

# **JOINING FORCES THROUGH NATIONAL YOUTH VIOLENCE PREVENTION WEEK**

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Under the leadership of GuidanceChannel.com, a brand of Sunburst Visual Media, and National Students Against Violence Everywhere (SAVE), organizations across the country are beginning to plan for an educational and awareness event that highlights the role students can play in making their schools and communities safer. In addition to promoting various violence prevention strategies, National Youth Violence Prevention Week, held March 26-30, 2007, will provide a unique opportunity for people of all ages and walks of life to join forces to address this crucial issue.

Since founding the event, GuidanceChannel.com and National SAVE have been helping various associations to connect and collaborate through the initiative. Within the first two years, they gained the support of the American School Counselor Association, Teaching Tolerance, Association for Conflict Resolution, National Association of Student Councils, Youth Service America, National Youth Court Center, National Education Association's Health Information Network, National Association of Social Workers, National Association of School Safety and Law Enforcement Officers, United Religions Initiative, and YouthNOISE.

The coalition has expanded enormously for the 2006 event, bringing participants from a wide variety of perspectives and resources to the campaign. Thousands of students are taking part through associations such as FCCLA's Stop The Violence, Students Against Destructive Decisions (SADD), United National Indian Tribal Youth (UNITY), and the National Peer Helpers Association. Mental health professionals are involved through the National Association Of School Psychologists, American Counseling Association, National Mental Health Association, and School Social Work Association of America. Researchers are offering their expertise with the support of such sponsors as the Hamilton Fish Institute, Institute for Mental Health Initiatives at GWU's School of Public Health And Health Services, UCLA's School Mental Health Project/Center for Mental Health In Schools, and Portland State University Research and Training Center on Family Support and Children's Mental Health. On a state level, The Governor's Prevention Partnership of Connecticut, Ohio Commission on Conflict and Dispute Resolution, and Kentucky Center for School Safety signed on, as well.

The campaign is also facilitating interagency collaboration among violence prevention programs and agencies throughout the country. Prevention specialists from the Empower Program, Non-Violence Project, BiasHelp of Long Island, and PAX Real Solutions To Gun Violence are connecting through the campaign. Community-based activists are mobilizing local action with the help of MADDADS of Jacksonville and the Institute for Community Peace. Large coalitions, such as the National Organizations for Youth Safety (NOYS) and the Stop Bullying Now! Campaign, are sharing information through their network of member

groups. National leadership is also coming from organizations such as the National Youth Violence Prevention Resource Center, National School Safety Center, National Dropout Prevention Center, and the Help Increase the Peace Program (HIPP) of the American Friends Service Committee.

By facilitating a dialogue among the country's top violence prevention advocates, the National Youth Violence Prevention Campaign is creating a national roundtable to address this important issue. It is also modeling an approach that will be replicated on a local level. On March 30<sup>th</sup>, participating schools will be hosting in-school violence prevention conferences during which they will be initiating community roundtables to develop action plans for reducing violence throughout the year. Like the national roundtable, these roundtables will be engaging voices and visions from all sectors of each community.

All those involved in the campaign will have the opportunity to connect through the campaign website, [www.ViolencePreventionWeek.org](http://www.ViolencePreventionWeek.org). Serving as the crossroads to the campaign, the site features links to all of the sponsors' websites, message boards for networking, e-cards to share activity ideas, and a media kit to promote the event. It also provides everything needed to prepare for the event, including the official campaign Action Kit that serves as a step-by-step planning guide, suggestions for how each sector of the community can support the campaign, and the campaign newsletter to keep updated on campaign events around the country.

### **Campaign Founders Background**

#### *About GuidanceChannel.com*

GuidanceChannel.com is an online portal that offers insightful articles, thought-provoking interviews, tips website reviews, and other content that addresses the social, emotional, and educational issues facing today's youth. It is a brand of Sunburst Visual Media, a publishing company that develops award-winning guidance and health videos, DVDs games, activity books, curricula, pamphlets and print materials for the K-12 school market. The company's products provide support and high-quality resources for educators as they create curriculum for the classroom topics of violence prevention, character education, career education, conflict resolution, family life, parent education, and drug prevention. Top selling Sunburst titles include *Anger! You Can Handle It*, *Gossiping*, *Taunting*, *Bullying—It's All Harassment*, and *PeaceTalks*. Sunburst Visual Media is a division of Global Video LLC and proud member of the School Specialty Family.

School Specialty is an education company that provides innovative and proprietary products, programs, and services to help educators engage and inspire students of all ages and abilities. Through leading brands, School Specialty designs, develops, and provides PreK-12 educators with the latest and very best curriculum, supplemental learning resources, and classroom basics. Working in collaboration with educators, School Specialty reaches beyond the scope of textbooks to help teachers, guidance counselors,

and school administrators ensure that every student reaches his or her full potential. For more information about School Specialty and each of their brands, visit [www.schoolspecialty.com](http://www.schoolspecialty.com).

*About National SAVE*

The National Association of Students Against Violence Everywhere (SAVE) is a national nonprofit organization that assists students in starting and operating SAVE chapters across the country. The mission of SAVE is to promote the meaningful involvement of students in providing safer environments for learning. SAVE strives to decrease the potential for violence in our schools and communities by connecting students to safety efforts. The key to SAVE is that it is student initiated-started by students for students. Started in 1989 by a group of students after a violent incident that left one of their classmates dead, SAVE has spread from coast to coast with 1590 chapters in 44 states involving over 174,000 students.

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