Addressing the Intersection:
Preventing Violence and Promoting Healthy Eating and Active Living

Larry Cohen, MSW
Executive Director
Prevention Institute
Life in the killing zone

Violence is the most pervasive part of growing up in East Oakland.

By Anastasia Hendrix
Chronicle Staff Writer

This is a place where dozens of murders were committed last year within walking distance of an 11-year-old's doorstep. This is a place where eighth-graders learn about percentages and averages by studying homicide statistics from the streets surrounding their classroom — numbers that represent gunned-down neighbors, friends and even family members.

In E. N. Mendoza's class, the mood is somber, the conversation somber and the faces somber.

Mendoza, a sixth-grader at the E. C. Reems Academy of Technology and Art in Oakland, has the same face you see on the local news each day. His favorite show: "Worst-Case Scenario," which details how to survive living situations such as how to fit through the trunk of a car by breaking a window, light and pulling out wiring so it can fit through and attract other attention.

"It makes me feel better to have a plan like this," Rigo said. "I'm always thinking of ways to save myself, so I'll know what to do if something bad happens to me." In his bedroom, located just two blocks from the school, there has to be some kind of plan.

"I try to stay away from the scary things," he said. "I try to stay out of the killing zone."
Safety and Healthy Eating Active Living
“Violence has the most impact on the use of parks. People are afraid to exercise in the park.”

- Community Leader
“Turf wars deter people from walking to grocery stores.”

-Community Leader
“Community safety is our number one concern. If our employees feel unsafe coming to work, or our patrons are scared to shop in the area, we won’t open a store there.” – Head of Security at a major retail corporation
Addressing the Intersection: Preventing Violence and Promoting Healthy Eating and Active Living
ADDRESSING THE INTERSECTION:
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This document was prepared by Prevention Institute with funding from Kaiser Permanente

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Prevention Institute is a nonprofit, national center dedicated to improving community health and well-being by building momentum for effective primary prevention. Primary prevention means taking action to build resilience and to prevent problems before they occur. The Institute's work is characterized by a strong commitment to community participation and promotion of equitable health outcomes among all social and economic groups. Since its founding in 1997, the organization has focused on injury and violence prevention, traffic safety, health disparities, nutrition and physical activity, and youth development. This, and other Prevention Institute documents, are available at no cost on our website.
Violence and fear of violence...

- Cause people to be less physically active and spend less time outdoors
- Alter people’s purchasing patterns, limiting access to healthy food
- Decrease motivation and capability to eat healthfully and be active
- Reduces social interactions that would otherwise contribute to community cohesion
- Barrier to investments in community resources
Key Approaches

- Understanding a comprehensive framework for preventing violence – UNITY – especially in highly impacted neighborhoods.

- Applying a violence prevention lens to environmental and policy change strategies to promote healthy eating and active living efforts.

- Elevating the role of healthy eating, active living practitioners in fostering safer communities through advocacy and partnerships.
The UNITY City Network

URBAN NETWORKS TO INCREASE THRIVING YOUTH

UNITY through Violence Prevention
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.

UNITY is supported by the Centers for Disease Control and Prevention (CDC). Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the U.S. Department of Health and Human Services or the CDC. UNITY is also funded by a grant from The California Wellness Foundation.

www.preventioninstitute.org/UNITY
UNITY RoadMap

Who? Partnerships
- High-Level Leadership
- Collaboration & Staffing
- Community Engagement

How? Strategy
- Strategic Plans
- Data & Evaluation
- Funding

What? Prevention
- Programs, Organizational Practices, & Policies
- Communication
- Training & Capacity Building

www.preventioninstitute.org/UNITY
Strategic Partnerships

- Businesses
- Community Violence Prevention Groups
- Nutrition/activity Groups
- Law Enforcement
- Youth Development
- Schools
- Parks & Rec
- Public Health
- Planners
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The Violence Prevention Lens
Apply a Violence Prevention Lens to Environmental and Policy Change Strategies

- Creating safe spaces
- Promoting community development and employment
- Fostering social cohesion
Prospect Park *Before* Revival

Brooklyn, NY

Photo: Librado Romero/The New York Times
Promote Joint Use of Recreational Facilities
Safe Routes to School

The National Center for Safe Routes to School assists communities in enabling and encouraging children to safely walk and bike to school.
Healthy Food Retail
Social Cohesion

GREENVILLE WALKING TRAIL
4 laps = 1.425 miles
BEGIN HERE

Prevention Institute
“Violence is not the problem of one neighborhood or group...Coming together and owning this problem and the solutions are central.”

-Dr. Deborah Prothrow-Stith, Harvard School of Public Health, UNITY Co-Chair
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www.preventioninstitute.org
success spotlight

joint use locator

discuss:
this week:
Schools and cities are in financial crisis. How do under-resourced communities rally support for joint use? more >
all topics >

resources:
Joint use -- the sharing of space between schools and communities -- makes it easier for people to be active and healthy. Help make it happen where you live. more >

see the problem:

www.jointuse.org
Developing Effective Coalitions: The 8-Step Process

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
# Collaboration Multiplier

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The Tension of Turf