



BRONX RISES AGAINST GUN VIOLENCE (B.R.A.G.)

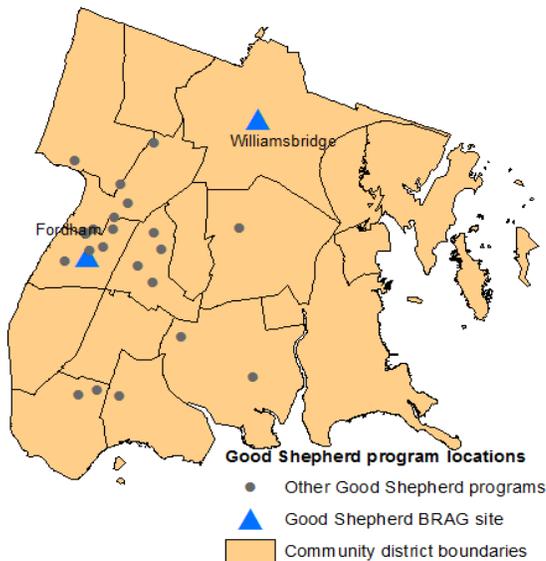
Applying a public health approach to community violence

MARCH 2016. Good Shepherd's B.R.A.G. anti-gun violence program is based on the national, evidence-supported Cure Violence model. The model applies a public health approach to gun violence by interrupting its transmission, changing the behaviors of the highest risk, and shifting community norms.

Good Shepherd operates two B.R.A.G. sites in the Bronx, in Fordham and Williamsbridge. Violence interrupters and outreach workers strive to stop violence where it occurs, canvassing the streets and mediating conflicts. Outreach workers also work directly with young people who are at the highest risk for committing violence. Lastly, B.R.A.G. staff organize community events and mobilize residents and other key stakeholders to send a message that violence is not acceptable in the neighborhood.



Good Shepherd B.R.A.G. sites: extending our network of programs and deepening our work in the Bronx



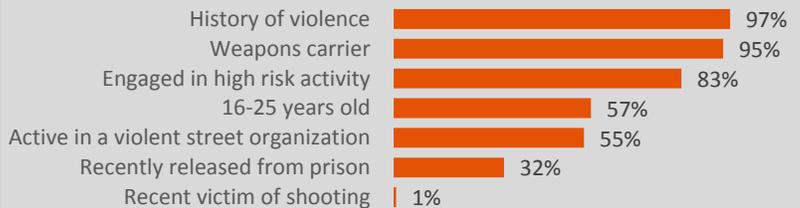
Why We Invest. We know the costs of gun violence are great. In addition to the incalculable cost of lost and stunted lives, gun violence is incredibly damaging to the communities impacted by it. It has both tangible costs, like community disinvestment, and less tangible, such as the diminished sense of safety felt by residents living in the neighborhood and the resulting consequences on quality of life. Gun violence is a complex issue that requires innovation in communities where traditional approaches alone have not succeeded. Cure Violence is an intervention model backed by empirical evidence supporting a reduction in shootings and positive norm changes related to using violence. It also has potential for significant cost savings, in that it doesn't rely exclusively on law enforcement and the costly systems supporting it but rather on a small group of credible community leaders working to change norms from within.¹

OUR 2016 SERVICES AND RESULTS

Changing Behaviors of the Highest Risk: *Who We Serve*

Participants enter the program with a number of risk factors for committing violence. Our outreach workers develop mentor relationships with the young people, teaching them alternative responses to violence and providing them with opportunities for a better future.

To date, we have served 78 high-risk participants in our communities. The majority had five or more risk factors at intake:



On average, outreach workers have **13** contacts young people every month, related to behavior change, needs and future.

Interrupting Violence: *What We Do*

Our violence interrupters and outreach workers are credible messengers. Most are from the communities in which we work and they provide unique access, canvassing the streets at peak hours for violence, mediating conflicts and preventing retaliations.

1,822 (~2.5 hrs/day) canvassing hours

166 (~14/month) conflicts mediated

Shifting Community Norms: *How We Create Change*

We cannot end gun violence on our own. We work to mobilize the community as a whole to stand against shootings in the neighborhood:

2,400 attendees at community events

171 (~14 per month) meetings with key stakeholders

27,000 public education materials distributed

¹ Butts, Jeffrey, et. al. "CURE Violence: A Public Health Model to Reduce Gun Violence." *Annual Rev. Public Health* (2015)