

Please use this template for any multi-channel, high-profile announcements that may contain messaging sensitivities for which we'd need to prepare. Cover page, Strategy, Timeline of Events, Topline Messages, and Tough Q&A are mandatory sections. Partner and Social Media sections should also be completed if they are part of your outreach strategy. For announcements that include significant director engagement, please also review the director's engagement addendum.

Product being announced (Publication, campaign, new initiative, HAN, guideline, other (please specify): **resource for action (formerly known as technical package)**

Announcement Title (Campaign/Publication Name and topic): **CDC Community Violence Prevention Resource for Action launch**

If this is a publication, where is this article being published? **On CDC's website (Community Violence Prevention webpage and Resources for Action Webpage)**

Proposed Announcement Date/Launch: **Jan 25, 2024**

Communications POC (who should we contact if we have any detailed questions about this announcement): **Cassidy Whitson (ott4)**

Spokesperson(s): **Tom Simon, Marilyn Metzler, Denise D'Angelo, Phyllis Ottley**

Background Information (please limit responses to 1-sentence):

Who is the intended primary/main audience you're trying to reach (general public, clinicians, scientists, etc.? Select one) **communities, public health practitioners, including hospital-based violence intervention programs, and community-based organizations, as well as researchers interested in addressing the gaps mentioned in the Future Directions section.**

If announcing scientific findings, what is the most interesting finding? **There are no new scientific findings. This resource is a compilation of the best available evidence to prevent community violence and includes strategies that address inequities that increase the risk of experiencing violence.**

Why is this important (Is it the first? Is it the largest? Does it offer insights into a new audience or disease? Is it completely new information? What, if anything, makes this unique)? **This resource is an update to a previous Youth Violence Prevention Resource – it includes updates to existing strategies and approaches, as well as new strategies and approaches with evidence to support these prevention activities. The scope has expanded to include youth and young adults ages 10-34. This resource weaves health equity concepts throughout and discusses harmful narratives about those most at risk for experiencing community violence and provides examples of new narratives that value all youth and young adults.**

What is the primary point that we're trying to communicate to the public? **Community violence is preventable. This resource contains strategies supported by the best available evidence that can help communities address the root causes of community violence and also strategies to support those currently at risk.**

What is the ideal news media headline? **Do you want to prevent violence in your community?** CDC has released a new resource to help communities make use of the best available evidence.

What, if any, sensitivities exist? Please also consider sensitivities for certain groups, partner organizations, policy makers. Also, include any potentially controversial or risk elements.

Sensitivities to keep in mind for this rollout:

- **Structural inequities including structural racism and historical injustices/policies, that increase risk for community violence and inequities provide important context for the prevention messages in the resource.**
- **CDC's role in firearm and community violence prevention, including not advocating for or against gun control or specific policies. We are emphasizing that we are presenting strategies and approaches with available evidence for the prevention of community violence, which communities can use to inform their prevention efforts. This document does not advocate for policy change.**

Does this announcement present any opportunities for your program? If so, what are they? (*Consider opportunities to counter mis/disinformation, or opportunities to highlight CDC programs given popular topics in the media/pop culture.*)

- **Firearm violence as a public health problem – this is a popular topic in the media. A large proportion of lethal community violence is firearm violence. This resource for action is an opportunity to promote share approaches backed by the best available evidence to prevent community violence more broadly, including firearm violence, and address structural inequities that contribute to increased risk for violence in the community.**
- **Opportunities to counter misinformation about the best approaches to prevent community violence. - Occasionally, ~~you will see elected officials or prominent media figures~~ prominent decision-makers may discuss ways to prevent violence/crime in the medi that may not be backed by an evidence base or can cause more harm. This document gives us an opportunity to change these narratives and provide examples, backed by evidence, of strategies and approaches that can prevent violence and reduce inequities in experiences with community violence. The strategies are listed in order of magnitude in terms of the number of people that would be affected – the first address structural inequities, while the latter are more interpersonal approaches.**
- **Opportunities to reach communities that may benefit from using the resource in their violence prevention planning – this resource was designed with communities in mind so they can choose combinations of strategies that work for their unique needs. We can illustrate how a variety of communities can use this resource.**

ROLLOUT TEMPLATE: STRATEGY, COMMUNICATIONS ACTIVITIES AND KEY MESSAGING

Strategy (Outline overarching communications strategy. Include details on recommended media (national, local, regional and specialty media as appropriate), partnerships, social media and any other strategies outlined in the Rollout Strategy Meeting. NOTE: This section and the remaining rollout should be completed after meeting with Division of Media Relations Leadership. To complete, please contact your operations coordinator and arrange a meeting with your center policy/partnership leads, DMR Director, and OADC partnership, social media, digital engagement, and rollout leads.)

Timeline of Events/Planned Outreach (Tick Tock):

(As appropriate for your announcement, please include dates and times of briefings for leadership and federal, public health and other partners; date and time web updates go live, date and time the embargo lifts, when policy/partnership activities take place, when social media announcements are posted and their specific channels, and the dates and times of any other planned internal or external outreach. Please include all planned activities, including those that have not yet been confirmed. For unconfirmed activities, include the proposed date and "unconfirmed" in parenthesis. Example activities are listed below. Please update as needed for your specific announcement.)

Date and Time, Proposed Activity, Person Responsible for Coordinating

Thursday, January 25, 2024

- 1:00 PM ET: Resource comes off embargo and materials go public
- 1:00 PM ET: Updated CV website goes live (index page only)
- 1:00 PM ET: Dear Colleague letters/tailored emails to partners go out
- 2:00 PM ET: Partner announcement sent to DVP Partners List and CV List
- 3:00 PM ET: Social media messages distributed and posted on Veto Violence Facebook

Friday, January 26, 2024

- 8:00 AM ET: CDC Connects article on actions CDC staff can take from prevention resource goes live

Topline key messages (Please include 3-5 overarching messages summarizing in plain language the primary point/s we MUST convey. Include details on who's impacted, how we know, and what the public and other impacted groups can do about it. Think of it this way— if your announcement had an elevator pitch, these 3-5 bullets would be it.):

- To support community violence prevention and promote health and safety, CDC developed the Community Violence Prevention Resource for Action.
- This prevention resource brings together the best available evidence and outlines seven strategies to prevent community violence to ensure all people can live in safe, healthy, and thriving communities.
- Community violence happens in public places, such as streets, schools, or parks, between people who may or may not know each other. Examples include assaults, fights among groups, homicides, and fatal and nonfatal shootings. Youth and young adults ages 10-34 are most at risk for experiencing community violence and its effects on health and well-being.
 - Community violence harms entire communities through the injuries and deaths of community members. It also contributes to the fear of participating in neighborhood activities, being physically active outside, and limits community access to resources needed for health and safety. It also reduces the ability of businesses to grow and prosper.
 - In addition to physical harm, injuries, and death, violence can lead to psychological harm, increased medical and justice costs, and disruption in community services.
 - Youth who experience violence have a higher risk for other future physical and mental health challenges, such as substance use, obesity, high-risk sexual behavior, depression, traumatic stress, low educational attainment, or suicide.

- **There is a compelling need for prevention now. Communities can use CDC's community violence prevention resource to begin or expand prevention efforts.**
 - **The strategies and approaches in this prevention resource are intended to be combined with each other and can build on existing effective community-led prevention efforts. To prevent community violence, it is important to collaborate across different sectors, including government, justice, housing, public health, community-led organizations and others. Everyone can play a role in putting the evidence into action as we work together towards communities free from violence.**

Tough Q&A (Include any hard questions we anticipate receiving from media, partners, or the public. These should directly address any sensitivities we're concerned about, online misinformation discussions that may arise as a result of this announcement, and most importantly, any question that you're hoping against hope that we're never asked as a result of this announcement.)

1. What strategies in this document is CDC currently funding?

- a. **YVPCs:** CDC's National Centers of Excellence in Youth Violence Prevention (known as YVPCs or Youth Violence Prevention Centers) are academic-community collaborations that advance the science and practice of youth violence prevention. Through local partnerships, the YVPCs develop, implement, and rigorously evaluate innovative strategies to prevent violence and create safer, healthier family and community environments for youth. One example is the Kansas City YVPC. This center is expanding the evidence base for participatory strategies to prevent youth violence, particularly among Black and Latinx youth. One strategy, REVIVE (Reducing the Effects of Violence through Intervention and Victim Empowerment), is a scaled multisite hospital violence prevention program. This project will examine changes in community conditions, including those that increase risk or protect against firearm-related hospital admissions, and youth homicides.
- b. **PREVAYL:** CDC has supported cities and local health departments to engage in youth violence prevention activities. The latest iteration is Preventing Violence Affecting Young Lives (PREVAYL), which launched in September 2021. PREVAYL focuses on sustaining the widespread impact and reach of proven violence prevention strategies and decreasing high rates of violence experienced by Black and Latino communities. CDC funds eight PREVAYL recipients to address a range of violence types like youth violence and teen dating violence, addressing conditions that put communities at greater risk for violence, and addressing conditions that increase risk (e.g. concentrated poverty, limited educational or employment opportunities, and racial inequity) to prevent violence. Research Grants for Preventing Violence and Violence-Related Injury (R01) in 2022 and 2023 One example from these R01 research grants is [Structural Factors Impacting Community Violence \(STRIVE\): The Role of Minimum Wage, COVID-19, and Discrimination](#). This study is examining whether strengthening economic supports during the COVID-19 pandemic supported the prevention of community violence. The researchers will comprehensively assess the impact of minimum wage increases on violent victimizations, injuries, and homicide deaths, as well as racial, sex- and age-based, and geographical disparities. Research findings will provide understanding of the impact of economic support on rates of community violence.
- c. **Rigorous Evaluation of Community-Centered Approaches for the Prevention of Community Violence Notice of Funding Opportunity (2022):** one example is [Preventing Illegal Dumping to Address Community Violence](#), a randomized control trial evaluating the effects of a community-developed illegal dumping prevention intervention on violent crime in Flint, Michigan, a city with concentrated vacancy and economic disadvantage. Findings from this study will expand the evidence base around environmental design impacts on violence. Greening vacant lots is an

example of the approach “Modify the physical and social community environment” under the strategy “Create Protective Environment’s” found in the Resource for Action.

2. How can we talk about preventing CV and increasing public safety without talking about guns?

Firearm violence makes up a large proportion of violence experienced among youth and young adults in communities across the country. However, not all community violence is enacted with a firearm. The strategies and approaches in this document support a public health approach to preventing violence. When we identify and encourage the use of strategies backed by the best available evidence, we seek to address the root causes of community violence and improve community safety and well-being. Changing the underlying conditions that contribute to violence—in homes, schools, and neighborhoods—prevents violence from occurring in the first place.

3. Isn’t community violence caused by criminals who make poor decisions? Shouldn’t we just lock these people up to keep communities safe?

Racism, economic injustices, and other systemic inequities contribute to the current and persistent increased risk of violence experienced by some communities and groups compared to others. Public narratives about the causes of community violence shape our solutions to it. Dominant public narratives around race and community violence in the United States often consider violence primarily a problem of personal responsibility. In terms of community violence, this focus on the individual invokes images of youth and young adults, and especially Black or African American youth and young adults, as aggressors, troublemakers, or worse.

Harmful narratives around race and violence are very familiar to Black and Latino communities. Still, they often are largely invisible to those not directly impacted. These narratives and images are biased and inaccurate. They can rob youth and young adults of their humanity by failing to value them as complete people and valued members of communities. They also often do not acknowledge that many youth and young adults have also experienced and been adversely impacted by extensive or prolonged stress. The strategies and approaches in this document take a public health approach to preventing violence. When we identify and encourage the use of strategies backed by the best available evidence, we can address the root causes of community violence and improve community safety and well-being. Evidence shows that increasing punitive measures, including incarceration, does not reduce community violence. Instead, we can work to prevent violence by addressing the underlying conditions that contribute to violence.

4. How much do these interventions cost to implement?

Research is increasingly examining benefits relative to costs of community violence prevention activities. Many prevention policies, programs, and practices presented in this prevention resource have been shown in one or more studies to have significant preventive effects on violence or behaviors and conditions that increase risk or protect against violence and economic benefits that exceed implementation costs. Additional research is needed to expand the number of programs, policies, and practices with cost-benefit analyses, particularly for strategies that address social and structural inequities associated with community violence.

5. You recommend a comprehensive solution, but most cities have limited resources. How should local governments pick and choose the appropriate strategies?

The best available evidence supports the strategies and approaches described in this prevention resource and can be a critical tool for communities in their violence prevention efforts. The strategies listed first have the greatest potential for long-term public health impact because they address living, learning, and working conditions. These are followed by strategies that focus on the needs of individuals. Many communities are implementing effective strategies for prevention. Communities can use CDC’s community violence prevention resource to begin new efforts or expand existing efforts.

- The strategies and approaches in this prevention resource are intended to be combined with each other and with existing community-led prevention efforts.

- To prevent community violence, looking to different sectors, including government, justice, housing, public health, community-led organizations and others is important.
- Everyone can play a role in putting the evidence into action as we work together towards all communities being free from violence.
- Communities can pick strategies that fit well into existing efforts or can be best adapted to local contexts.

Social Media:

Please include all proposed social media for OADC and any other CDC social media channels. Suggested images can be pulled from Getty or iStock. Please include the link to the image, where possible.

<i>Date</i>	<i>Channel</i>	<i>Social Media Post</i>	<i>Suggested Image</i>

Partner Letter (please tailor the partner letter to the specific partners who will be receiving this and their respective audiences. Please also include a call to action, e.g., a request that they share the message with their audience/s, post the provided social media on their channels, etc.):

For announcements that include significant director engagement, please also review the director’s engagement addendum.

