

NATIONAL YOUTH VIOLENCE PREVENTION WEEK ACTION KIT



www.ViolencePreventionWeek.org

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INTRODUCTION

The National Association of Students Against Violence Everywhere (www.nationalsave.org) and GuidanceChannel.com (of Sunburst Visual Media) are proud to be founding partners of the National Youth Violence Prevention Campaign. The goal of this campaign is to raise awareness and to educate students, teachers, school administrators, counselors, school resource officers, school staff, parents, and the public on effective ways to prevent or reduce youth violence.

During this week-long national education initiative, various activities will demonstrate the positive role young people can have in making their schools and communities safer. With the support of several national premier youth-serving organizations, each day of the week will focus on a specific violence prevention strategy. These include promoting respect and tolerance, anger management, resolving conflicts peacefully, supporting safety, and uniting in action. Campaign "Strategy Sponsors," including:

Teaching Tolerance (www.tolerance.org/teach)
American School Counselor Association (www.schoolcounselor.org)
Association For Conflict Resolution (www.ACRnet.org)
National Youth Court Center (www.youthcourt.net)
Youth Service America (www.ysa.org)

will offer activities, information, and spokespersons to support each day's focus through this website, www.ViolencePreventionWeek.org.

The campaign is also striving to unite communities in their efforts to address youth violence by encouraging participating schools to host in-school violence prevention conferences on Friday, April 8th. In addition to offering workshops on various prevention strategies and recognizing local efforts by those who are effectively working to reduce youth violence, these conferences are intended to provide an opportunity to establish local community roundtables that will develop action plans to reduce youth violence throughout the year. Such roundtables, which bring together each sector of the community, are the inspiration for the campaign slogan, "Building Safer Communities...Peace By Peace!"

To further encourage community-wide participation in the event, campaign founders National S.A.V.E. (Students Against Violence Everywhere) and The Guidance Channel, have recruited a number "Sector Sponsors" who will bring their unique expertise to the campaign. These groups are providing leadership to various community sectors represented on our community wheel such as social service agencies, service organizations, and the media. The growing list of Sector Sponsors include:

National Association Of Student Councils (www.nasc.us)
National Education Association's Health Information Network (www.neahin.org)
National Association Of Social Workers (www.naswdc.org)
National Association of School Safety and Law Enforcement Officers (www.nassleo.org)
United Religions Initiative (www.uri.org)
YouthNOISE(www.youthnoise.com)

Within this *Action Kit*, you will find the tools you need to coordinate and promote this important initiative. We hope that you will use the information provided here as a general guideline for planning, then tailor it to the unique needs and resources of your school and community. It is our pleasure to invite you to join this nationwide effort to show that our youth and our communities are committed to being violence-free!

BEST PRACTICES

The National Youth Violence Prevention Campaign is based on the following research-based prevention practices:

Practice 1: Dissemination Of Information

The National Youth Violence Prevention Campaign helps to build individual and community awareness of youth violence and publicizes specific prevention strategies to address this. Through activities designed by the campaign sponsors, a massive media campaign throughout the country, and the establishment of community roundtables, this initiative brings violence prevention strategies to students, teachers, school administrators, counselors, school resource officers, school staff, parents, and the public.

Practice 2: Prevention Education

The National Youth Violence Prevention Campaign provides educational opportunities through classroom discussions, school assemblies, guest speakers, community awareness workshops, and special events to promote specific violence prevention strategies and community involvement.

Practice 3: Alternatives

Through the Unite In Action Day, the National Youth Violence Prevention Campaign supports alternative activities that help prevent risky behaviors by youth. Constructive and healthy service activities develop a positive sense of community and build empathy—which reduces the potential for violence.

Practice 4: Problem Identification And Referral

The National Youth Violence Prevention Campaign provides opportunities for problem identification and referral through student/parent/staff participation in campaign activities and through the identification of resources available at school and in the community.

Practice 5: Community-Based Process

The National Youth Violence Prevention Campaign is an effective community-based process since it involves local campaign coalitions and roundtables that practice systematic planning, multi-agency coordination and collaboration, and community team-building.

Practice 6: Environmental Changes

The National Youth Violence Prevention Campaign encourages citizens to get involved in promoting environmental changes within their community. Students themselves can participate in media awareness campaigns, coordinate in-school violence prevention conferences, and engage the community to participate in local roundtables.

Practice 7: Communication

The National Youth Violence Prevention Campaign serves to open the doors of communication between all sectors of the community wheel.

By making The National Youth Violence Prevention Campaign a part of your year-round violence prevention program, you have employed a powerful tool that can energize your efforts. It is not a program in itself. But, when coupled with a comprehensive, proactive prevention program that develops positive personal attributes, eliminates behavioral risk, and creates environments that promote the health, safety and well-being of people, its value is significant.

GET ORGANIZED

JOIN FORCES

As you prepare for National Youth Violence Prevention Week, we strongly encourage you to initiate or join a campaign coalition within your school. You can begin by connecting with members and supporters of the following groups:

- National S.A.V.E
- American School Counselor Association
- Association For Conflict Resolution
- National Association Of Student Councils
- National Association Of Social Workers
- National Association of School Safety and Law Enforcement Officers
- National Education Association's Health Information Network
- National Youth Court Center
- United Religions Initiative
- YouthNOISE
- Youth Service America

In order to run a successful and effective campaign, it is crucial to gain the support of your school administrators. Here are some tips on how to reach out to them...

- Schedule an appointment at a convenient time for all parties involved.
- Plan ahead! Coordinate with others who wish to participate in the campaign and develop a list of reasons why you think that this event is important for your school. A written proposal with specific plans will show that you are organized and prepared.
- Be respectful and listen to your administrators' feedback to your proposal.
- Recommend that your administrators visit the campaign website (www.ViolencePreventionWeek.org) to learn more about how schools across the country will be participating in this campaign.

Reach out to other groups in your community who are currently focusing on youth violence.

- Check out the *Engage The Community* chapter of this guide to see how all sectors of your community can support the campaign.
- Use our *Local Resources Worksheet* (see Appendix) to help you create a list of potential organizations that may be able to help support your efforts.

FOCUS!

Once you have set up your planning committee and obtained approval from your school's administration, your planning begins! Consider the following questions (we have provided general answers, but you will need to come up with more specific answers of your own)...

Objective: What is your message?

The mission of this campaign is to raise awareness and to educate your audience on strategies to prevent or reduce violence.

Audience: With whom do you want to share your message with?

The intended audience is comprised of students, teachers, school administrators, counselors, school resource officers, school staff, parents, and the public.

Action: How will you reach them?

The campaign's mission will be promoted to the intended audience through in-school activities including lesson plans and workshops, as well as a media campaign.

Once you've answered these questions, use our *Get Set...Goal! Worksheet* (see Appendix) to help you focus your objectives and determine your campaign goals.

WHO,WHAT, WHEN, WHERE, WHY

Now it's time to develop a comprehensive plan. Consider the following...

Who

Once you have identified your committee participants, determine each member's role using our *Job Descriptions Worksheet* (see Appendix).

What

Develop a plan of action to promote the event and coordinate activities during the week using our *Key Steps Checklist* (see Appendix).

When

Timing is everything – especially when planning an event. Again, our *Key Steps Checklist* (see Appendix) will help you to make sure that you get everything done so that your events will run smoothly.

Where

The events for this campaign are designed to be held within a school. However, local businesses may want to express their support for the campaign by displaying our *Campaign Poster* (see Appendix) to promote your in-school conference.

Why

Determining your objectives and setting your goals will help you to focus your efforts. Use our *Get Set...Goal! Worksheet* (see Appendix) to help clarify why you are participating in this campaign.

FUNDING SOURCES

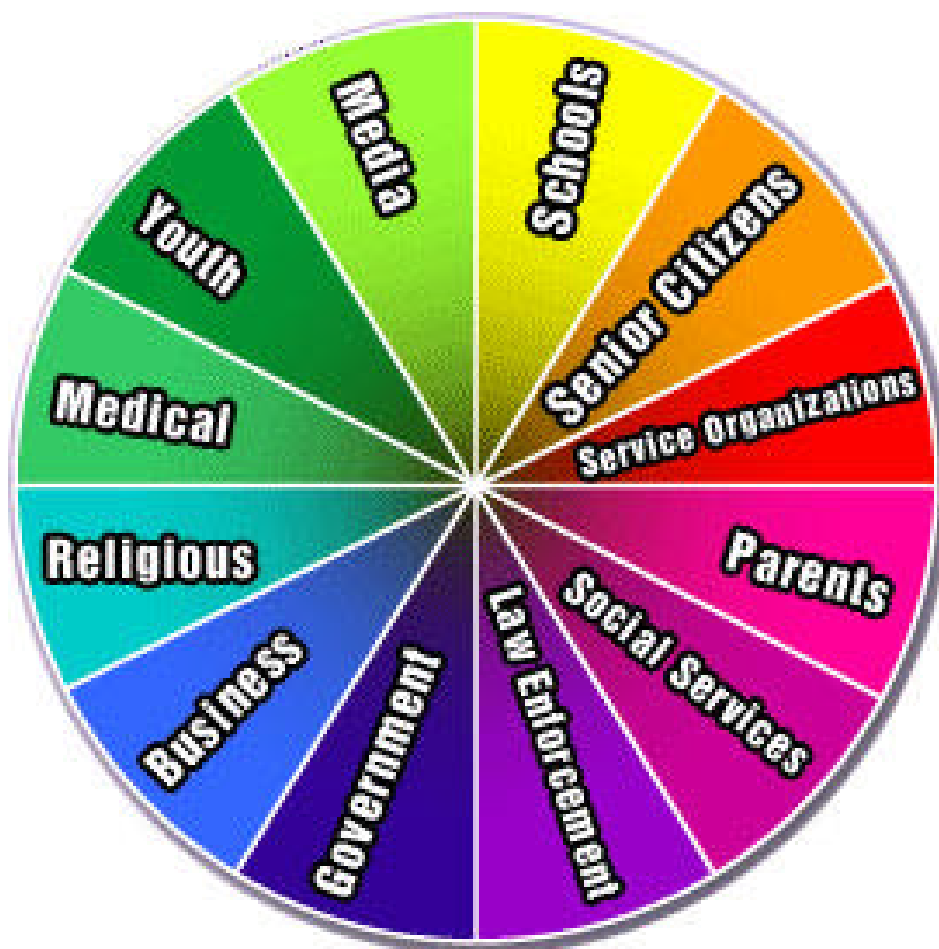
While this campaign can be adapted to fit any budget, you may want to seek additional financial support to cover certain expenses. Funding sources can include county prevention money, corporate donations, private donations, product sales and in-kind donations such as free PSA's, advertising, etc. For information on available grants and advice on submitting grant applications, we also recommend that you check out the *ProvenEffective.com Grants Directory* (visit www.proveneffective.com).

Here are some additional ideas for fundraisers to support your campaign...

- Contact local businesses and/or community service clubs to see if they would act as sponsors for your event by donating funds to cover the costs of an in-school conference and acknowledge them during the event.
- Place donation cans on merchants' counters with information about the campaign.
- Host a spaghetti dinner, pancake breakfast or bake sale to raise funds.
- Set up a school dance for students and allocate the revenue raised to cover the costs of your events.
- Run a pledge drive using a race, bowling tournament or dance marathon to raise funds, while promoting the campaign to all participants and sponsors.
- Arrange for a local sports team to run a charity ticket night and receive a percentage of the total ticket sales.

ENGAGE THE COMMUNITY

Working together as a community is the best way to address any challenge. Our Community Wheel (see below) identifies various sectors within every community. Check out the following pages for suggestions on how each sector can support this important campaign. You can even reproduce these pages and share them with everyone in your community to let them know how they can get involved in the campaign!



How Can Schools Support National Youth Violence Prevention Week?

You are a powerful resource! You can demonstrate your commitment to protecting today's youth and building safer communities by...

- Scheduling daily activities on campus throughout National Youth Violence Prevention Week
- Hanging banners and handing out ribbons, bookmarks and other celebration items to students and staff to further promote the campaign's message (see the campaign website, www.ViolencePreventionWeek.com for these types of celebration items)
- Hosting an in-school violence prevention conference on Friday, April 7th and inviting all those in your community, including the local media, to come together to focus on ways to reduce youth violence
- Initiating a local roundtable through your in-school conference and uniting in action with others in your community to reduce violence
- Promoting the campaign by sending press releases to your local media
- Creating a special webpage on your school's website that highlights the campaign and its strategies
- Adding a banner that links your school's website to the official campaign website, www.ViolencePreventionWeek.org (see the Add A Banner section on the campaign website for more information)
- Inviting your local legislators to participate in the campaign and asking them to officially recognize the event
- Using games, videos, and activity books to educate students on specific strategies (visit our campaign website, www.ViolencePreventionWeek.com for these types of resources)
- Requesting your local school board to coordinate events within all schools in your district
- Reaching out to nearby schools and encouraging them to participate in the campaign
- Holding a "March Against Violence Parade" through your town to gain visibility for your prevention efforts
- Emailing campaign E-cards to share the message and strategies of the campaign (see campaign website for more information)
- Starting a National S.A.V.E. Chapter (visit www.nationalsave.org) in your school to continue your violence prevention efforts year-round
- Subscribing to our free campaign newsletter to stay informed so that you can continue to support this important initiative (available through campaign website)

How Can Senior Citizens Support National Youth Violence Prevention Week?

You are a powerful resource! You can demonstrate your commitment to protecting today's youth and building safer communities by...

- Talking to your grandchildren about ways that you have avoided violence in your life and sharing your strategies
- Contacting your local schools to encourage them to participate in the campaign and to initiate a National S.A.V.E. Chapter (visit www.nationalsave.org)
- Wearing violence-prevention ribbons and hanging campaign banners to demonstrate your support for the initiative (visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Offering your time, talent, and energy to help out with events throughout the week
- Displaying a *Campaign Poster* with information on local in-school conferences
- Attending your local school's violence prevention conference and expressing your concerns about youth violence.
- Joining a local roundtable and uniting in action with others in your community to reduce violence.
- Becoming a mentor (visit www.mentoring.org) and teaching your mentee effective ways to prevent violence
- Emailing campaign E-cards to share the message and strategies of the campaign (see campaign website for more information)
- Donating educational resources to your school district or community organizations that focus on youth violence prevention (visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Subscribing to our free campaign newsletter to stay informed so that you can continue to support this important initiative(available through campaign website)

How Can Service Organizations Support National Youth Violence Prevention Week?

You are a powerful resource! You can demonstrate your commitment to protecting today's youth and building safer communities by...

- Contacting your local schools to encourage them to participate in the campaign and to initiate a National S.A.V.E. Chapter (visit www.nationalsave.org)
- Promoting the campaign through your organization's newsletter
- Inviting your local legislators to participate in the campaign and asking them to officially recognize the event
- Asking your local media to cover the campaign
- Wearing violence-prevention ribbons and hanging campaign banners to demonstrate your support for the initiative (visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Offering to present or sponsor workshops for a local in-school violence prevention conference
- Displaying a *Campaign Poster* with information on local in-school conferences
- Creating a special webpage on your organization's website that highlights the campaign and its strategies
- Adding a banner that links your organization's website to the official campaign website, www.ViolencePreventionWeek.org (see the Add A Banner section on the campaign website for more information)
- Donating time, talent, energy and resources to help out with events throughout the week
- Attending your local school's violence prevention conference and expressing your concerns about youth violence
- Encouraging your members to become mentors (visit www.mentoring.org) and teaching their mentees effective ways to prevent violence
- Joining a local roundtable and uniting in action with others in your community to reduce violence
- Emailing campaign E-cards to share the message and strategies of the campaign (see campaign website for more information)
- Adopting a school and donating educational resources to teach young people how to reduce violence (visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Subscribing to our free campaign newsletter to stay informed so that you can continue to support this important initiative (available through campaign website)

How Can Parents Support National Youth Violence Prevention Week?

You are a powerful resource! You can demonstrate your commitment to protecting today's youth and building safer communities by...

- Talking to your children about ways that you have avoided violence in your life and sharing your strategies
- Working with your PTA to promote and support the campaign
- Leaving campaign bookmarks where others can take one (such as your local library, favorite restaurant, dentist's office, etc.) to share the campaign strategies with the general public (visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Inviting your local legislators to participate in the campaign and asking them to officially recognize the event
- Asking your local media to cover the campaign
- Contacting your local schools to encourage them to participate in the campaign and to initiate a National S.A.V.E. Chapter (visit www.nationalsave.org)
- Informing your employers about the campaign and asking them to sponsor various local events
- Wearing violence-prevention ribbons to demonstrate your support for the initiative (visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Displaying a *Campaign Poster* with information on local in-school conferences
- Offering your time, talent and energy to help out with local events throughout the week
- Attending your local school's violence prevention conference and expressing your concerns about youth violence
- Joining a local roundtable and uniting in action with others in your community to reduce violence
- Becoming a mentor (visit www.mentoring.org) and teaching your mentee effective ways to prevent violence
- Donating educational resources to teach young people how to reduce violence (visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Emailing campaign E-cards to share the message and strategies of the campaign (see campaign website for more information)
- Subscribing to our free campaign newsletter to stay informed so that you can continue to support this important initiative (available through campaign website)

How Can Social Service Agencies Support National Youth Violence Prevention Week?

You are a powerful resource! You can demonstrate your commitment to protecting today's youth and building safer communities by...

- Contacting your local schools to encourage them to participate in the campaign and to initiate a National S.A.V.E. Chapter (visit www.nationalsave.org)
- Promoting the campaign through your agency's newsletter
- Inviting your local legislators to participate in the campaign and asking them to officially recognize the event
- Asking your local media to cover the campaign
- Wearing violence-prevention ribbons and hanging campaign banners to demonstrate your support for the initiative (visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Offering to present or sponsor workshops at a local in-school violence prevention conference
- Donating your time, talent, energy and resources to help out with events throughout the week
- Attending your local school's violence prevention conference and expressing your concerns about youth violence.
- Displaying a *Campaign Poster* with information on local in-school conferences
- Creating a special webpage on your agency's website that highlights the campaign and its strategies
- Adding a banner that links your agency's website to the official campaign website, www.ViolencePreventionWeek.org (see the Add A Banner section on the campaign website for more information)
- Encouraging your staff to become mentors (visit www.mentoring.org) and teaching their mentees effective ways to prevent violence
- Selecting an agency representative to join a local roundtable and uniting in action with others in your community to reduce violence
- Emailing campaign E-cards to share the message and strategies of the campaign (see campaign website for more information)
- Adopting a school and donating educational resources to teach young people how to reduce violence (visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Subscribing to our free campaign newsletter to stay informed so that you can continue to support this important initiative (available through campaign website)

How Can Law Enforcement Support National Youth Violence Prevention Week?

You are a powerful resource! You can demonstrate your commitment to protecting today's youth and building safer communities by...

- Contacting your local schools to encourage them to participate in the campaign and to initiate a National SAVE Chapter (visit www.nationalsave.org)
- Promoting the campaign through your department's newsletter
- Inviting your local legislators to participate in the campaign and asking them to officially recognize the event
- Asking your local media to cover the campaign
- Wearing violence-prevention ribbons and hanging campaign banners to demonstrate your support for the initiative (visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Offering to present or sponsor workshops for local in-school violence prevention conferences
- Donating time, talent, energy and resources to help out with local events throughout the week
- Displaying a *Campaign Poster* with information on local in-school conferences
- Attending your local school's violence prevention conference and expressing your concerns about youth violence
- Encouraging your staff and officers to become mentors (visit www.mentoring.org) and teaching their mentees effective ways to prevent violence
- Selecting a representative from your department to join a local roundtable and uniting in action with others in your community to reduce violence
- Emailing campaign E-cards to share the message and strategies of the campaign (see campaign website for more information)
- Adopting a school and donating educational resources to teach students there how to reduce violence(visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Subscribing to our free campaign newsletter to stay informed so that you can continue to support this important initiative(available through campaign website)

How Can Government Support National Youth Violence Prevention Week?

You are a powerful resource! You can demonstrate your commitment to protecting today's youth and building safer communities by...

- Contacting your local schools to encourage them to participate in the campaign and to initiate a National SAVE Chapter (visit www.nationalsave.org)
- Promoting the campaign to your fellow legislators
- Participating in your constituents' campaign and recognizing the event with an official proclamation (see the campaign website for a sample proclamation)
- Expressing your support for the campaign when speaking to the media
- Wearing violence-prevention ribbons and hanging campaign banners in your offices to demonstrate your support for the initiative (visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Offering to speak at workshops for local in-school violence prevention conferences
- Donating your staff's time, talent, energy and resources to help out with local events throughout the week
- Displaying a *Campaign Poster* with information on local in-school conferences
- Attending your local school's violence prevention conference and expressing your concerns about youth violence
- Providing schools with educational resources to teach young people how to reduce violence (visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Creating a special webpage on your agency's website that highlights the campaign and its strategies
- Adding a banner that links your agency's website to the official campaign website, www.ViolencePreventionWeek.org (see the Add A Banner section on the campaign website for more information)
- Encouraging your staff and constituents to act as mentors (visit www.mentoring.org) and teaching their mentees effective ways to prevent violence
- Joining a local roundtable and uniting in action with others in your community to reduce violence
- Emailing campaign E-cards to share the message and strategies of the campaign (see campaign website for more information)
- Subscribing to our free campaign newsletter to stay informed so that you can continue to support this important initiative (available through campaign website)

How Can Businesses Support National Youth Violence Prevention Week?

You are a powerful resource! You can demonstrate your commitment to protecting today's youth and building safer communities by...

- Contacting your local schools to encourage them to participate in the campaign and to initiate a National SAVE Chapter (visit www.nationalsave.org)
- Inviting your local legislators to participate in the campaign and asking them to officially the event
- Wearing violence-prevention ribbons and hanging campaign banners to demonstrate your support for the initiative (see campaign website for these types of resources)
- Promoting the campaign through your company's newsletter
- Offering your employees' time, talent, and energy to help out with events throughout the week
- Adopting a school and donating educational resources to teach students there how to reduce violence (visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Sponsoring workshops for local in-school violence prevention conferences
- Asking your local media to cover the campaign
- Creating a special webpage on your company's website that highlights the campaign and its strategies
- Adding a banner that links your company's website to the official campaign website, www.ViolencePreventionWeek.org (see the Add A Banner section on the campaign website for more information)
- Attending your local school's violence prevention conference and sharing your concerns about youth violence
- Highlighting the campaign in newspaper and magazine advertising and offering discounts for anyone wearing campaign ribbons during National Youth Violence Prevention Week
- Displaying a *Campaign Poster* with information on local in-school conferences
- Giving away campaign bookmarks in your stores and offices to share violence prevention strategies with your employees and the general public(visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Selecting a company representative to join a local roundtable and uniting in action with others in your community to reduce violence
- Encouraging your employees to become mentors (visit www.mentoring.org) and to teach their mentees effective ways to prevent violence
- Emailing campaign E-cards to share the message and strategies of the campaign (see campaign website for more information)
- Subscribing to our free campaign newsletter to stay informed so that you can continue to support this important initiative(available through campaign website)

How Can Religious Groups Support National Youth Violence Prevention Week?

You are a powerful resource! You can demonstrate your commitment to protecting today's youth and building safer communities by...

- Contacting your local school to encourage them to participate in the campaign and to initiate a National SAVE Chapter
- Inviting your local legislators to participate in the campaign and asking them to officially recognize the event
- Wearing violence-prevention ribbons and hanging campaign banners to demonstrate your support for the initiative (visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Promoting the campaign through your religious flyers
- Talking about effective violence prevention strategies in your sermons and inviting members of your congregation to discuss these strategies with their children
- Offering your time, talent, and energy to help out with events throughout the week
- Adopting a school and donating educational resources to teach the students there how to reduce violence (visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Displaying a *Campaign Poster* (see Appendix) with information on local in-school conferences
- Sponsoring workshops for a local in-school violence prevention conference
- Asking your local media to cover the campaign
- Attending your local school's violence prevention conference and sharing your concerns about youth violence
- Giving away campaign bookmarks to share violence prevention strategies with the general public (visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Selecting a representative from your house of worship to join a local roundtable and uniting in action with others in your community to reduce violence
- Encouraging members of your congregation to become mentors (visit www.mentoring.org) and teaching their mentees effective ways to prevent violence
- Emailing campaign E-cards to share the message and strategies of the campaign (see campaign website for more information)
- Subscribing to our free campaign newsletter to stay informed so that you can continue to support this important initiative(available through campaign website)

How Can The Medical Community Support National Youth Violence Prevention Week?

You are a powerful resource! You can demonstrate your commitment to protecting today's youth and building safer communities by...

- Contacting your local school to encourage them to participate in the campaign and to initiate a National SAVE Chapter (visit www.nationalsave.org)
- Inviting your local legislators to participate in the campaign and asking them to officially recognize the event
- Wearing violence-prevention ribbons and hanging campaign banners to demonstrate your support for the initiative (visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Promoting the campaign through your newsletters
- Offering your time, talent, and energy to help out with events throughout the week, such as sponsoring or presenting workshops during local in-school violence prevention conferences
- Creating a special webpage on your organization's website that highlights the campaign and its strategies
- Adding a banner that links your organization's website to the official campaign website, www.ViolencePreventionWeek.org (see the Add A Banner section on the campaign website for more information)
- Adopting a school and donating educational resources to teach the students there how to reduce violence (visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Displaying a *Campaign Poster* with information on local in-school conferences
- Asking your local media to cover the campaign
- Attending your local school's violence prevention conference and sharing your concerns about youth violence
- Giving away campaign bookmarks in your lobby to share violence prevention strategies with the general public (visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Selecting a representative from your staff to join a local roundtable and uniting in action with others in your community to reduce violence
- Becoming a mentor (visit www.mentoring.org) and teaching your mentee effective ways to prevent violence
- Emailing campaign E-cards to share the message and strategies of the campaign (see campaign website for more information)
- Subscribing to our free campaign newsletter to stay informed so that you can continue to support this important initiative (available through the campaign website!)

How Can Youth Support National Youth Violence Prevention Week?

You are a powerful resource! You can demonstrate your commitment to protecting today's youth and building safer communities by...

- Contacting your school administrators to encourage them to participate in the campaign and to initiate a National SAVE Chapter (visit www.nationalsave.org)
- Inviting your local legislators to participate in the campaign and asking them to officially recognize the event
- Wearing violence-prevention ribbons and hanging campaign banners to demonstrate your support for the initiative (visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Promoting the campaign through your school newspaper
- Planning activities for your school clubs to recognize the week and spread the word
- Offering your time, talent, and energy to help out with events throughout the week
- Creating a special webpage on your school's website that highlights the campaign and its strategies
- Adding a banner that links your school's website to the official campaign website, www.ViolencePreventionWeek.org (see the Add A Banner section on the campaign website for more information)
- Sending press releases to your local media about the campaign
- Attending your school's violence prevention conference and sharing your concerns about youth violence
- Displaying a *Campaign Poster* (see Appendix) with information on local in-school conferences
- Talking to your friends and fellow students about the violence prevention strategies promoted by the campaign
- Joining a local roundtable and uniting in action with others in your community to reduce violence
- Becoming mentors to younger students in your school and teaching them effective ways to prevent violence
- Emailing campaign E-cards to share the message and strategies of the campaign (see campaign website for more information)
- Subscribing to our free campaign newsletter to stay informed so that you can continue to support this important initiative (available through campaign website)

How Can The Media Support National Youth Violence Prevention Week?

You are a powerful resource! You can demonstrate your commitment to protecting today's youth and building safer communities by...

- Interviewing local and national campaign spokespersons (see campaign website for contact information)
- Wearing violence-prevention ribbons and hanging campaign banners to demonstrate your support for the initiative (visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Offering your time, talent, and energy to help out with local events throughout the week
- Providing coverage of local schools' violence prevention conferences
- Publishing special youth violence prevention inserts in your publication
- Joining a local violence prevention roundtable and publicizing its initiatives through your various programming and publications
- Creating PSAs promoting the various initiatives of the campaign
- Adopting a school and donating educational resources to teach the students there how to reduce violence (visit our campaign website, www.ViolencePreventionWeek.com, for these types of resources)
- Encouraging viewers/subscribers to become mentors (visit www.mentoring.org) and teaching their mentees effective ways to prevent violence
- Emailing campaign E-cards to share the message and strategies of the campaign (see campaign website for more information)
- Subscribing to our free campaign newsletter to stay informed so that you can continue to support this important initiative (available through campaign website)

SPREAD THE WORD

As an educational and awareness initiative, publicity is a key element of the campaign. One technique for gaining media exposure is getting your legislators to officially recognize your event. We suggest that you coordinate a letter writing campaign to all of your state, local and national representatives. Using our *Letter Writing Guidelines* (see Appendix), create your own letters to gain political support for your efforts. You can even encourage them to use our *Proclamation* (see Appendix). If you need contact information for your national representatives, visit *My Government Guide* (<http://mygov.governmentguide.com>). By simply entering your zip code, you'll be able to access both the email and physical addresses for your legislators.

Of course, you should also reach out the media directly. Assign a Media Coordinator to engage local and regional media about your initiative. The Media Coordinator should pitch and schedule interviews for others working on the project. While this person will not do all the work or give all the interviews, all aspects of publicity should go through him or her to minimize confusion.

There are many avenues through which you may spread your message. Here are some tips on how to reach your community.

THROUGH PRINT

Newspapers, magazines, and newsletters offer an effective way to spread the word about the campaign. Begin by creating an accurate, up-to-date media list with the names, titles, addresses, and telephone/fax numbers of daily and weekly newspapers in your area — including shopper's guides, city or regional magazines, and wire services. Check with your school's administrators to see if they already have a list like this and, if so, request permission to use it to promote the campaign. Nonprofits in your community may also be willing to share their lists as well. Keep the entire list in a database so you can easily print mailing labels.

Using our *Campaign Press Release* (see Appendix) as a template, create your own press release highlighting your local efforts to support the campaign. Here are some tips on how to write a press release:

- Begin with your Media Coordinator's name and contact information, so if the publication has any questions or would like to schedule an interview, they will know who to contact.
- Always be sure to answer the who, what, why, when, where and how.
- The first paragraph should capture the reader's attention and each subsequent paragraph should be written in the order of declining importance, as most editors start cutting from the bottom.
- Format the release so it is double-spaced with wide margins, only use the front side of each page.
- If the release is more than one page, be sure to write "continued..." at the bottom of the first page.
- Indicate the end of your release by including a "###" beneath the final line of text.
- If any photos of the event are used for publicity, make sure to obtain release forms from all individuals in the photos. If the photos are of minors, only their parents can legally grant such permission.

THROUGH RADIO

Contact local radio stations that run shows on which you may wish to appear. Be sure that the station reaches your intended audience. Each station should be able to provide you with demographic information about their target audience.

Prepare and practice your pitch before making contact. Consider specific talking points, such as how and why the campaign was started, who started it, why you are participating, what your initiatives include and what your goals are. Gather national statistics on youth violence, information on prevention strategies, and contact information so listeners can get in touch with your local campaign coalition.

If you want to set up an interview, determine who will appear on the radio show and what they will discuss. Several of the campaign sponsors are providing national spokespersons who can offer their expertise on the campaign, the strategies it promotes, and ways that various sectors of the community can get involved. However, you may want students, teachers, counselors, administrators or other individuals within your school's coalition to discuss your local initiatives.

If you want the station to air a PSA, have it prepared before contacting them. It should include your contact information, the start and end date of your event, the length of the announcement (it should run between 10-30 seconds), and should answer the key questions: who, what, when, where and why. Make sure the text for the PSA is capitalized, typed, and double-spaced.

Before making your "pitch," find out the names and contact numbers of your media representatives ahead of time. Also find out how they prefer to be contacted, via phone or email. You may want to send a press release and then follow up with an email or phone call. Contact the station far in advance so they can have time to fit you into their schedule. Also be sure to keep track of who you talk to and when.

Ask to speak with the news producer or, in smaller stations, the host of the specific program. Inquire about the format of the show, for example, how long it is and whether callers will be able to call in with questions. Form a list of questions the interviewer may ask. Send or fax questions to the host of the program.

Arrive 20-30 minutes before air time and be sure to bring any notes, statistics, phone numbers and quotes you want to use. Stay calm and have fun!

THROUGH TELEVISION

Prepare and practice your pitch before making contact. Consider specific talking points, such as how and why the campaign was started, who started it, why you are participating, what your initiatives include and what your goals are. Gather national statistics on youth violence, information on prevention strategies, and contact information for your local campaign coalition.

If you want to schedule an interview, determine who will appear on the show and what they will discuss. Several of the campaign sponsors are providing national spokespersons who can offer their expertise on the campaign, the strategies it promotes, and ways that various sectors of the community can get involved. However, you may want students, teachers, counselors, administrators or other individuals within your school's coalition to discuss your local initiatives.

If you want the station to air a PSA, have it prepared before contacting them. It should include your contact information, the start and end date of your event, the length of the announcement (it should run between 10-30 seconds), and should answer the key questions: who, what, when, where and why. Make sure the text for the PSA is capitalized, typed, and double-spaced. If

you would like to provide a visual, such as a photo of your planning committee, note that on your announcement.

Review all of the local stations in your area, and don't forget about the local access stations. Before making your "pitch," find out the names and numbers of your media representatives ahead of time. Also find out how they prefer to be contacted, via phone or email. You may want to send a press release and then follow up with an email or phone call. Contact the station far in advance so they can have time to fit you into their schedule. Also be sure to keep track of who you talk to and when.

Request to speak with the station manager and inquire about existing programs that may focus on youth violence. Ask about air times, when and how often a program will be seen, and who the audience is for a particular program.

Set the dates for appearances. Once you have a date, promote the appearance through other venues. Talk with the interviewer or host two or three times before the program airs about what to expect. Provide the host with a summary of what you will talk about and a list of possible questions the interviewer might ask you. Provide the interviewer with phone numbers or websites you wish to advertise during the program. Discuss any visuals you might want to use. Rehearse your response to the questions you prepared.

On the day of the interview, wear solid colors — avoid prints, white, and in some cases, blue (inquire about this). Be sure to bring any notes, statistics, phone numbers and quotes you want to use. Expect to be given a brief orientation to the studio and set. You will have some prepping that will cover where to look, how to interact with the host during the taping, etc.

Stay calm and have fun!

EDUCATE THROUGH ACTIVITIES

Each day of National Youth Violence Prevention Week will focus on a specific strategy to reduce or prevent violence. In order to help you plan for the event, our sponsors are developing age-appropriate lesson plans that will educate students and staff on how to implement each strategy. You will be able to access these activities through the campaign website by March 5th. There are also many games, videos, activity books, and other resources which promote the campaign strategies in the National Youth Violence Prevention Week brochure. To receive this free resource, call 800-999-YOUTH.

Here are some additional ideas for event activities that will help you to promote the various violence prevention strategies.

Day 1: Promote Respect and Tolerance

This day, sponsored by the Teaching Tolerance, provides an opportunity to address common challenges facing today's youth such as prejudice, bullying and disrespect. Below are some ways that you can create more inclusive schools...

- Conduct an essay contest on respect and tolerance. Have the winning essay read at an event or during morning announcements.
- Reach out to the unreached. Challenge all students to get to know at least one student they do not know.
- Have a class discussion/role play on the importance of showing respect.
- Use teambuilding activities that emphasize sharing and group participation.
- Identify examples of respect and lack of respect for others in history and literature.
- Assign research papers on different cultures and how they show respect to one another.
- Hold a "Culture Celebration Day" where dress, activities and decorations reflect different cultures from around the world.
- Have students pair up with a student from a different culture and allow them to "shadow" each other for a day to see what it is like to walk in someone else's shoes.
- Review the *Universal Declaration of Human Rights* (available at www.un.org/Overview/rights.html) and discuss how your school and community support these rights.
- Create a quilt of diversity using pieces of fabric that represent each student's cultural heritage.

Day 2: Manage Your Anger, Don't Let It Manage You!

This strategy, sponsored by the American School Counselor Association, is an effective way to prevent anger from leading to violence. You can also incorporate such important skills as emotional literacy and stress management, as such skills help kids to keep a cool head when facing a potentially violent situation.

Below are some ways to teach anger management techniques...

- Sponsor a decorate-a-door contest on ways to handle stress or manage anger for homeroom classes.
- Run role-plays to illustrate positive ways to deal with specific situations, such as being bullied or having someone break into one's locker.
- Hold a class discussion on ways to “cool down” when angered.
- Create drawings, posters or other signs showing that anger is a natural and normal part of life — but violence is not!
- Ask students to write anonymous essays on how anger hurt them and read the aloud to the class so students will understand what can happen if they don't manage their anger appropriately.
- Use physical education classes to demonstrate healthy ways exercise can be used to release anger and stress.
- Have older students create children's books that demonstrate positive ways to manage anger. Then read them to elementary school students or donate them to the local library.
- Review poetry and other literature that examines anger and how it can be released in healthy ways.

Day 3: Resolve Conflicts Peacefully

This strategy, sponsored by the Association For Conflict Resolution, prevents violence by enabling young people to deal with conflict in a productive way. By teaching kids how to manage their conflicts, they will learn how to de-escalate potentially violent situations before they get out of control. Below are some ways to educate your students on how to resolve conflicts peacefully...

- Establish a peer mediation program at your school and use this day as a kickoff for the program by running mediation role-plays at a school assembly.
- Create a public service announcement on the importance of managing conflicts peacefully.
- Ask students to document how conflicts are resolved on TV and encourage students to write letters to TV stations asking them to present ways that conflicts can be resolved peacefully. (For more information on media literacy, check out The Guidance Channel's Top Ten Media Literacy Websites available at www.guidancechannel.com/detail.asp?index=732%20&cat=5).
- Guide students through a brainstorming session where they come up with various ways to be a good listener. Have students participate in role-plays that demonstrate active listening.
- Create a Peacemakers Wall in your school that pays tribute to local, national, and international figures who have resolved conflicts peacefully.
- Identify conflicts in history and discuss how they were resolved peacefully.

DAY 4: SUPPORT SAFETY

This day, sponsored by the National Youth Court Center, provides an opportunity to teach students, staff and the community about specific safety initiatives. Some of the issues that can fall under this strategy include preventing school violence by informing adults about specific threats, avoiding risky behaviors such as playing with guns, and stranger safety. Here are some activities to teach students how to support safety...

- Conduct a safety-themed poster contest. Display and let students or faculty judge.
- Start a school crime watch program. Consider including a student patrol that helps keep an eye on corridors, parking lots, etc.
- Prepare a school safety public information brochure or fact sheet.
- Develop a suggestion box or phone line asking for ways to improve safety or provide anonymous tips.
- Coordinate a safety day with local rescue agencies providing exhibits and activities.
- Introduce an anonymous reporting system in your school so that students can report potential violence. For more information, visit www.report-it.com.
- Set up a table or area where students can identify safe and unsafe places in their school or surrounding communities.
- Launch a mentoring program with your local police department through which students are mentored by police officers.
- Direct your School Safety Committee to promote school violence incident reporting and tracking.

DAY 5: UNITE IN ACTION

Sponsored by Youth Service America, this day's strategy focuses on bringing communities together in service. By creating a positive sense of community and developing concern for others, students will learn that they can break the chain of violence. Here are some ideas for possible service projects...

- Coordinate a community-wide conference on violence prevention with workshops and recognition awards for those working to reduce violence. Use this opportunity to establish a local community roundtable to address youth violence in your community.
- Promote and encourage students to begin planning for National Youth Service Day (to learn more about this event, visit www.ysa.org/nysd/index.cfm)
- Paint a peaceful mural over graffiti on the school or around the community.
- Create a skit or lesson plan to present to your school or other schools/community agencies to spread the violence prevention message.
- Organize a service project where all students and members of the community can come together and make a large impact in the school or community.

- Sponsor a “First Aid” event where students learn first aid techniques and participate in simulation activities that would prepare students to help others in times of need.
- Coordinate a fingerprinting afternoon at the local elementary school. Work with local law enforcement and parents to fingerprint young children.

Institute an “Adopt-A-Student” program where new students are paired with older students.

Offer babysitting services and/or donate stuffed animals to the local domestic violence shelter.

IN-SCHOOL CONFERENCE

On Friday, April 7th, the campaign’s Unite In Action Day, we are encouraging all those recognizing the week to hold in-school conferences on preventing youth violence. We strongly recommend that schools open this conference up to members of the community who are concerned about youth violence. A key mission of this campaign is to bring communities together to make their schools and neighborhoods safer. A conference can serve as a way to engage all sectors of the community to focus on this issue.

The conference agenda should include workshops on various strategies for prevention, an awards ceremony to recognize the efforts of local people who are effectively working to reduce youth violence, and the launch of your local community roundtable. Here are some tips on putting this event together...

Celebration Resources

Inspire classroom, school and community involvement with campaign giveaways such as bookmarks with tips for implementing each strategy and ribbons that promote the campaign slogan, “Building Safer Communities...Peace By Peace!” You can also decorate your school with banners and balloons to reinforce the messages presented through the campaign. Our free *National Youth Violence Prevention Campaign brochure* offers a number of these types of resources and can be requested by calling 800-999-6884.

Workshops

Reach out to those in your community who are working to reduce violence. Police officers, doctors, counselors, and those working in domestic violence shelters are potential speakers for your workshops. Refer to your original list from your *Local Resources Worksheet* (see Appendix) to brainstorm for potential presenters and supporters.

You should also include the experts in your school. Be sure to reach out to members and supporters of the following groups:

- National S.A.V.E (www.nationalsave.org)
- American School Counselor Association (www.schoolcounselor.org)
- Association For Conflict Resolution (www.ACRnet.org)
- National Association Of Student Councils (www.nasc.us)
- National Association Of Social Workers (www.naswdc.org)
- National Association of School Safety and Law Enforcement Officers (www.nassleo.org)
- National Education Association's Health Information Network (<http://www.neahin.org>)
- National Youth Court Center(www.youthcourt.net)
- United Religions Initiative(www.uri.org)

- YouthNOISE (www.youthnoise.com)
- Youth Service America (<http://www.ysa.org>)

When planning for activities during your workshops, review our campaign website as we will be adding age-appropriate lesson plans and suggested activities by March 1st. The National Youth Violence Prevention Campaign brochure also offers educational resources such as games, videos and other tools to help you promote the campaign strategies. Call 800-999-YOUTH to request your free copy.

Awards Ceremony

During your in-school conference, take time to recognize the efforts of students, staff and community members who are working to prevent and reduce youth violence. Research the various initiatives within your school and neighborhood that address violence. Consider police officers, social workers, school counselors, teachers and student leaders who have dedicated their time and energy to focus on this important issue.

Once you have identified your award winners, call them to notify them of the award and invite them to the conference. Send out a press release about the award, when and where the award will be given, along with who will be receiving it and why. During a school-wide assembly, present certificates or plaques to the winners and explain how their efforts have made a difference in the community. After the event, invite the winners to join your local community roundtables.

Launching Roundtables

Your in-school conference provides a wonderful opportunity to establish your own local community roundtable. These community coalitions are designed bring communities together to develop action plans to reduce youth violence throughout the year.

When establishing your roundtable, try to have at least one representative from each sector identified in the community wheel. This will offer you a variety of perspectives and resources as you develop specific plans to prevent and reduce youth violence throughout the year.

During the conference, explain the concept behind the roundtables and offer an opportunity for interested individuals to sign up. Be sure to get all of their contact information so you can let them know when and where your roundtable will meet. On the sign-up forms, also ask for suggestions on new community-wide initiatives to reduce violence.

It is our intention for all of the local roundtables in the country to unite to form a national roundtable through our website. Please be sure to share your progress with other roundtables through our message boards.

For additional tips on setting up a community coalition, visit www.studycircles.org and read their helpful guide, *Organizing Community-wide Dialogue For Action and Change*.

ABOVE AND BEYOND

The events that are held during National Youth Violence Prevention Week are intended to serve as a starting point for schools and communities to join together to focus on youth violence prevention. Through the community roundtables and the various programs that are initiated through this week, this campaign can continue throughout the year.

Please update us on your progress by emailing us or posting on our message boards. We'd also appreciate your suggestions and feedback on the campaign itself. If you want to share photos from your event, mail your pictures, along with your contact information to:

The National Youth Violence Prevention Campaign
GuidanceChannel.com
P.O. Box 9120
Plainview, NY 11803

(Please note, photos cannot be returned.)

Thank you for supporting The National Youth Violence Prevention Campaign. Together, we are "Building Safer Communities...Peace By Peace!"

APPENDIX

Proclamation

Local Resources Worksheet

Get Set...Goal! Worksheet

Job Descriptions Worksheet

Key Steps Checklist

Letter-Writing Campaign Guidelines

Campaign Press Release

Campaign Poster

PROCLAMATION

NATIONAL YOUTH VIOLENCE PREVENTION WEEK

April 3-7, 2006

A PROCLAMATION

WHEREAS, thirty-two percent of young people have been bullied at least once and twelve percent have been bullied five times or more in the past month*; and,

WHEREAS, teenagers are two times more likely than others to be victims of violent crime**; and,

WHEREAS, the safety and well-being of many students, teachers and school staff are unnecessarily jeopardized each day by crime and violence, and far too frequently we hear about instances of substance abuse, gang activity, bullying, poor discipline, vandalism and violence in our schools; and,

WHEREAS, the issue of school and community violence continues to be intimidating to all and inhibits the means for achieving academic and social success; and,

WHEREAS, youth have taken a proactive role in schools and communities to prevent violence; and,
WHEREAS, youth have always risen to the call of their fellow classmates, and now, the call is louder than ever; and,

WHEREAS, the people of our country are concerned with the level of violence in our schools and communities and that is why I am (we are) supporting the National Youth Violence Prevention Campaign; and,

WHEREAS, the youth of our country are working to enhance the learning environment by helping to promote good citizenship and by making schools and communities safer and more secure; and,

WHEREAS, schools, school districts, communities, and corporate sponsors from across the country are uniting to protect our most vital resource – our youth; and,

NOW, THEREFORE, I, (We) _____, do hereby proclaim the week of April 3-7, 2006 as "National Youth Violence Prevention Week" and encourage schools and communities to unite in action to "Build Safer Communities...Peace By Peace."

Proclaimed this _____ day of _____, 2006.

*Youth & Violence: Students Speak Out For A More Civil Society, The Colorado Trust and Families and Work Institute, 2002

** Our Vulnerable Teenagers: Their Victimization, Its Consequences, and Directions for Prevention and Intervention, National Council on Crime and Delinquency and the National Center for Victims of Crime, 2002)

NATIONAL YOUTH VIOLENCE PREVENTION CAMPAIGN LOCAL RESOURCES WORKSHEET

As you create this list of potential organizations to help support your efforts for the campaign, get creative. Consider all of the local clubs, nonprofit organizations, businesses and government agencies in your area. Don't forget about your school's PTA, Student Council, and Board of Education. These key organizations have a vested interest in the safety of your schools and they can provide a significant amount of resources as you prepare for your events. Our community wheel can also help you to pinpoint various sectors of the community and how they can support your campaign.

Organization _____
Contact Person _____
Address _____
Phone _____
Type of support _____
Who will contact _____
When contacted _____
How contacted _____

Organization _____
Contact Person _____
Address _____
Phone _____
Type of support _____
Who will contact _____
When contacted _____
How contacted _____

Organization _____
Contact Person _____
Address _____
Phone _____
Type of support _____
Who will contact _____
When contacted _____
How contacted _____

Organization _____
Contact Person _____
Address _____
Phone _____
Type of support _____
Who will contact _____
When contacted _____
How contacted _____

NATIONAL YOUTH VIOLENCE PREVENTION CAMPAIGN GET SET...GOAL! WORKSHEET

The objective of this event is to:

Our goal is to:

The steps we need to take to accomplish our goal include (see *Key Steps Checklist*):

The people who will take these steps include:

Possible challenges and obstacles to accomplishing our goal include:

We can overcome those challenges and obstacles by:

We will evaluate whether or not we achieved our goal by:

NATIONAL YOUTH VIOLENCE PREVENTION CAMPAIGN JOB DESCRIPTIONS WORKSHEET

Role: _____

Who will fulfill this role: _____

Phone: _____

Email: _____

Address: _____

Responsibility

Date To Be Completed

Role: _____

Who will fulfill this role: _____

Phone: _____

Email: _____

Address: _____

Responsibility

Date To Be Completed

Role: _____

Who will fulfill this role: _____

Phone: _____

Email: _____

Address: _____

Responsibility

Date To Be Completed

NATIONAL YOUTH VIOLENCE PREVENTION CAMPAIGN KEY STEPS WORKSHEET

Who	When	
		Initiate or join a campaign coalition within our school
		Connect with members and supporters of National S.A.V.E. and all of our campaign sponsors (for a complete list, visit www.ViolencePreventionWeek.org)
		Meet with school administrators to get approval
		Notify local Board of Education of plans for campaign
		Identify and contact local organizations that may support our efforts
		Complete the Get, Set...Goal! Worksheet
		Develop a plan of action and assign responsibilities to members of our coalition
		Use the Job Descriptions worksheet
		Review funding sources and obtain funding
		Reach out to other schools in our community and invite them to participate in campaign
		Register as a National S.A.V.E. Chapter
		Order celebration items and educational tools for activities
		Coordinate a letter writing campaign to our legislators asking them to support the initiative
		Select, coordinate, and schedule activities for each day of the week
		Contact potential presenters for in-school conference workshops
		Share information on and schedule for activities with students and school staff
		Hang up campaign posters promoting in-school conference around your school and community
		Select and notify award winners and invite them to awards ceremony
		Print certificates or order plaques for award winners
		Send out press release to media on campaign, local events and award winners
		Follow up with radio and television stations regarding coverage of campaign
		Put up banners and balloons as decorations for event
		Celebrate National Youth Violence Prevention Week

LETTER-WRITING CAMPAIGN GUIDELINES

Gaining the support of your local, state and national representatives can add a great deal of momentum to the campaign. Here are some suggestions for your letter writing efforts.

Coordinate a school-wide campaign where all students and staff write their own individual letters to their representatives. This can serve as a useful writing exercise. Be sure that a teacher or responsible adult reads the letters before they are mailed.

In your letters, be sure to cover the following points:

- Who is participating in the campaign (National SAVE, The Guidance Channel, all of the sponsors, and your local coalition)
- What your legislator can do to support the initiative (officially recognizing the event, talking about it to the media, etc.)
- When the event is (April 3-7 in 2006)
- Where you will be holding your events (include the address where your in-school conference will be and invite them to attend)
- Why you are participating in the campaign (include statistics and information on the problem of youth violence)
- How they can find out more about the campaign (include a local coalition phone number and/or refer them to the campaign website)

You may want to include the sample proclamation included in this appendix so they can use it as a template. Also be sure to be respectful and thank them for their consideration!

CAMPAIGN PRESS RELEASE

Please note that this should be used as merely a template for your own release. When you send your release out, make sure it is double spaced. Be sure to include your own contact information and details on local events within your community.

Also, although this was a release used for the 2004 event, the basic content may be adapted for your local event this year.

IT'S TIME TO START PLANNING FOR NATIONAL YOUTH VIOLENCE PREVENTION WEEK!

For immediate release (Today's date)
For more information, contact (your media coordinator's name and phone number)

(Your town, State) -- During the week of April 4th through 8th, people from all over the country will unite in a unique educational and awareness event focusing on effective ways to prevent and reduce youth violence. Students, educators, counselors, law enforcement officers, social workers, service organizations, faith-based groups, parents, and the public will participate in various activities to demonstrate the positive role young people can have in making their schools and communities safer.

With the support of several national premier youth-serving organizations, each day of the week will focus on a specific violence prevention strategy. These include promoting respect and tolerance, anger management, resolving conflicts peacefully, supporting safety, and uniting in action. "Strategy Sponsors," including Teaching Tolerance, American School Counselor Association, Association For Conflict Resolution, National Youth Court Center, and Youth Service America, will offer activities, information, and spokespersons to support each day's focus through the campaign website, www.ViolencePreventionWeek.org.

The campaign is also striving to unite communities in their efforts to address youth violence by encouraging participating schools to host in-school violence prevention conferences on the campaign's "Unite In Action Day" scheduled for Friday, April 2nd. In addition to offering workshops on various prevention strategies and recognizing local efforts by those who are effectively working to reduce youth violence, these conferences are intended to provide an opportunity to establish local community roundtables that will develop action plans to reduce youth violence throughout the year.

To further encourage community-wide participation in the event, campaign founders National S.A.V.E. (Students Against Violence Everywhere) and GuidanceChannel.com, have recruited a number "Sector Sponsors" who will bring their unique expertise to the campaign. These groups are providing leadership to various community sectors, such as social service agencies, service organizations, and the media. The growing list of Sector Sponsors include the National Association Of Student Councils, National Education Association's Health Information Network, National Association Of Social Workers, National Association of School Safety and Law Enforcement Officers, Join Together, United Religions Initiative, and YouthNOISE.

Those interested in learning more about this campaign can (include your contact information or refer to the campaign website, www.ViolencePreventionWeek.org).

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CELEBRATE NATIONAL YOUTH VIOLENCE PREVENTION WEEK

www.ViolencePreventionWeek.org



Where:

When:

Contact: