

## COMMUNITY-WIDE NONVIOLENCE CAMPAIGN

**Summary:** SPC initiate a broad-based community campaign seeking to create concrete nonviolence principles which would be signed onto by a wide range of institutions, organizations and individuals throughout the community. To be successful it would require establishing a strong community coalition.

### **Goals:**

- Increase the links among organizations concerned about and/or committed to reducing violence and oppression in our community and around the world.
- Help people understand the links between interpersonal violence, institutional violence and warmaking.
- Make strides toward reducing violence in our neighborhoods.
- Help SPC work more visibly and effectively on an important local issue.
- Draw attention to the contradiction between our advice to young people about violence and the terrible violence perpetrated by many social institutions.

### **Activities/Steps:**

- 1) Research similar campaigns in other communities for background and ideas
- 2) Build relationships with a core group of partner organizations to initiate the project.
- 3) Develop a basic set of nonviolence principles to which a wide range of institutions would be asked to sign onto and commit themselves to implementing.
- 4) Develop written materials and training programs to help groups fully understand and have the opportunity practice living out the principles.
- 5) Seek political support from the Syracuse Common Council and perhaps the County Legislature or outlying local government entities for the campaign.
- 6) Conduct outreach to schools, faith communities, community centers, community organizations, businesses, etc. to sign groups up and conduct the companion educational components.
- 7) Publicize the wide support for the nonviolence guidelines using the media, signs or some other way of identifying campaign partners.
- 8) Examine and seek to change institutional policies which promote violence--ie. military recruiting in schools, police policies, etc. (After having achieved broad community support for the guidelines, we will have much greater leverage for convincing institutions to apply them in a thoroughgoing manner.)

**Timeline:** This would be a multi-year campaign. It could begin this year with solely a research and program development phase and then be fully implemented down the line.

**Resources:** This campaign would require significant resources, including perhaps 10/week of staff time as well as it's own budget for materials. Space in the PNL and use of the listservs for publicity would be valuable assets. While significant start-up resources would be required by SPC, the campaign has the capacity to attract other resources if it gets going successfully and could develop into it's own entity.

**Relating to SPC Guidelines:** This campaign fits very well into the Program Guidelines.

It focuses directly on connecting global violence to local violence (though more thought needs to go into how that will play out practically).

It has great potential to increase participation among people from communities which aren't currently well represented within SPC.

Its success depends on our ability to build stronger relationships with other organizations.

While there are many other groups addressing community violence, there is a striking lack of focus on this issue and no one seeks to create such a broad unified message in the community and to seek support from the diversity of entities we would try to engage.

I, unfortunately, have much more interest in the project than I currently have time to work on it.