



CURE

VIOLENCE

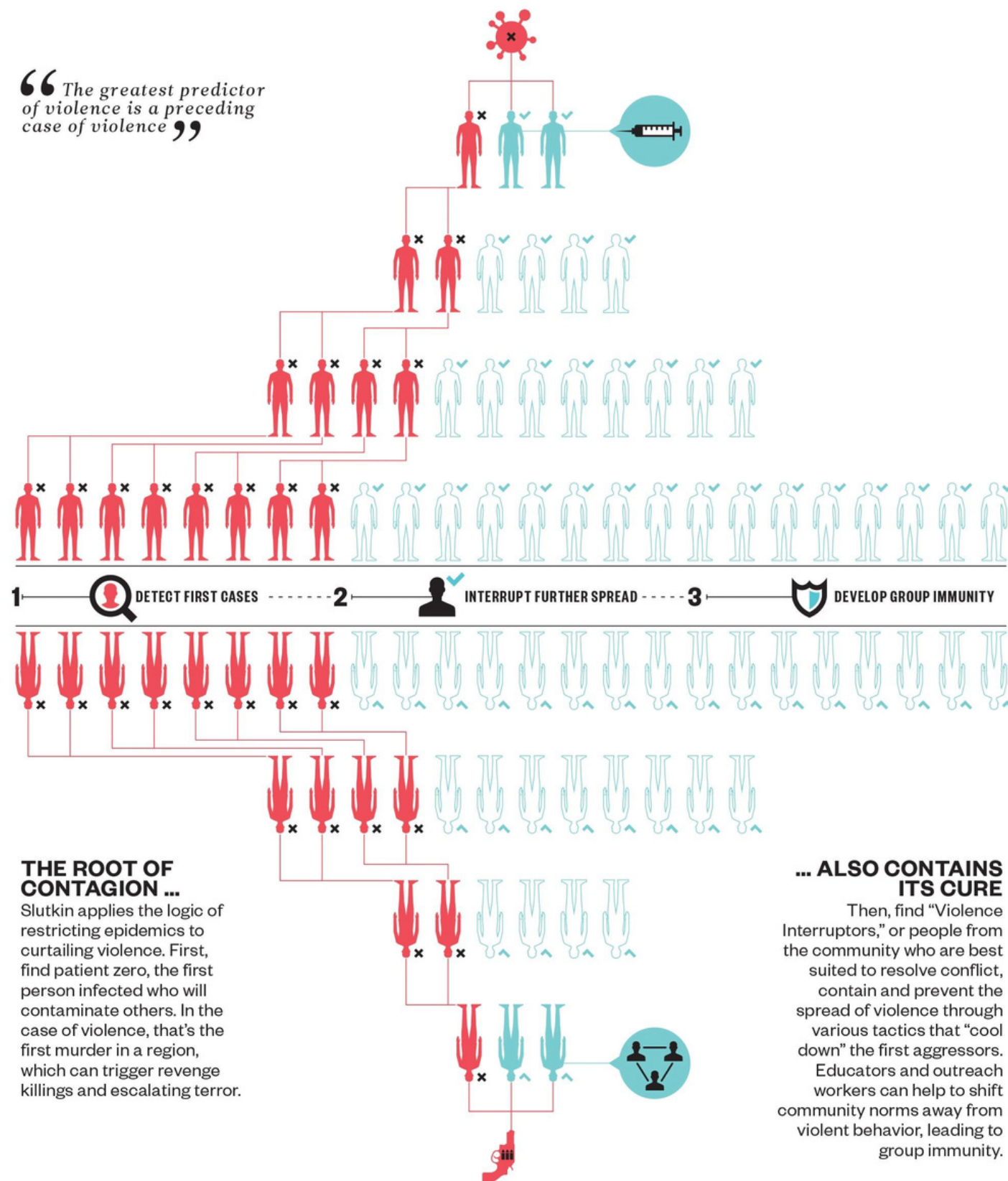
Jacksonville





For epidemiologist Gary Slutkin, violence and contagious diseases behave in the same way. In his illuminating TED Talk, Slutkin argues that the birth and spread of violence mimics that of contagious diseases like cholera — so how about we treat it using similar methods? Below, we explore the strategies that reduced murders by 70% in some of the most crime-ridden areas of the United States. — Karin Hueck and Rafael Quick

“The greatest predictor of violence is a preceding case of violence”



# The Approach

## VIOLENCE AS AN EPIDEMIC

The Cure Violence approach is based on the World Health Organization's tactics to reverse the epidemic spread of infectious diseases such as AIDS, tuberculosis, and cholera. The approach applies these same proven strategies to stop violence. Trained, culturally appropriate workers interrupt the transmission of violence, prevent its future spread, and transform community norms.

# *The Model*

## THREE CORE STRATEGIES

There are also two implementing components that are required of a Cure Violence program:

- Continually analyze data to ensure proper implementation and identify changes in violence.
- Provide training and technical assistance to workers, program managers and implementing agencies covering the necessary skills to implement the model correctly.



1

### INTERRUPT VIOLENCE TRANSMISSION

Stop violent events before they happen.

2

### TREAT THOSE AT HIGHEST RISK

Reduce number of violent individuals.

3

### CHANGE COMMUNITY NORMS

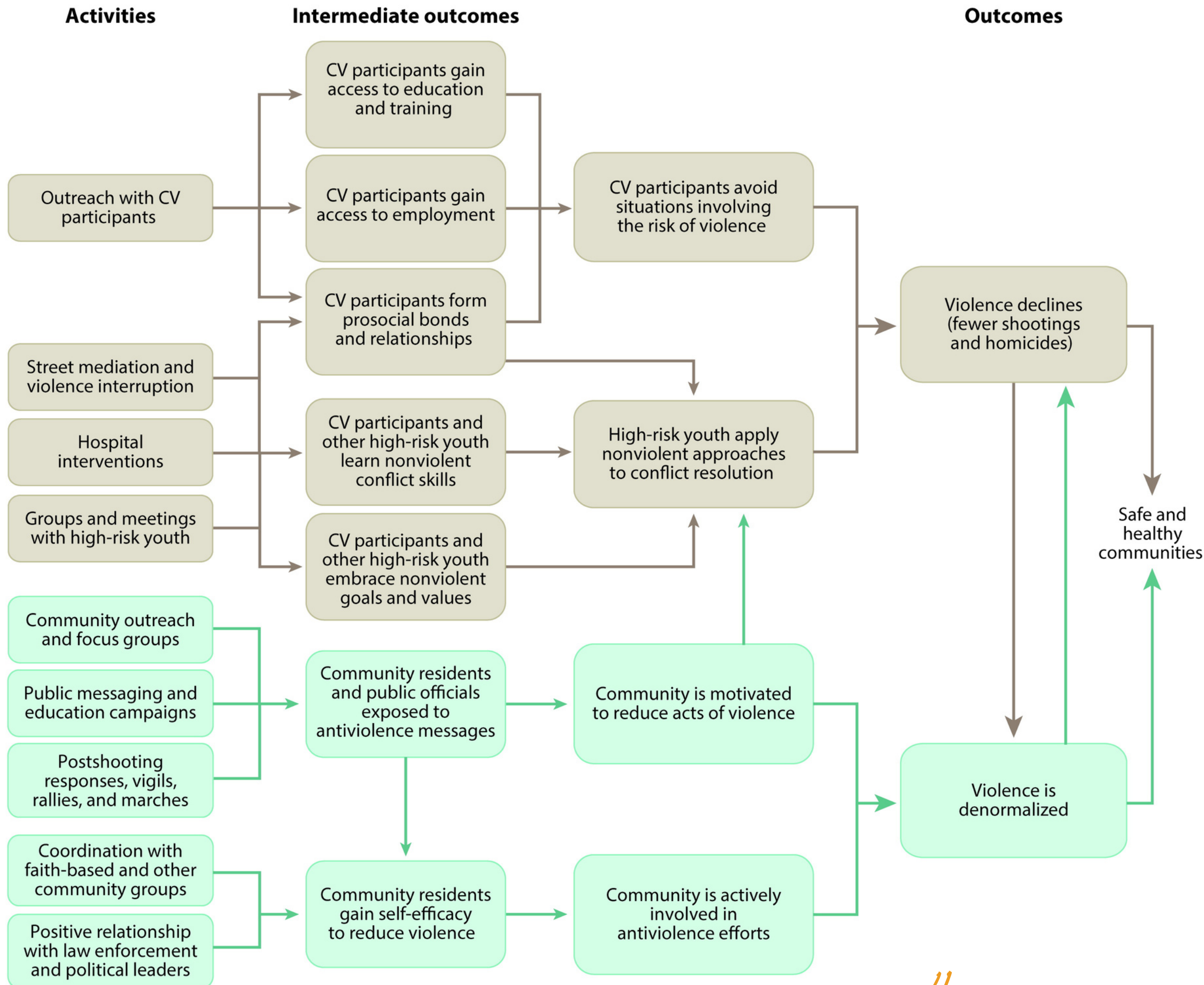
Create social pressure to stop violence.





Behavior change

Norm change



# Logic Model

## THEORY OF CHANGE

This theoretical framework portrays the two principal pathways of the CV program's effects on community violence. The brown-colored path depicts how program activities lead to changes in individual behavior, both among CV program participants as well as among other high-risk youth from the same neighborhoods. The aqua-colored path portrays how the CV model is designed to denormalize violence across the community by changing the broader social norms that perpetuate violence. Activities pursued by CV programs are designed to focus on both of these causal pathways.





Where we work

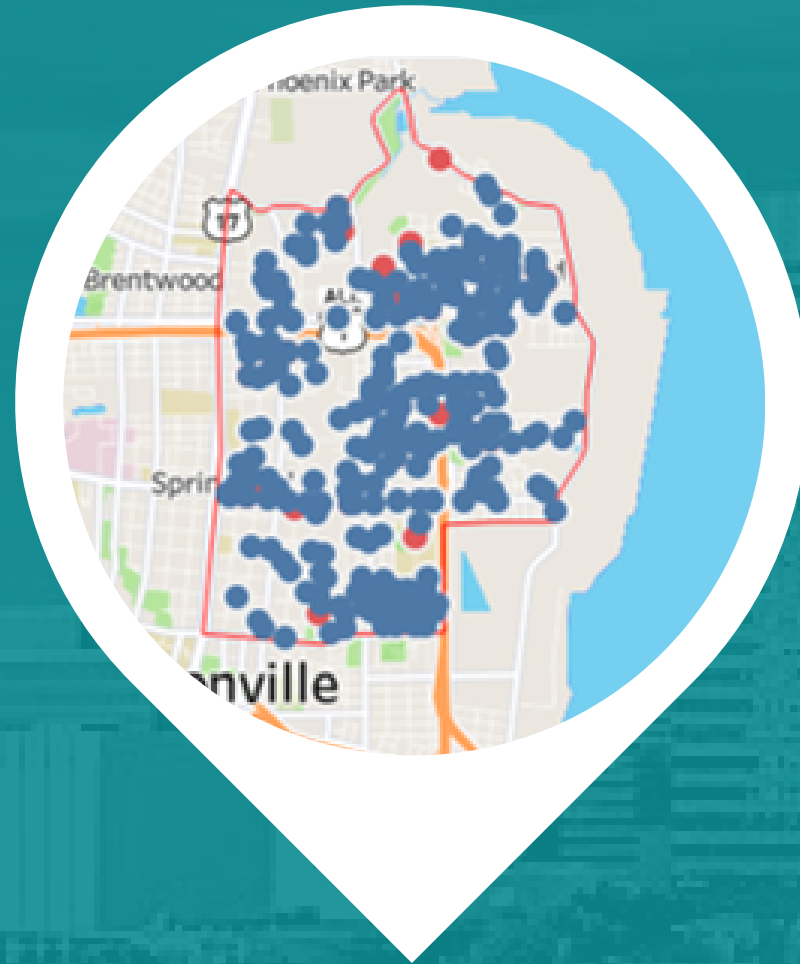


## THE CV MODEL HAS BEEN ADOPTED WORLDWIDE

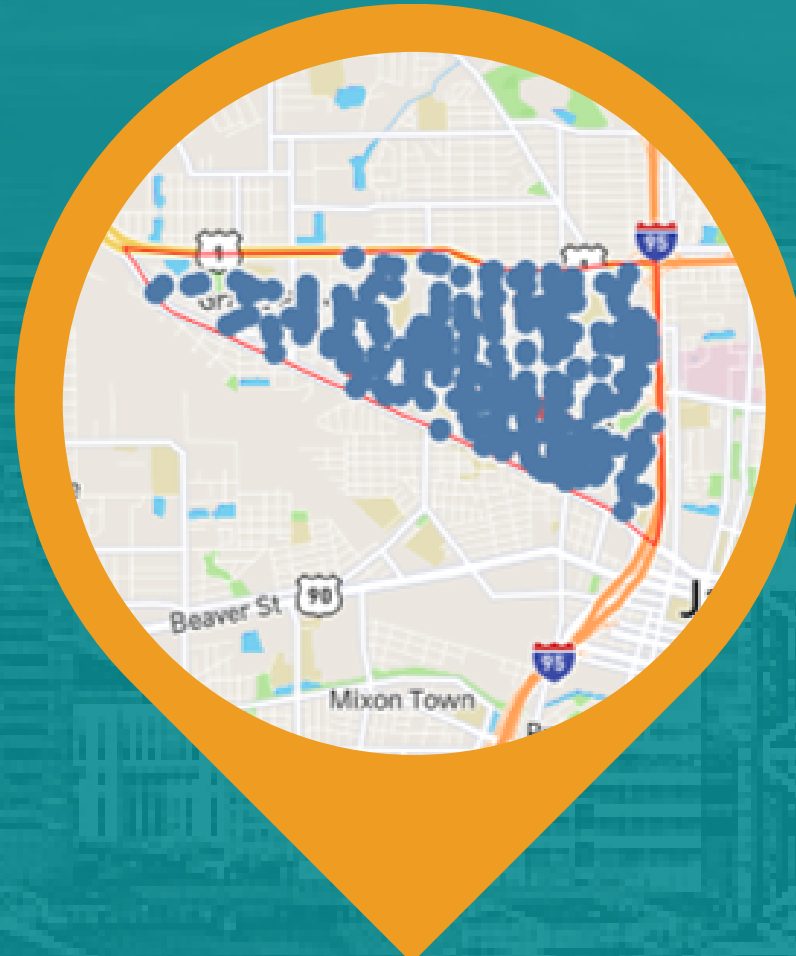
There is considerable evidence on the effectiveness of the Cure Violence Approach including independently funded and conducted multi-year, multi-site, evaluations that show 30-60% reductions in shootings and killings in some of the hardest-hit communities in the U.S. and Latin America.

*Proven Success*  
**IN 34 US CITIES**

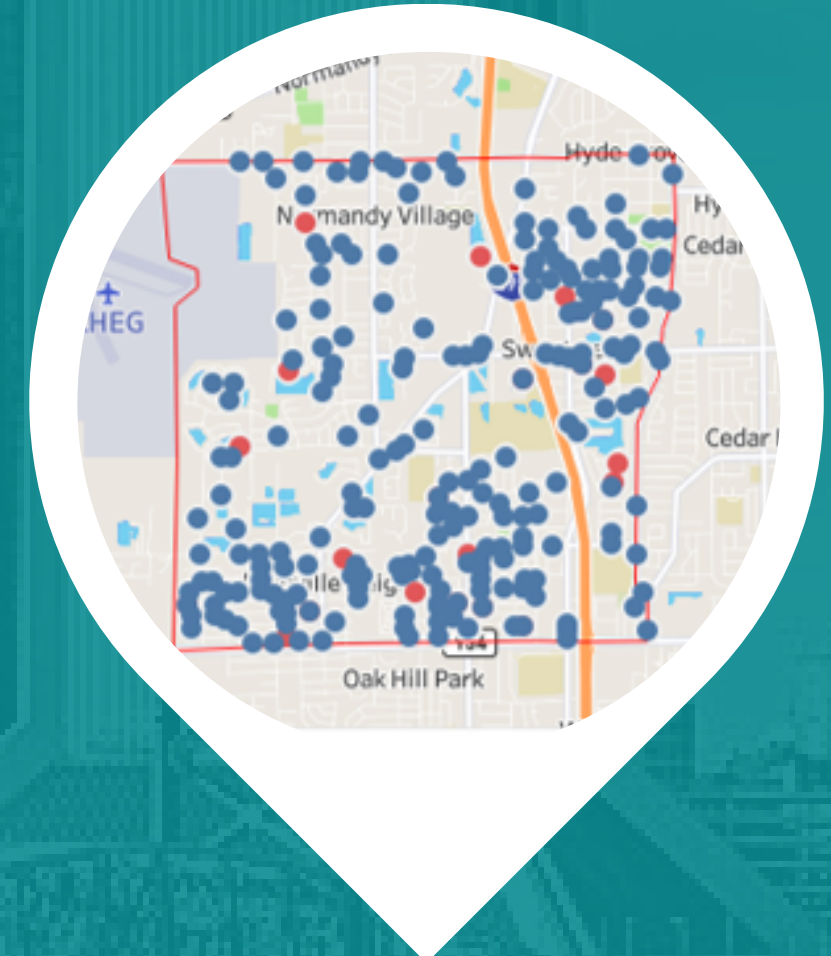
# Jacksonville CATCHMENT AREAS



**EASTSIDE**



**NORTHSIDE**



**WESTSIDE**

In order for the model to work effectively, catchment areas must be established so that workers clearly understand the neighborhoods they can cover and work within. The three areas within Jacksonville were established through a collaborative process involving key JSO staff including JSO's crime analysis unit, City of Jacksonville leaders and experts, the State Attorney's office, Cure Violence Global and key local partners. With the help of dashboards currently used by the city to track violence incidents, the team was able to look at specific indicators which were critical for program implementation including frequency by city block, location of incident, timeline of crimes, exact location, yearly trend, and Neighborhood risk index track. The data reviewed clearly demonstrated the location of chronic hot spots where violent incidents have persisted for multiple years to serve as target areas.





# Eastside CATCHMENT AREA

Boundaries:

((N) Winona Dr./Wigmore St. >

(S) E 1st St.

(W) N. Main St. >

(E) Talleyrand Ave./US-1

Services Hub: Noah's Ark, 221 E 8th St.



Police Stations



Public Schools



Hospitals



Parks



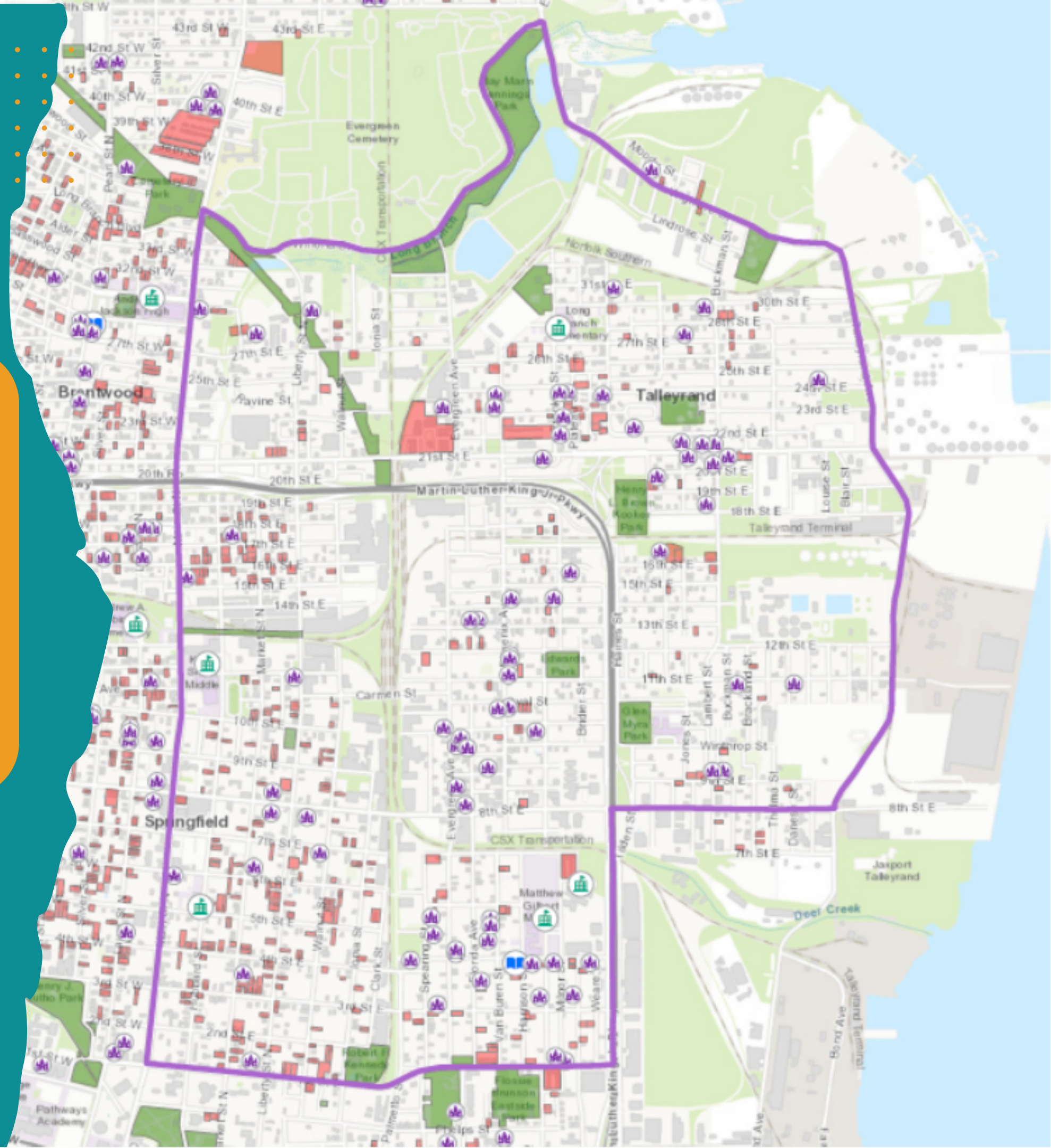
Places of Worship



Libraries



Apartments







# Westside CATCHMENT AREA

Boundaries:

(N) Herlong Rd. > (S) 103rd St.  
(W) Hammond Blvd. (Long.) >  
(E) Lane Ave.

Services Hub: Potter's House,  
5310 Lenox Ave.

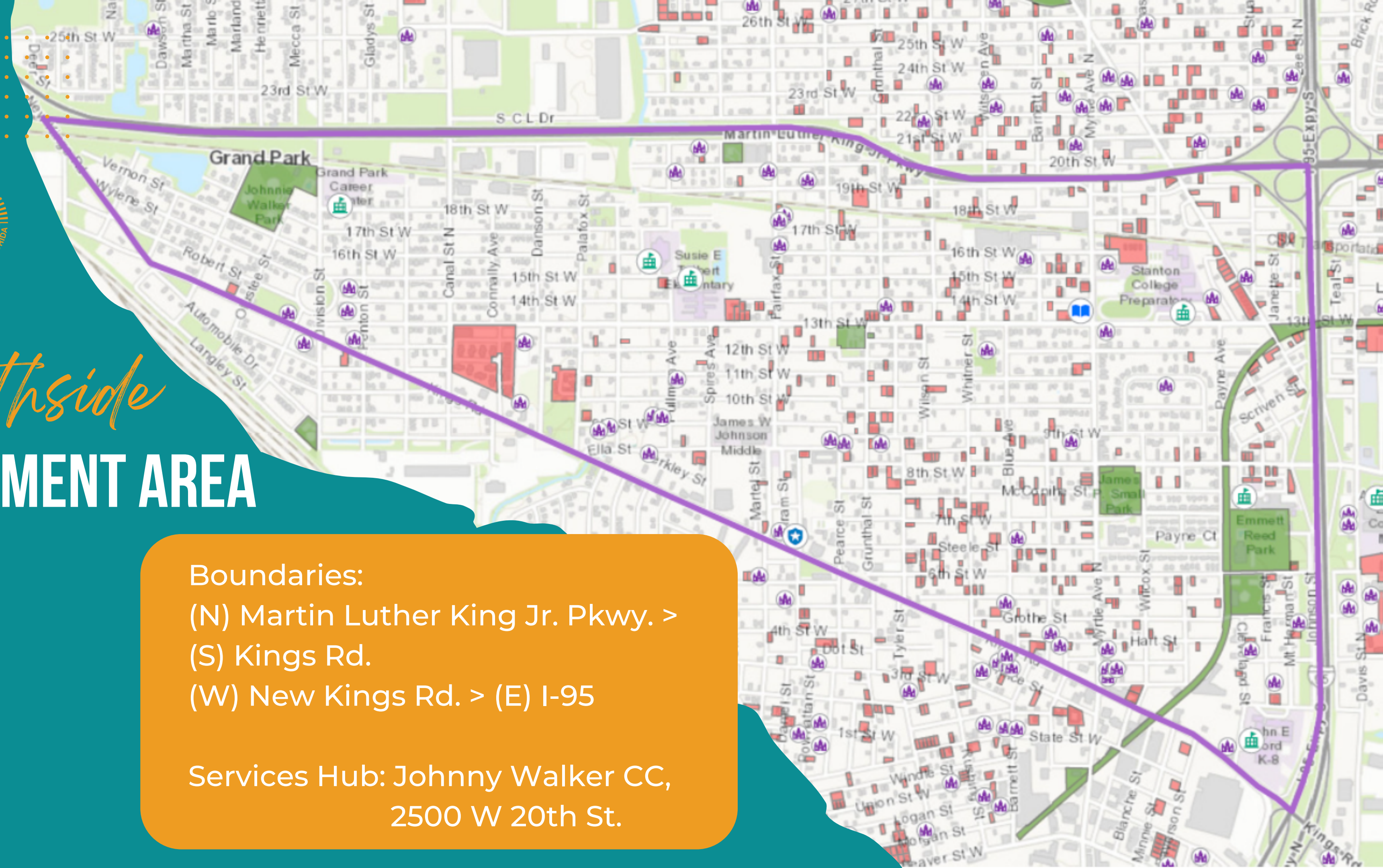




# *Northside* CATCHMENT AREA

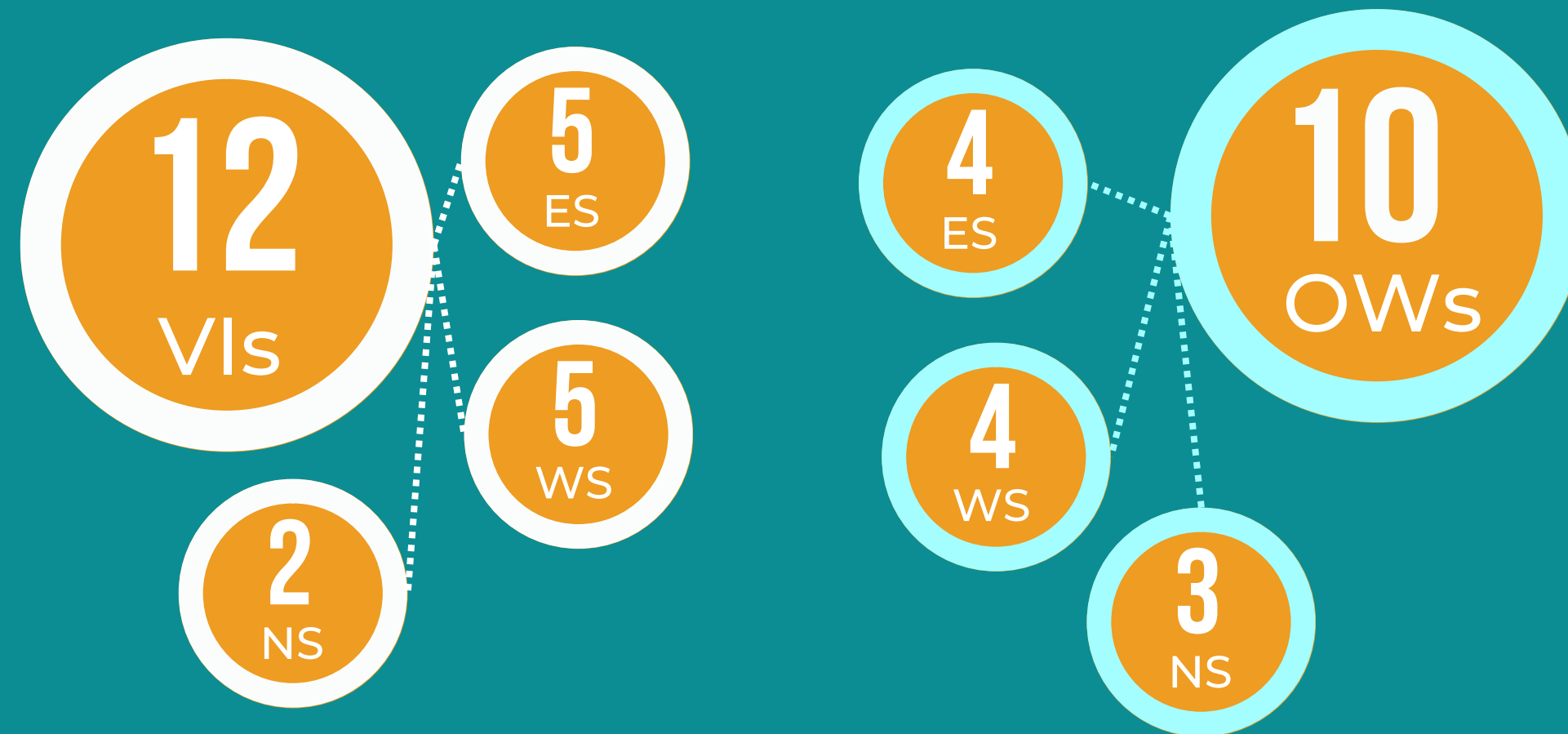
Boundaries:  
(N) Martin Luther King Jr. Pkwy. >  
(S) Kings Rd.  
(W) New Kings Rd. > (E) I-95

Services Hub: Johnny Walker CC,  
2500 W 20th St.





# *The Work* VIOLENCE INTERRUPTORS & OUTREACH WORKERS



The Cure Violence approach employs and trains violence interrupters and outreach workers who already have the trust of community members and the ability to influence and change behavior. Their credibility comes from sharing the same background and coming from the same neighborhood as those who need to be reached—in this case those most at risk for violence.



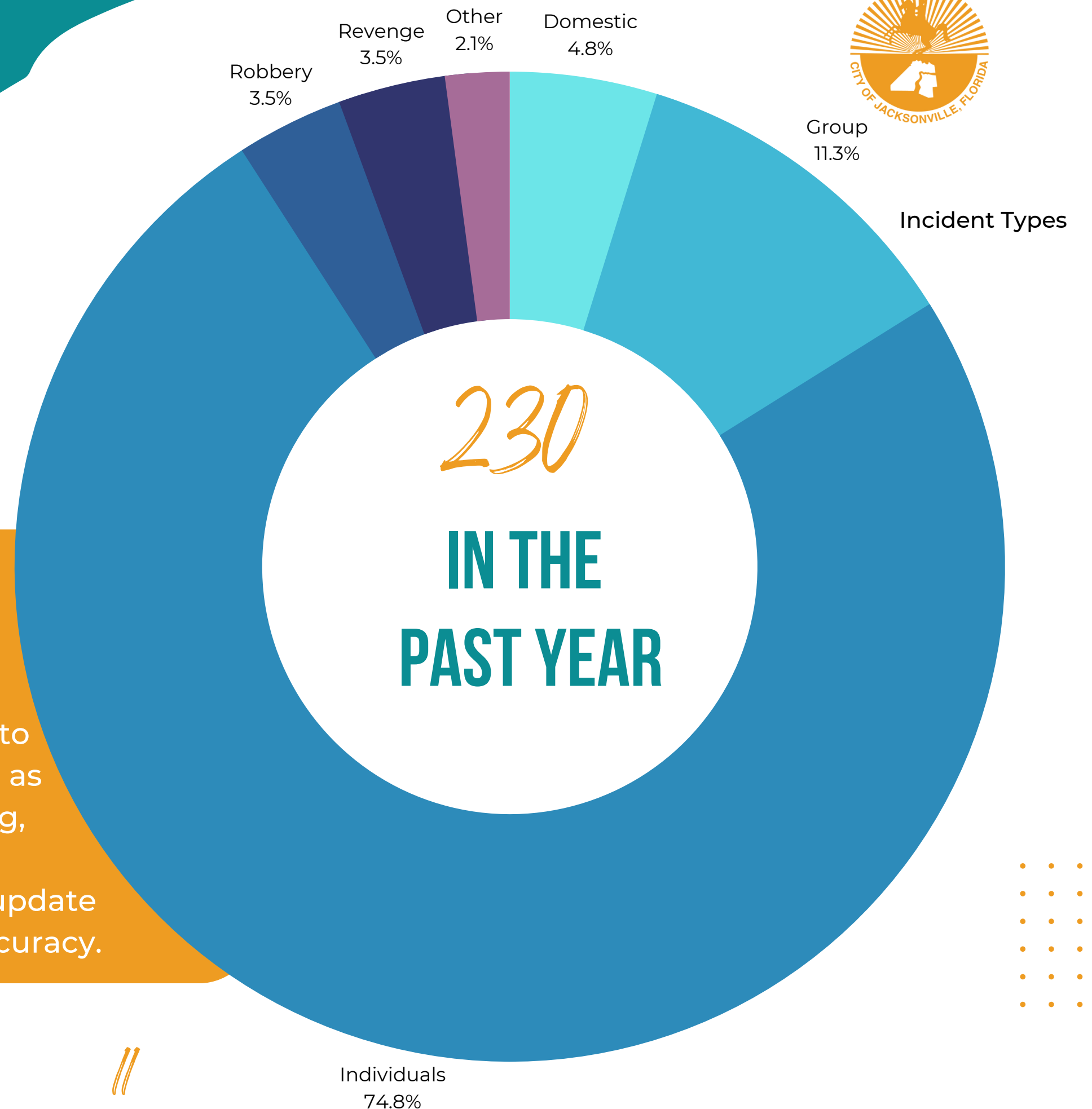
Westside Team



*The Work*

# INTERRUPTIONS

Violence Interrupters (VIs) are hired to stop violent incidents through direct intervention. They are hired for their ability to establish relationships with the most high-risk people in the community. The VIs monitor ongoing disputes to learn about potential acts of retaliation before they happen. They are able to peacefully mediate conflicts using training in techniques such as creating cognitive dissonance, derailing, changing the thinking, changing the decision, providing information, buying time, & negotiating compromise. They must formulate and regularly update a plan of action for gathering information and assessing its accuracy.





265 Served in 2022

## Significant Changes IN BEHAVIOR

AVG.  
RISK  
44%

6%  
AVG.  
RESILIENCE

AVG.  
NEED  
29%

Average progress of CV participants over a 6-month period as measured by the RNR (Risk, Needs & Resilience) Assessment Tool administered monthly by the OWs.

Outreach workers are similar to case managers and work with participants to change their behavior. Like the VIs, the OWs need to have trusting relationships with the most high-risk individuals in the community. The daily tasks of OWs, however, are not as focused as those of the VIs on monitoring threats of violence and intervening directly. Instead, OWs use their relationships with program participants to help connect high-risk individuals to positive opportunities and resources in the community, including employment, housing, recreational activities, and education. OWs carry caseloads of up to 15 participants. The central goal of an OW is to facilitate the process by which potentially violent individuals learn to think differently about violence and to change their behavior accordingly.



# Wrap Around Services

## CLIENT SUPPORT

To expand the local Cure Violence initiative and assist clients with becoming emotionally and financially stable, Family Foundations provides a number of social services to both CV staff and participants. Workers assist participants in dealing with a number of issues – such as education, employment, criminal justice, mental health, alcohol, drugs, trauma, reentry, and related life skills – through the utilization of these existing services.



*Mental Health Therapy*



*Workforce Development*



*Direct Supports*



*Educational Workshops*



*Financial Counseling*



*Case Management*





★ Year of Implementation   2017   2018   2019   2020   2021   2022

# Significant Reduction IN GUN VIOLENCE

100  
75  
50  
25  
0

Eastside

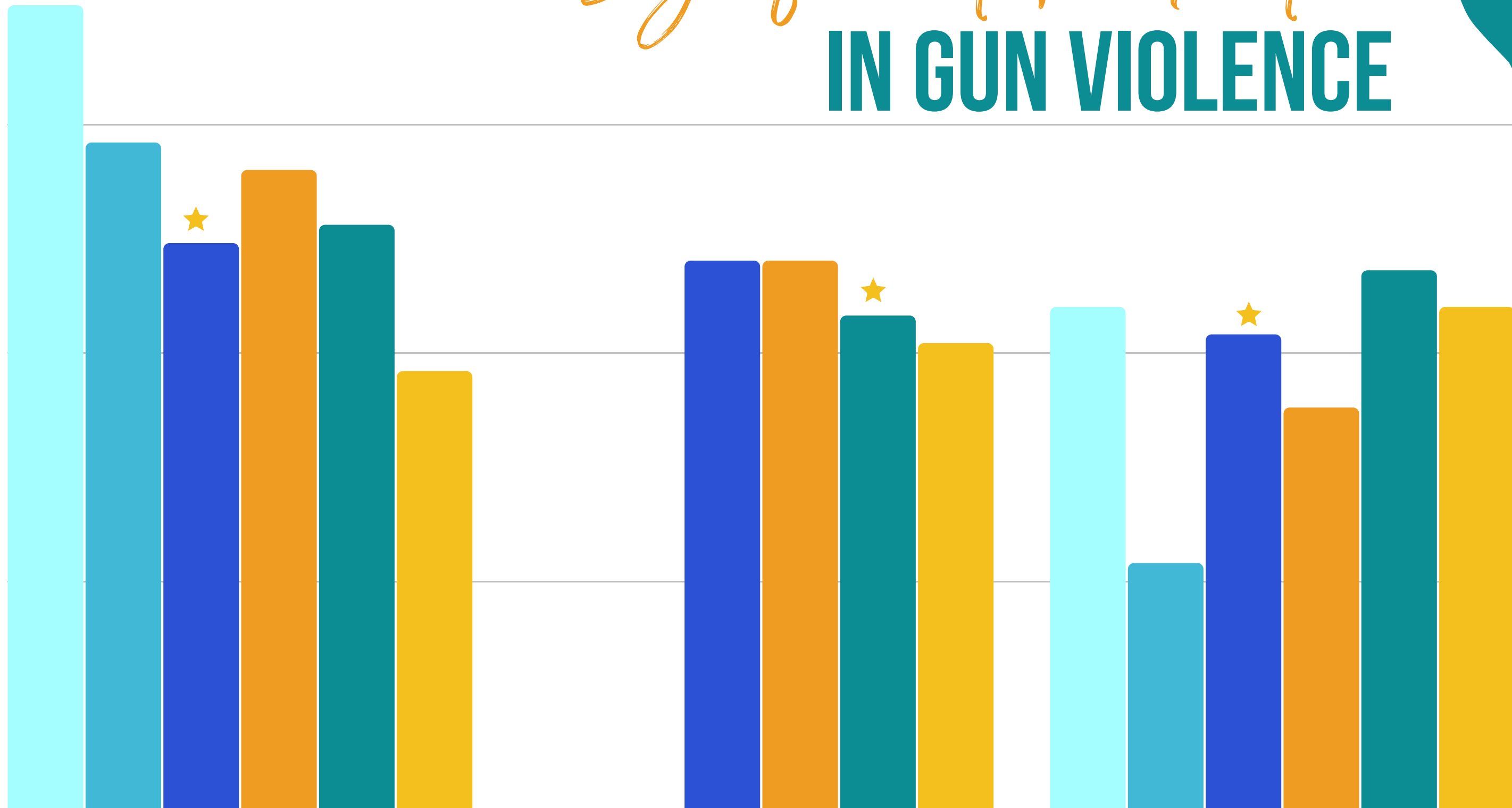
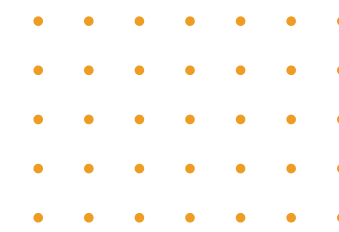
Westside

14

Northside

Crimes within the catchment areas that involved a gun are included in the data.

As evidenced to the left, Northside's numbers remained stagnant, hence the need for a change in provider, which was made in 2022.







Eastside Team

## On Target WITH LIKE CITIES

Based on comparisons of Firearm Related Incidents in other jurisdictions where Cure Violence is being implemented, there have been similar trends in the reduction of crime as occurring in Jacksonville. Some of those examples include:

- San Antonio, TX
- Washington, DC
- Durham, NC
- St. Louis, MO

These cities also showed that two or more of the target areas had significant reductions in the level of Firearm Related Incidents, but at times, one or more areas lagged behind.





■ Eastside ■ Northside ■ Westside ■ Support Services ■ CV Global

# COO Investment IN CURE VIOLENCE

The City of Jacksonville has steadily increased investment into the Cure Violence program as it has grown. More services are now offered to clients as a result of this growth and we are seeing more individuals change behavior norms due to the increased accessibility and availability.

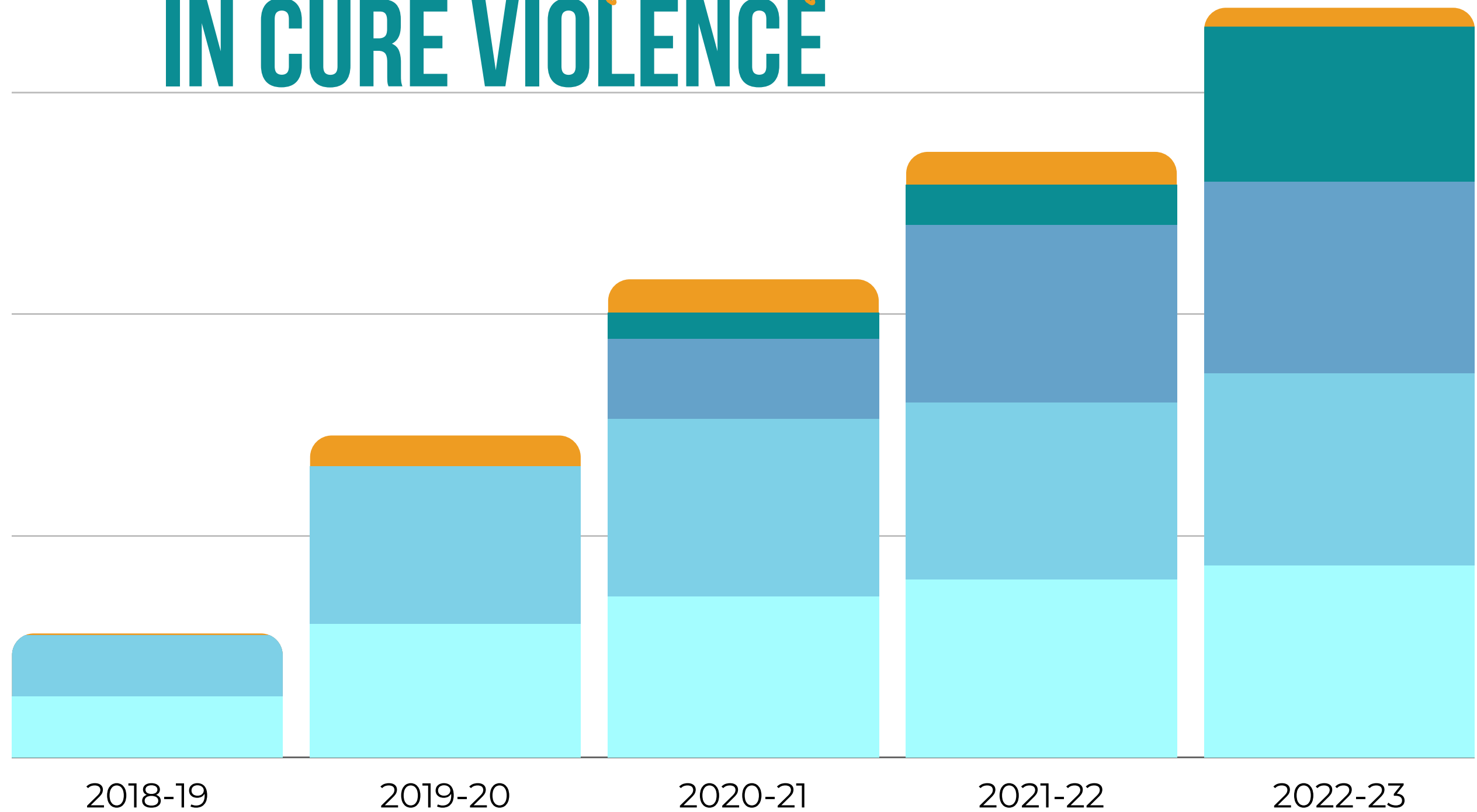
\$4,000,000

\$3,000,000

\$2,000,000

\$1,000,000

\$0

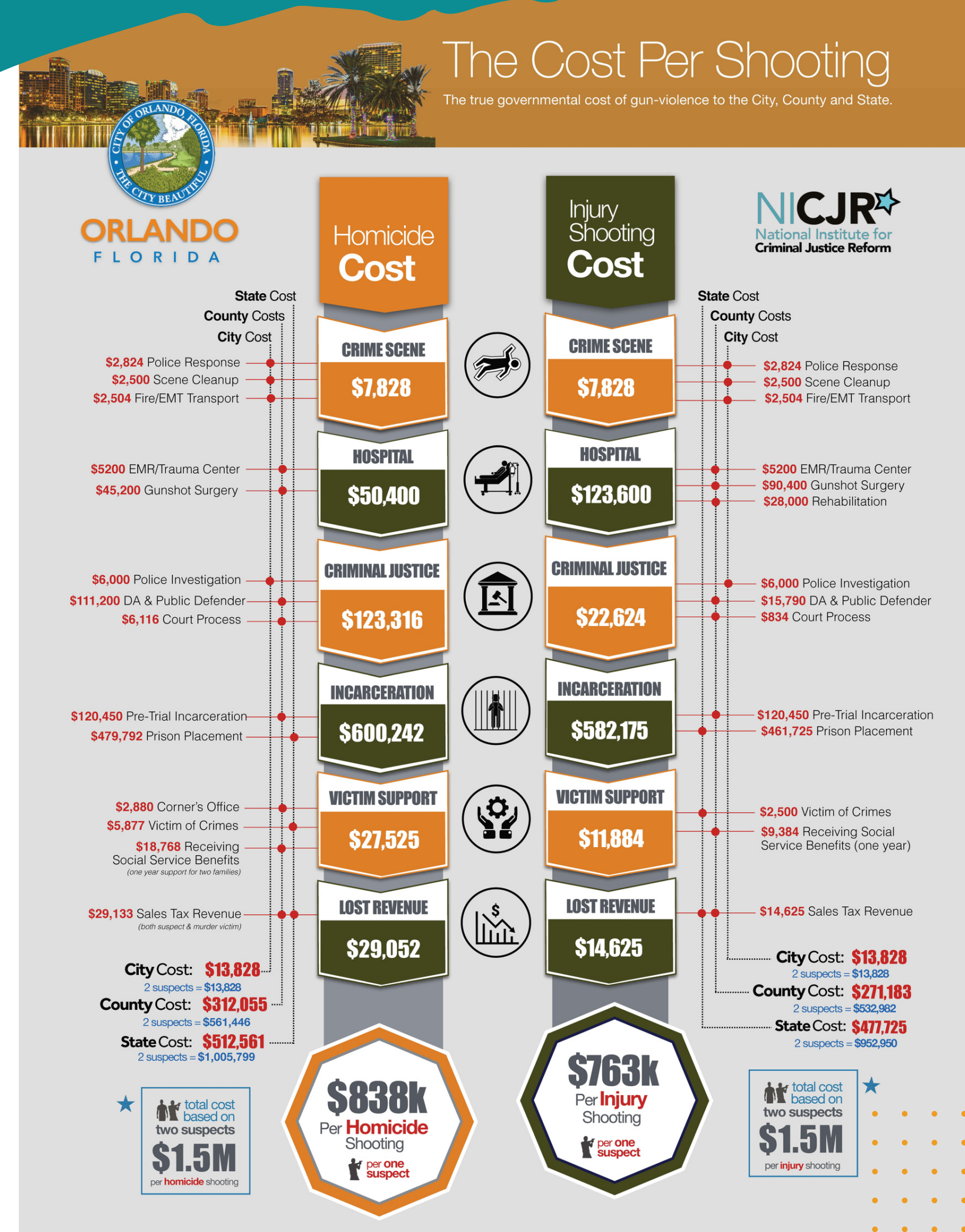






DECREASES IN VIOLENT CRIME FROM '20  
TO '21 IN THE EAST & WEST SIDE, KEPT  
THE CITY FROM SPENDING CLOSE TO ...

**\$5.5**  
**MILLION**





## WORKER

Westside

The participant was in a lot of street activity, but is now out of a gang. The outreach worker worked with him for months to get him ready for a job at a construction company, where he is still currently employed.

Cure Violence is becoming a pillar to the community and helping young people become better and do better and try to reach higher points in their lives by focusing on education to get out of the streets and actually have a chance to live a prosperous life.

## PARTICIPANT

Eastside

# The Participants LIVES CHANGED

- > Participants recruited to receive the treatment of CV must meet at least four of seven criteria:
1. gang-involvement
  2. major player in a drug or street organization
  3. violent criminal history
  4. recent incarceration
  5. reputation of carrying a gun
  6. recent victim of a shooting
  7. being between 16 and 25 years of age.
- > Average time of participation in the program is 6 months but services are always offered to clients as long as they are needed and utilized.





### Promote family environments that support healthy development

- Early childhood home visitation
- Parenting skill and family relationship programs



### Provide quality education early in life

- Preschool enrichment with family engagement



### Strengthen youth's skills

- Universal school-based programs



### Connect youth to caring adults and activities

- Mentoring programs
- After-school programs



### Create protective community environments

- Modify the physical and social environment
- Reduce exposure to community-level risks
- Street outreach and community norm change



### Intervene to lessen harms and prevent future risk

- Treatment to lessen the harms of violence exposures
- Treatment to prevent problem behavior and further involvement in violence
- Hospital-community partnerships

# *A Critical Piece* **OF FAMILY SUPPORT**

Youth violence can have serious and lasting effects on young people's physical, mental, and social health. It is linked to negative health and well-being outcomes and disproportionately impacts communities of color. By reducing risk factors experienced by families like violence in their community and increasing protective factors, like afterschool programming, we can reduce the risk for future behavioral and mental health difficulties and increase the likelihood of youth growing to be successful, stable adults.





# Next Steps FOR CURE VIOLENCE JAX

Develop partnerships with community-based organizations to host events that inspire behavior and norm change as well as provide services to a historically marginalized neighborhood. A support services hub is being developed in all sites.



## Northside Events - Johnnie Walker

6/17: Kicking the Violence with Kickball 12pm - 3pm

6/24: Celebrating Our Fathers 2PM -5PM



## Eastside Events - Noah's Ark

6/3: Father's Day BBQ 11am-3pm

6/17: Father's Day Event 1pm-5pm

6/24: Participant Appreciation 3pm-7pm



## Westside Events - Potter's House

6/10: Occupy the Space 6pm-8pm

6/24: Fishing Trip 8am-5pm



Northside Team





# THANK *You*

FOR YOUR SUPPORT

