Cure Violence / Bull City United
Overview, Theory and Durham’s Approach
Goal: To stop violence
Health Approach

1. Violence behaves like a contagious disease (epidemic)

2. *Treating* violence like an epidemic gets *results* in communities
Violence Has Characteristics of Epidemics

1. Violence *clusters* – like a disease

2. Violence *spreads* – like a disease

3. Violence is *transmitted* – through exposure, modeling, social learning, and norms.
MEANS OF TRANSMISSION

VIOLENCE
TRANSMISSION
Observing
Witnessing
Trauma
We know how to stop epidemics.

1. Interrupting transmission
2. Preventing future spread
3. Changing group norms
DETECTION & INTERRUPTION
Prevent future violence by CHANGING BEHAVIOR of highest risk
Change community norms
Cure Violence Works

Chicago Shootings and Killings

Baltimore Killings

New York City Shootings

41% - 73%

56%

20%
$76.9 Million
Estimated savings resulting from use of Cure Violence health model in Chicago in 2014. More than 10% are government savings.

$8.1 Million

$17.96
Cost/benefit for Cure Violence in Chicago - for every $1 spent there were nearly $18 in savings. Costs specifically paid by government sources saved $2 for every $1 spent.

The ROI of Cure Violence
Return on Investment
Bull City United
 Durham’s Implementation of the Cure Violence Model
Primary Target Area:
Census Tract 1301 (Southside) and 1400 (McDougald Terrace area)

Numbers:
45 total aggravated assaults/homicides in 2015
(highest per capita violence in Durham)

Goal: Decrease shootings and homicides to zero for 2017
Outreach Workers/Violence Interrupters

The right workers with the right skills to identify, detect, interrupt and re-direct violence

- Kyjahre Riley (Outreach Worker)
- Convellus Parker (Outreach Worker)
- Lewis McCallum (Violence Interrupter)
- Chuck Manning (Violence Interrupter)
- Keshia Gray (Outreach Worker)
- David Johnson (Violence Interrupter)
- Dorel Clayton (Supervisor)

The team is housed in the Health Education Community Transformation Division in Durham County Public Health.
• BCU team trained as peer support specialists (60-hour training)
• Launched canvassing for a survey on community experiences and perceptions of violence
• Launched social media (Facebook and Twitter)
• Presented to community stakeholders
• Secured 4-bedroom apartment in McDougald Terrace
• Responded to 5 homicides, 4 aggravated assaults, 1 drive-by shooting, and 1 officer involved shooting
• Planned for Week of Peace to be held January 1-7, 2017 in 8 different neighborhoods
• BCU team will receive 40 hours of Cure Violence training
• Continue building relationships with Durham Housing Authority staff, community members and resources
• Analyze data from community violence survey
• Furnish apartment 4-bedroom apartment in McDougald Terrace and open office for staff and community
• On-board BCU team members as county employees
Week of Peace

- Nightly vigils in 8 different neighborhoods
  - Rochelle/Bentwood
  - Turnkey
  - Oxford Manor/Braggtown
  - Liberty Street
  - East Durham
  - Southside
  - Kerrwood/Club Blvd
  - McDougald Terrace

Average attendance = approximately 100 people per event