



Agree to Agree

Youth Firearm Injury Prevention

Community Violence Intervention Campaign Overview



Issue Background

Firearm injuries are the leading cause of death for children and teens ages 1-17 in the U.S. While many people believe that gun violence is a highly divisive topic with no common ground or agreement, research shows that we agree on more than we think. We can all agree that everyone deserves safe and thriving communities. While gun violence and its impact on children and teens continues to be an urgent crisis, there are solutions that are helping to make a difference.

This newest effort under **“Agree to Agree”** shines a light on the work and impact of **community violence intervention**, an evidence-informed, community rooted approach that prevents gun violence and helps build safer communities.

“Agree to Agree” Initiative

The “Agree to Agree” initiative encourages the public to understand the roles we each can play in preventing firearm injuries and learn more about the solutions that are already making a difference.

How many times have we heard the phrase Agree to disagree? It ends a conversation; “Agree to Agree” starts one.

About Community Violence Intervention (CVI)

Community violence intervention is an evidence-informed, community rooted approach that prevents gun violence by deploying coordinated, community-driven strategies led by trained, trusted individuals known as credible messengers. These individuals leverage deep relationships and lived experiences to mediate conflict, interrupt cycles of retaliation and connect people to critical support such as counseling, job opportunities and mentorship.

When the right person shows up at the right time with trust, credibility, and support to intervene and break the cycle of violence, individual lives are transformed and communities are made safer.

Campaign Approach

Objective:

As homicides have declined in many cities across the country, reaching [notable lows in 2025](#), community violence intervention has been part of that progress. Yet this work often remains unseen, with limited public awareness of CVI’s role in advancing safety and strengthening communities.

This campaign builds awareness among the broader public in communities where CVI is active, so these programs can better understood, trusted, and supported.

Target Audience:

Adults 25-54, with an emphasis in markets where CVI is most active.

Call to Action:

Learn how community violence intervention makes us all safer at AgreeToAgree.org/Safety.

Website:

Creative drives to AgreeToAgree.org/Safety where audiences can engage with informative resources, watch the PSAs and documentary and learn more about how CVI works to prevent violence and build safety.