

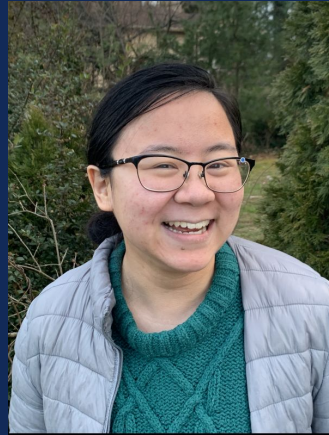
# Leveraging A Cost Of Gun Violence Study To Advance Public Health Prevention Practice, Community Safety, And Racial Justice

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**PREVENTION**  
INSTITUTE

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# Prevention Institute

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# Santa Clara County Cost of Gun Violence Study (2022)



**Santa Clara County Public Health Department**



**Pacific Institute for Research  
and Evaluation (PIRE)**



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# Cost of Gun Violence

in Santa Clara County



## Cost of Gun Violence in Santa Clara County 2022

In collaboration with  
**Pacific Institute for Research and Evaluation**  
**Prevention Institute**

# Objectives

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1. Learn about how a Cost of Gun Violence study can be leveraged to elevate gun violence as a preventable public health issue and advance community safety and racial justice.
2. Reinforce the value of including qualitative data in a quantitative study to encourage community collaboration and advocacy.

# 2021-2022 Santa Clara County Cost of Gun Violence (COGV) Study- Initial Request

## SCCHD Charged with COGV Study

The County Board of Supervisors charged the Health Department with preparing a study on the costs incurred by Santa Clara County as a result of gun violence since 2000.

The report needed to include information on the total costs associated with responding to gun violence and the continuum of services provided by emergency responders, legal, medical, and law enforcement professionals, as well as data collected from the Office of the Medical Examiner, Public Health Department, hospitals, clinics, and local law enforcement agencies.

## PI Interviews & Document Review

PI conducted a series of 5 key informant interviews with subject matter experts across the country on gun violence, community safety, and conducting COGV studies.

PI combined findings from these interviews with document review of cost-of studies related to gun violence and other public health issues to develop a memo with guidance to the Health Department.

## Guidance to Leverage COGV Study

Prior to embarking on the COGV study, PI presented the SCCHD with guidance to leverage the COGV study as an opportunity to elevate gun violence as a preventable public health issue.

PI's guidance also pointed to the importance of community voice and qualitative data to accompany an economic analysis of the impact of gun violence that cannot guide policy on its own.

# PI's Guidance to the SCCHD for Embarking on the COGV Study

1. **Leverage the COGV study** as an opportunity to elevate gun violence as a preventable public health issue and advance effective local gun violence prevention policies and investments.
2. **Emphasize community leadership** as the source of the most powerful and effective relationship building, education, and advocacy.
3. **Build on previous SCCHD community engagement efforts and existing evidence-informed resources** to guide the development of community-driven, public health preventative policy, program, and budgetary solutions.
4. **Invest in strategic communications**, including multiple engaging formats for different audiences, outlets, and purposes.
5. **Engage in solutions-finding** grounded in health equity and racial justice to identify and advance actionable solutions and reduce frictions that can stymie progress.



# Partnership with the Santa Clara County Health Dept on the COGV Study

## 1. Secondary Research & Document Review

20 documents and resources gathered by PI, SCCHD, and stakeholders.



## 2. Additional Subject Matter Expert Interviews

Two 60-minute virtual discussion with 3 participants, representing 2 organizations.



## 3. Stakeholder Listening Sessions

Virtual sessions with 68 participants, representing 43 organizations across a diverse range of demographics and geographic regions of Santa Clara County.

*6 Recommendations for potential policy, program, and budget solutions to address the underlying contributors to gun violence in Santa Clara County*

# Uplifting Community and Racial Equity in a Quantitative Data Focused Report- Engagement of Stakeholders

## Community Based Organizations (CBOs) and Resident Groups

Ex: Black Leadership Kitchen Cabinet

## SCC Criminal Legal System

Ex: SCC Probation Office, District Attorney, Neighborhood Safety Services Unit

## SCC Equity, Health, and Behavioral Health Systems

Ex: SCC Health Department, SCC Behavioral Health Services

## Advocacy Groups

Ex: Brady United, Moms Demand Action, SAFE

## City Government

Ex: City Council & City Government Employees across several cities within the county

## Subject Matter Experts

Ex: Cities United, Everytown for Gun Safety

# Uplifting Community and Racial Equity in a Quantitative Data Focused Report- Criteria for Recommendations

**Addresses root contributors to GV mentioned in listening sessions**

**Advances racial equity and avoids unintended harm**

**Addresses a priority articulated by a key stakeholder group**

**Has a high level of support among stakeholders who participated in the listening sessions**

**Has a high level of evidence for effectiveness according to the research and practice base**

**Builds on existing assets, investments, and partnerships in the County**

**Fills significant needs/gaps for GV prevention without duplicating the efforts of other related efforts.**

**Recommendation #1:** Encourage the adoption of gun safety policies and practices to ensure gun safety for gun owners and the broader community.

**Recommendation #2:** Direct the Administration to utilize Racial Equity Impact Assessment tools to evaluate the County's policy position on guns and advocate for more equitable gun violence prevention policies at the county, state, and federal levels.

**Recommendation #3:** Adopt and replicate community-centered, place-based approaches to gun violence prevention in neighborhoods facing concentrated disadvantage/concentration of risk factors for gun violence.

**Recommendation #4:** Expand partnerships with ethnic behavioral health service providers to strengthen community-based crisis intervention, de-escalation, and mobile mental health crisis care, and improve policies and protocols to separate people in crisis from access to firearms.

**Recommendation #5:** Increase partnerships between cities, school districts, and the County to expand community-led social, recreational, behavioral, educational, and employment-related supports for young people experiencing exclusion from opportunity.

**Recommendation #6:** Establish a gun safety data workgroup to guide the development of a data-to-action dashboard.

# Elevating Community Voice as Critical Qualitative Data

- Direct quotes from community members affiliated with Community Based Organizations (CBOs) and advocacy groups were included in a report initially intended to address only quantitative data.

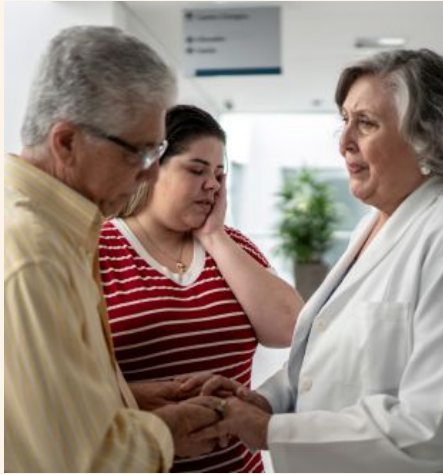
**“We must pursue permanent solutions that uplift communities and youth rather than temporary fixes. Talking about things is not enough, allocation of resources and support is key to making any impact.”**

**– Stakeholder Meeting Participant,  
CBO Staff**

**“[We] need a policy change from investing in jails and punishment to invest in human beings. Stop investment in [the] criminal justice system. Start with better education. Invest in school structures. Investing upfront.”**

**– Stakeholder Meeting Participant,  
Black Leadership Kitchen Cabinet  
Member**

# Community-Centered Language & Visuals that Reinforce Racial Equity



Santa Clara County  
**PUBLIC HEALTH**

## Cost of Gun Violence in Santa Clara County

2022

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The complex block contains the title and year of a report. It features a collage of images: a man hugging a child, an ambulance, a 'NOT CROSS' sign, a person at a desk, a person looking out a window, and lit candles. The collage is set against a background of colored geometric shapes.



***"You did so many things at once here...The emphasis of this report on racial/ethnic disparities in gun violence, in addition to highlighting the areas in the county that need the most prevention and intervention supports and services, is really important. Hearing that different stakeholders now have something tangible to take action on, really pushes the county to do something holistically about it."***

- Policy advocacy expert, national safety organization





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**Thank You!**



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