



could be YOU!

There are no quick fixes to ending violence in our city. But ultimately, no matter what neighborhood we live in, we're all in this together. Let's make a safer Philadelphia our common goal. Together, we can make a difference.

Take Control! Take A Role.
That's the Blueprint for a Safer Philadelphia.

sponsored by:
State Representative Dwight Evans



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person can make
a difference...



To get involved, call

1-888-570-BLUE

www.phillyblueprint.com

And that one person...

Our Mission

To use proven, research-based public health methods to develop and implement a long-term strategy to help reduce gun violence and end youth homicides in Philadelphia by the year 2016. The multi-tiered Blueprint for a Safer Philadelphia Initiative includes influencing attitudes and changing community norms surrounding youth violence and uses social, cultural and educational programs as a way to prevent violence before it begins.

Creating A Safer Philadelphia

Created to stop rising gun and youth violence, the Blueprint for a Safer Philadelphia Initiative is a unique and innovative approach that augments the traditional criminal justice response with a public health prevention model.

The public health initiative is disseminating pro-social messages to both youth and adults through a variety of traditional and non-traditional communications channels. All elements of the violence prevention campaign are culturally relevant, street-credible and audience-tested.

Over the next decade, the Blueprint Initiative will:

- Heighten public awareness of alternatives to violence;
- Provide youth and their families with access to support and resources, along with options for changing their lives; and
- Empower local community-based organizations to address the root needs of area youth.

Primary Partners

CHOICE

a consumer-centered agency that provides access to quality healthcare and information to a broad cross-section of individuals. It is operating the toll-free hotline that provides information and referrals for the Blueprint Campaign.

GPUAC

The Greater Philadelphia Urban Affairs Coalition (GPUAC) is a partnership of business, government and communities that builds wealth and creates opportunities for educational and economic success in the Greater Philadelphia region. GPUAC seeks secure, healthy lives for citizens, by providing business services, operating programs, and producing consumer-oriented policies and products. GPUAC will assist Blueprint grantees with goal-setting, benchmarking and monitoring progress.

MEE Productions Inc.

a communications and research company specializing in underserved and hard-to-reach audiences. Founded in 1990, MEE develops social marketing campaigns with a particular focus on public health issues impacting youth and young adults. MEE is designing and implementing radio, TV, print and transit advertising, peer-to-peer outreach and active partnerships with grassroots community-based organizations.

Campaign Partners (Partial List)

Adjudicated Youth Programs • After School Activities Partnership • Agape Youth Outreach • Anti-Violence Partnership of Philadelphia • Berachan Baptist Church • Byron Story Foundation • Congreso de Latinos Unidos • The Consortium • Corinthian Baptist Church • Don't Fall Down In The Hood • Drexel University • Every Murder is Real • Father's Day Rally Committee • Fellowship Farm • Firearm Injury Center At Penn (FICAP) • Foundations Inc. • Harold O. Davis Memorial Baptist Church • Harvard School of Public Health • Institute for the Development of African American Youth (IDAAY), Inc. • International Institute for Restorative Practices • Thomas Jefferson Hospital • Keep Kids Safe Summer Program • Mantua Against Drugs • Men United for a Better Philadelphia • Mothers In Charge • Mothers United Through Tragedy • Mt. Airy Church of God In Christ • Mural Arts Prgam • New Covenant Church of Philadelphia • Northwest Victim Services • Good Shepherd Mediation • Nu Sigma Youth Service • OIC of America, Inc. • Pennsylvania Department of Health • Pennsylvania General Assembly • Pennsylvania Office of the Attorney General • Philadelphia Anti-Drug/Anti-Violence Network • Philadelphia Citizens for Children and Youth • Philadelphia City Council • Philadelphia Comprehensive Center for Fathers • Philadelphia Department of Public Health • Philadelphia District Attorney's Office • Philadelphia Health Management Corporation • Philadelphia NAACP • Philadelphia Police Department • Philadelphia Police Department Explorers • Philadelphia Safe & Sound • Physicians for Social Responsibility • Project H.O.M.E. • School District of Philadelphia • St. Gabriel's Hall • Sultan Jahid Ahmad Community Foundation • Temple University • Tioga United Methodist Church • TOVA • Townwatch Integrated Services • Triumph Baptist Church • Triumphant Faith International Worship Center • Town Watch Integrated Services • United Way of Southeastern Pennsylvania • University of Pennsylvania • U.S. Attorney's Office • West Oak Lane Church of God

A Blueprint Timeline

April 2004—Pennsylvania State Representative Dwight Evans convenes state legislators, law enforcement officials and community leaders to discuss strategies to stop the violence that has taken the lives of too many youth in Philadelphia.

May 2004—Deliberations resulted in the first draft of a Blueprint, a Comprehensive plan that combines new legislation and new community programs to address the many factors that contribute to violence.

September 2004—State Representative Evans announces \$4.2 million in support for Blueprint.

February 2005—Dr. Deborah Prothrow-Stith, Harvard School of Public Health expert on youth violence prevention, joins the effort to design the Blueprint. Her research-based violence prevention model provides a key framework for the Initiative's Implementation Plan.

June 2005—MEE conducts audience research with Philadelphians in the hardest-hit neighborhoods, to get the "real deal" about the causes and severity of violence in Philadelphia.

September 2005—The Pennsylvania state legislature approves more than \$10 million to expand and implement the Blueprint Initiative to include a public awareness campaign.

November 2005—A coalition of more than 100 elected officials, community organizations and national experts unveils the Initiative.

March 2006—Formal launch of the Blueprint social marketing campaign.

July 2006—The Blueprint Initiative receives \$16 million in new funding.

August 2006—The Blueprint Hotline had already received more than 700 phone calls and more than 16,000 campaign informational pieces had been distributed to community residents.

"Violence is a learned behavior and the "Blueprint" is our ten-year commitment to unlearn the behavior and prevent its disastrous consequences."

-PA State Rep. Dwight Evans