



From Theory to Practice to Action:

Developing a Community Trauma-Informed Approach to Addressing Substance Use and Addiction

**North Carolina Prevention Training and Technical Assistance Center
April 18, 2019**

Presented by:

Dana Fields-Johnson, Program Manager

Ruben Cantu, Program Manager

**PREVENTION
INSTITUTE**



Prevention Institute

Prevention Institute

- Improving environments for health and **health equity**
- Promoting **mental health and wellbeing**
- **Preventing violence and trauma** and reducing injury
- **Supporting healthy** food and activity environments
- **Preventing use** of tobacco products
- Transforming our **health system**

Learning Objectives

- Describe the impact of social and community determinants on the opioid epidemic and other substance use.
- Make a case for *why* addressing social and community determinants is important to preventing and addressing substance use and addiction.
- Use Prevention Institute's THRIVE framework to identify social determinants that are impacting substance use disorder.
- Share effective practices for engaging partners and building buy-in for a primary prevention approach to addressing substance use disorder.
- Identify and prioritize actionable primary prevention strategies for sustainability planning.



**What's driving
substance use and
abuse in your
community?**



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What's Trauma Got to Do with it?



Youngstown, Ohio





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- Robert Barriere Jr.

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- Eisenmenger



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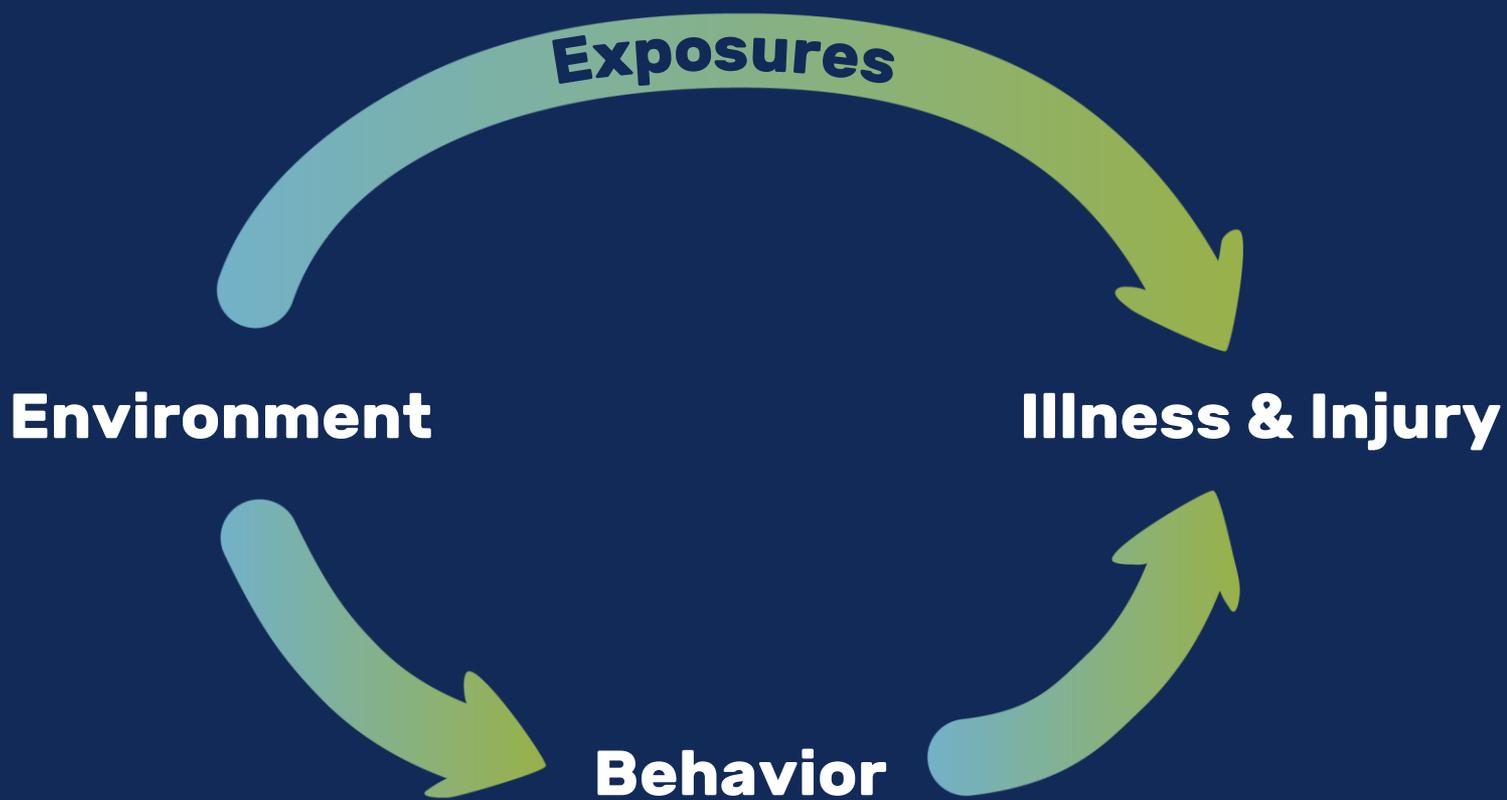
IS



KILLING



ME





It is unreasonable to expect that people will change their behavior easily when so many forces in the **social, cultural,** and **physical** environment conspire against such change.

- Institute of Medicine





**What does
PREVENTION
mean to YOU?**



A photograph of a river flowing through a forested area. In the background, a bridge with a truss structure spans across the river. The river has some rapids and is surrounded by trees and vegetation. The sky is overcast.

Moving Upstream

We are still standing on the bank of the river, rescuing people who are drowning. We have not gone to the head of the river to keep them from falling in.

That is the 21st century task.”
Gloria Steinem

The Prevention Continuum

Up Front

In the Thick

Aftermath



Approaches
that take place
BEFORE
injury or illness
symptoms

Immediate
responses
AFTER
symptoms or
risk have
occurred or
with groups at
greatest risk

Long-term
responses
AFTER
Onset of illness
or injury

Four Imperative Shifts

From illness
to an
emphasis on
**wellbeing and
resilience**

From a focus
on treatment
only to also
expanding
**upstream
prevention**

From a focus
on the
individual to
**transforming
communities**

From one
size fits all
to applying
**a cultured
and
gendered
lens**

Take two steps to prevention

**Healthcare
Services**

Environment

**Exposures &
Behaviors**



Two Steps To Prevention Activity

A. Health Issue	B. Exposures/ Behaviors Circle the Exposures/ Behaviors listed below that are related to your health issue.	C. Community Health Factors Circle the factors below that are related to your health issue.	D. Community Goals/Indicators List specific examples from your community of the community health factors you circled in column C. Choose up to 3 examples for each factor.
Diseases of Despair: Suicide, Addiction	<ul style="list-style-type: none">• Tobacco Use / Smoking• Diet & Inactivity• Alcohol• Microbial agents• Toxic agents• Firearms• Sexual behavior• Motor vehicles• Illicit use of drugs		

Take two steps to prevention

**Healthcare
Services**

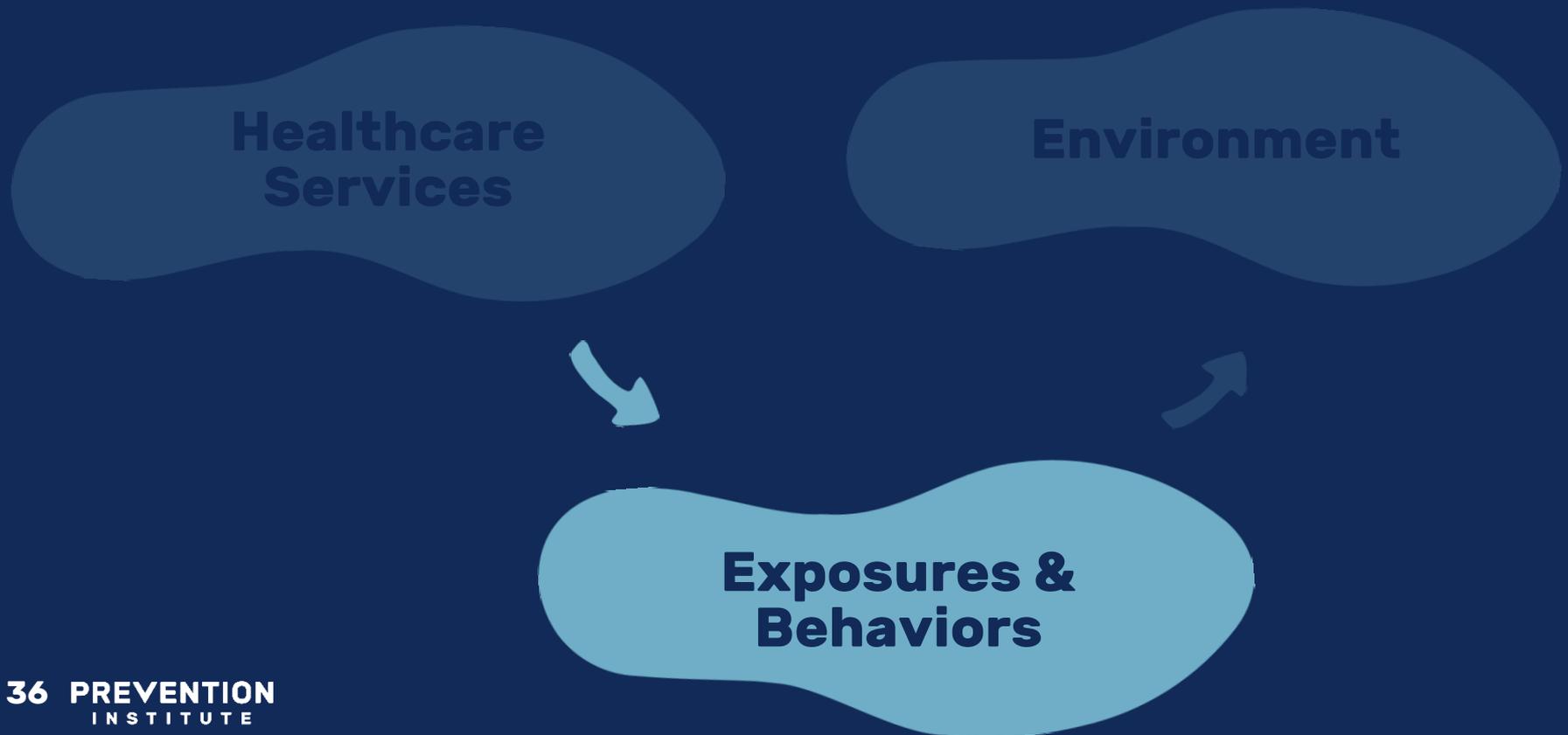
Environment

**Exposures &
Behaviors**

Two Steps to Prevention Activity

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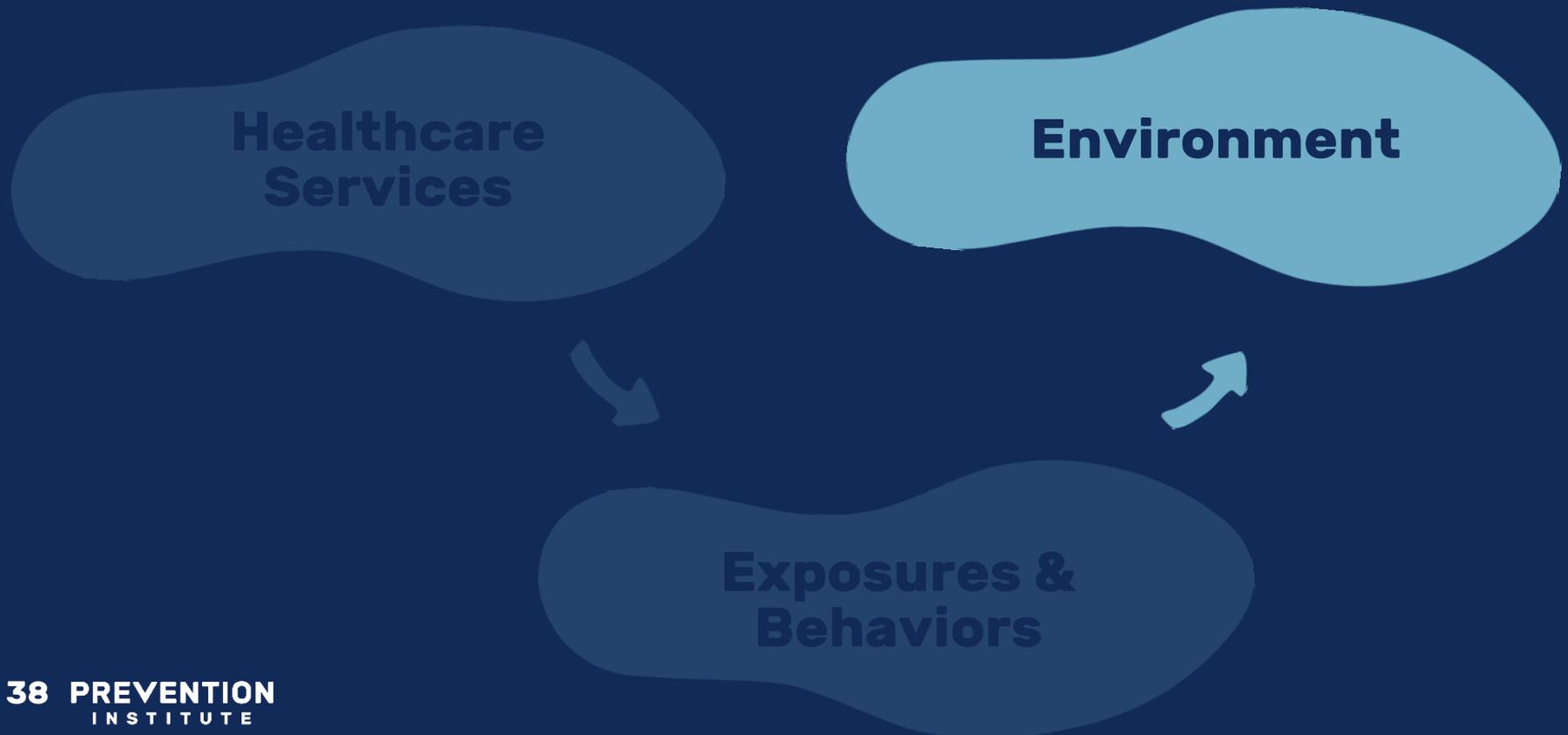
Let's take a second step



Two Steps To Prevention Activity

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Take two steps to prevention



Two Steps To Prevention Activity

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Strategies

- What strategies would you apply to this issue in your community?

Strategies

- What strategies would you apply to this issue in your community?
- Developing a youth hub within a supportive environment
- Programs that allow mentorship across generations
- Anything else?

Two Steps To Prevention Activity

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Debrief

- What did you think about 2 Steps?
- How would you apply this in your work?

**What can be done
to prevent the
problem from
occurring *in the
first place?***



Prevention Works

- Child Restraint and Safety Belt Use
- Smoking Prevention
- Bans on School Junk Food
- School-Based Wellness Policies for PA
- Childhood Immunizations
- Motorcycle and Bicycle Helmet Laws



20,679* Physicians

say "LUCKIES are
less irritating"

"It's toasted"

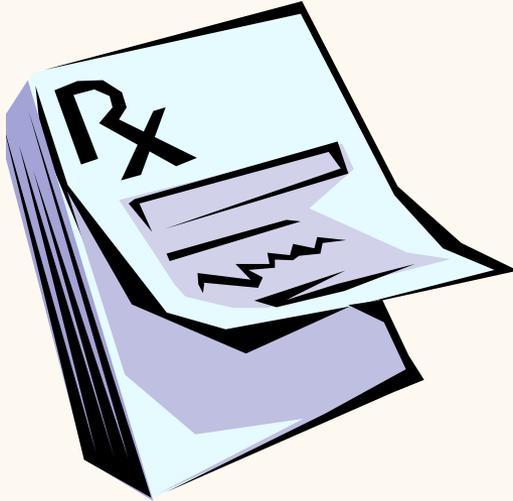
Your Throat Protection
against irritation against cough

*The figures quoted have been checked and certified to by LYERLAND, BOSS BRUN AND MONTGOMERY, Accountants of Indiana.

Pharmacy Tobacco Ban



QUALITY Prevention is the Prescription



- Aimed at the community environment
- Comprehensive
- Changes norms:
Makes healthy options the default

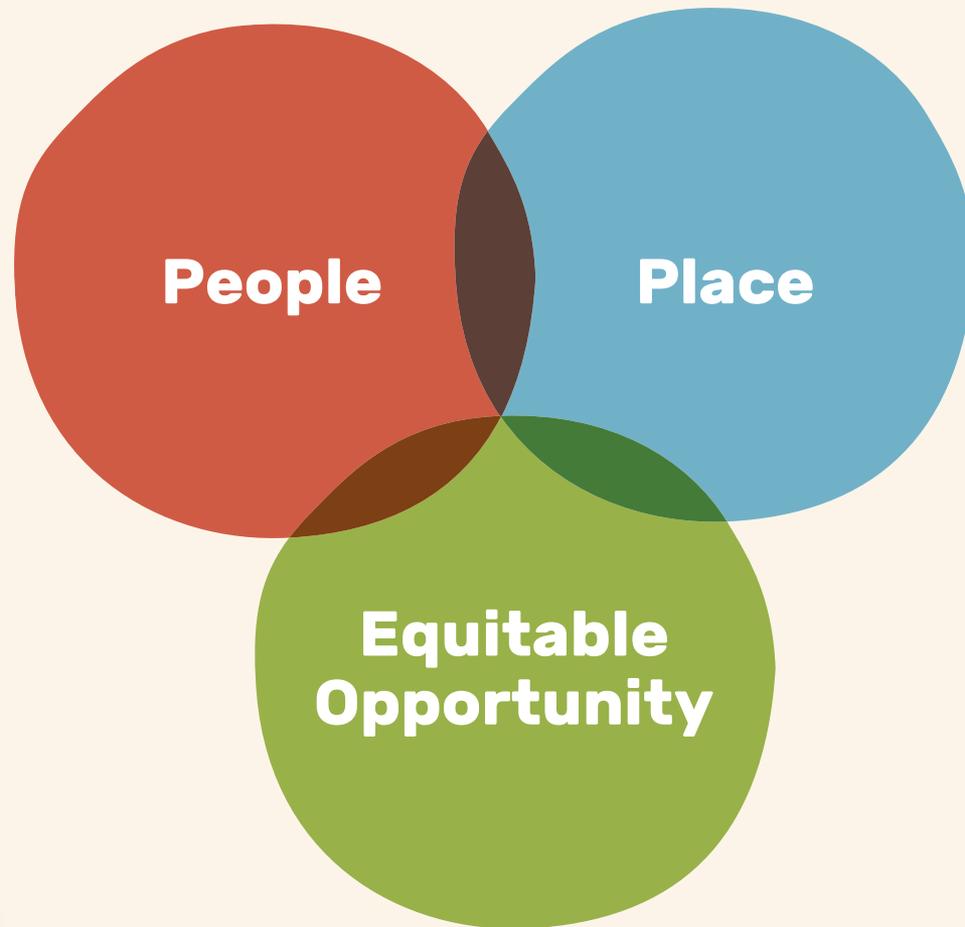


THRIVE

Tool for
Health and
Resilience
In Vulnerable
Environments

Federal Office of Minority Health

THRIVE Clusters and Factors



People

The relationships between people, the level of engagement, and norms, all of which influence health outcomes.



Social networks & trust

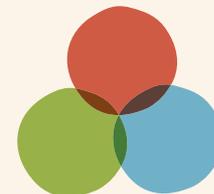


**Participation & willingness
to act for the common good**



Norms & culture

**Equitable
Opportunity**



Place

Place

The physical environment in which people live, work, play, and go to school.



Look, feel, & safety



Parks & open space



Getting around



Housing



What's sold & how it's promoted



Air, water, soil



Arts & cultural expression

People



Equitable Opportunity

Equitable Opportunity

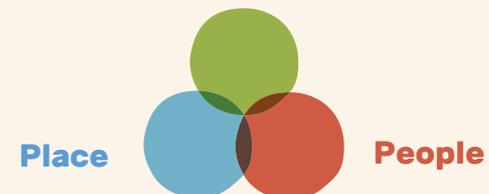
The level and equitable distribution of opportunity and resources.



Living wages & local wealth



Education



THRIVE Factors

People



Social networks
& trust



Participation &
willingness to act for
the common good



Norms &
culture

Equitable Opportunity



Education



Living wages &
local wealth

Place



What's sold
& how it's
promoted



Look, feel,
& safety



Housing



Parks &
open space



Air, water
& soil



Getting
around



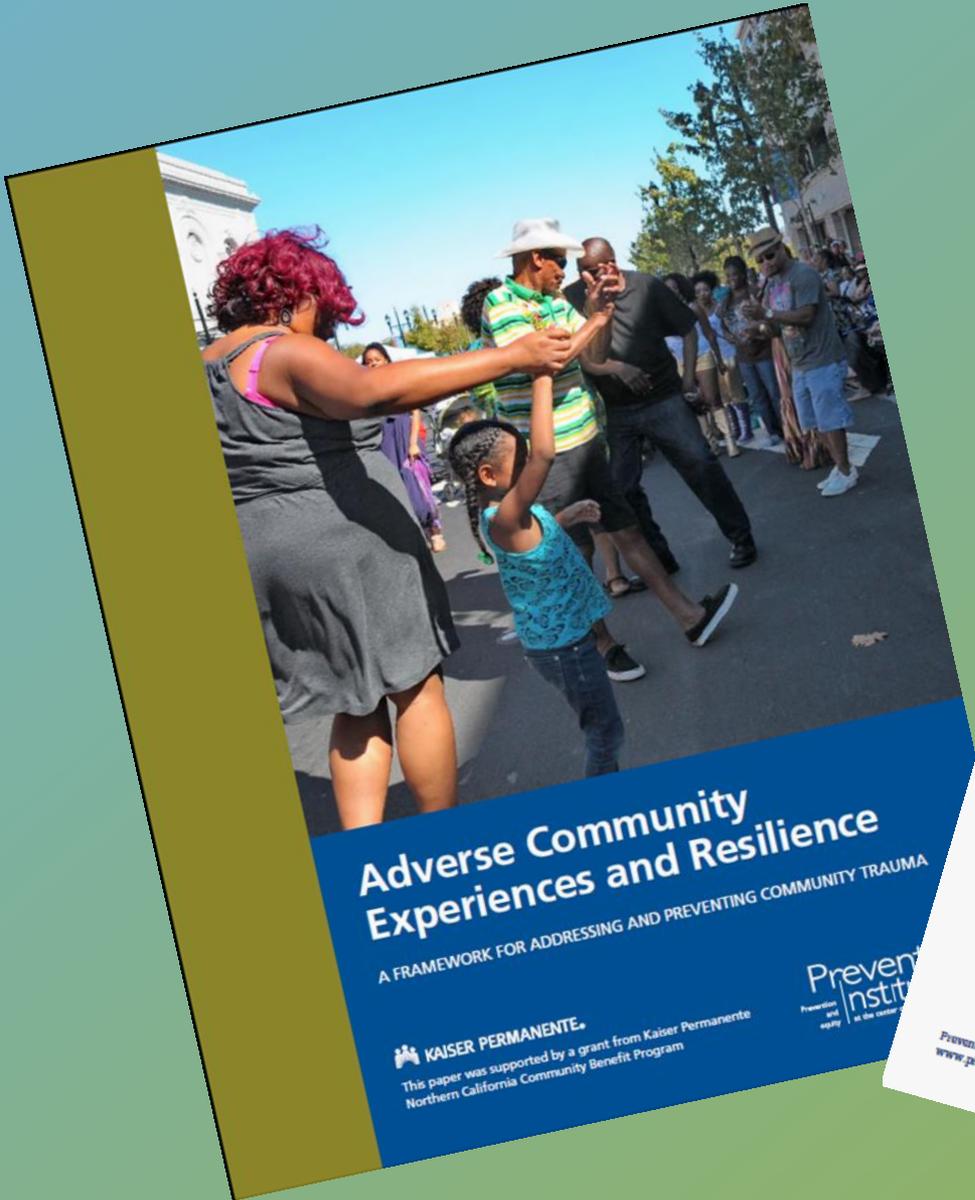
Arts & cultural
expression

THRIVE Activity



What is Community Trauma?





Adverse Community Experiences and Resilience

A FRAMEWORK FOR ADDRESSING AND PREVENTING COMMUNITY TRAUMA

KAISER PERMANENTE

This paper was supported by a grant from Kaiser Permanente Northern California Community Benefit Program

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What? Why? How?

Answers to Frequently Asked Questions about the Adverse Community Experiences and Resilience Framework

Prevention Institute
www.preventioninstitute.org | © December 2017

UNITY City Network



Trauma: What We Know

- There is growing understanding about trauma, particularly its prevalence and impact.
- Trauma is pervasive, and has a significant impact on development, health and well-being.
- Trauma-informed care is becoming a standard in a growing number of places
- The predominant approach to dealing with trauma is screening and treatment, consistent with an individual medical model.

Trauma: What We're Learning

- Trauma also manifests at the community level, and is not just the aggregate of individuals in a neighborhood who have experienced trauma.
- Community trauma is the impact of chronic adversity (e.g., violence and structural violence) across a community.
- There is an understanding that trauma serves as a barrier to effective solutions to promote health, safety and well-being.
- There are manifestations, or symptoms, of community trauma in the social-cultural, physical/built and economic environments.



**Trauma gets in the way of us
doing what we need to do.
When it is chronic and not
episodic, it is really damaging.**

-Susan Neufeld, Vice President, Resident
Programs and Services, Bridge Housing



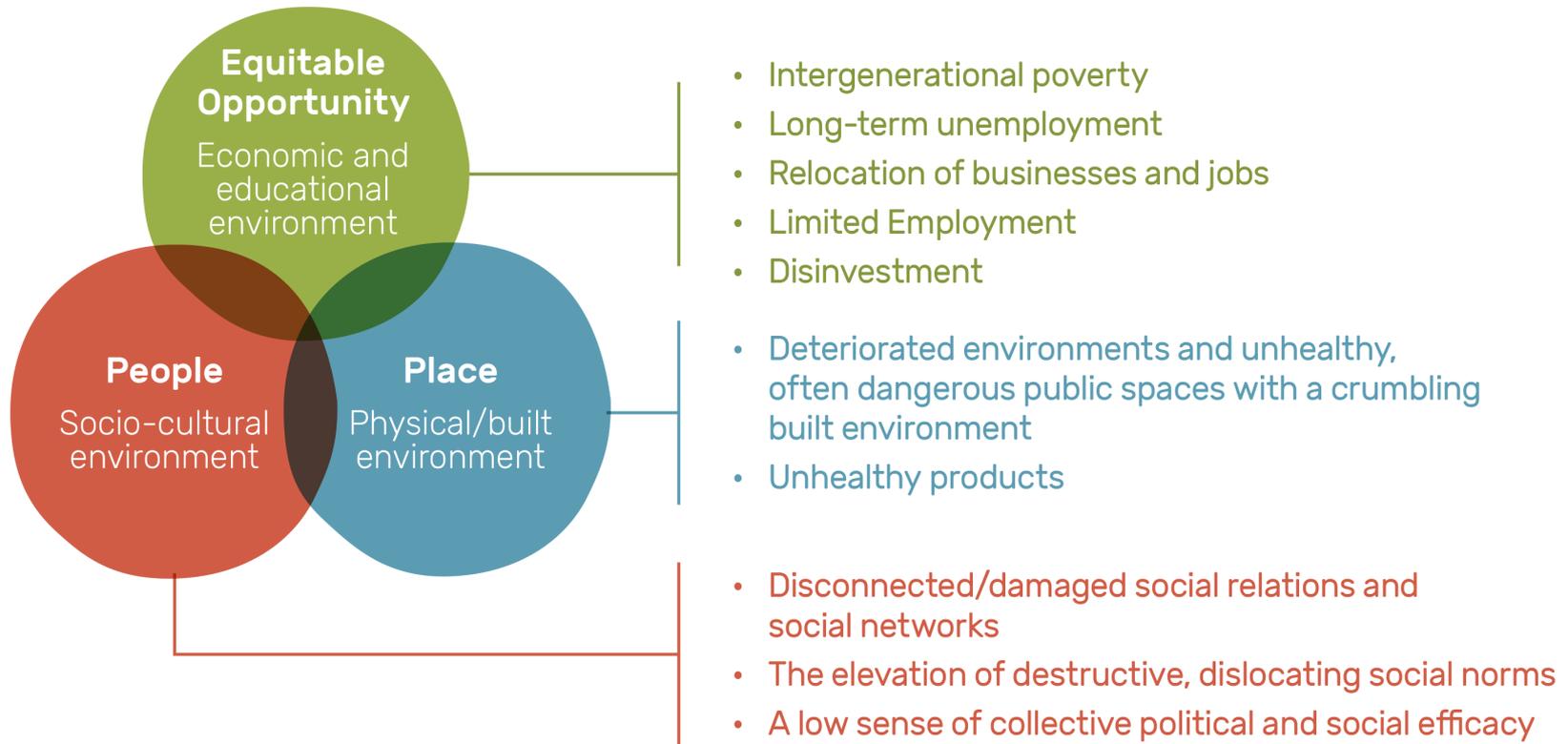
Violence and Trauma

- Violence is the **intentional use** of physical force or power, threatened or actual, against oneself, another person, or a group or community that either results in or has a high likelihood of **resulting in injury, death, psychological or emotional harm, maldevelopment, or deprivation**
- **Violence contributes to trauma**

Structural Drivers and Structural Violence

- Structural drivers are the **inequitable distribution** of power, money, and resources, and create the conditions that harm communities.
- Structural violence is **what inflicts harm** on communities and is driven by structural drivers.
- Structural violence also contributes to trauma.





Sample Symptoms of Community Trauma

ACEs and Adverse Community Experiences

- Community trauma increases risk factors that make ACEs more likely to occur
 - Adverse community experiences contribute to trauma across the community, impacting people across the lifespan
 - Community trauma is a risk factor for community violence, which can increase exposure to ACEs

ACEs and Adverse Community Experiences

- Community trauma reduces protective factors for ACEs, exacerbating their impact
 - Communities with high rates of trauma are compromised in their capacity to be part of effective community improvement strategies
 - Community trauma compromises social networks and support, a protective factor against toxic stress



People are unbelievably resilient – but traumatized people interacting with other traumatized people – a community can really run the risk of imploding.

Violence prevention practitioner (*Adverse Community Experiences and Resilience: Preventing and Addressing Community Trauma*)



Community Resilience

- Community resilience is the ability/capacity of a community to adapt, recover and thrive, even in the face of adversity
- It's rooted in community factors, such as social networks and trust; willingness to act for the community good; living wages/local assets and wealth; healthy, equitable community design and infrastructure; and healthy products and services

Debrief

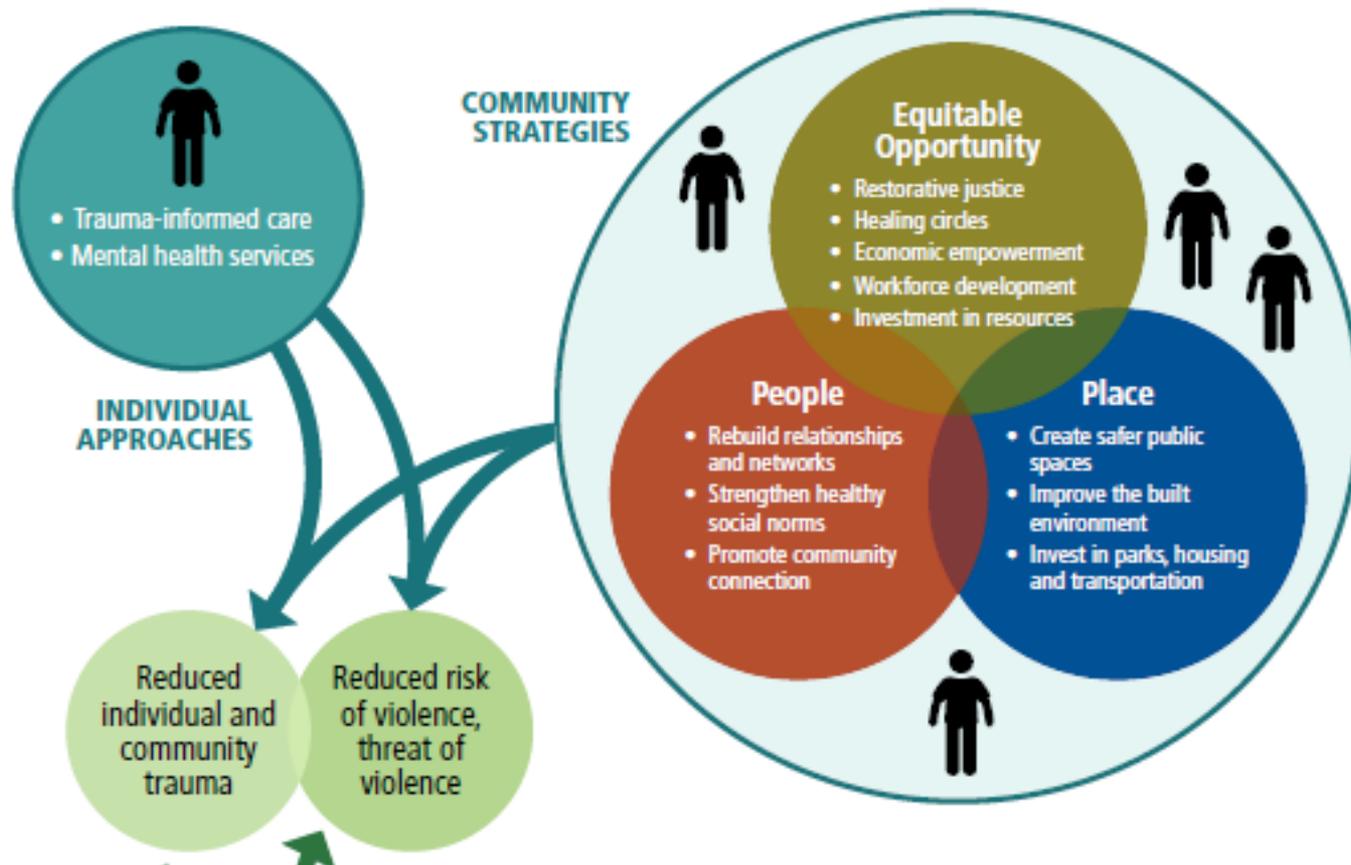
- How does this resonate with you?
- What's coming up for you?
- How does this feel similar or different from what you see in your community?

LUNCH BREAK

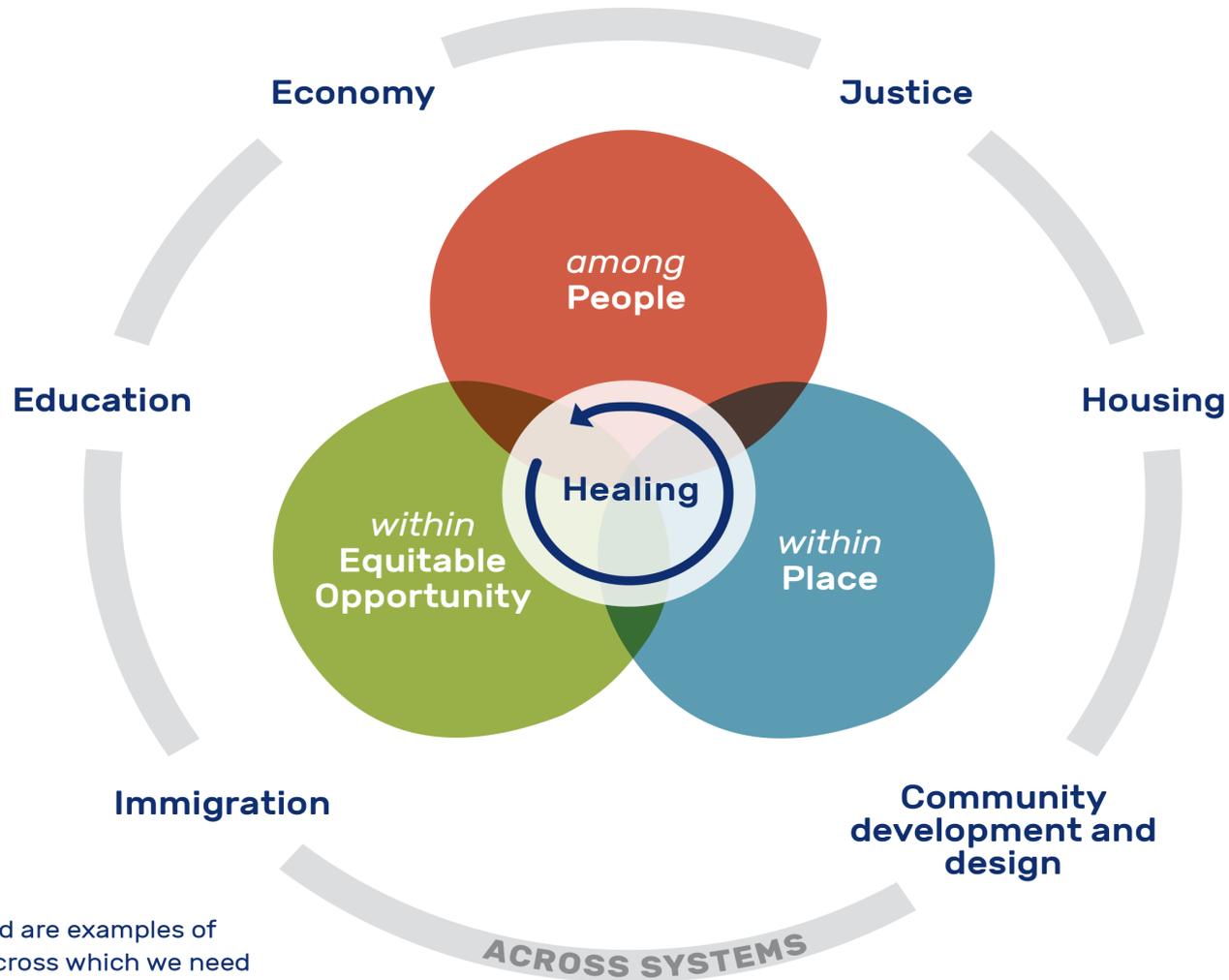


How Do We Address Community Trauma?

Figure 5 Promoting Community Resilience: From Trauma to Well-being



Simultaneous Community Solutions



Note: The systems listed are examples of the types of systems across which we need to work to address community trauma.



Working on community determinants is both scary and reassuring. If we don't do this level of prevention, we will always be chasing the problem.

-Ohio Community Collective Impact Model
for Change Learning Community Partner



Healing: A Starting Point for Community Agency

- Healing circles
- Vigils
- Restorative justice practices
- Acknowledgement/reconciliation
- Arts and engagement in the arts
- Community dialogues
- Practices that are culturally and community rooted and acknowledge harm and promote resilience







Creating Space for Being/Doing/Connecting

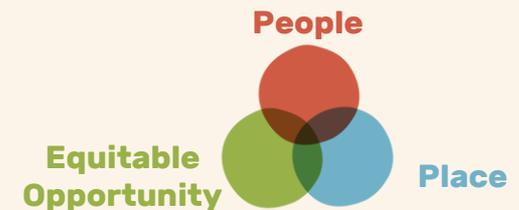
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United Women of East Africa
San Diego, CA

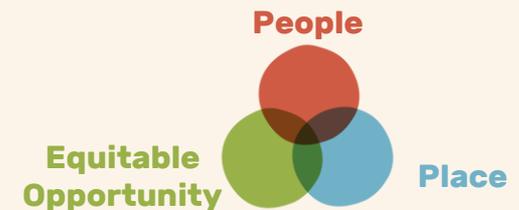
Strategies Among People

- Increase civic engagement and participation
- Supporting multigenerational relationships
- Coming together to build community efficacy
- Advancing positive norms



Strategies Among People

- Uplifting positive narratives of hope and resilience from within the community
- Enhanced community engagement and advocacy
- Trauma informed community building
- Reconnecting with cultural identity





Safety Through Connection

Diving into health equity and community approaches for safe relationships



We recognize that poor health and domestic violence are driven by many social forces that are influenced by sectors outside of domestic violence or health. As a result, we're focusing on how these different sectors can collaborate with community to advance health, wellbeing, and safe relationships.

Carolyn Wang Kong, Senior Program Officer at the Blue Shield of California Foundation

Key Elements of the SAFE Approach

- Health equity and social justice
- Prevention and healing
- Underlying contributors
- Resilience
- Multi-sector and multi-movement

Strategies within the Community (Place)

- Reclaiming land, spaces and public places
- Arts and cultural reflection/expression in the community
- Focus on ensuring stable housing with dignity
- Creating safe and supportive places for regular gathering/coming together

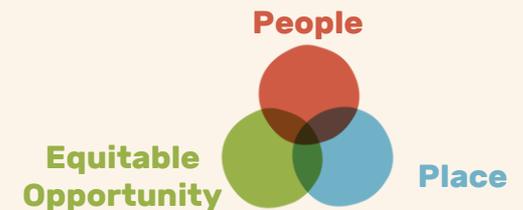




Photo Credit: KVICE



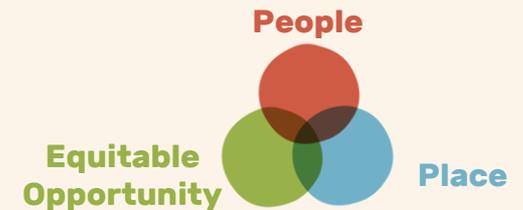
Photo Credit: KVICE

Establishing **informal gathering places for networking, resource connection and support** that also strengthen life skills and community/civic opportunities

Engaging in Placemaking

Strategies within the Community (Equitable Opportunity)

- Workforce and economic development
- Restorative justice in schools
- Resident ownership of businesses





Building Capacity to Help Self and Others

Strategies Across Systems

- Trauma informed systems transformation
- Public health solutions to police-community violence
- Power-sharing (e.g., participatory budgeting, shared leadership and decision-making)

What Can Be Done to Address and Prevent Community Trauma and Substance Use?





Developing a community-trauma informed approach to the opioid epidemic in Ohio

The need to address adverse community experiences and community trauma

Prevention Institute's Adverse Community Experiences and Resilience (ACE|R) Framework has been eye-opening as a lens that helps communities grappling with the tremendous impacts of the opioid epidemic. With high rates of opioid use disorder (OUD) in Ohio, staff of the Ohio Department of Mental Health and Addiction Services (OhioMHAS), Bureau of Prevention were searching for a strategy to address opioid overdose deaths and prevent the epidemic of opioid and other substance misuse from growing every day in the state. When they came across PI's ACE|R Framework, the concepts of community trauma and building resilience to address harm in the community resonated deeply with what they saw driving the crisis in the state: loss of industry, high rates of unemployment, broken relationships and lack of social supports, social isolation, and a pervasive sense of hopelessness in communities hardest hit. Molly Stone, Chief, and Valerie Leach, Prevention Administrator, OhioMHAS Bureau of Prevention, were interested in

"Trauma reaches beyond those who directly witness or experience it, affecting communities on many levels. There's a need for healing and building resilience to prevent future community trauma. We're excited to be a part of this innovative approach to addressing community trauma resulting from the opiate epidemic."

– Molly Stone, Prevention Bureau Chief, OhioMHAS

seeing if the framework had applicability to developing a prevention plan for the state.

To date, the ACE|R Framework has been used in communities across Ohio to think about and advance actions to build community trauma-informed teams; support the development of local theories of change that

The Ohio Experience

The concepts of community trauma and building resilience to address harm in the community resonated deeply with what 12 Ohio counties adversely impacted by OUD and Opioid Overdose Deaths saw driving the crisis in the state:

- loss of industry
- high rates of unemployment
- broken relationships and lack of social supports
- social isolation
- pervasive sense of hopelessness in communities hardest hit



Working on community determinants is both scary and reassuring. If we don't do this level of prevention, we will always be chasing the problem.

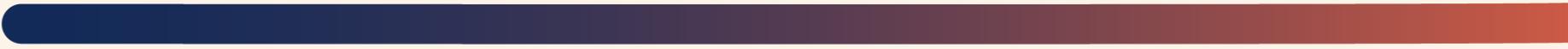
-Ohio Community Collective Impact Model
for Change Learning Community Partner



The Ohio Experience

- This approach has been used to:
 - build community trauma-informed teams
 - Develop local theories of change that consider community trauma
 - reduce stigma that arises when issues are seen solely as problems of individual behavior versus through a broader lens of contributing community factors
 - link root causes of OUD to other “wicked” problems such as social isolation, joblessness, and poor educational opportunities
 - develop a strategic roadmap that considers underlying factors and root causes driving OUD

A Plan to Create Resilient Communities



- Develop a Community-Level Prevention Plan
- Addresses the community environment, underlying to community conditions and/or norms contributing to OUD
- Potentially impacts other issues, such as mental health and chronic disease
- Complex and multi-faceted, with multi-sectoral partners

Ohio – Local Strategies Across All Areas

- Promote Social Connectedness
- Increase Economic Stability
- Reduce Social Isolation by Increasing Access to Transportation
- Increase Safe, Affordable Housing Options

Local Partnerships

- Working with business community and employers
- Partnering with parks and recreation
- Partnering with faith communities
- Partnering with community colleges
- Working with local transportation agencies
- Working with housing providers

Ashtabula County Strategic Plan for Increasing Community Connectedness



Ashtabula County BHAG: Data Informed Decision Making

Lack of Access to Resources:

- ❖ The United Way 2016 ALICE Report of Economic Viability rated Ashtabula County as 36 for community resources on a scale of 1- worse to 100-better.
- ❖ Robert Wood Johnson 2018 County Profile 12.2 on Social Associations - the number of organizations per 10,000 population in a county.

Poverty:

- ❖ The 2017 Robert Wood Johnson County profile data indicates that 19.6% of Ashtabula County residents live in poverty and that 29% of children live in poverty.

Community Trauma:

- ❖ Sheriff's Department indicates that since 2014 the county has experienced a 30% annual increase in the number of fatal overdoses.
- ❖ County's homicide rate was 11 per 100,000 residents much higher than the national average of just under five in 2015.
- ❖ In 2016, the county led the state in methamphetamine labs with 68.
- ❖ 2016 Community Health Needs Assessment indicated 18% of Ashtabula County adults had 3 or more ACEs in their lifetime, increasing to 34% of those with incomes less than \$25,000.

Lorain County Strategic Plan for Increasing Economic Opportunities

1

Reduce stigma

2

Increase economic opportunities by securing partnerships to develop stable employment

3

Creating trauma informed employers:
What does it mean to hire people in recovery and what it means to them

Increase and promote economic opportunities among people in recovery.



MHAS
Promoting wellness and recovery

| Statewide Collective Impact Model for Change

Lorain County : Data-Informed Decision Making

- Poverty:
 - The United Way 2016 ALICE Report
 - Unemployment Rate:
 - Lorain County: 7.2%
 - Ohio: 5.7%
 - Households in Poverty:
 - Lorain County: 13%
 - Ohio: 14%

Economic Costs to Lorain County

- The Altarum Report: In 2016, the opioid crisis costed Lorain County an estimated \$199.9 million.
 - Child and Family Assistance: \$4.5 million
 - Treatment and Prevention: \$5.4 million
 - Criminal Justice: \$7.2 million
 - Healthcare: \$42.9 million
 - **Lost Earnings/Productivity: \$139.8 million**
 - ***Inclusive of overdose fatalities, incarceration and nonfatal productivity***

Data-Informed Decision Making

- The impact of Substance Use on the Workplace
 - National Safety Council: “75% of all persons with substance misuse are in the workforce.”
 - 7 out of 10 workplaces are affected by prescription misuse.
 - Bottom line – An employer can save \$3,200 by helping just one employee with substance use.

Lorain County Next Steps

- Challenges/opportunities:
 - Need to build capacity of “recovery friendly employers”
 - Limited understanding of the impact of Substance Abuse in the Workforce
 - “Busy Employers – willing to take a chance on hiring but stability is not addressed.
 - Grow opportunities for stable work
 - Connection between OUD Treatment, Criminal Justice and Recovery Ready Employees
- Next Steps:
 - Sequential Intercept Mapping Implementation Priority Area 4
 - Workforce development for individuals with opioid use disorder (OUD) and are connected to three of the five intercepts: Intercept 3: Jails and Courts, Intercept 4: Re-Entry, Intercept 5: Probation/Community Supervision
- Objectives
 1. Remove the stigma of people with felony convictions to promote sustainable employment opportunities for people in recovery
 2. Help individuals in recovery to get on pathway to stable employment
- Action Steps
 1. Bridges out of Poverty Training
 2. Workplace Stability Training



By addressing the underlying causes of the opioid epidemic – from declining community conditions and frayed social connections to dangerous and irresponsible pharmaceutical industry practices – Ohio plans to get ahead of the epidemic, prevent new waves of addiction and substance misuse, expand access to treatment, and provide the resources that will empower all communities to thrive.

- Institute of Medicine



Building Partnerships and Coalitions for Primary Prevention



Partnering for Primary Prevention

- Opioid issue is complex and ever-changing.
- No one organization sector or system has the answer.
- Requires wide-scale, integrated solutions across sectors and systems.

Why an Ecosystem Approach?

- Engages new partners and new solutions
- Single, integrated response to the opioid issue
- Space for coordination and alignment for collective impact

Who's at Your Collective Table?



“**T**he determinants of health are beyond the capacity of any one practitioner or discipline to manage... We must *collaborate* to survive, as disciplines and as professionals attempting to help our communities and each other.”

*–Mitchel and Crittenden,
Washington Public Health Fall 2000*

Working for Collective Impact

- When you think about the changes you want to see in your community, do you have all the players at the table to make long-term sustainable changes that stop opioid abuse and deaths?
- How do you know you have the right partners at the table?

THRIVE Factors

People

 Social networks & trust

 Participation & willingness to act for the common good

 Norms & culture

 Education

 Living wages & local wealth

Equitable Opportunity

Place

 What's sold & how it's promoted

 Look, feel, & safety

 Housing

 Parks & open space

 Air, water & soil

 Getting around

 Arts & cultural expression

- What factors in the community environment are impacting the opioid epidemic?
- Is there a partner(s) working to address that factor?
- Identify Gaps-- Who's missing?

THRIVE (Tool for Health & Resilience in Vulnerable Environments)

THRIVE was created to answer the question, what can communities do to improve health and safety and promote health equity? THRIVE is a framework for understanding how structural drivers play out at the community level to impact the social-cultural, physical/built, and economic/educational environments - i.e. the community determinants of health. It is also a tool for assessing, prioritizing, and taking action at the community level to improve health and safety outcomes.

Exercise Instructions: Use this worksheet to consider current and new partners to engage that can advance thinking and catalytic action for population-based, comprehensive, community level strategies using the THRIVE framework as a planning tool.

Cluster	THRIVE Factors	Who is needed and/or missing at the table? What do they offer?	Making the Case	
			What's in it for prevention?	What's in it for them?
PEOPLE	1. Social Networks & Trust: Trusting relationships among community members built upon a shared history, mutual obligations, opportunities to exchange information, and foster the formation of new, and strengthen existing connections.			
	2. Participation & Willingness to Act for the Common Good: Individual capacity, desire, and ability to participate, communicate, and work to improve the community; meaningful participation by local/indigenous leadership; involvement in the community such as through local community and social organizations and participation in the political process.			
	3. Norms & Culture: Broadly accepted behaviors to which people generally conform that promote health, wellness and safety among all community residents; discourage behaviors that inflict emotional or physical distress on others; and reward behaviors that positively affect others; Norms include values and practices stemming from belief systems that are often linked to those core personal characteristics from which identity derives.			
PLACE	4. What's Sold & How It's Promoted: availability and promotion of safe, healthy, affordable, culturally appropriate products and services (e.g. food, pharmacies, books and school supplies, sports equipment, arts and crafts supplies, and other recreational items); and the limited promotion, availability, and concentration of potentially harmful products and services (e.g. tobacco, firearms, alcohol, opioids and other drugs).			
	5. Look, Feel & Safety: Surroundings that are well-maintained, appealing, perceived to be safe and culturally inviting for all residents.			
	6. Parks & Open Space: Availability and access to safe, clean parks, green space and open areas that appeal to interests and activities across the generations.			
	7. Getting Around: Availability of safe, reliable, accessible and affordable ways for people to move around, including public transit, walking, biking and using devices that aid mobility.			
	8. Housing: High-quality, safe and affordable housing that is accessible for residents with mixed income levels.			
	9. Air, Water & Soil: Safe and non-toxic water, soil, indoor and outdoor air.			
	10. Arts & Cultural Expression: Abundant opportunities exist within the community for cultural and artistic expression and participation, and for positive cultural values to be expressed through the arts; and arts and culture positively reflect and value the backgrounds of all community residents.			
EQUITABLE OPPORTUNITY	11. Living Wages and Local Wealth: Local ownership of assets; accessible local employment that pays living wages and salaries; and access to investment opportunities.			
	12. Education: High quality, accessible education and literacy development for all ages that effectively serves all learners.			

- Membership Inventory
- Assessment Tool
- Strategy Development and Prioritization
- Data and Evaluation

THRIVE Factors

People



Social networks
& trust



Participation &
willingness to act for
the common good



Norms &
culture

Equitable Opportunity



Education



Living wages &
local wealth

Place



What's sold
& how it's
promoted



Look, feel,
& safety



Housing



Parks &
open space



Air, water
& soil



Getting
around



Arts & cultural
expression



**How do we
make the case
for new
partners?**

ACTIVITY:

Building Partnerships for Primary Prevention

Group Sharing

THRIVE Factors



- Counseling Center
- Faith-based organizations
- Workforce Organizations
- Recreation
- Business Advisory Council
- Court System

Activity Debrief

- Thoughts/Reactions?
- Is this a valuable tool for your work?



Economics



Childcare



Medical Care



Jobs



Healthy Food



We each have a role



Clean Air



Parks and Activities



Policy Makers



Education



Housing



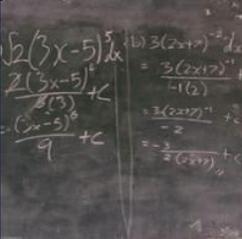
Preschool



Safe Neighborhoods



Residents



Transportation



Action Planning for Prevention

WHAT'S NEXT???

THRIVE Process



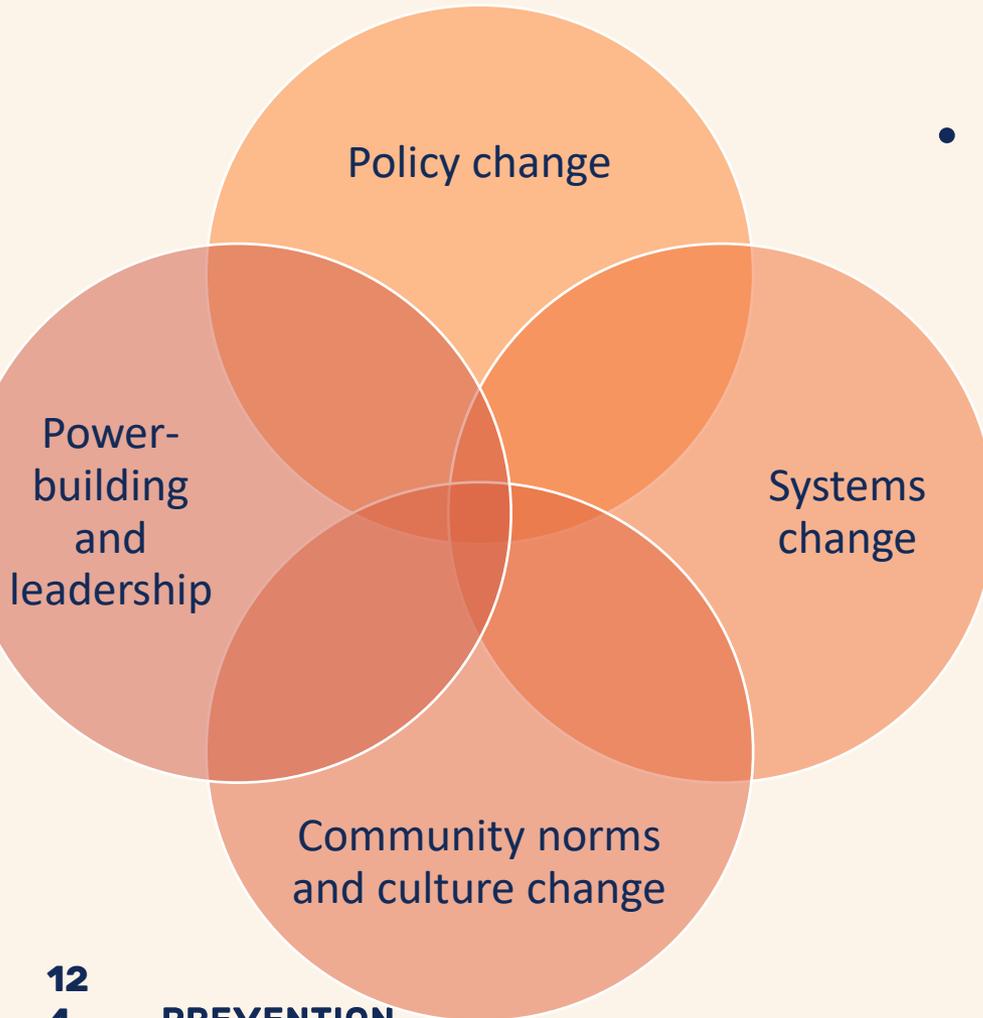
What do we want to accomplish?

- What is your community aspiration or goal when it comes to primary prevention of substance use and addiction?

What partners are needed for success?

- Consider the community-level factors that you're trying to address? Who else needs to be at the table?

What solutions will we use?



- What are our high-leverage activities that address community-level factors to move exposures and behaviors from risk to resilience?



"Programmatic interventions help people beat the odds; systemic interventions help change the odds for people."

Karen Pittman, CEO of the Forum on Youth Investment



The 4 E's

- **Effective?** (Will it work?)
- **Efficient?** (Will it impact a broad range? E.g. population impact? Connects to multiple social issues?)
- **Ethical?** (Will it place burden of responsibility on those with power and responsibility to make change?)
- **Equitable?** (Will it center the voices and needs of traditionally marginalized groups?)

GROUP ACTIVITY:

One Step Toward Primary Prevention

**What questions do
you have about
planning for
primary
prevention?**



CLOSING DEBRIEF

City paints over Brooklyn 'jail' playground with space-age replacement

BY JAKE PEARSON, ELIZABETH HAYS / DAILY NEWS WRITERS / Thursday, April 15, 2010, 4:14 PM

A A A

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“

If you want to go fast, go alone. If you want to go far, go together.

- African Proverb

”

TOOLS

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Prevention Institute

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and
equity | at the center of community well-being

www.preventioninstitute.org

ruben@preventioninstitute.org

dana@preventioninstitute.org

Prevention Institute

221 Oak Street
Oakland, CA 94607
Tel: (510) 444-7738

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