

Addressing the Intersection:

Preventing Violence and Promoting Healthy Eating and Active Living



Larry Cohen, MSW
Executive Director
Prevention Institute

HEART ATTACK CAFE

DEEP FRIED Butter

CHOCOLATE COVERED Bacon

TRIPLE BYPASS

Cheese Crisps

Smothered in
GARLIC BUTTER

THE HEART STOPPER

Garlic Dippers

DEEP FRIED

THE BIG ONE

Cinnamon Crisps

Smothered in
SUGAR & BUTTER

FLATLINER

Buñuelos

DEEP FRIED

FORTIFIED with BUTTER

Pick-up
Here

Please
order at
cart

CORONARY COMBO

DEEP FRIED BUTTER

9.20

CHOCOLATE COVERED BACON

SWEET & SALTY FRIED BUTTER COMBO

9.20

DEEP FRIED GARLIC BUTTER

DEEP FRIED CINNAMON BUTTER

DEEP FRIED BUTTER

GARLIC \$5.29

Cinnamon \$5.29

DEEP FRIED Cheese Crisps \$7.13

DEEP FRIED Garlic Dippers \$5.29

DEEP FRIED Cinnamon Crisps \$5.98

DEEP FRIED Buñuelos \$5.98

CHOCOLATE Covered Bacon \$5.29

Widowmaker

Garlic Fries

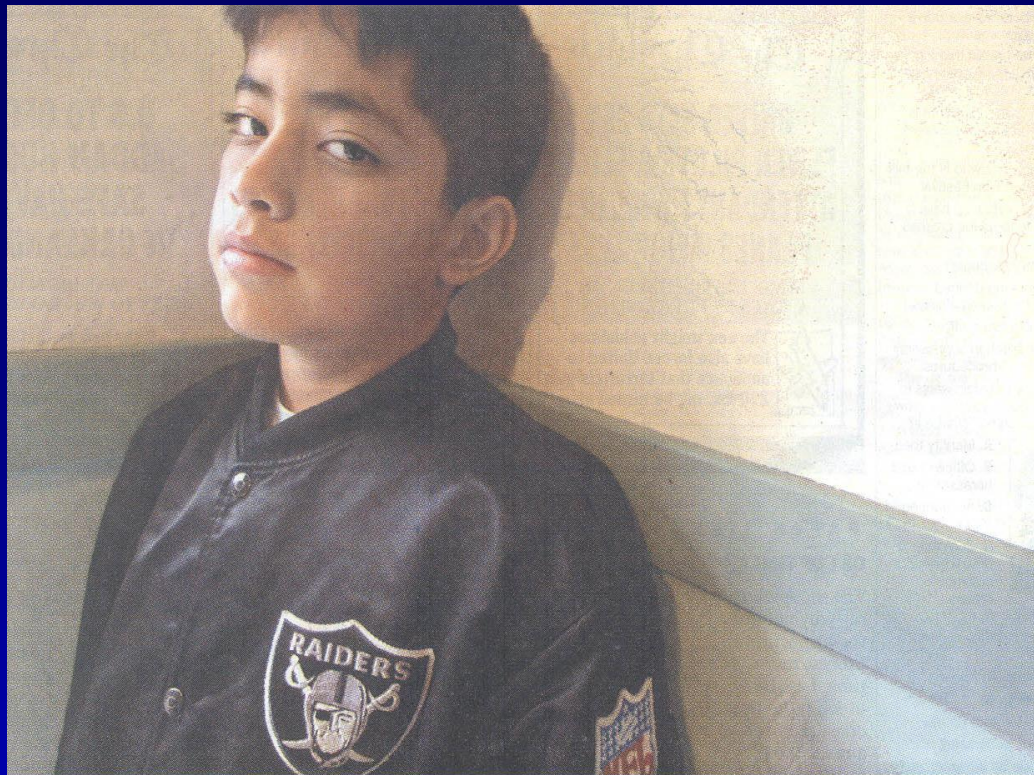
fried in oil

fortified with Bacon

Drippings

Please
order at
cart





MIKE KEPKA/T

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

Life in the killing zone

By Anastasia Hendrix
CHRONICLE STAFF WRITER

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

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 that surround their classroom — numbers that represent gunned-down neighbors, friends and even family members.

ly hung police tape blocking off a fresh murder. There is sorrow and outrage, and politicians promise to solve the problem — but the deadly pattern always continues.

This is East Oakland — where unrelenting violence affects even the smallest matters of everyday life. Take 11-

random bullet — one that barely missed his father, who was relaxing on the couch at the time.

Though the bullet did not hurt Mr. Mendoza, it gravely wounded his son's already fragile sense of security.

The small hole sits in the

his favorite show: "Worst-Case Scenarios," which details how to survive life-threatening situations such as how to escape the trunk of a car by breaking out the light and pulling out wiring so that it can fit through and attract other attention.

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

In his bedroom, located just a few feet from the kitchen, Rigo has tar-

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***





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Preventing Violence and Promoting
Healthy Eating and Active Living

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.

**Prevention
Institute**
Prevention
and equity at the center of community well-being

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- ◆ Literature Scan
- ◆ Key Informant Interviews
- ◆ Strategy Roundtables

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

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



Strategic Partnerships



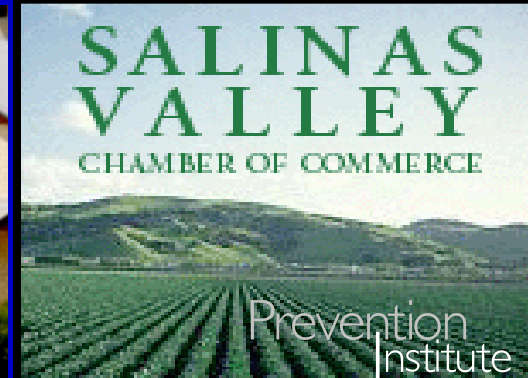
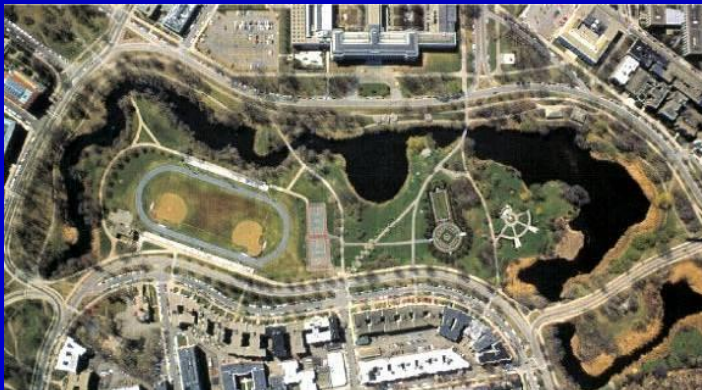
Collaboration Multiplier: Violence & Healthy Living

	Data	Concepts	Funding	Training	Partners	Key Issues	Outcomes
Dept of Public Health							
Dept of Transportation							
Parks and Recreation Dept							
Dept of Public Works							
Dept of Education							
Public Library							
TOTALS							
	Sum Remainder:	Average:	Sum:	Product:	Sum:	Sum:	Exponential Product:

The Violence Prevention Lens



**Department
of Health**



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

Prospect Park 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



**-Dr. Deborah Prothrow-Stith, Harvard School of Public Health,
UNITY Co-Chair**

TOOLS



www.preventioninstitute.org

www.eatbettermovemore.org



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S E C O N D E D I T I O N

PREVENTION IS PRIMARY



Strategies for Community Well-Being

LARRY COHEN | VIVIAN CHÁVEZ | SANA CHEHIMI
EDITORS

joint use ●●

success spotlight



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:



joint use locator

www.jointuse.org

Prevention
Institute

Developing Effective Coalitions: The 8-Step Process



Collaboration Multiplier

	Data	Concepts	Funding	Training	Partners	Key Issues	Outcomes
Crisis Centers							
Education							
Health							
Faith							
Business							
Media							
Law Enforcement							
TOTALS	Sum Remainder:	Average:	Sum:	Product:	Sum:	Sum:	Exponential Product:

The Tension of Turf



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