

“Public Relations” Safety Campaign

The purpose of the “public relations safety” campaign is to engage various entities in spreading a message of anti-violence in our community. The campaign will also focus upon shedding light on our existing resources and strengths to help change pervasive negative perceptions. This positive community message will inevitably help to create safer neighborhoods in New Bedford and increased community resources.

The following is a synopsis of some of the components of the campaign:

- ❖ It will also create a culture that denounces violence and engages the community in violence prevention.
- ❖ The proposed approach will be multi-disciplinary, and intends to affect economic, political and social arenas to promote safety in our New Bedford community.
- ❖ The proposed activities intend to both increase resources and promote harm reduction.
- ❖ The priority is to change the pervasive mindset plaguing our community by bringing attention to the positive and reaching out to parents and youth in an effective way.

Goal #1: By bringing positive attention to community resources and strengths, the campaign will improve negative perceptions about New Bedford by a certain percentage (as evidenced by pre and post-test surveys, and other identified evaluation tools).

Outcome-based activities	Measured by:
Launch a comprehensive strategy to engage and support media, educators and parents.	Documentation of: Strategic plan that describes specific steps to engage and support the media in highlighting an anti-violence, positive message. The plan will also include steps to engage educators and parents in the efforts to combat community violence by increasing access to resources and changing mindsets about violence and other negative factors about NB. The plan will include ways to support the above-mentioned entities so they may become more effective in their respective roles.
Engage youth in program development, implementation and monitoring. (eg. Third Eye)	Documentation of: # of youth involved/level of activities throughout stages of the initiative.
Increase positive reinforcement with young children and single mothers. For example, expose hidden role models by highlighting success stories in a weekly newspaper.	Documentation of: Outreach to single mothers and types and level of assistance provided. Newspaper articles conveying positive messages.
Launch intensive outreach to youth groups that is innovative such as “non-traditional” forums such as barber shops, etc.	Documentation of: Materials distributed, types of outreach conducted and types of locations.
Create central phone # to call in and get information regarding current activities for youth in the city/region.	Documentation of: Phone line created or reestablished, efforts to promote it or tailor it to be utilized more frequently and/or effectively.
Increase artistic opportunities such as drama through entities such as Professor Peters at UMASS and Culture Park.	Documentation of: Artistic opportunities created and promoted, level of attendance and participation.
Engage local business community and other stakeholders.	Documentation of: Types of outreach conducted, partnerships secured, level of activity defined and tracked.