Community-based Primary Prevention: LISC at Work

Youth Spotlight: Memphis Youth Run Stand-Out Social Media Campaign to End Gun Violence

City of Memphis Mourns Loss of Peggie Russell, Director of Memphis Gun Down Initiative

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At Camden City Hall, eight poignant words loom large and hopeful on the building’s south face: “In a dream I saw a city invincible.” The line, taken from Walt Whitman’s poem “I Dream’d in a Dream,” has become Camden’s unofficial motto and to many, holds more meaning than the media’s grim depiction of the city.

Before Camden can be revived, the city must address its serious struggle with crime and poverty—and it will be no easy task. It’s hard to ignore the statistics: among a population of 77,344, last year’s 266 shootings and 67 homicides were record-breaking numbers.

Still, there’s something to be said about Camden’s resilience. Evidence-based programs and social services continue to be a regional forté, and a nearly doubled police force will mean better protection for residents. Mayor Dana Redd has been one of the National Forum on Youth Violence Prevention’s fiercest proponents, and she’s backed by leadership at the New Jersey Attorney General’s Office, Board of Education, Camden Police Department, and Center for Family Services.
LISC offers a tremendous number of resources on their Web site, including downloadable publications, such as case studies, trade articles, policy briefs, in-depth papers, and best practices. Their Community Safety Resource Library also offers links to other resources related to community developers' contributions to safety, as well as access to past Experts Online webcasts. You can search for a local office in your area or contact Julia Ryan, director of LISC's Community Safety Initiative, in the national office in New York. For further information, contact Ms. Ryan at (212) 455-1618 or by email at jryan@lisc.org.

Rowan University's Cooper Medical School, an expansion of Cooper University Hospital, has recharged educational and economic potential to compete with Philadelphia's medical centers. The area south of Cooper University Hospital and the new medical school is becoming one of Camden's most
Memphis Youth Run Stand-Out Social Media Campaign to End Gun Violence

Memphis is one of the Forum's six initial participating cities. "In 2006, Memphis had the second highest violent crime rate in the country," according to the Memphis Youth Violence Prevention Plan. Although "January 2011 saw Memphis' lowest murder rate in 30 years," the plan notes that "youth violence is on the rise. In 2009, more than 54 percent (1,462) of those arrested for committing a violent crime were 24 years of age or younger—with offenders as young as nine years old."

"If adults can't reach the youth to stop gun violence, then the youth will," stated 17-year-old Kevin Jones, Frayser Youth Council Executive Board Member. He and Jada Cowan, Frayser Youth Council President, are among the young people ages 15 to 19 who said "yes!" when offered the opportunity to run the youth social media campaign for Memphis Gun Down (www.memphisgundown.org), Mayor A C Wharton's five-part plan to address gun violence. Adult oversight is provided by Kingdom Quality Communications, Inc., the marketing firm that coordinates the overall Memphis Gun Down campaign in collaboration with Clear Channel Communications, Inc.

Recreational and community centers have become hubs and hideaways for Camden's children. At the Youth Education and Employment Success Centers (YE²S), kids are counseled, trained, and even placed in jobs when the time is right. YE²S is part of the Rutgers Transitional Education and Employment Management Gateway that offers education and employment assistance, juvenile mentoring, and support services to city youth. The I Can End Truancy (ICE-T) program, an initiative that provided some 70 high school students with a $100 apiece stipend to participate in a student development course and attend class, successfully brought 66 students to school and facilitated conflict-resolution and anger-management workshops in 2012. Teens involved in the School Based Youth Services Program can enroll in a 10-week job readiness training course, learn about healthy relationship building and sexual responsibility, and develop the leadership skills necessary to get ahead in viable fields. One of the city's longest-running programs brings young girls together at the water tower between Louis and Everett Streets, where 25-year volunteer Tawanda Jones heads the Camden Sophisticated Sisters (CSS) Drill Team. The girls practice 4 days a week, year round, and are required to keep a C average. CSS's success is undeniable: everyone who has participated has graduated from high school, and many have gone on to college. But space is at a premium in the tower and program, with Tawanda turning away 300 applicants each year.

The Youth Forum, Camden's version of Youth Court, teaches kids that their actions have consequences. "The main goal is
also includes Web engagement and community action.

The 20 youths on the Mayor's Youth Social Media Team write attention-getting and thought-provoking messages geared to young people about stopping gun violence. They also manage the Facebook, Twitter, YouTube, and Instagram accounts they use to spread the word.

The team finds other effective ways of communicating with their peers, too. Frayser Youth Council members collaborated with youths from the Leadership Empowerment Center (LEC), a faith-based nonprofit in Memphis, to create the rap song "Gundown" (https://soundcloud.com/lec38127).

"We wanted the song to be catchy, realistic," said Jada. The lyrics are a powerful appeal to stop gun violence:

"We shooting like Vietnam//Everybody got a pistol, everybody armed//Somebody died today a daughter or a son/In a white casket, and he was only one//The neighborhood mourning, you should've seen his mom//And what make it real homie, that could've been your mom//See it's time for us to think before we get the gun//Once you pull the trigger, oh what's done is done//Can't bring it back, It's none of that//Can't do a play over like a quarterback//It's time for us to wake up, and go put it back …"

As Kevin remarked, "we are speaking in a way that kids get the message."

"Gundown" will receive its official début when the Youth Social Media Team performs it April 12 at a youth empowerment event in Westwood. This Memphis hotspot has been the site of many killings. The event will bring together an estimated 500 youths, families, city officials, and other stakeholders representing schools, law enforcement, the faith community, and businesses.

The youths also will showcase "Gundown" at a block party April 13 in Frayser that is expected to attract about 500 youths, families, and other community members. This "Gundown" performance will be especially timely—A 17-year old shot another 17-year old to death in Frayser March 22 during school hours.

LEC youths and the Frayser Youth Council will work together to craft a dissemination strategy to reduce truancy and dropout rates to improve the high school graduation rate," said Robert. "The hope is that the program will change the lives of students by setting them on a positive course and providing valuable opportunities … training them how to be leaders, how to work as part of a group, and exposing them to positive college and career opportunities and role models." Likewise, the Brilliance Readiness Program was designed to provide kids with tools for success. "The objective," said Robert, "was to meet youths where they are, address their current needs, and prepare them to meet subsequent challenges successfully."

The city's greatest challenges, at least where the Forum is concerned, are youth truancy and security. Youths make up roughly one third of Camden's population and account for the nation's highest percentage of single-parent households. Although the newly expanded police force can help the cause, escorting kids on the streets back to school is a drain on time and resources, and there's no guarantee the kids will stay put. The issue goes beyond intervention and correction—it's about accountability and prevention.

Camden operates 26 schools in all—23 of which are designated as failing. Magnet and charter schools are faring better and the five-school campus of KIPP Cooper Norcross Academy is an in-the-works renaissance school that guarantees enrollment for all children in the catchment area.

Without a doubt, Camden residents are struggling to make life in this city work. That's not to say they've resigned—quite the contrary. Camden's impenetrable will, perseverance, and dedication are only getting stronger.

NEWS & VIEWS

Journal Articles

**Violent Video Games, Delinquency, and Youth Violence**
*Youth Violence and Juvenile Justice*, 2013

Exposure to media violence has been linked to aggressive behavior, desensitization to violence, and delinquency. This study correlated video game violence and real-world violence among juvenile offenders after controlling for several variables.

[http://yvj.sagepub.com/content/11/2/132.short](http://yvj.sagepub.com/content/11/2/132.short)

**Safe and Responsive Schools for Lesbian, Gay, Bisexual, Transgender, and Queer Youths**
*Journal of School Violence*, 2013

[http://jsv.sagepub.com/content/8/1/56.short](http://jsv.sagepub.com/content/8/1/56.short)
for the song. The goal will be to ensure that "Gundown" reaches the largest number of youths who need to hear the song as possible. YouTube, Facebook, and Vimeo are some of the vehicles that will be considered.

"Youth leading youth, peers leading peers, is so important," explained Marron Thomas, LEC Executive Director. "Most kids see gang bangers and drug dealers as leaders. Often our kids are afraid to do something positive. It's not cool to be smart, do the right thing, be in school, get involved in sports. We have a group of young people who have [chosen] to do the right thing [with their lives]. They are 'ordinary' kids who youth involved in gun violence can relate to, kids who make Cs, a couple of whom have been in trouble. They are saying 'we will make doing the right thing cool.' They do this by meeting young people where they are. So many kids listen to rap, so they use rap music, so it makes it cool for the kids to put the guns down."

The Youth Social Media Team illustrates the wisdom of the Forum's emphasis on youth engagement. Young people who are affected by gun violence have invaluable insight into how best to communicate with their peers about stopping gun violence.

The social media campaign has produced tremendous results in a short time. There were 1,000 "likes" on the Memphis Gun Down Facebook page the week before Feb. 17. After Feb. 17, there were 2,200 likes. As of March 27, the number had jumped to 149,000.

April Terrell, Frayser Youth Council Facilitator, described one of the strategies the team developed to promote the program. Before the Feb. 17 launch of the Memphis Gun Down Web site, the team gave their pastors Memphis Gun Down tee shirts. They told their pastors to wear the tee shirts Feb. 17 and change their Facebook profile pictures to the Memphis Gun Down logo in a show of unity and support for the initiative. The team also gave Memphis Gun Down tee shirts and the same instructions to their school principals, teachers, coaches, parents, and others. During morning services Feb. 17, the pastors of around 20 churches throughout Memphis and the youths in their congregations spoke about the Memphis Gun Down program.

The team devises successful strategies to maintain the momentum of the social media campaign. They compose and send pointed School personnel must be aware of biases and discrimination in schools to create and maintain safe and responsive environments for all youth. This paper discusses challenges faced by lesbian, gay, bisexual, transgender, and queer youths.  


Violence Through the Eyes of Youth: A Photovoice Exploration
Journal of Community Psychology, 2013
This project used photovoice—a combination of photography and group dialogue—to develop a better understanding of violence from the youth perspective. Analyses of images and conversations support photovoice as a tool for comprehending youth perception of violence.  


Do Age Effects on Youth Secondary Exposure to Violence Vary Across Social Context?
Justice Quarterly, 2013
This study examined links between age and exposure to community violence. Findings support the theory that age disparities in exposure to violence are attenuated in disadvantaged neighborhoods.  

http://www.tandfonline.com/doi/abs/10.1080/07418825.2012.754922

A Resolution for Physicians: Time to Focus on the Public Health Threat of Gun Violence
Annals of Internal Medicine, 2013
A case for physicians to promote sensible, evidence-based laws to decrease harms associated with gun violence.  

http://annals.org/article.aspx?articleid=1544355

Reports

Female Victims of Sexual Violence, 1994-2010  
Bureau of Justice Statistics, 2013  
From 1995 to 2005, sexual violence against females in the U.S. age 12 and older declined 64 percent, from a peak of 5.0 per 1,000 females in 1995 to 1.8 per 1,000 females in 2005.  

http://www.bjs.gov/content/pub/pdf/fvsv9410.pdf

Teen Dating Abuse and Harassment in the Digital World  
Urban Institute, 2013  
The Urban Institute's study on teen dating and digital abuse surveyed 5,647 teens to better understand how many have been affected by abuse and harassment.  


Housing Improvements for Health and Associated Socioeconomic Outcomes: A Systematic Review  
The Campbell Library, 2013  
This report by the Campbell Collaboration sought to assess health and social effects on residents after basic home
Twitter messages such as "Why are youth dying?" "Have you had enough of the violence and crime?" "How is it that some of us go to school but don't make it home from school?" "We cannot just get used to it ... we got to say ENOUGH IS ENOUGH." "Think before you act ... when you go to prison for a gun crime ... your family is impacted too!"

Using Facebook, Twitter, and Instagram and the theme "let's not forget," the team has organized remembrances of young people slain by gun violence. They include Hadiya Pendleton, the 15-year-old girl who performed at President Obama's second inauguration and was shot Jan. 29 in Chicago and Trayvon Martin, the unarmed 17-year-old who was killed Feb. 26, 2012, in Sanford, Fla.

One team member came up with the idea for Memphis Gun Down business cards that the team passes out in churches, schools, community centers, and other venues. The front of the card is an image of the Memphis Gun Down Web site and URL. The back of the card gives the Memphis Gun Down's YouTube, Facebook, Twitter, and Instagram links.

The group recently started a blog on the Memphis Gun Down Web site to which a different member of the team will contribute each week. The blog will be publicly launched soon.

The young people who make up the Youth Social Media Team and the Frayser Youth Council are from 12 high schools in the high-poverty, high-crime communities in and around Memphis: Frayser, Trezevant, Booker T. Washington, Orange Mound, White Station, Melrose, Central, Midtown, Oak Haven, Wooddale, Memphis Business Academy, and Collegiate School of Memphis.

All these youths have seen the ravages of gun violence first hand. Ayana Hardy works on the Memphis Gun Down Twitter account and was one of the team members interviewed for the WHBQ FOX 13 "Special Report —Inside Memphis Gun Down, Part 4: Youth Opportunities." The high school senior told FOX 13: "It is really affecting us and we are needed: Blueprint for Youth Violence

Ranked as one of the most dangerous cities in America, St. Louis's hot spot policing, incarceration, and gun courts have proven unsuccessful in the fight against violent crime, according to a former prosecutor and state representative who says prevention is a complex problem that requires a comprehensive solution..

Minneapolis: Youth Violence Prevention Week
the future of this city and this country, so it is really important for us to get the word out ... I wanted to be a part of the solution ... It's not just about the youth, it's about the whole city of Memphis ..."

When asked what her work on the Youth Social Media Team means to her, Jada said "It gives me a positive outlook—I feel capable of making a [difference] and reaching out to others and being a part of something positive."

Kevin voiced similar sentiments: [Other kids our age] are getting suspended, but we're doing something positive. I love the recognition for this that we get—people say 'I saw you on TV.' It's something very positive that's come out of this."

On Jan. 25, at the same time the team was getting on the elevator to attend the press conference at which Mayor Wharton would be introducing the youth-led social media campaign, the Mayor received word that a 15-year-old and a 17-year-old had been shot in the parking lot at Westwood Community Center in southwest Memphis. The weapon was a 40-caliber semi-automatic handgun.

Said Marron Thomas about the Gundown song: "Please share—we want this message to get out to as many people as possible because guns are killing our young people and we want to speak in a language that our young people can understand. The young people [who produced the song] are extremely talented and are prepared to speak to this generation through rap, social media, YouTube, short films, and drama."


Fighting Youth Homelessness: Provide Housing—And Help Finding a Job

Minnesota advocates are arguing for housing and job-related services to help youths find jobs and build better lives. http://www.minnpost.com/community-sketchbook/2013/03/fighting-youth-homelessness-provide-housing-and-help-finding-job

Other Resources

The National Juvenile Defense Standards provide comprehensive information about juvenile defenders' roles and responsibilities in the modern juvenile court system.

A research brief on stopbullying.gov examined potential links between bullying and suicide among children and youth. According to the authors, many factors could increase a youth's risk of suicide, including mental health history, family history of suicide or child maltreatment, alcohol and substance abuse, or isolation.

Through Our Eyes: Children, Violence, and Trauma is an online video series created to help children who have been exposed to violence. Victims discuss the effects of violence and trauma in a public awareness video; three topic-specific videos talk about evidence-based treatment, child advocacy strategies, and community-based approaches to help victims.

The Department of Education's School Turnaround and PreventionED newsletters offer resources for turning around low-performing schools and provide updates on substance abuse and violence prevention education issues, legislation, and funding opportunities.

Guide to Risk Assessment Implementation


"The Northwestern Juvenile Project: Overview" introduces the first large-scale, prospective longitudinal study of drug, alcohol, and psychiatric disorders among juvenile detainees. The study's goals, sampling and interview methods, measurement areas, and selected findings are described in detail.

Department of Education Asks School Leaders to Help Reduce Gender-Based Violence

In a Feb. 28, 2013, "Dear Colleague" letter to state school chiefs, the Department of Education requested immediate
CITY OF MEMPHIS MOURNS LOSS OF PEGGIE RUSSELL, DIRECTOR OF MEMPHIS GUN DOWN INITIATIVE


She was a member of the Mayor’s Innovation Delivery Team and served on the Board of Directors of the Memphis Shelby Crime Commission. She also was Project Coordinator for the Shelby County, Tenn. Defending Childhood Initiative demonstration site. In addition, she was an adjunct criminal justice faculty member at The University of Phoenix–Memphis Campus.

Rev. Russell was an expert in community mobilization, partnership building, leadership development, and mentoring. As chairperson, director, or board member, she strengthened and expanded many local organizations dedicated to improving the lives of youths and families. She also was a devoted mentor to at-risk youth, and a former student of her own, who was named a special education student at age 11, and who became president of the Southern Region of the National Urban League.

Additionally, the Department’s National Center on Safe Supportive Learning Environments released a new training module - Get Smart, Get Help, Get Safe - to help school nurses, school counselors, and school psychologists to identify and respond appropriately to signs of abuse. Read the letter. Access the training module.

National Clearinghouse on Families and Youth
How can youth workers recognize teen dating abuse? This Q&A provides expert advice on how to spot unhealthy teen relationships and help victims. http://ncfy.acf.hhs.gov/the-beat/2013/02/recognize-teen-dating-violence
risk youths. She received numerous awards for her tireless volunteer work.

In a WHBQ FOX 13 tribute to Rev. Russell, Mayor Wharton described her commitment to addressing the factors that place youths at risk: "She knew that once you sandblasted away all of the barnacles that many of our children face, barnacles not placed there by themselves, but barnacles of broken homes, illiteracy, being born to a teen mom, Peggie knew that layer by layer, we needed to peel that away and it takes time. Peggie was like a mother to all these initiatives."

We extend our deepest sympathy to Rev. Russell’s family, friends, and colleagues; to the Memphis Gun Down team; and to the hundreds of youths and families she helped during more than a decade of outstanding service to her community.

UPDATES


William S. Boyd School of Law will host a juvenile justice conference to address the school-to-prison pipeline, immigration policy and juvenile justice, significance of brain science for youth policy, behavioral and legal issues involving juvenile sex offenders, and disclosure of juvenile records.

Training workshops provided by the Partnership for Families & Children and National Center for School Engagement focus on nonprofit development, program evaluation, and school involvement. View workshop times and dates.

Child Welfare League of America National Conference
The April 2013 conference in Washington, D.C., will cover evidence-informed and evidence-based practices and real-world solutions that demonstrate successful thinking in support of children, youth, and families. Register online.

The Coalition of Juvenile Justice will host its national conference, Building Supportive Communities to Prevent Violence and Delinquency, May 1–4, 2013, in Washington, D.C. Sessions will focus on fostering collaborative efforts among schools, courts, law enforcement, service providers, and families to prevent or limit youth involvement in the justice system; reduce firearm offenses; dismantle the school-to-prison pipeline; provide evidence-based responses to children exposed to violence; and promote equitable access to services.

Funding Opportunities

The Community-Based Violence Prevention Demonstration Program provides funding for localities to support federal, state, and local partnerships to re-create multidisciplinary, community-based strategies for reducing violence. Applications are due April 22, 2013.

The National Institute of Justice (NIJ) will fund high-quality research and evaluation on teen dating violence, sexual violence, and intimate partner violence. Learn more.

NIJ is accepting proposals from postdoctoral researchers to fund collection of new data or analyze existing data on teen dating violence among understudied populations.

OJJDP seeks to establish a Tribal Youth Program TTA provider to offer culturally appropriate training, support, resources, information, and other TA to tribal grantees and federally recognized American Indian and Alaska Native tribes. Applications are due May 6, 2013. Visit OJJDP’s Website for more information.

The Family Drug Court Training and Technical Assistance Program supports TTA to develop, maintain, and enhance drug courts for substance-abusing adults with child abuse and/or neglect issues. Applications are due May 6, 2013.

OJJDP will select an awardee to provide services and support to the Internet Crimes Against Children Task Force Program. The task force focuses on prevention,
investigation, and prosecution of technology-facilitated child sexual exploitation. Applications are due May 7, 2013.

One or more evaluation studies will be funded to produce findings on the identification, adaptation, and testing of promising programs, policies, and strategies for tribal juvenile justice and delinquency prevention. Applications are due May 14, 2013. Learn more.