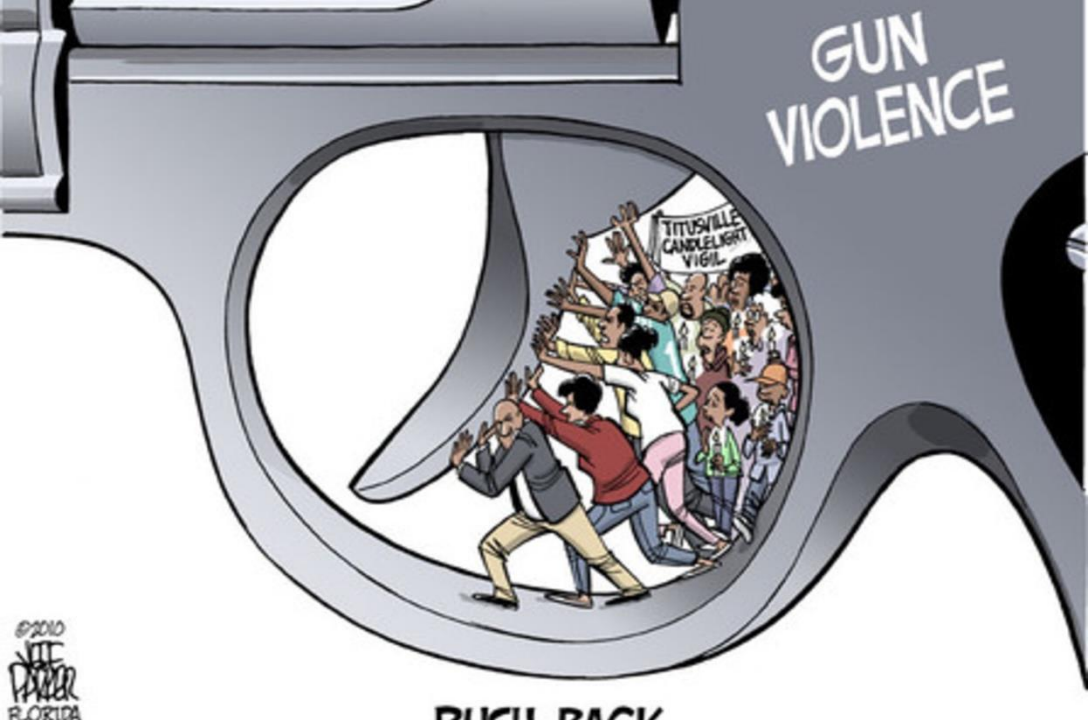


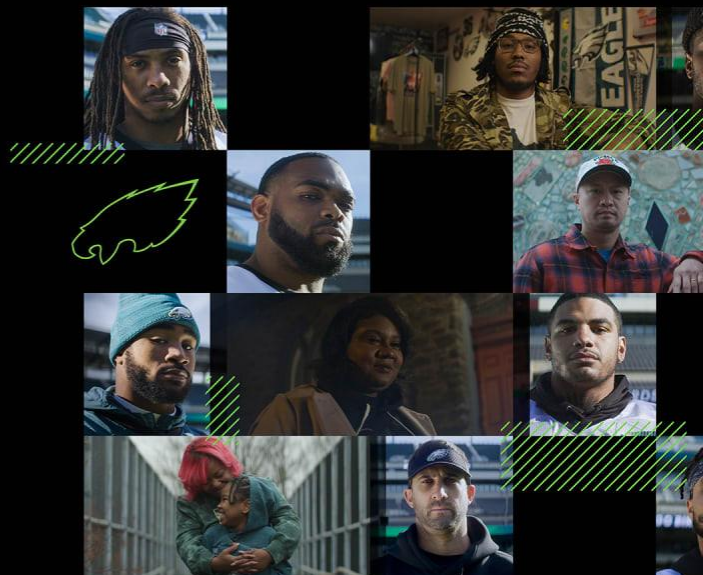
*PEACE NOT GUNS
TASK FORCE
CASE STUDY –
CURBING GUN VIOLENCE IN
THE CITY OF PHILADELPHIA*

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**ENOUGH
KEEPING
SCORE
END
PHILLY
GUN
VIOLENCE
.COM**



THE CHALLENGE

*"GUN VIOLENCE IS A PUBLIC HEALTH EMERGENCY,"
– JEAN ROSS, RN, NATIONAL NURSES UNITED PRESIDENT*

BACKGROUND

PROBLEM STATEMENT: THE RISING GUN VIOLENCE IN URBAN AREAS, PARTICULARLY AFFECTING YOUTH, REQUIRED AN URGENT RESPONSE.

OBJECTIVE: TO DEVELOP AND IMPLEMENT A COMPREHENSIVE COMMUNICATION STRATEGY TO SUPPORT THE "PEACE NOT GUNS" INITIATIVE AIMED AT REDUCING GUN VIOLENCE AND PROMOTING PEACE IN THE COMMUNITY.

KEY STRATEGIES

COMMUNITY ENGAGEMENT:

CONDUCTED TOWN HALL MEETINGS AND FORUMS TO INVOLVE LOCAL RESIDENTS IN DISCUSSIONS ABOUT GUN VIOLENCE.

PARTNERED WITH LOCAL ORGANIZATIONS, FAITH-BASED GROUPS, AND SCHOOLS TO SPREAD AWARENESS AND ENCOURAGE COMMUNITY PARTICIPATION.

MEDIA RELATIONS:

DEVELOPED A MEDIA CAMPAIGN TO HIGHLIGHT THE NEGATIVE IMPACT OF GUN VIOLENCE AND PROMOTE THE "PEACE NOT GUNS" MESSAGE.

SECURED MEDIA COVERAGE THROUGH PRESS RELEASES, INTERVIEWS, AND FEATURES ON LOCAL NEWS CHANNELS, FOCUSING ON PERSONAL STORIES OF THOSE AFFECTED BY GUN VIOLENCE.

THE SOLUTION

1. Digital and Social Media Campaign:

1. Launched a social media campaign using hashtags, videos, and infographics to reach younger audiences.
2. Created a website and blog dedicated to sharing resources, success stories, and updates on the initiative.

2. Crisis Management:

1. Implemented crisis communication strategies to handle incidents of gun violence, ensuring timely and sensitive responses.
2. Provided media training to community leaders and spokespersons to effectively communicate during crises.

3. Legislative Advocacy:

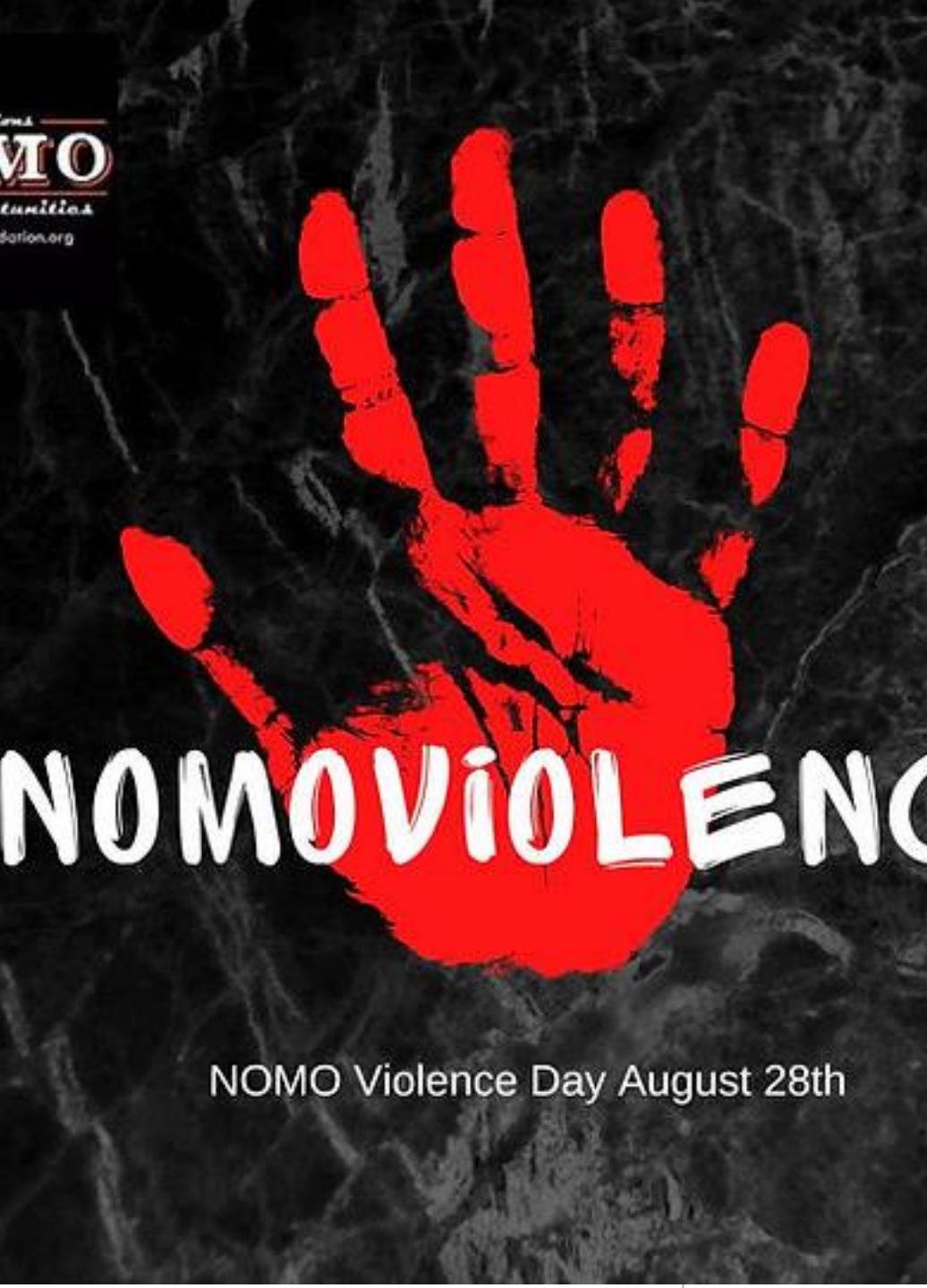
1. Worked with local politicians and activists to advocate for stricter gun control laws and policies.
2. Organized rallies and public demonstrations to garner support for legislative changes.

Outcomes

- **Reduction in Gun Violence:** The initiative contributed to a measurable decrease in gun-related incidents in the targeted areas.
- **Increased Community Awareness:** The campaign successfully raised awareness about the consequences of gun violence and mobilized community action.
- **Policy Changes:** The advocacy efforts led to the introduction of new local policies aimed at controlling gun access and promoting safety.

Conclusion

- The "Peace Not Guns" initiative demonstrates the power of strategic communication in driving social change. By engaging the community, leveraging media, and advocating for policy reform, the program made significant strides in reducing gun violence and fostering a safer environment.



THE OUTCOME

In summary, gun violence is a multifaceted, complex public health issue. It requires many different approaches to its prevention. Councilman Kenyatta Johnson and the Peace Not Guns Task Force are committed to evidence-based policies, programs, and practices and ensuring that all of these preventative measures are designed and implemented equitably. It requires a multi-prong approach for effective gun violence prevention. This will include enacting and implementing policies, programs, and practices that will help people who may be at risk from firearms. The case study has attempted to show a brief synopsis of the foundational framework in curbing gun violence through community engagement, policy, law enforcement, and education, by dealing with evidence-based risk factors.

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