



**DPH COMMUNITY GUN VIOLENCE
INTERVENTION & PREVENTION -
CAMPAIGN BRIEF
10.11.23**



RESEARCH FINDINGS



BACKGROUND RESEARCH

- In an average year, 191 people die and 308 are wounded by guns in Connecticut
- Majority of homicides in the state (over 90%) have occurred in five cities: *Hartford, New Haven, Bridgeport, Waterbury, Stamford*
- There are disparities in race/ethnicity/age:
 - African Americans are victims of 46% of annual CT homicides - but make up only 11% of population
 - Young men face homicide rates at 100 times the national average
- Multiple factors contribute to the bigger Public Health issue of Gun Violence:
 - In CT, 60% of gun deaths are suicides and 36% are homicides.
 - Police seized a record 367 illegal guns in Hartford (58 ghost guns) in 2022
 - 70% of homicides involve intimate partner violence
 - 62% of homicides in CT involve substance abuse. 28% involve alcohol.



SURVEY FINDINGS



SURVEY FINDINGS

Based on input from the Commission

Communication Priorities

1. Youth Intervention
2. Conflict De-Escalation
3. Safe Storage
4. Criminal Violence
5. Access to Firearms
6. Suicide/Mental Health
7. Systemic Disparities
8. Domestic Violence



SURVEY FINDINGS *Based on input from the Commission*

Key Message Focus

- Role of pediatricians to screen for guns in the home
- Promote universal safe storage
- Community violence intervention and policies to address the gun culture in CT
- Support community based organizations both with technical and financial assistance
- Communities need help via services and policies
- Promote policies to limit access to those likely to harm self or others,
- Too many guns on the street, policies to address the gun culture.
- Direct people to on-the-ground community violence intervention programs



SURVEY FINDINGS *Based on input from the Commission*

Key Data Points

- Impacts and harm specifically for children/youth
- Healthcare costs attributable to gun violence
- Disparities of gun violence in urban communities
- How guns do not make us “safer”
- Rates of repeat victims/recurrence of being shot multiple times
- # of Homicides, gun deaths, violent arrests, incarcerations
- Unintentional injury/suicide from home access



SURVEY FINDINGS *Based on input from the Commission*

- **Immediate Campaign Focus**
 - Create awareness of the commission and its goals
 - Introduce the concept of gun violence as a public health issue and what that means
 - Inform individuals of existing programs and services in the state
- **Campaign Tools**
 - Social media campaign to create engagement and general awareness
 - A dedicated website to inform the community on future programs/services
 - Outreach toolkit introducing the commission and its goals
 - Direct outreach and communications to local organizations
- **Desired audience action**
 - Contact a local program/community organization
 - Visit a dedicated website/landing page to learn more



MARKETING STRATEGY



OBJECTIVES

- Create awareness of community gun violence as a Public Health issue in Connecticut
- Provide resources/support for those affected by gun violence through the promotion of statewide community organizations and programs
- Ultimately, increase intervention and prevention of Gun Violence in the state



PRIORITY POPULATIONS

- Statewide initiative targeted to all CT residents - but with particular focus on young men of color living in areas with disproportionate levels of gun violence
- Priority locations include *New Haven, Hartford, Bridgeport, Waterbury, Stamford*
- Community organizations who are a key component of this program



KEY MESSAGES

- Community Gun Violence has reached the point where it is officially a public health issue. Being exposed to crime and violence in your community can lead to poor health outcomes.
- The causes/factors involved in community gun violence are layered, including mental health, drugs/alcohol, proper safety and storage, accessibility to illegal firearms, systemic disparities, youth intervention and more.
- There are existing programs and organizations throughout the state who provide resources and support to those affected by gun violence.
- Positive change is possible with proper prevention, intervention and community support.

BRAND CHARACTER

- Trusted source of information
- Supportive and empowering to those who may feel powerless



DELIVERABLES:

- **Website/Microsite**
 - Central resource for finding community organizations throughout the state
 - Explain how/why Gun Violence is considered a Public Health Issue in our state, and provide data to support this message.
 - Introduce the mission and goals of the CGVIPP
 - Eventually house details on the 8 programs being funded by CGVIPP
- **Social Media Posts/Ads**
 - Social Media assets presenting the idea of Community Gun Violence as a Public Health issue, supported by facts and data related to gun violence in our state
- **Community Outreach Flyer/Poster**
 - 2-Sided Flyer introducing CGVIPP and its mission/goals, and offering to provide assistance and support to all organizations throughout the state
 - Could be distributed to community organizations and other identified stakeholders throughout the state
- **Stakeholder/Partner Email**
 - Email out to all stakeholders, constituents, and community partners/organizations with the intention to 1) reintroduce the CGVIPP, and 2) announce the new community programs being established as a part of these efforts.



NEXT STEPS



NEXT STEPS:

- OC working with DPH to develop a compendium of all community organizations in CT
- DPH to share any additional data points that could support/strengthen our messaging
- OC to start campaign development, beginning with website content and design



THANK YOU
