Prevention is a Community Imperative
We Know What To Do
If our Airports are Safe Our Schools Must be Safe
Youth Voice – The Prevention Continuum

Up Front    In the Thick    Aftermath
We need **Youth Voice**- They Have A Right to Be Safe

And *we* are the adults in the room- *we have responsibility*
Build Upon Prevention’s History of Success
Emphasize the Community Environment
The Importance of Collaboration And Cross Sectoral Efforts
Raise our Voice on Multiple Levels
✓ Build Upon Prevention’s History of Success
20,679 physicians say "LUCKIES are less irritating".

"It's toasted" Your Throat Protection against irritation against cough.
CA Smoking rate: 26.7% in 1985, 13.3% in 2006
Source: Actual Causes of Deaths in the US, 2000, Centers for Disease Control and Prevention, 2004
HIKERS and BIKERS
Move to the side of the road when a vehicle approaches
“No epidemic has ever been resolved by paying attention to the treatment of the affected individual.”

George W. Albee
✓ Build Upon Prevention’s History of Success
✓ Emphasize the Community Environment
Gun Violence and Mental Health

In Gun Debate, a Misguided Focus on Mental Illness

By RICHARD A. FRIEDMAN, M.D.  DEC. 17, 2012

Trump: "This Isn't a Gun Problem, This Is a Mental Problem."

—By Inae Oh | Thu Aug. 27, 2015 2:24 PM EDT

Mental Health Solutions Alone Can't Thwart Gun Violence, Experts Say

Data Suggest 'Gun Violence Epidemic' Is Actually a Mental Illness Scourge As Shootings Drop Sharply
America’s Next Top Model Photoshoot
Stigma

- Mental illness
- Gender discrimination
- Weight
By Anastasia Hendrix
Chronicle Staff Writer

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

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

Roberto Mendoza, sixth-grader at the E.C. Reems Academy of Technology and Art in Oakland.

Life in the killing zone

Being on the firing line could be the most shocking thing about his favorite show, "Worst-Case Scenarios," which details how to survive life-threatening situations such as how to cut the trunk of a car by breaking the window and pulling out wiring so it can fit through and attract attention.

"It makes me feel better to know like this," Rigo said. "I'm always on the lookout for ways to save myself, so I'll know what to do if anything bad happens to me."

In his bedroom, located just off the kitchen, Rigo has his own bedroom, located just off the kitchen, Rigo has his
“It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change.”

Institute of Medicine

✓ Build Upon Prevention’s History of Success
✓ Emphasize the Community Environment
✓ The Importance of Collaboration And Cross Sectoral Efforts
A good solution solves multiple problems.
Collaborating to Prevent Violence

- Cities with the greatest coordination across sectors had the lowest rates of youth violence (UNITY Assessment, 2008)
Coordinated Approach

Minneapolis, MN

- Adopted the Blueprint for Action: a Multi-Sector Plan for Prevention.
- 64 percent decrease in homicides of young people aged 15 to 24 years.
- Number of youth suspects in violent crimes dropped by 62 percent.

Source:
✓ Build Upon Prevention’s History of Success
✓ Emphasize the Community Environment
✓ The Importance of Collaboration And Cross Sectoral Efforts
✓ Raise our Voice on Multiple Levels
The Spectrum of Prevention

- Influencing Policy & Legislation
- Changing Organizational Practices
- Fostering Coalitions & Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge & Skills
Friends Can Be Medicine

Friends can be good medicine
Communities Can Be Medicine

Community Farm Alliance Louisville, Kentucky
Violence Prevention in Public Transportation

Beverly Kingston:

If we want schools to implement upstream prevention...

We *must* provide support and resources
Opportunity to Converge

Chronic Disease

Public Health and Health Care

Education

Equity

Behavioral Health

Violence Prevention

Policymakers
Balanced Approaches Emphasize Prevention

- Comprehensive plans and strategies
- Neighborhood-based focus
- The links among forms of violence and the importance of trauma
- Guns
- Redeploy resources to focus on prevention
- Incorporate youth voice and community wisdom
Shift the Paradigm

From

Investment in Prisons
Attention only to the Individual
Trauma
Only after the fact

To

Investment in Schools and Communities
Community-Level Solutions
Resilience
Upfront as Well
Your **zip code** should not determine the length of your life. This year, California legislators and Governor Jerry Brown recognized that **health happens in neighborhoods**. The California Endowment would like to thank California’s leaders for taking steps to make our communities and our state stronger.

**AB 581 (Perez)**: Brings grocery stores to neighborhoods where they are needed.

**AB 6 (Fuentes)**: Eliminates bureaucratic red tape for families who need access to healthy food.

**SB 20 (Padilla)**: Gives Californians the facts about restaurant food.

**SB 244 (Walk)**: Requires local land use planning to include improvement of disadvantaged communities.

To learn more visit [www.calendow.org](http://www.calendow.org)
“Intellectuals solve problems. Geniuses prevent them.”

Albert Einstein
A Movement

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