Developing a Culture of Health Care Providers as Intervenors

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Cure Violence
10.18.18
### Violence Inequities

**Getting WORSE**

#### Heckler Report

**Health Inequities**

<table>
<thead>
<tr>
<th>Health Issue</th>
<th>1985</th>
<th>2013</th>
<th>Disparity Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cancer</td>
<td>30% Higher</td>
<td>30% Higher</td>
<td>No change</td>
</tr>
<tr>
<td>Cardio/Stroke</td>
<td>20% Higher</td>
<td>30% Higher</td>
<td>Up 50%</td>
</tr>
<tr>
<td>Cirrhosis</td>
<td>70% Higher</td>
<td>30% Higher</td>
<td>Down 57%</td>
</tr>
<tr>
<td>Diabetes</td>
<td>110% Higher</td>
<td>100% Higher</td>
<td>Down 9%</td>
</tr>
<tr>
<td>Infant Mortality</td>
<td>110% Higher</td>
<td>110% Higher</td>
<td>No change</td>
</tr>
<tr>
<td>Accident (&amp; homicide)</td>
<td>70% Higher</td>
<td>10% Higher</td>
<td>Down 85%</td>
</tr>
<tr>
<td>Homicide</td>
<td>400% Higher</td>
<td>470% Higher</td>
<td>Up 18%</td>
</tr>
</tbody>
</table>
The Cure Violence Approach

World Health Organization

**INTERRUPT TRANSMISSION**
- Prevent Retaliation
- Mediate Conflicts
- Keep Conflicts ‘Cool’

**REDUCE HIGHEST RISK**
- Assess Highest Risk
- Change Behaviors
- Provide Treatment

**CHANGE COMMUNITY NORMS**
- Respond to Shootings
- Organize Community
- Spread Positive Norms
Credible Messengers
Six Blocks, 96 Buildings, Zero Shootings: New Recipe at the Queensbridge Houses

About New York
By JIM DWYER  JAN. 19, 2017

The New York Times
The Movement towards Violence as a Health Issue

Health approach = health institutions leading violence prevention work, including hospital interruption or community outreach programs
MOVEMENT CO-CHAIRS

Dr. Gary Slutkin  
Founder and CEO of Cure Violence

Dr. David Satcher  
Former U.S. Surgeon General

Dr. Al Sommer  
Former Dean of the Johns Hopkins School of Public Health

violenceepidemic.org
MOVEMENT GOALS

• Develop common understanding & language
• Increase policies to support health approaches
• Increase use of health & community systems
• Advance racial & health equity
• Develop multi-sector partnerships & coalitions
Addressing Violence as a Health Crisis with Health Methods
Statement of the Violence as a Health Issue Collaborative

The cycle of violence is more than headlines and homicide reports. It is much more than a police an criminal justice issue.

Violence is a health crisis (1)(2)(3).

Every day in our nation, an average of 36 people are killed (4). 117 individuals die by suicide (5). 18 more are shot and wounded (6). 27,400 individuals are hurt by a partner or significant other (7), an 8,040 children are abused or neglected at the hands of someone they trust (8).

In the United States, homicide is the third leading cause of death between ages 1 and 45 (9)—resulting in a loss of approximately half a million years of life before age 65 (10). Violence affects all of us including some groups at even more shocking levels. For example, the homicide rate for black male youth between 10 and 25 years old is nearly 20 times higher than for white male youth (11).

Beyond direct injury exposure to violence increases the risk of other medical illness, including asthma (12), hypertension (13), heart disease (14)(15), cancer (16), and strokes (17)(18). Violence also contributes to psychiatric illness, including depression and post-traumatic stress disorder (19). Those who are exposed to violence are more likely to sleep poorly (20), to smoke (21), and to become socially isolated (22)—all add risk factors for early death.

Like lead poisoning, violence impacts the ability of children to learn (23). Like people exposed to influenza spread influenza (24), violence causes more violence (25), expressing itself as outbreaks of retaliations and clusters of suicide. Like tobacco use, violence spreads through social networks (26), becoming increasingly acceptable and commonplace. Like the Ebola virus, violence generates fear, distrust, and panic (27)—stigmatizing communities where clusters of cases occur and limiting opportunities for communities to come together. Doctors, nurses and other health workers try as hard as possible to save the victims of violence. We all recognize the iconic image of a team of doctors and nurses desperately trying to save a patient who has been shot. But another essential role for the health and public health sector, and other sectors is to help people and communities be safe in the first place— to minimize the negative impacts of violence related trauma that contributes to the degradation of mental health and health overall (28).

Seeing violence as a health crisis must start with the absolute recognition that violence can and must be prevented (29).

The Movement towards Violence as a Health Issue consists of over 300 organizations representing more than 100 organizations across the country dedicated to activating the health approach to violence. The initiative, which began in July 2015, is led by Former Surgeon General Dr. David Satcher, Former Dean of Johns Hopkins Bloomberg School of Public Health Dr. Al Sommer and CEO/President of Cure Violence Dr. Gary Slutkin.

Creating and Mobilizing Health and Public Health/Community Systems to Reduce Violence - A Framework for Action
Statement of the Violence as a Health Issue Collaborative

Executive Summary

This paper provides a framework for addressing violence, in all of its forms, as a public health issue in impacted communities across the United States. Current efforts to reduce violence have not been effective enough, as national data demonstrate a recent increase in violent events. There is also increasing evidence of the profoundly harmful effects of violence on child development, the long-term health of affected populations, as well as significant negative effects on the educational attainment, housing quality, and economic development of entire communities—especially communities of color.

The current, fragmented approach that leans heavily on the justice system needs to be addressed and updated to a unified, integrated one that encourages and supports extensive cross-sector collaboration with an emphasis on health. This allows for alliances to be formed and held accountable for preventing violence and its health effects, and for the use of health informed methods. In this approach, for example, health departments, hospitals, schools, universities, non-profits, and justice systems (1) share data on all forms of violence; (2) identify protocols for screening and referrals; (2) develop and enhance programs and policies to prevent and reduce violence; and (2) use data to continuously increase the efficiency and effectiveness of these efforts. The framework laid out in this paper presents a cost-effective means to reduce the incidence and impact of violence, which now costs the United States tens of thousands of human lives and hundreds of billions of dollars every year. A unified effort that works mainly through existing infrastructure, addresses systemic and institutionalized trauma, and connects the health sector to community resources, social services, schools, the justice system, and other municipal systems is the most effective way to address the violence that devastates so many American communities.

Significant investment, whether through new or the realignment of existing resources, is necessary to establish and maintain a comprehensive public health system that reduces and prevents violence throughout the country. What's needed is not just more violence prevention programs, but rather an integrated system of care, corresponding training and education, and policies that support health-centered violence prevention. This differs significantly from our current infrastructure that invests after the fact. What's more, a health-centered approach recognizes that, in addition to new federal, state and local investments, existing investments in housing, economic development, land use and planning, etc, can be leveraged to support health-based violence prevention - all sectors must be invested in all of them. The United States must change not only the way it approaches and prevents violence, but also the way it thinks about and responds to the violence it sees.

Communicating About Violence as a Health Issue
Health Messaging and Guidance for Spokespeople

Messages on Violence as a Health Issue

Key message:
- Violence is a health issue and we need to treat it like one.

Supporting messages:
- Violence can be prevented.
- We are missing opportunities to prevent violence.
- Health approaches can save lives.
- We need to invest in health strategies proven to reduce all forms of violence.

Tips for Delivering Messages

Know Your Audience
As with every other type of communication, you must first identify your audience and target your message to that audience. To identify your audience, identify your goals as an organization and target those that matter to these goals. Here are some examples of goals and audiences:
- Goal - change community norms -- Audiences - community members, community stakeholders
- Goal - increase resource -- Audiences - local activists, local elected officials, philanthropists
- Goal - change the understanding -- Audiences - elected officials, thought leaders

Develop Your Key Message
Determine the single most important piece of information you want to convey. Test your message by sharing the message with a colleague, friend or family member. Thirty minutes later, ask them to repeat your message. If they can do it verbatim, you've probably got a strong message.

You Centred the Message
When it's time to deliver the message, remember, the media can only report what you provide, you are in the driver's seat. You and the reporter each have a job to do - yours is to deliver the message.

The following communications guidance was adapted from materials developed by the US Department of Justice's Office of Justice Programs/Diagnostic Center.

April 2018
QUIGLEY INTRODUCES THE PUBLIC HEALTH VIOLENCE PREVENTION ACT

May 25, 2017  | Press Release

WASHINGTON – Today, U.S. Representative Mike Quigley (IL-05), who serves as a member of the House Appropriations Committee, introduced the Public Health Violence Prevention Act to establish a “National Center for Violence Prevention” (NCVP) under the Centers for Disease Control and Prevention (CDC). The center will be tasked with creating new programs, including the Public Health Violence Prevention Program (PHVP), aimed at deploying health-focused responses to violence and the prevention of violence across all sectors.

“More and more research shows us that violence is a disease that demands a public health approach in response,” said Rep. Quigley. “I am proud to introduce this legislation to ensure we apply the same research methods, communication efforts, and preventive measures that we do to public health issues like cancer and heart disease to the prevention of violence.”
Violence is among the most significant health problems not only because of death and injury, but also because of the harms, fear, and trauma it causes to families and communities. It leads to a broad range of mental and physical health problems that disproportionately impact children, youth, and communities of color. In communities around the country, health approaches—integrated across sectors—are working to save lives. All communities can and should benefit from a drastic reduction of violence. This framework was created by the Violence as a Health Issue Collaborative, which is led by David Sugarman, MD, MPH; Al Sommer, MD, MPH; and Gary Shapiro, MD, and includes representatives from over 40 cities, 40 national organizations and over 40 health and community practitioners. The framework will guide local government and organizational leaders to improve and systematize their efforts in violence prevention—making our country safer, healthier, and more equitable.
In an average year in the U.S.
60,000 lives are lost
490,000 years of life are lost
$460 billion spent on violence
Countless people exposed to trauma
Thank you!

Shannon Cosgrove, MHA
Director of Health Policy
Cure Violence

www.cureviolence.org
www.violenceepidemic.org
HEALTH APPROACHES

KEY ELEMENTS:

1. Understanding, not blaming
2. Based on science
3. Neutral
4. Uses a team approach