



## Project Youth Safety: Fact Sheet

Funded through a cooperative agreement from the U.S. Department of Justice, Office of Juvenile Justice and Delinquency Prevention (OJJDP), Project Youth Safety is a comprehensive multimedia, multicultural public awareness initiative promoting child and youth safety at the community level. Project Youth Safety independently focuses on various child/youth safety issues in six different markets to create issue awareness amongst today's youth.

This youth safety initiative has been developed and directed by INOBTR ("I Know Better"), a non-profit organization that educates about safety through public awareness in a proactive effort to keep kids safe. INOBTR has developed media campaigns and tool kits on the following issues. Community Program/Partner is in italics.

### **Youth in Crisis/Homeless Teens**

*Youth Network Council/Chicago Safe Place*

Launch Market/Date: Chicago, IL -- 7.14.11

Materials available:

- Posters and brochures for community distribution
- Movie theatre ads
- Transit ads (rail and bus)
- Park/Transit benches
- Web banners
- Bus shelter posters

### **Impact of Domestic Violence on Children and Youth**

*Children's Institute Inc.*

Launch Market/Date: Los Angeles, CA – 9.27.11

Materials available in English and Spanish:

- Posters and brochures for community distribution
- Movie theatre ads – English only
- Transit ads (rail and bus)
- Web banners
- Bus shelter posters
- Radio – 30-second PSA

### **Child Sexual Abuse in a Bilingual Community**

*Denver Children's Advocacy Center*

Launch Market/Date: Denver, CO – 10.5.11

Materials available in English and Spanish:

- Posters and brochures for community distribution
- Movie theatre ads – English only
- Billboards
- Bus shelter posters
- Radio – 30-second PSAs

### **Child Abuse & Neglect in a SE Asian (Hmong) Community**

*Merced Lao Family Foundation*

Launch Market: Merced County, CA

Launched during Hmong New Year 12.16.11

Materials available in English and White Hmong:

- Posters and brochures for community distribution
- TV – 30-second PSA
- Radio – 30-second PSA
- Movie theater ads – English only

### **Teen Dating Violence/Adolescent Relationship Abuse**

*Public Health Institute/California Adolescent Health Collaborative*

Launch Market: San Francisco, CA

Launch Scheduled: January 31, 2012

- Posters and brochures for community distribution
- Transit ads (rail and bus)
- Mall advertising
- Radio – 30-second PSA live read
- Movie theater ads

### **Cell Phone Safety age 8 and up**

*iKeep Safe Coalition*

Launch Market: Monroe County, NY (Rochester area)

Launch: February 28, 2012

- Posters and brochures for community distribution
- Radio – :60, :30 and :15-second PSAs
- Movie theater ads
- Digital ads – web banners

**NOTE: These campaigns are very easy to ADAPT for your community. Please go to [www.PROJECTYOUTHSAFETY.org](http://www.PROJECTYOUTHSAFETY.org) to see all the materials and get started today.**

As an overall Project Youth Safety campaign goal, INOBTR has designed materials to be as detailed, but general as possible to allow for use, distribution and adoption in other markets in the near future. As such, there is an **"Adopt this Campaign for your community"** button on the campaign website [www.PROJECTYOUTHSAFETY.org](http://www.PROJECTYOUTHSAFETY.org). This process is very easy. INOBTR will work with interested organizations across the country to explore co-branding materials for a local community.

Campaign mediums have been strategically chosen based on a variety of factors including target, demographics, traffic patterns, etc. Grassroots materials have also been created in flyer and poster formats for increased community awareness. The campaign website, [www.PROJECTYOUTHSAFETY.org](http://www.PROJECTYOUTHSAFETY.org), serves as a 24/7 gateway to all Project Youth Safety campaigns with general information on each of the youth safety campaigns, resources, and downloadable campaign materials available. Site visitors can request materials (launched AND "to be launched" campaigns) for download and distribution purposes once they have provided general information (name, title, organization, contact info).

**For more information on Project Youth Safety, please contact Kelly McMahon at [kelly@INOBTROrg](mailto:kelly@INOBTROrg) or via phone at 314.721.9004 ext 335.**