my city, where we reduced violence by 40 percent in just two years—and then brought it down another 20 percent. And we didn’t do it by increasing arrests. We did it by giving young people opportunities to thrive.”</li> <li>• <b>The City Network has value:</b> “Tremendous value in networking opportunities to talk to other cities and see what cities are doing, and in sharing with each other successes and failures so that we have multiple opportunities to get it right.” “Opportunities to talk about youth violence prevention and how to elevate it in the other sectors of society, both governmental and non-governmental agencies.”</li> <li>• <b>Valuable tools:</b> “The RoadMap is not just some high-in-the-sky fluff.”</li> <li>• <b>UNITY has made an impact:</b> “We have access to resources we didn’t have before.” “UNITY has been instrumental in the development of our blueprint.” “Because of UNITY, we have addressed violence differently. We now see it as a health issue as well as a social issue.” “It is with great pride that I announce the adoption of the UNITY Tucson City-Wide Violence Prevention Plan by the Mayor and Council at today’s study session.”</li> </ul>	

	OUTCOMES & PRODUCTS	FINDINGS	RECOMMENDATIONS	
<b>YEAR 6</b>	<p><b>Developed the UNITY Policy Platform, a summary of the UNITY Urban Agenda</b></p> 	<p>Endorsed by city representatives of 13 U.S. cities and others, including:</p> <ul style="list-style-type: none"> <li>• Advancement Project</li> <li>• American Public Health Association (APHA)</li> <li>• CeaseFire, Chicago Project for Violence Prevention</li> <li>• Futures Without Violence</li> <li>• National Association of County and City Health Officials (NACCHO)</li> </ul>	<ul style="list-style-type: none"> <li>• National Association of State Boards of Education (NASBE)</li> <li>• National Association of Students Against Violence Everywhere (SAVE)</li> <li>• Prevention Institute</li> <li>• Safe States Alliance</li> <li>• Violence Prevention Coalition of Greater Los Angeles</li> </ul>	
	<p><b>Convened state health officials for “Advancing State Efforts to Prevent Violence”</b></p>	<ul style="list-style-type: none"> <li>• State health officials agreed that there are many opportunities to embed violence prevention within the state health sector and across multiple sectors at the state level.</li> <li>• Challenges to advancing state efforts to prevent violence include: framing and communications issues, a need for more state leadership, barriers to collaboration, and inadequate or piecemeal funding.</li> </ul>	<p><b>State health agencies can:</b></p> <ul style="list-style-type: none"> <li>• Reframe public perception of violence and of perpetrators.</li> <li>• Include strategies to prevent violence in health-related proposals.</li> <li>• Leverage current resources to prevent violence.</li> <li>• Collaborate with other state agencies, local health departments, and with national organizations.</li> </ul>	
	<p><b>Published a series of fact sheets linking violence to other health issues</b></p> <p>(e.g., chronic diseases, mental health, learning and health equity)</p>	<ul style="list-style-type: none"> <li>• Violence has far-reaching health consequences for young people, families and neighborhoods.</li> <li>• Violence and fear of violence undermine learning and interferes with academic success.</li> <li>• Violence is a health inequity and also worsens health disparities.</li> </ul>	<ul style="list-style-type: none"> <li>• Integrate efforts to prevent violence into healthy eating and active living strategies.</li> <li>• Promote trauma-informed approaches and support school-based efforts.</li> <li>• Ensure that violence is addressed throughout health and prevention planning.</li> </ul>	
	<p><b>Developed two publication series— Making the Case, and City Voices and Perspectives</b></p>	<div style="display: flex; align-items: center;"> <div style="border: 1px solid black; padding: 5px; margin-right: 10px;"> <p style="font-size: small; margin: 0;">CITY VOICES AND PERSPECTIVES</p> <p style="font-size: large; margin: 5px 0;"><i>Paul D. López</i></p> <p style="font-size: x-small; margin: 0;">Denver City Councilman</p> </div>  <div style="border: 1px solid black; padding: 5px; margin-left: 10px;"> <p style="font-size: small; margin: 0;">MAKING THE CASE</p> <p style="font-size: large; margin: 5px 0;"><i>Prevent Violence for Better Public Health</i></p> </div>  </div>		
	<p><b>Leveraged multiple networks</b></p>	<p>UNITY has participated in the California Cities Gang Prevention Network, the National Forum for Youth Violence Prevention, STRIVE Action Council and City Network, and the network of Defending Childhood grant recipients, among others.</p>		