

e-SAVE SOURCE

Youth Voices...Grown-Up Choices!

National Association
of Students Against
Violence Everywhere

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Don't Be A Character... Have Good Character Traits!

What Do You Think?

Public Relations 101: Getting the Word Out

Your chapter may be one of the most active in the nation or maybe it needs more members to become a little more effective. Either way, public relations can be a powerful tool if you are willing to invest a little time. In a nutshell, public relations is the practice of spreading the word about your organization and its activities. Done well, it can create a positive image for your group and heighten interest in the cause.

It is important to think about who you are trying to reach. As your chapter works to plan successful events and spread a message, pinpoint whether you are trying to engage fellow students, teachers, the local community or all of the above, and figure out where they get their information. That is where you need to place your message.

Once you identify your audience, think about what they will find interesting. Why should they attend? What information can you include that will help them connect personally with what you are doing? All of those things should be addressed when you are creating your flier, announcement or invitation. If you are raising money, you need to explain what result the money will provide and how that result benefits the donor.

The media can be a great tool but right now local newspapers and TV stations are often understaffed so you need to sell them on why this is newsworthy. The best way to learn that is to watch the news, read the newspaper and think about the stories they run. What do they typically write about? How can you tie what your SAVE chapter is doing to those themes? The media likes tips, numbers and statistics. For example, if you are promoting teen safe driving, find a statistic on the number of teens involved in accidents each year and use that to explain why you are promoting this cause. If you are raising money for a project at your school, try to find some information to support how effective your chapter is in keeping the school a peaceful learning environment. Maybe your administration can provide you with information on the number of days the school has gone without a fight to help you with that.

Many stories in the media have ties to violence and SAVE has many tips and resources that you can use to your advantage. After you have done your homework on your local newspapers and television stations, you should be able to identify the individuals that would most likely write about SAVE. *SAVE Board Secretary*



Kate Catlin
SAVE Board Secretary

- continued on page 6



In this issue:

- What Do You Think?
- Upcoming Events
- Monthly Focus: Don't Be A Character... Have Good Character Traits
- Question of the Month
- From the Heart
- YABer Yak
- Chapter Highlight
- Prevention Resources
- Funding/Contest Opportunities
- We're Doin'! ~ What U Doin'?

UPCOMING EVENTS



| DATE | EVENT | MORE INFO |
|-------------|---|---|
| MARCH 4-7 | 23RD ANNUAL YOUTH-AT-RISK CONFERENCE | http://ceps.georgiasouthern.edu/conted/yarregister.html |
| March 19-21 | 24TH ANNUAL AT-RISK YOUTH NATIONAL FORUM, "CONNECTING THE DOTS OF COLLABORATION" | http://www.cvent.com/events/24th-annual-at-risk-youth-national-forum-registration/event-summary-df795dcc01340c093ef3c41f7023fa0.aspx?i=f0a50928-7f9b-4700-9228-c5bf0c9b5fdb |
| March 19-23 | NATIONAL YOUTH VIOLENCE PREVENTION WEEK | http://www.nationalsave.org/main/YVPC.php |
| APRIL 1-31 | NATIONAL CHILD ABUSE PREVENTION MONTH | http://www.childwelfare.gov/preventing/preventionmonth/ |
| APRIL 2-4 | NATIONAL AFTER SCHOOL ASSOCIATION CONFERENCE | http://www.naaweb.org/default.asp?contentID=659 |
| APRIL 11-13 | BLUEPRINTS CONFERENCE - BLUEPRINTS FOR VIOLENCE PREVENTION | http://www.blueprintsconference.com/ |
| APRIL 11-14 | NATIONAL SERVICE - LEARNING CONFERENCE & YOUTHRIVE PEACEJAM LEADERSHIP CONFERENCE | http://www.nylc.org/national-service-learning-conference |
| April 22-28 | NATIONAL CRIME VICTIMS' RIGHTS WEEK | http://www.ncvc.org/ncvc/main.aspx?dbID=DB_2012NCVRWResourceGuide192 |
| May 1-31 | NATIONAL YOUTH TRAFFIC SAFETY MONTH | http://www.nationalsave.org/main/teendrivingfocus.php |
| June 14-16 | LIFESAVERS: 30TH ANNUAL CONFERENCE DEDICATED TO HIGHWAY SAFETY! | http://www.lifesaversconference.org/index.html |

Monthly Focus: **Don't Be A Character... Have Good Character Traits!**

All is fair in LOVE and SAVE! February, the month for love, is the perfect time to show your good character! What are some positive character traits that you admire in others? In this month especially, try to demonstrate good character traits. Be a positive role model for those around you so they can learn good traits as well. Pick out a person in your life that demonstrates good traits and shadow that person for a day. Use the activity ideas to put the following traits and others in action this month in your school and community.

RESPECT, SELF-DISCIPLINE, CARING, GOOD JUDGEMENT, HONESTY, UNDERSTANDING, KINDNESS, CITIZENSHIP, RELIABILITY, RESPONSIBILITY, DEPENDABILITY, AMBITIOUS, COURAGE, FAIRNESS, HELPFUL, INTEGRITY, PERSEVERANCE, COOPERATIVE

For suggested activities and downloads, visit:

<http://www.nationalsave.org/main/februarytheme.php>

For additional information on upcoming monthly topics, visit:

<http://www.nationalsave.org/main/calendar.php>

SAVE Question of the Month:

Please share the SAVE Question of the Month with your SAVE members. The Youth Voices section of the web is a place for students to ask questions and get responses from SAVE members across the country.

February QoM: "February is National Teen Dating Violence Prevention and Awareness Month, how does your SAVE Chapter raise awareness about abuse in youth relationships and help to prevent Teen Dating Violence?"

Please send your responses to: forum@nationalsave.org

Check out: <http://www.nationalsave.org/forum/index.php> to see your response posted!

Techno Tidbit

WHAT IS LIFE360?

Life360 enables families to see where their loved ones are located, when they need help and what the threats might be around them. It creates a private family "channel" that allows real-time "Check Ins" with the tap of a button from any family member.

Check out this link: <http://www.life360.com/free>



National Youth Violence Prevention Week

The National Association of Students Against Violence Everywhere (SAVE) is proud to be a founding partner, along with the Guidance Group, of the National Youth Violence Prevention Campaign. The goal of this campaign is to raise awareness and to educate students, teachers, school administrators, counselors, school resource officers, school staff, parents, and the public on effective ways to prevent or reduce youth violence.

2012 CHALLENGES

Each day of the week will highlight a specific challenge to prevent youth violence and will be sponsored by a national premier youth-serving organization. The challenges highlighted for 2012 were proposed by the campaign's Youth Advisory Board and will include:

Day 1: Promote Respect and Tolerance
Sponsored by Teaching Tolerance

Day 2: Manage Your Anger
Sponsored by the American School Counselor Association

Day 3: Resolve Conflicts Peacefully
Sponsored by the Association For Conflict Resolution

Day 4: Support Safety
Sponsored by the National Youth Court Center

Day 5: Unite in Action
Sponsored by Youth Service America

<http://www.nationalsave.org/main/YVPC.php>

National Youth Advisory Board Search

The National Association of Students Against Violence Everywhere will select up to 6 SAVE members for the 2012-2013 National SAVE Youth Advisory Board (YAB). The YAB will be composed of high school students from across the nation who have demonstrated leadership skills and service in their school and community, as well as having experience and service with the SAVE program.

These students should also possess a commitment to the ideals of SAVE. Creative and energetic students are needed to create new materials, plan and attend national workshops and provide the youth voice necessary to propel SAVE to greater achievements. Applying for the National SAVE YAB consists of 2 rounds of application processing. Completion of this form is required for Round One. Applicants moving to Round Two, will be notified in June, 2012 with additional information and phone interviews.

<http://www.nationalsave.org/PDF/YABapplication%201213.pdf>



Katrina Reynolds, 2011 SAVE Advisor of the Year: From the Heart!

Experts in the field of violence have spent hours researching why some people have the character traits they do and why others do not. In the last few weeks our small community lost a great man, a man who exemplified good character traits! So this month I am going to write my article on the personal side by telling you about him and the people he touched with his life. In Ira we have a school, four churches, two grocery stores, and several small businesses. The place that the kids love to go and get the best “cold sandwich” or the coldest bottled drinks is Sterling’s Grocery Store. The kids all say, “No one can make a sandwich like Mrs. Sterling can”. Sterling’s Grocery Store has a lot of character and the main character is Mr. Sterling. Mr. Sterling aka Tommy or “Daddy T” to his family, was the one who really made the store something to experience. I was raised in a nearby town the local Ira kids would tell you is a “rival town”, so I didn’t have the pleasure of knowing Mr. Sterling as long as most others. But what I do know about this man I want to share with you.

I first met Mr. Sterling through his grandson, JP Wilson. JP, as some of you know if you have been with SAVE a while, was nominated for Ira High School Student of the Year in 2010. He also held a spot on the National Youth Advisory Board and was the President for our local SAVE Chapter. I remember the time when JP and I went down to his grandad’s store for some cups for our carwash and he looked at JP - Mr. Sterling was a very quiet man - and he simply said “Well, all you had to do was ask...anything you kids need.” and you just KNEW he meant every single word. You could tell from their relationship that the family was brought up with good values and good character traits. The point of me sharing just a small story about “This Great Man”, is to tell you that the experts don’t always have it right. If we as students, parents, teachers, grandparents, and leaders just stand up, do the “right thing” and have GOOD character, we can change things one person at a time! Believe in being honest, help solve problems, make a difference. Do this because you want to... not because some expert on TV told you that was the answer! And to you ,Mr. Sterling....Thank you for making a difference!!!

From the Heart - Katrina Reynolds

YABer Yak: National Youth Advisory Board Member Brady Ledbetter ~ Ira High School, (TX)



As long as I can remember, I have been told to always be honest, fair, helpful and respect others. In fact, there are many character traits I have been taught. I am sure if each of us made a list, the list would be different in several ways because we come from different parts of the world. However, sometimes in the real world those differences are forgotten, such as when a classmate is picking on another classmate by calling them names or someone is being unfair to someone else and you don’t have the courage to stand up for them. This is where SAVE can help, it gives us our VOICE! In the last two years I have learned how to develop the courage to take a stand for the things I believe in. I can be a role model and I can make a difference and it is because of the tools this program has given me. SAVE teaches students that no matter how big or small they are, they are important and their VOICES need to be heard! We the youth of today, have to show good character traits because we are the adults of tomorrow! Our advisor is always telling us that everyone gets a second chance, so use it wisely. So if you are one who has a hard time standing up for what you believe in or you need to show better character,

I believe that SAVE can give you the power to be the responsible person you want to be. I want to end with a quote that I found on good character, “Having good character doesn’t always mean following the crowd....the right decision may not be the popular one.”

CHAPTER HIGHLIGHT ~ Chapel Hill High School, Chapel Hill, NC

This year the SAVE Chapter at Chapel Hill High School plans to conduct a variety of SAVE events in conjunction with National SAVE and the Allstate Foundation’s Teen Safe Driving Program. The Chapter has conducted the Be a “Smartie” don’t TXT and Drive event, started planning the X the TXT pledge drive, and started a monthly Social Norms/Fun newsletter , “Toilet Talk”, January 2012 Issue. In February, the Chapter will focus on Dating Violence Awareness/ Daters Rights, in March, “Break the Chain of Bullying”, in April, the Seat Belt Check will take place on campus and in May (the biggie for the year) the Mock Crash with all area emergency services agencies involvement.

The SAVE Chapter advisor at Chapel Hill High School is Jim Wise.



Prevention Resources:

Hookahs Can Cause Carbon Monoxide Poisoning

Hookahs, which many people perceive as a less dangerous way of using tobacco than smoking cigarettes, can cause carbon monoxide poisoning, health experts say. <http://www.drugfree.org/join-together/tobacco/hookahs-can-cause-carbon-monoxide-poisoning-health-officials-say>

What to Do if Your Teen Faces Dating violence

Although their heads may be telling them to leave an abusive relationship, many teen girls listen to their hearts instead, which tell them they are in love and can't live without their abusive partner. <http://www.wkow.com/story/13462919/what-to-do-if-your-teen-faces-dating-violence>

Why Prevent Underage Drinking?

When the physical effects of alcohol are coupled with emotional immaturity and inexperience, the effects on young drinkers can be devastating. Alcohol is a depressant and a neurotoxin. Alcohol alters and kills brain cells and can adversely affect an individual's ability to form new memories. This can be especially significant for young people who are in school and should be assimilating new information daily. <http://www.underyourinfluence.org/UnderageDrinking.html>

Teen-Parent Driver Agreement

As part of a new initiative to build on Connecticut's 2008 overhaul of its teen driver laws, the state's Department of Motor Vehicles has convened an Advisory Committee, and assigned as one of its first tasks to come up with a statewide consensus model for a Teen-Parent driver agreement. http://library.constantcontact.com/download/get/file/1101808979916-860/TeenParentAgreement_DMV_12_2011_Final.pdf

Addressing Barriers To Learning

Most efforts to involve parents with their child's school seem aimed at those who want and are able to come to the school. It's important to have activities for such parents. It's also important to remember that, at most schools, these represent a small percent of families. How can schools address the rest? <http://smhp.psych.ucla.edu/pdfdocs/Newsletter/Winter12.pdf>

The 10 Health and Happiness Findings of 2011

While fewer young adults are without insurance and Americans were slimming down in 2011, the stresses of job searching and affording food were getting worse. <http://www.mnn.com/health/fitness-well-being/stories/the-10-health-and-happiness-findings-of-2011>

Injected Methamphetamine Use Linked to Increased Risk of Suicide Attempts

People who inject methamphetamine are 80 percent more likely to attempt suicide compared with those who inject other drugs, a new study has found. http://www.drugfree.org/join-together/drugs/injected-methamphetamine-use-linked-to-increased-risk-of-suicide-attempts?utm_source=Join+Together+Daily&utm_campaign=ff8012c243-JT_Daily_News_Clergy_Matter1_3_2012&utm_medium=email

Funding/Contest Opportunities:

Allstate Foundation Mini Grants Available for Teen Safe Driving Activities!

Many schools and community agencies are planning activities to encourage Teen Safe Driving during key times including National Youth Violence Prevention Week, National Youth Traffic Safety Month, Prom and Graduation. The National Association of Students Against Violence Everywhere (SAVE) has mini grants available for schools and community agencies who are conducting activities this fall in the following states: AK, CO, DC, DE, HI, ID, IN, IA, KS, MD, MI, MO, MS, MT, NE, ND, OH, OR, SD, VA, WA, WV, and WY. Mini grants are \$1,000 and include educational items, materials, Teen Safe Driving Toolkits and a free SAVE Chapter affiliation. For a very brief (less than 2 pages) grant application, contact: info@nationalsave.org



Teams Teaching Prize Grant

Deadline: May 1, 2012

To Recognize Excellence In Designing And Teaching Lessons In Medieval Studies, Including But Not Limited To Such Areas As History, Literature, And Art History, In K-12 Schools. <http://www.teamsmedieval.org/ofc/SP09/Fall2010TeachingPrize.html>

Innovations In Reading Grant

Deadline: February 21, 2012

Each Year, The National Book Foundation Awards A Number Of Prizes Of Up To \$2,500 Each To Individuals And Institutions—or Partnerships Between The Two—that Have Developed Innovative Means Of Creating And Sustaining A Lifelong Love Of Reading. http://www.nationalbook.org/innovations_in_reading.html

Dollar General Literacy Foundation

Deadline: February 28, 2012

Dollar General Literacy Foundation is accepting applications for Adult Literacy Grants. This initiative awards funding to nonprofit organizations that provide direct service to adults in need of literacy assistance. http://www2.dollargeneral.com/dgliteracy/Pages/adult_grants.aspx

Federal Cyber Service: Scholarship for Service

Deadline: April 17, 2012

The Federal Cyber Service: Scholarship for Service (SFS) program seeks to increase the number of qualified students entering the fields of information assurance and cybersecurity and to increase the capacity of the United States higher education enterprise to continue to produce professionals in these fields to meet the needs of our increasingly technological society. <http://www07.grants.gov/search/search.do?&mode=VIEW&opId=138754>



Welcome to the
SAVE store!

SAVE is proud to announce the opening of the brand new SAVE online store! The store will provide a quick and easy way to order SAVE merchandise as well as renew your chapter registration. Registered SAVE chapters can get their 5% discount by putting using their 'Chapter Only' password as the discount coupon code. Please visit our new store to browse and purchase everything you need for your SAVE chapter.

<http://nationalsave.org/store/>

Public Relations 101... continued

Give them a call or send them an email to say hello. Remember they are very busy so keep it brief but tell them your name, what SAVE is, and a little about your chapter. Close by telling them that any time they are doing a story about youth violence, you would be happy to help. Give them your contact information and keep in mind that if they do reach out to you, they will be on a tight deadline so you want to get back to them as soon as possible. If they see you can do that, they will be more likely to use you again.

In summary, it is important to get the word out about what your chapter is doing so it will continue to grow and flourish. Every time you plan something new, identify the Who, What, When, Where and Why to help you spread the message. Identify who is responsible for getting this on the morning announcements, who will create a flier or who will post it online. Make sure someone is always taking pictures of your efforts and use those in your outreach. There are many resources online that can provide more detail on how to launch a successful PR campaign.

Feel free to post your questions on the SAVE Facebook page and I will answer them there. Good luck!

- Kate Catlin, SAVE Board Member

We're Doin'...! ~ What U Doin'?

The Gering High School School SAVE Club is training now to do a couple lessons in the next month at our elementary schools on diversity and conflict management. Matt Salomon is the SAVE Chapter advisor.

Paso Robles High School celebrated the efforts of Martin Luther King, Jr. with a peace march and art. Paso Robles High School's Gay-Straight Alliance and Students Against Violence Everywhere took part in the evening event, which also featured a choir performance and speakers. Xelina Rojas is the SAVE Advisor.

Jim Hill High School's SAVE Chapter at will coordinate violence prevention activities with the Safe Schools/Healthy Students and Readiness and Emergency Management coordinators to enhance and expand school safety initiatives. Cedric Cooks and Principal Bobby Brown are the SAVE Chapter advisors.

Princeton High School is planning a safe driving assembly, distributing monthly awareness information, conducting poster contests, Red Ribbon Week activities and a booth at Princeton Community Day events. The SAVE Chapter advisor at Princeton High School is Heather Richards.

("We're doin'! ~ What U Doin'?" contributions can be emailed to: dpell@nationalsave.org)