

Antiviolence Media Campaign

Teens around the country are taking steps to prevent violence by initiating teen-run, antiviolence programs in their communities and schools. One of the most important components of any successful violence prevention program is a media strategy that educates people about violence prevention strategies and protective factors.



ACTIVITY

For this activity, you will develop a media campaign as part of a violence prevention program in your school. Your media campaign should focus on reducing the risk of violence by encouraging the use of prevention strategies, refusal skills, conflict resolution skills, and protective factors.

- As a class, brainstorm ideas for a slogan for your campaign.
- In groups of three or four, create media strategies to bring awareness to this issue. One group might design an antiviolence advertisement for the school

paper. Another group might develop a poster to hang in the school cafeteria. Other components might include brochures, public service announcements, fact sheets, T-shirts, bulletin board designs, and Web pages.

EXPRESS YOUR VIEWS

Evaluate your media campaign. Write an analysis of each component, and discuss the effectiveness of the campaign in bringing awareness to the problem of youth violence. What makes an item effective or ineffective?