

# 'Why engage with the Public?'

Superintendent Peter Norman

South Yorkshire Police

**‘ A politician thinks of the next election.  
A statesman of the next generation ’**

James Freeman Clarke

# Leadership on the line

- Leaders need to have the stomach for conflict, ambiguity and uncertainty.
- Holding steady in an adaptive context is essential. This is about resilience..
- Set the 'mood music' - This is more than running an organisation but about building and mobilising networks, based on collaboration.
- Lead from behind.

# Costs

Public health priority	Annual financial cost to the NHS
Treating consequences of violence	£2.9 billion <sup>1</sup>
Alcohol-use disorders	£2.9 billion <sup>2</sup>
Treating diseases caused by smoking	£2.7 billion <sup>3</sup>
Unintended pregnancy	£755 million <sup>4</sup>
Drug misuse	£488 million <sup>5</sup>

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<sup>1</sup> Department of Health, *Protecting People, Promoting Health – A public health approach to violence prevention*, October 2012

<sup>2</sup> National Institute for Health and Care Excellence, *Alcohol-use disorders: preventing harmful drinking: Costing report*, 2010

<sup>3</sup> Action on Smoking and Health, *The economics of tobacco*, August 2012

<sup>4</sup> Bayer HealthCare, *Contraception Atlas 2011*, September 2011

<sup>5</sup> NHS National Treatment Agency for Substance Misuse, *Why invest? How drug treatment and recovery services work for individuals, communities and society*, date unknown

Parenting

Violence within the home

Peer group norms

Family/sibling norms

No positive role models

Masculine culture

Inequality

Rapid social changes

Poverty

Cultural norms

Lack of swift visible justice

Individual

Relationship

Community

Society

Poor behavioural controls

Poor communication skills

Alcohol/substance abuse

Victim of maltreatment

History of violent behaviour

Impulsiveness

Exclusion from school/services

Aspiration and dependency

Masculinity – self perceptions

Community norms

Poverty

High crime areas

High unemployment

Tolerance/apathy

Legitimisation of violence

# Meaning and purpose?



# NEWS

Radical change in the design and delivery of public services is necessary to tackle the deep-rooted social problems that persist in communities across the country

# FLASH!

- **Parenting**

(The most important job in the world)





- **Schools**

If boys don't learn, then men wont  
know

No such thing as casual observers

Not about creating superheroes

Engaging both sexes positively

Developing skills and tools to deal with everyday situations

Older kids act as mentors for younger children

US studies have indicated a 50% reduction in violence

Widely used in schools/colleges and the Military in the USA

Currently in 7 schools across Scotland rolling over to a further 37 and the SPS



[www.medicssagainstviolence.co.uk](http://www.medicssagainstviolence.co.uk)





**IN REALITY**, COLLABORATIVE NETWORKS AREN'T THAT SIMPLE.



‘ We can’t do well serving communities... If we believe that we, the givers, are the only ones that are half-full, and that everybody we’re serving is half-empty... there are assets and gifts out there in communities, and our job as good servants and as good leaders... [is] having the ability to recognise those gifts in others, and help them put those gifts into action.’

Barack Obama