



The Public Health- **Informed** Approach to Targeted Violence and Harm Prevention

Primordial and Primary Prevention

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Three Problems to Solve For

Volume

- 2000% increase in mass casualty plots since early 1990s
- 2.6 attacks and credible plots per day risks normalizing violence and breeding apathy

Structural Gap

- 54.5% success rate due to Constitutional protections that intentionally limit criminal justice-only approaches

Many Manifestations of Targeted Violence and Harm

- Grievance-based violence, premeditated hate crime & terrorism make indexing on any one grievance, bias or ideology inefficient and ineffective

Risk and Protective Factors

Not predictive

A characteristic that increases/decreases an individual's likelihood of being a victim or perpetrator of targeted violence and related harms

Risk factors can be attitudinal (e.g., anger, political grievance, and in-group superiority) or criminogenic (e.g., thrill-seeking, low self-control)

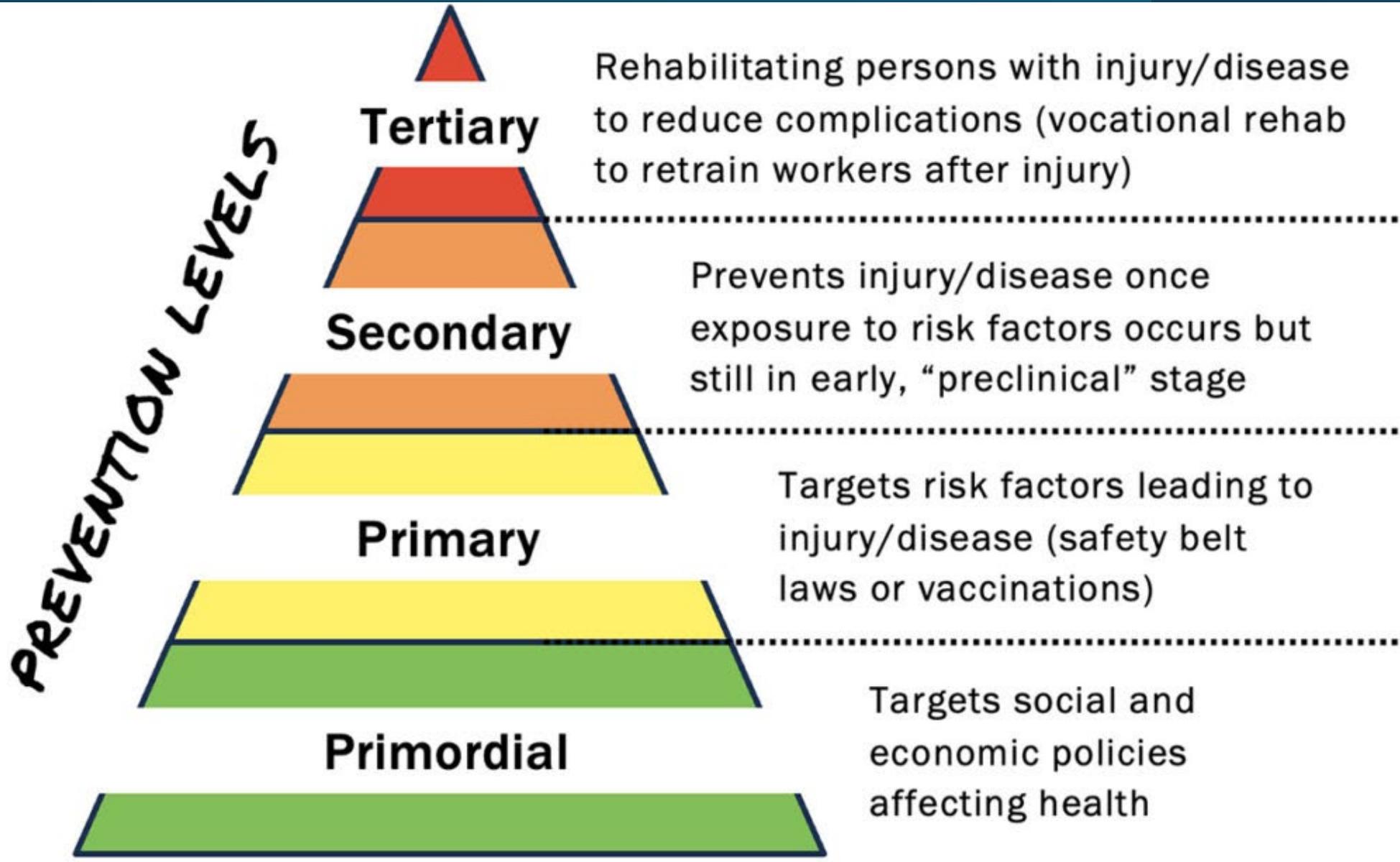
Protective factors (e.g., social supports, institutional trust, parental support, life satisfaction) buffer against risk factors.

Different forms of violence have **shared risk and protective factors** across the social ecology



The Social Ecological Model

- Risk and Protective Factors exist at each level of the social ecology
- Interventions can and should address risk and protective factors at each level of the social ecology
- Drastically increases # of partners and strategies available



Primordial Prevention



Primordial prevention focuses on **societal-level factors** (e.g. **norms, strategies, and policies**) that positively impact the health and well-being of individuals and communities.



Protective factors include cultural norms like freedom of speech, social inclusion, and equity, which are often protected by law and fostered through **govt/organizational strategy and policy**.



Examples of **risk factors** include misogyny, racial or ethnic intolerance, and lack of trust in civic institutions. These negative societal-level factors can create **anger, fear, or uncertainty**.



Within the context of TVTP, violent extremists often **amplify** these factors opportunistically and **place blame on specific groups or communities**, describing them as threats and **selling violent empowerment as the solution**.

Primordial Prevention

Example	Why?
State strategies: normalize prevention as a professional discipline	Raise awareness that violence is preventable, removes apathy, increases access to services and information sharing.
Public awareness campaigns: normalize prevention as a social norm	Raise awareness that violence is preventable, removes apathy, empowers thru greater awareness of prevention resources/behaviors
Interventions that reinforce pillars of civics & democracy (e.g., free press, free speech, informed electorate, peaceful transfer of power, separation of powers, trust in institutions, public service, justice)	These norms blunt anger, uncertainty and fear; These norms foster non-violent empowerment
Interventions that reinforce social cohesion	These norms mitigate against 'othering,' dehumanization and blame.

Example: Public Awareness Campaigns

- Hear Someone, Help Someone™
 - Humanizes prevention
 - Communicates that violence is preventable, and we all have a role to play
 - Fosters referrals to helping professionals

- Journalistic / Media Standard (similar to suicide prevention norms)
 - Turn every article about violence into a public awareness campaign for prevention

VIOLENCE PREVENTION NOTICE: Warning signs often appear before violent acts. If someone you know makes general or specific threats, shows unusual interest in weapons, or fixates on previous violent incidents, you're not overreacting by taking action. Ask direct questions and help them connect with professional support (or alert authorities if danger is immediate). Your intervention can prevent tragedy.



Primary Prevention

- Often ‘**strengths-based**,’ building upon the protective factors that help people thrive, thus decreasing the attractiveness of violence as a solution to a given problem.
- Primary prevention interventions are **applied broadly at relevant populations** vs targeting specific high-risk individuals
- However, within a given community setting, the interventions may occur at different levels of the social ecology.
- E.G., A **multi-level** intervention at a school:
 - *Individual* students learn **digital literacy**
 - Small *peer groups* learn about cyber bullying and **civil dialogue online**
 - Teachers learn how to foster **social inclusion** in *online educational settings*

Primary Prevention

Example	Primary Actor	Risk or Protective Factor
Digital Literacy curriculum	Educator	Improve critical thinking and manipulation recognition
Civic Participation opportunity	NGO/CBO	Social connection, trust in institutions
Bystander Awareness Training	PERIL's CARE Corps	Foster trust-based relationship b/t youth and adult; minimize harmful internet usage
E-Sports Coach / team	Middle and High School	
Anti-bullying program	Educator, interfaith group, after school program	Decrease bullying, foster belonging
Supervisor training	Workplace HR	Reduce humiliation, foster respect in workplace
Coping Skills	School counselor/therapist Workplace wellness program	Enhance emotional regulation and integrative complexity

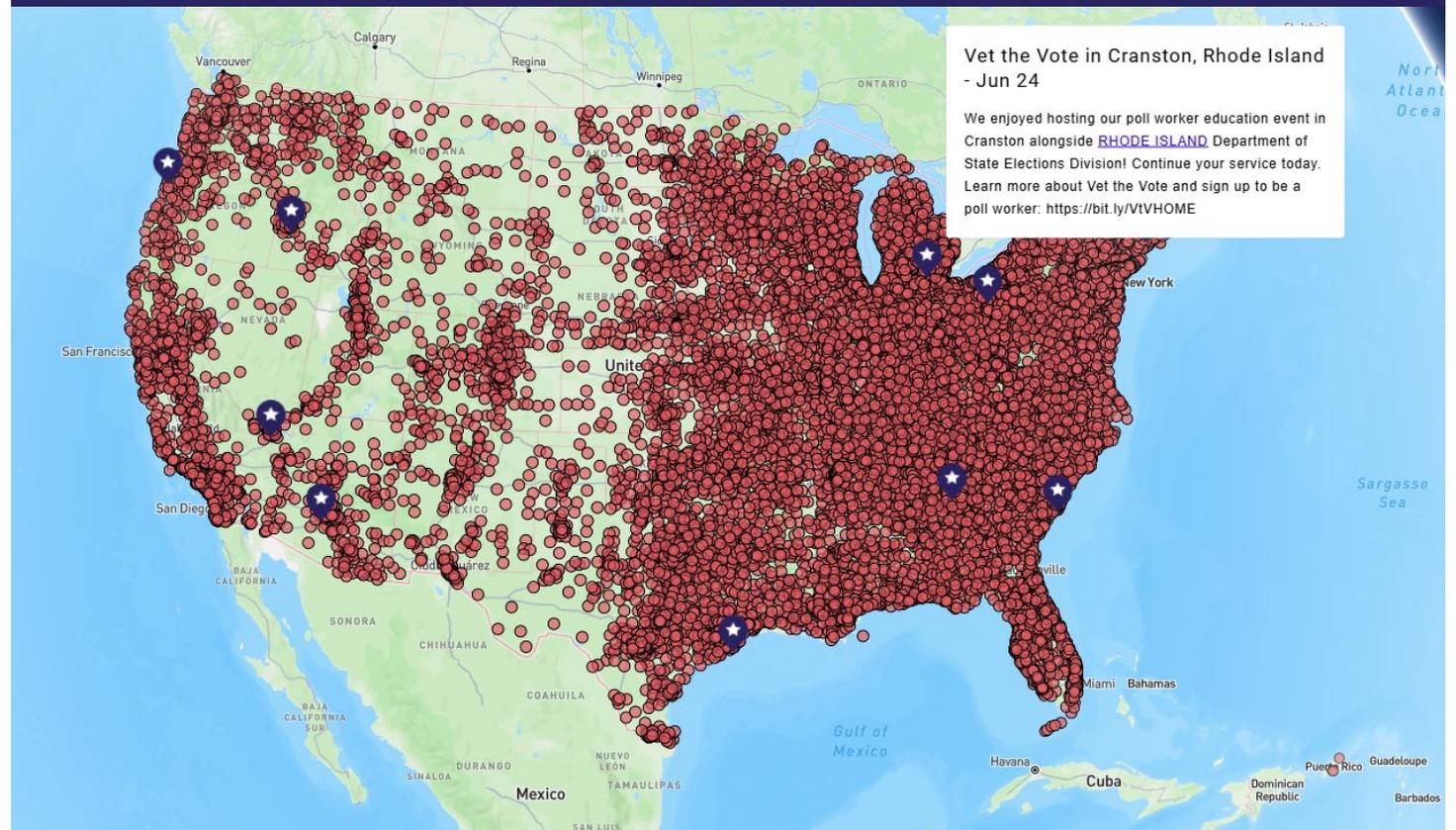
Vet the Vote



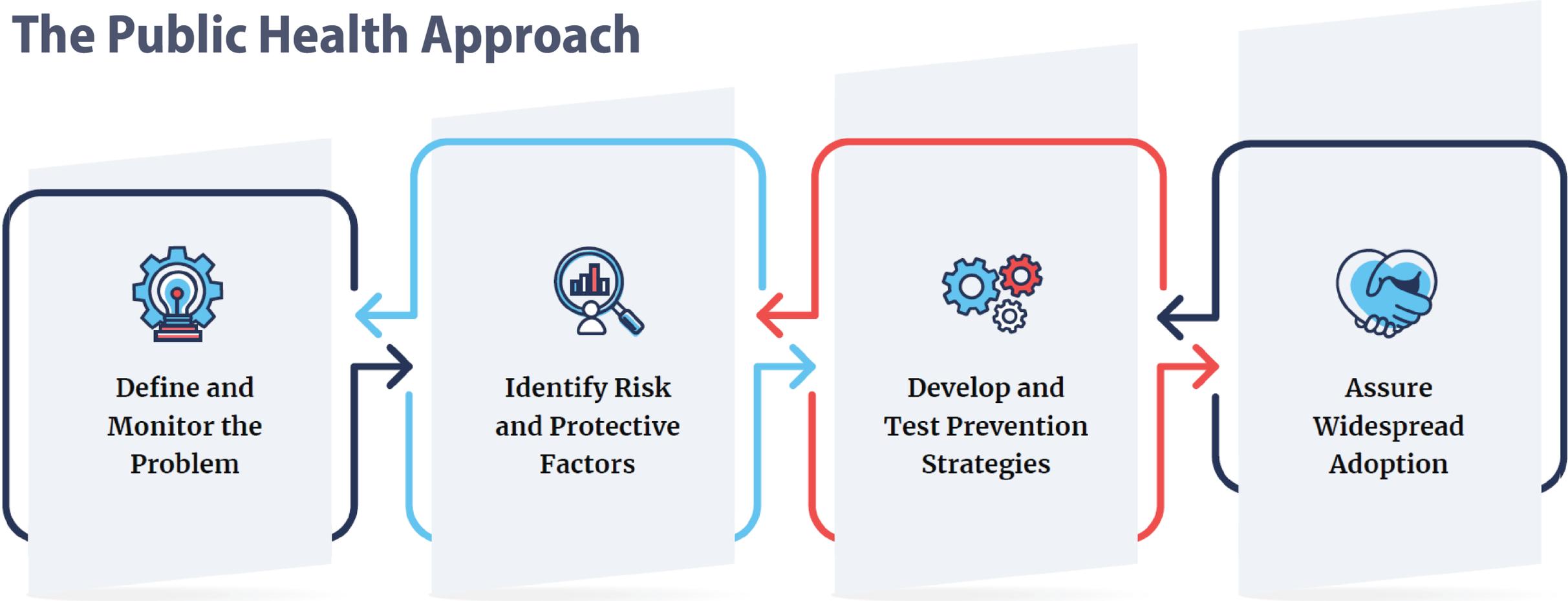
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More than 163,763 veterans and military family members have been recruited, representing every part of the country.



The Public Health Approach



Source: Centers for Disease Control and Prevention

Questions & Discussion

The Public Health-informed Approach to Prevention

Levels of Prevention	Partner Examples		Programs	
<p>Primordial Advocating to prevent the development of risk factors</p>	 Policy Makers	 State & City Government	<p>Civic Engagement, Youth Resilience, Law Enforcement, Community Engagement</p>	
<p>Primary Fostering resilient communities</p>	 Public Health Workers	 School Admins & Social Workers	<p>Training and Awareness, Bystander Training, Social Cohesion Programming</p>	
<p>Secondary Providing services to people at risk</p>	 School Counselors	 Mental Health Providers	 BTAM Teams	<p>Referral Services, BTAM, Intervention Services</p>
<p>Tertiary Supporting offenders to facilitate positive community re-entry</p>	 Judges, Prosecutors, Defense Attorneys	 Re-Entry, Parole & Probation Officers	<p>Rehabilitation and Reintegration Services, Post-Attack Recovery</p>	

Source CP3's Approach to Prevention

Note: PERIL operates primarily in the primordial and primary levels of prevention. We need partners in secondary and tertiary prevention to create the ecosystem.

Secondary Prevention

Secondary prevention applies to individuals exhibiting **concerning behaviors** associated with incidents of targeted violence and terrorism, such as verbalizing intent to engage in violence or fixating on previous incidents of targeted violence and terrorism.

Secondary prevention programs include non-criminal justice interventions* in which multidisciplinary teams and community stakeholders provide direct services (e.g., behavioral health, mental health, human services) **to mitigate the relevant risk factors and enhance the relevant protective factors** in an individual's life.

*These interventions often involve law enforcement, but the intent is non-punitive, and public safety measures can foster better outcomes.

Tertiary Prevention

Tertiary prevention applies to individuals who have engaged in or actively supported acts of targeted violence and terrorism.

Often involves the criminal justice sector, but may not.

Tertiary prevention programs help rehabilitate and reintegrate individuals into society to reduce their likelihood of reoffending.

Tertiary prevention programs help build protective factors and mitigate risk factors at the individual level, as well as among family and peer networks, to foster

Disengagement from harmful networks

Desistance from crime and harmful behavior

Deradicalization (change in attitudes about the necessity/legitimacy of violence)