CeaseFire
public health approach

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VIOLENCE IS A DISEASE
EPIDEMIC OF VIOLENCE
VIOLENCE AS AN INFECTIOUS PROCESS

Epidemic waves
Clustering
Transmission
EPIDEMIC OF VIOLENCE
EPIDEMIC OF KILLINGS IN THE U.S.
Exposure
Influenza
Colds
TB
Violence

Exposure
Influenza
Colds
TB
Violence

Source: Mullins et al. 2004; Devries et al. 2011
SCIENTIFIC UNDERSTANDING
SCIENTIFIC APPROACH
BEHAVIOR
BEHAVIOR

CHANGE
BEHAVIOR CHANGE TO STOP EPIDEMICS
BEHAVIOR
KILLING EPIDEMICS
VIOLENCE BEHAVES EXACTLY LIKE A CONTAGIOUS DISEASE
HOW ARE EPIDEMICS REVERSED?
WE KNOW HOW TO STOP EPIDEMICS
WE KNOW HOW TO STOP EPIDEMICS

1. Interrupt transmission
WE KNOW HOW TO STOP EPIDEMICS

1. Interrupt transmission
2. Change behavior
WE KNOW HOW TO STOP EPIDEMICS

1. Interrupt transmission
2. Change behavior
3. Change norms
INTERRUPT TRANSMISSION
IDENTIFY AND CHANGE THE THINKING OF HIGHEST POTENTIAL TRANSMITTERS
REDEFINING THE PROBLEM

CHANGE

GROUP NORMS
REDEFINING THE PROBLEM

Photograph by Ed Kashi

INTERRUPTION
DETECTION  INTERRUPTION
INTERRUPTION DETECTION
CHANGE THINKING
CHANGE THINKING
CHANGE GROUP NORMS
CHANGE GROUP NORMS

INTERVENERS
- Street outreach
- Clergy
- Community
- Materials
- Police

THE 3 VARIABLES
- Norms
- Risk
- Alternatives

BEHAVIORAL OUTCOME
- No shooting
CHANGE GROUP NORMS
CASE STUDIES
LOGAN SQUARE
CEASE FIRE ZONE

Logan Square CeaseFire Zone (1413, 2525)

Outreach begins
PROOF AND VALIDATION
ENGLEWOOD

Before CeaseFire

After CeaseFire
PROOF AND VALIDATION
ROGERS PARK

Before CeaseFire

After CeaseFire
INDEPENDENT EVALUATIONS
<table>
<thead>
<tr>
<th>Location</th>
<th>Shootings down</th>
<th>Hot spots cooler</th>
<th>Retaliation homicides down</th>
</tr>
</thead>
<tbody>
<tr>
<td>Auburn Gresham</td>
<td>-16% / -21%</td>
<td>-15%</td>
<td>-100%</td>
</tr>
<tr>
<td>Englewood</td>
<td></td>
<td></td>
<td>-100%</td>
</tr>
<tr>
<td>Logan Square</td>
<td>-21%</td>
<td></td>
<td>-100%</td>
</tr>
<tr>
<td>Rogers Park</td>
<td></td>
<td>-40%</td>
<td>No change</td>
</tr>
<tr>
<td>Southwest</td>
<td>-20% / -23%</td>
<td></td>
<td>-100%</td>
</tr>
<tr>
<td>West Garfield Park</td>
<td>-22% / -28%</td>
<td>-24%</td>
<td>-46%</td>
</tr>
<tr>
<td>West Humboldt Park</td>
<td></td>
<td>-17%</td>
<td>-50%</td>
</tr>
<tr>
<td>East Garfield Park</td>
<td>Not evaluated</td>
<td></td>
<td>-100%</td>
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</table>
### RESULTS FROM CEASEFIRE REPLICATION
#### BALTIMORE

**MORE MEDIATIONS AND BETTER IMPLEMENTATION ASSOCIATED WITH BETTER OUTCOMES**

Significant results in ALL 4 communities

<table>
<thead>
<tr>
<th>Program Site</th>
<th>Significant Outcomes</th>
<th>Program Implementation per Month</th>
<th>Implementation Issues</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Homicide</td>
<td>Shootings</td>
<td>Mediations</td>
</tr>
<tr>
<td>Cherry Hill</td>
<td>-56%</td>
<td>-34%</td>
<td>3.2</td>
</tr>
<tr>
<td>Madison-Eastend</td>
<td>None</td>
<td>-44%</td>
<td>1.2</td>
</tr>
<tr>
<td>Elwood Park</td>
<td>None</td>
<td>-34%</td>
<td>1.4</td>
</tr>
<tr>
<td>McElderry Park</td>
<td>-53%*</td>
<td>None</td>
<td>4.0</td>
</tr>
</tbody>
</table>

*Reduction in 1st program period

More mediations, less homicides
INTERNATIONAL PARTNERSHIPS
BASRA, IRAQ
Training in mosque
IRAQ

>100 CONFLICTS MEDIATED (DECEMBER 2008 – MAY 2009)

* Maps show the first 40 of 75 conflicts mediated
# BASRAH AND BAGHDAD, IRAQ

## TYPES OF CONFLICTS MEDIATED (N=331) (APR 2011 - MAR 2012)

<table>
<thead>
<tr>
<th>Conflict type</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interpersonal</td>
<td>54</td>
</tr>
<tr>
<td>Youth/Familial</td>
<td>12</td>
</tr>
<tr>
<td>Commercial</td>
<td>10</td>
</tr>
<tr>
<td>Community</td>
<td>8</td>
</tr>
<tr>
<td>Sexual Harassment</td>
<td>6</td>
</tr>
<tr>
<td>Tribal</td>
<td>5</td>
</tr>
<tr>
<td>Domestic Violence</td>
<td>3</td>
</tr>
<tr>
<td>Services/Utilities</td>
<td>0.9</td>
</tr>
<tr>
<td>Religious</td>
<td>0.6</td>
</tr>
<tr>
<td>Political</td>
<td>0.6</td>
</tr>
<tr>
<td>Sectarian</td>
<td>0.3</td>
</tr>
</tbody>
</table>
SUMMARY

New approach
Behavior and norm change
Validated by research studies
Modern method
OLD VIEW

BAD PEOPLE

PUNISHMENT
OLD VIEW

BAD PEOPLE

PUNISHMENT

MODERN VIEW

ACQUIRED BEHAVIOR
OLD VIEW

BAD PEOPLE

PUNISHMENT

MODERN VIEW

ACQUIRED BEHAVIOR

INTERRUPT EVENTS
OLD VIEW

BAD PEOPLE

PUNISHMENT

MODERN VIEW

ACQUIRED BEHAVIOR

INTERRUPT EVENTS

CHANGE BEHAVIOR
Old View

- Bad People
- Punishment

Modern View

- Acquired Behavior
- Interrupt Events
- Change Behavior
- Change Norms
RELEVANCE TO CHILDREN <8
LIFE OF YOUTH IN CITIES
CAUGHT IN THE CROSSFIRE
OLD VIEW

BAD PEOPLE

PUNISHMENT

MODERN VIEW

ACQUIRED BEHAVIOR

INTERRUPT EVENTS

CHANGE BEHAVIOR

CHANGE NORMS
BETTER OUTCOMES

Safer neighborhoods
Less arrests
Major taxpayer savings
Fewer children exposed
HERD IMMUNITY

Potential Host → Infection → Transmission + Spread → Herd Immunity
REQUIREMENTS

High level of shootings and killings
Commitment
Acknowledge violence as behavior, driven by norms
Right agency, group
Reach highest risk
Data to monitor results
ADVANTAGES

Safer neighborhood
New angle
Demonstrated effective by independent studies
Adds to law enforcement
Community has a real role
Saves taxpayers money
Changes the norm for long term
CHALLENGES

Learning the new approach
Work on worst hot spots, highest need areas
Hiring according to model
Parallel with law enforcement
Fidelity, stay with highest need
FROM THE DIRECTOR OF
HOOP DREAMS
AND THE AUTHOR OF
THERE ARE NO CHILDREN HERE

THE

INTERRUPTERS

EVERY CITY NEEDS ITS HEROES