



# Writing a Violence Prevention Plan

This tip sheet describes the basic parts of a comprehensive violence prevention plan as well as ideas about how best to present information for key audiences. What does it take to prevent violence in your community? Have you integrated the best available evidence on strategies and approaches that prevent violence? How do you make a plan and stick to it? Who needs to be at the table to make these decisions?

## What are the Basic Parts of a Violence Prevention Plan?

A policy, practice or program is more likely to achieve goals when implemented effectively in settings and with populations that are a good fit. There are particular factors related to the violence prevention approach, the context and the implementing organization that can determine the likelihood of high-quality implementation. This tip sheet highlights some of the major factors to consider during implementation.

- ◆ **Shared Vision.** This statement gives your group purpose and direction. It describes what the community would look like if your group succeeds at preventing violence. For more on developing a shared vision, refer to the tip sheet *Developing a Shared Vision*.
- ◆ **Community Needs and Resources.** This is a high-level summary of your community assessment results. This will help stakeholders gain a better understanding of the needs and resources related to violence prevention in the community and how they link to the comprehensive violence prevention plan.
- ◆ **Goals.** These are practical interpretations of your shared vision. They should be based on your team's vision for the future and what is important to the community. They describe the desired results that will occur if the violence prevention plan is implemented as intended.
- ◆ **Strategies and Approaches.** This is the mix of violence prevention strategies and approaches the group selected. The plan might include a brief rationale for each strategy and approach, drawing on data collected from the community as well as best available evidence about what works to prevent violence (*such as the information presented in the Division of Violence Prevention's Technical Packages*). It may also include how the selected strategies and approaches are related to the priority risk and protective factors and are based on best available evidence about what works to prevent violence.



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- **Implementation.** This section should express a commitment to implementing the violence prevention plan. It could include details related to:

### ***Partnerships***

- Identify the roles and responsibilities of various sectors with a timeline. Describe future steps for developing a more detailed plan.
- Commit key partners to periodic reviews of progress.
- List any ongoing efforts or related violence prevention activities this plan builds on.

### ***Community Engagement***

- Describe the process for ongoing community engagement during the implementation phase, and outline how the team reports on its progress.

### ***Infrastructure Support***

- Develop a plan for ensuring appropriate resources and capacity building are available to support implementation of the violence prevention plan. Describe how you plan to overcome known barriers.
- Present a long-term funding model or describe prospective funding for violence prevention efforts.

### ***Specific Policies, Practices and Programs***

- Provide an overview of the specific policies, practices and programs that will be implemented as a part of your violence prevention plan. Include the stakeholders that are responsible for implementation and how they link to the selected violence prevention strategies and approaches.

### ***Performance Measures***

- Include a logic model or list of priority indicators and data sources for tracking progress toward the goals and objectives of your violence prevention plan. Describe future steps for developing an evaluation plan.

- **Acknowledgment.** Thank all the people, organizations, and agencies that participated in the planning process. It is important for everyone to see who was involved and feel their perspectives and priorities are represented. You might also include descriptions of the community engagement and decision-making processes.



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## What is the best way to write a comprehensive plan?

Keep your audiences in mind when writing the plan. Prioritize the information they care about, and present it in a compelling way. Develop a communications plan for sharing the plan widely through a mix of media channels, social and professional networks, and community champions or influencers.

- ◆ **Community Input.** Collect input to ensure the plan accurately reflects community member's goals and priorities. Community members typically exposed to violence are often left out of decision-making, so it is essential to include them in the process.
- ◆ **Length and Language.** Make sure the plan is appealing and easy to understand. Consider creating an executive summary and translating the document into other languages, if needed. Use friendly, everyday language and short sentences. Avoid technical jargon. The plan should be engaging and accessible for all members of the community.
- ◆ **Content.** The information most important to your audiences should be at the beginning of the document or highlighted so it is easy to find. Consider using graphics, call-out boxes and stories or quotes throughout the plan to keep the reader engaged.
- ◆ **Look and Feel.** Include positive photos and images that represent the diversity, experiences, and values of the local community, county, or region. Highlight quotes by community members that reflect the audience's beliefs or affirm the plan's contents. If possible, have a professional designer create a polished presentation of the plan that is unique to your community.