

The Health Approach to Interrupting the Spread of Harmful Narratives around the Election

October 2024



What is the Health Approach?

- Violence is a *behavior*
- Violence is a behavior that can be prevented
- Violence is a behavior that can be prevented *and which spreads in a contagious manner*

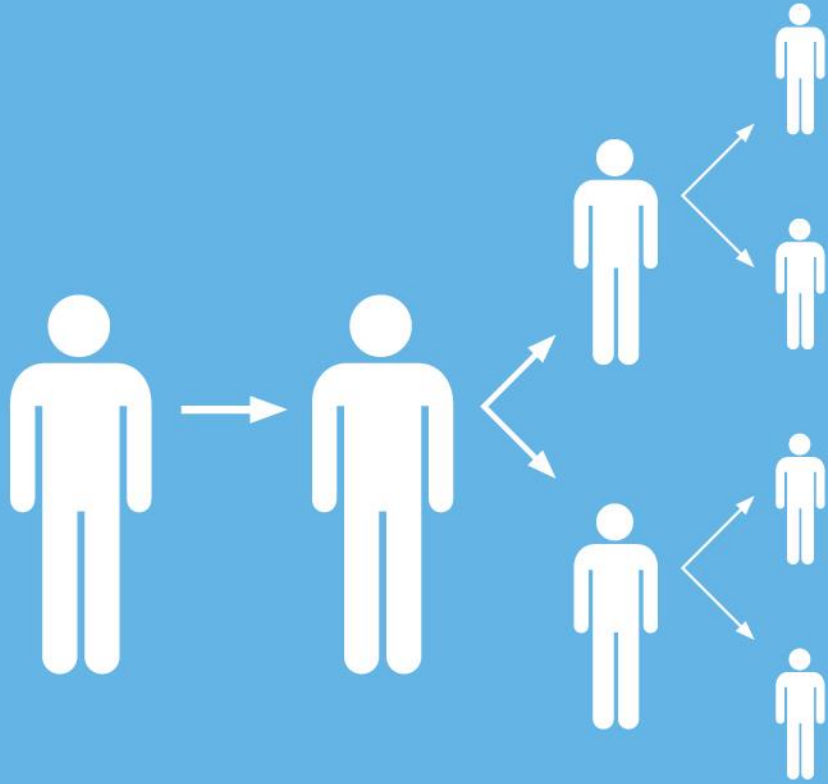


Before the age of 10-12, behaviors are acquired, maintained or changed primarily through modeling and imitation



After adolescence, behaviors are acquired, maintained or changed primarily through peer pressure

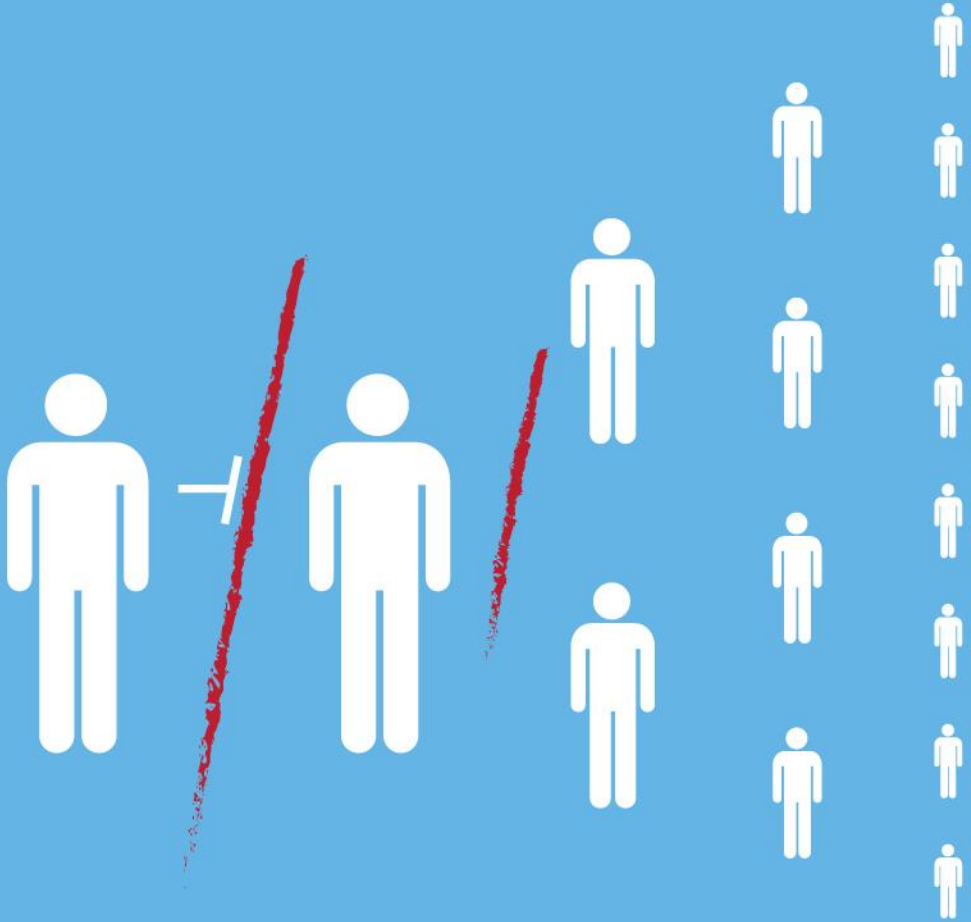


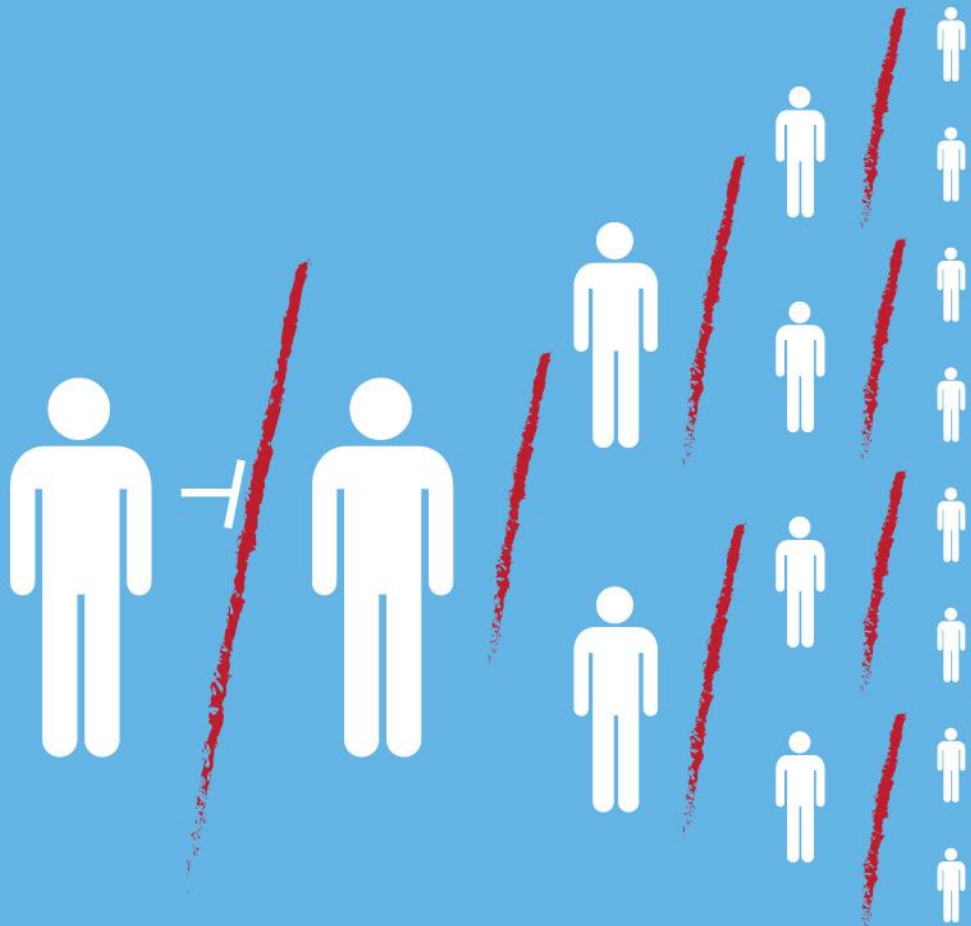


How do we stop the Spread?

- Anticipate & prevent
- Change the behavior of the highest risk
- Change the norms







NEW NORMS



The Special Role of Clergy

- ❖ Special trust role
- ❖ Credible
- ❖ Built in audience / constituency
- ❖ Viewed as neutral / can reach multiple sides
- ❖ High visibility within your communities
- ❖ Can set / shape / shift expectations & norms





Power of communication



Samples of Public Education Materials





YES



NO

#FreeFromViolence
cvg.org/election



Public Education Messaging



**YOU CAN HELP STOP THE
SPREAD OF VIOLENCE.
TALK TO YOUR FRIENDS
AND FAMILY.
LET'S ALL PLEDGE TO KEEP
THE PEACE.**

Don't Spread the Violence!
#FreeFromViolence

**CURE
VIOLENCE
GLOBAL**
cvg.org/election



STOP THE VIOLENCE.
WE NEED EACH OF OUR
KINGS AND QUEENS TO GROW UP.

CVG.ORG

**CURE
VIOLENCE
GLOBAL**



3 Things Faith Actors could do before, during, & after the election to promote peaceful political engagement

1. Sermon
2. Public messaging (social media, flyers, signs)
3. Be present (e.g., vigils, poll monitoring)



Thank you

Karen Volker

Director, Partnership & Violence
Prevention

preventviolence@uri.org