



*Campaign to Stem Societal Violence
Before It Reaches Our Nation's Campuses...*

**NATIONAL "ENOUGH IS ENOUGH" WEEK
APRIL 2 – 6, 2011**

RESOURCE MATERIALS FOR SECONDARY SCHOOLS

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NASPA – Student Affairs Administrators in Higher Education is the leading association for the advancement, health, and sustainability of the student affairs profession. We serve a full range of professionals who provide programs, experiences, and services that cultivate student learning and success in concert with the mission of our colleges and universities. Founded in 1919, NASPA comprises more than 12,000 members in all 50 states, 29 countries, and 8 U.S. Territories.

Partners (*for more information on individual partners, please refer to Appendix C*):

American Association of Community Colleges
www.aacc.nche.edu

American School Counselor Association
www.schoolcounselor.org

Association for Student Conduct
Administration
www.theasca.org

Association for University and College
Counseling Center Directors
www.aucccd.org

Association of Public and Land-grant
Universities
www.aplu.org

Center for Peace Studies and Violence
Prevention

College Parents of America
www.collegeparents.org

International Association of Campus Law
Enforcement Administrators
www.iaclea.org

National Association of Student Affairs
Professionals
www.nasap.net

National Center for Mental Health Promotion
and Youth Violence Prevention
www.promoteprevent.org

National Coalition Building Institute
www.ncbi.org

National School Boards Association
www.nsba.org

Office of Safe and Drug Free Schools,
Department of Education
www.ed.gov

United States Student Association
www.usstudents.org



September 9, 2009

On April 20, 1999, the worst high school shooting in the world occurred at Columbine High School, in Littleton, Colorado. It is a day that had a major impact on everyone's lives around the world. At times, it seems like the tragedy occurred just yesterday and at other times it seems like an eternity. We had to redefine normal. As a school community, we have learned how to cope. The theme at the one-year anniversary was a "Time to Remember, A Time to Hope."

I can remember stating publicly that I hope that the students and teacher who so tragically lost their lives did not die in vain; and that there were lessons to be learned as a result of the disaster. It is unfortunate that I became an expert on school violence as a result of the Columbine tragedy. I was never trained to deal with such a horrific event; but I felt it was my responsibility to bring our devastated community back from the ashes. To help members of society answer the frightening questions about school violence.

In starting my faithful journey to recovery the most asked question was, "What could we do to prevent another Columbine from happening?" After the tragedy there were many experts on the subject who suggested that we use armed guards, metal detectors, and surveillance cameras in our schools. I challenged the recommendations because when does a school become a fortress and would any of the aforementioned precautions have prevented a Columbine tragedy from occurring? I felt the question that needed to be answered was what created so much hate in the hearts of the murderers that they carried out such an evil act of terrorism. Money should not be spent on metal detectors or surveillance cameras but on programs that teach students about respect for one another and respect for life.

The second most asked question continues to be, "What are you going to do as a school to prevent violence." My response is, "What are we going to do as a society?" It will take a team effort to combat violence in our society. Enough is Enough is a program that addresses my concerns. Educators, law enforcement agents, judges, parents and students must come together to address the violence in our society. Our future begins today.

My hope is that school violence comes to an end, and that our nation is not mourning the loss of more of our children and educators; and that the members of our society come together to stop the senseless deaths that are occurring. Our children are our future and we must continue to pave the way for a safe and successful journey.

Sincerely,

Frank DeAngelis
Principal
Columbine High School



During the first full week of April, schools across the country will speak out, engage in dialogue, and take action to stem the tide of societal violence.

Tying into efforts already underway, the first week of April has been designated as Enough is Enough Week. Not only did the “tipping point” tragedies at Columbine High School and Virginia Tech both occur in this month, but on the other end of the spectrum, April is “National Give Life Month.” It is our hope that, as schools plan activities for “Enough is Enough” Week, they will incorporate elements along this whole spectrum – from remembrance to proactive engagement in life-affirming and community-building activities. ***NOTE: If you are unable to participate during the designated week, please pick an alternate time, as the following materials are not time-specific.

What is Enough is Enough?

The “Enough is Enough” Campaign is a critical collaboration designed to create a new paradigm for peace and safety in the nation’s schools – elementary through postsecondary – by addressing the societal violence that has contributed to unprecedented violence in some of the very places our students should feel most safe.

At the 2008 NASPA Annual Conference, Dr. Zenobia Lawrence Hikes, vice president of student affairs at Virginia Tech, told those in attendance what happened and what was learned through the tragedy on her campus, as well as what she thought those of us in student affairs needed to do to chart a course for the future. Dr. Hikes reminded those in attendance that none are immune to terror, and that all must prepare for the unimaginable. Declaring, “Enough is Enough,” Dr. Hikes called on us to act with a “fierce urgency” and stem the tide of societal violence before students reach our nation’s campuses. (Visit www.EnoughisEnoughcampaign.org to view a video of the speech.)

Born from this call to action, the “Enough is Enough” Campaign seeks to address the most

pressing shared issue for all levels of education today – the rising societal violence that results in school and campus tragedies. Out of a day-long meeting of the campaign’s partners (see *Appendix C*), three main areas of focus emerged: a nationwide prevention and intervention campaign; legislative efforts; and identification of resources. What follows in this action kit is the beginning of materials being made available to help interested parties participate in the nationwide prevention and intervention campaign.

How Can Your School Participate in Enough is Enough?

By obtaining this action kit, you have already taken the first step. If you have not yet let us know of your interest in holding events at your school, please do so by sending an e-mail to enough@naspa.org. This will also ensure that you are kept up-to-date regarding the campaign. Also, check www.EnoughisEnoughcampaign.org for additional resource materials.

The following pages offer suggestions for events during “Enough is Enough” Week, as well as tips on how to organize and publicize your events. Do as much or as little as is appropriate for your school.



- Despite the attention given to extremely rare cases of school shooting, our nation's schools and campuses are generally safe environments.
- While schools and campuses are generally safe environments, *any* act of violence is unacceptable in the very places our nation's students should expect the greatest peace and security in order to be successful in their academic pursuits.
- Schools and campuses are not, by nature, violent places. Too often, the violence that erupts within the academic environment spills over from outside. To this end, it is imperative that any effort to stem societal violence before it reaches our nation's schools and campuses **MUST** involve parents, students, and community members, in addition to administrators, counselors, and teachers.
- Those committed to putting an end to school and campus violence must work with students along a continuum that builds community. Most students recognize that violence is not a desired outcome, but it is service to others and the building of community that offer the best hope of preventing violence and/or putting the support systems in place for an effective recovery, should a violent incident occur.
- Because of their rarity, acts of violence are largely unpredictable. While we all want assurances that we – and those we care about – will be safe as we go about our daily routines, ultimately, we can only work toward building a shared community in which such acts of violence are not glorified, and in which all members of the community are supported and intimately known.
- According to the U.S. Department of Education, “violence and antisocial behavior are less likely to occur in schools with the following characteristics: positive school climate and atmosphere; clear and high expectations of all students; strong student bonding to the school; high levels of student participation and parent involvement; and opportunities to gain skills and develop socially.”¹

¹ Educational Resources Information Center (2000). *How Can We Prevent Violence In Our Schools?* U.S. Department of Education.



Planning Your Events

1. Determine the Dates for Your Event(s)

For the greatest national impact, we are encouraging schools across the country to hold Enough is Enough Week activities **April 2-6, 2012**. If you are unable to participate at that time, please choose alternate dates, as working to stem societal violence is timeless!

2. Promote Your Events

Use the Key Messages and suggestions that follow to promote your events to the school and larger community, as appropriate.

3. Determine the Format for Your Events

We have provided a variety of suggestions for consideration when planning your Enough is Enough Week; please feel free to select those most appropriate for your particular school, and modify as appropriate...or come up with your own ideas, drawing upon your school's unique climate.

4. Involve All Segments of the School and Community

By involving the broad diversity of your school community in planning and carrying out Enough is Enough activities, you can draw on a whole range of skills and get a broader population invested in the success of the program. Tap existing leaders, but also look for new leaders to emerge and work to intentionally develop this new group. Once the format of your events is determined, also look to those in the larger community – such as first responders, social workers, postsecondary school administrators and students, and others – to involve.

5. Build on Your Enough is Enough Week

Don't let this week be a one-time event. Build on the successes of the week and continue the discussions throughout the school year. Take advantage of other "hooks" to tie follow-up activities to, such as "National Youth Violence Prevention Week," "No Name-Calling Week," "National Give Life Month," or "Global Youth Service Days." Continue to build ties with the community and broaden the reach of your anti-violence efforts.

6. Follow Up

- **Debrief** – Sit down with those involved in the planning and execution of Enough is Enough activities to find out what went well and what could be improved upon for next time.
- **Set a date** for your next activities, and start planning for next April's Enough is Enough Week.
- **Tell us about it** – E-mail enough@naspa.org to let us know about your program and offer suggestions for resources we can provide to help in the planning for next year.



Suggestions for Planning and Publicizing Your Events

Publicizing Your Events

The Face of Enough is Enough at Your School and in Your Community

- Create short commercials with the Enough is Enough message.
- Create a link on the school website for students, faculty, staff, and community members to view these commercials. Take advantage of tools like SchoolTube (www.schooltube.org) to spread your message further.
- Ask local TV stations to support your event by running these ads for the larger community. Create ads in a variety of languages if needed.
- Ask faculty, staff, and organizations to show this video clip to their constituents in order to make people aware of the initiative and generate interest.

Role Model

Work with established student leaders, and get them on board with the campaign.

- Charge them with the task of getting people motivated and excited about participating in this campus initiative; they can act as Enough is Enough ambassadors.
- Give these students t-shirts or other branded “swag” prior to the event in order to introduce the idea to the school and community.
- Ask these students to write a letter to the editor of the school or community newspaper; they should express their opinions about violence in relationship to school life.

Special Presentations About the Enough is Enough Campaign During In-Services

- Allows faculty and staff to be more aware of this event and to advertise to the broader campus community.
- Allows faculty the opportunity to identify ways to incorporate anti-violence campaign within curriculum or devise other initiatives (also helps avoid counter-programming).

T-shirt Design Contest

- Ask students to design a t-shirt for the campaign, and upload the entries on the school’s website. Then, ask students to vote for their favorite design, and distribute t-shirts with the winning design during Enough is Enough Week.

Use School Technology to Advertise Events

- Use your phone communication system to email reminders to parents and leave phone messages inviting them to your opening or keynote event.



Suggestions for Planning and Publicizing Your Events



Buttons

- Many students like to display causes or interests in the form of buttons on backpacks and messenger bags. Create an appealing image to be displayed by students on campus. Buttons also have the advantage of being less expensive than t-shirts.

Social Networking

- Use social networking tools, as appropriate for your school. If your school is already using Facebook or another social networking platform, consider creating an Enough is Enough group to market the events through the members of the group.
- Connect with other schools participating in Enough is Enough.

Paper-Based Marketing

- Mail information to parents with basic campaign information and a list of Enough is Enough related events.
- Create a flyer and ask community and religious organizations to distribute during their meetings/services.
- Place table tents advertising events in cafeteria, main office, and other high-traffic areas, as appropriate.
- Have students or student leaders create attractive, student-friendly posters in a poster-creating contest, and select a few to mass produce and post around school. Have these posters available on the institution's website for easy access for all (students, faculty, staff, community members, and business owners) to download, print, and post.
- Include information about the Enough is Enough campaign in your school, community, and/or district newsletter.
- Feel free to use the Enough is Enough logo – simply e-mail enough@naspa.org to obtain the best format for your purposes.

If You Feed Them, They Will Come

- Get a local business to attend a basketball game a week before the Enough is Enough events and hand out free food.
- Pass out Enough is Enough ribbons or other branding piece with the donations; Have a sportscaster make a plug for Enough is Enough events, and thank the vendor for the donations and community support.
- Have a half-time speaker address violence on campus.





Suggestions for Planning and Publicizing Your Events

Working with the Media

The media has tremendous power to change attitudes and influence public opinion. Too often, the media is seen as being on the other side of this issue, glorifying violence in programming, and covering tragedies through such in-depth news coverage that would-be perpetrators “copycat” crimes they’ve become engrossed with through endless media coverage.

This does not have to be the case, though – local media are members of the community, too, and just as invested in preventing and stemming societal violence as anyone else. Be sure to use the “Key Messages” and work with appropriate administrators to proactively reach out to local media and involve them in your efforts.

Letters-to-the-Editor

Personal experiences written by members of the community make the most effective letters for local newspapers. Identify students, staff, and other members of the community with compelling stories. When editors receive multiple letters on a given topic, they are more likely to run at least one. Call the newspaper and speak with the editor of the editorial pages. Ask about specific requirements of the paper, such as word limits, and about the most appropriate way to submit the piece for consideration. If your first submission isn’t published, keep trying! Submit your letter to other publications, and continue to follow up with them.

OpEds

Letters-to-the-editor generally run between 150-250 words, depending on the publication, whereas OpEds are considerably longer, averaging about 750 words. Again, you’ll want to be sure to get your specific paper’s requirements, but OpEds allow for much more thorough coverage of the subject.

Editorial

Editorial pages are among the most-read pages in any newspaper. While this makes Letters-to-the-Editor and OpEds good bets, the *best* coverage is if you can have an editorial placed, in which the editors of the paper essentially make your argument for you, lending greater weight in many readers’ minds. In order to have an editorial placed, you’ll need to set up a meeting with the paper’s editorial board to discuss the issue.

Be sure to make the most of your school media, too!





“The Enough is Enough Campaign began as one person’s vision. However, stemming societal violence is not the work of one organization. It is not enough for one campus or one community to take action, for we are all responsible. This is not a work for the lone hero – we need every possible touch point for students to be involved, whether peers, mentors, parents, teachers, spiritual leaders, counselors, trusted adult figures, or community partners. It will take all of us together – our collective resilient spirit demanding that enough is enough.” – Gwendolyn Jordan Dungy, NASPA Executive Director

- **Partner with postsecondary schools.** The whole impetus behind the Enough is Enough Campaign is to stem societal violence before it reaches the nation’s campuses, whether elementary, secondary, or postsecondary. Each level of education feeds the next, so it only makes sense to work together with those at other levels of the educational system. Establish programs in which students can interact with one another through the arts, tutoring, mentoring, or any number of other ways. If there are community colleges and/or four-year institutions in your school’s community, be creative about partnering and finding ways for them to best plug into and support your efforts.
- **Swap speaking opportunities.** Contact community groups, spiritual institutions, clubs, and organizations. Set up opportunities for individuals or panels (including students) to speak at their functions, while inviting them to participate in school panels, as appropriate. Pursue long-term partnerships in reaching the goal of preventing or stemming the tide of violence in your community.
- **Look for opportunities to exhibit.** Don’t just let the pieces produced during your school’s Enough is Enough week fade away – find opportunities to exhibit the pieces in your town hall, library, or other appropriate community venues. Work with other schools to have their students add their own pieces to the growing display.
- **Obtain city/state proclamation.** Work with your local and/or state officials to have the first week of April declared “Enough is Enough” Week. Such proclamations not only engage decision makers, but also attract media attention to your efforts.
- **Libraries** often host events related to national events. Work with your local library to coordinate different speakers and events for all ages.
- **Develop partnerships with first responders.** Know who has what resources available should a school crisis occur. It is far better to have scenarios mapped out in advance than try to navigate resources in the midst of a crisis.
- **Establish relationships with recreation centers** and other local organizations, such as the YMCA/YWCA, Boys and Girls Club, etc.





- **Explore partnerships with other schools in your area.** The incidence of school violence is so rare, it often doesn't make sense for every school to have personnel with specialized skills in place. Developing partnerships and devising ways in which schools can support one another in the event of crisis can be invaluable. Also be sure you're aware of resources available from the U.S. Departments of Justice and Education that often are under-utilized.
- Work with the **Chamber of Commerce and other local businesses** to help promote and sponsor events, or even host community events. Find creative ways to involve the whole range of local businesses. Explore the possibility of addressing the local Rotary to talk more generally about your goals and see how you might be able to work with businesses in your community. Also explore **larger corporations** with ties to the community, as they may have small grants available to support worthwhile efforts at the local level.
- **Religious/spiritual institutions** are a key element in any given community. If appropriate, given your type of school, work with local spiritual leaders to promote anti-violence efforts. If possible, coordinate their involvement in an "Enough is Enough" weekend, where the messages of anti-violence and community-building are reiterated from their tradition in services.



We have provided a variety of suggestions for consideration when planning your Enough is Enough Week; please feel free to select those most appropriate for your particular school, and modify as appropriate...or come up with your own ideas, drawing upon your school's unique climate. Draw upon existing leaders, and develop new ones, building upon the week's activities to engage in long-term efforts to stem societal violence.

1. Enough is Enough Day

Black and white are the colors of the Enough is Enough campaign, tying together mourning and remembrance with peace, innocence, and solidarity with victims of violence. Throughout the week's events, hand out black and white ribbons for students, staff, and members of the community to show their support. For the greatest show of solidarity with other participating schools across the country, put a particular emphasis on wearing the ribbons on the first **Wednesday** of Enough is Enough Week.

2. Keynote Speaker

Seek out a speaker to give a presentation on how violence has no place in schools, and/or how to unite the school in peace and harmony (*see Appendix A – Potential Speakers/ Presentations*). Be sure to include time for discussion afterward, or build this into the students' next class period. Depending on the speaker, format, and time available, you may want to allow not only for Q&A, but also for facilitated small group discussions to generate action steps.

3. Take the Pledge Day

After the speaker, encourage those in attendance to take a public stance against violence by signing a pledge. This could be a time of celebration, with free t-shirts, cookies, or any other items that can be purchased or obtained through the support of the community (*see Appendix B – Sample Pledge*).

4. Role Model

Encourage highly visible student leaders to write a short piece for the school newspaper about their interests in making the school a safer place in which to learn. In providing examples of positive behavior, it is hoped that these positive interactions will become the social norm.



5. Enough is Enough Dialogue on Violence

Encourage students to think about the societal ramifications of violence in the media and how pro-violence messages can be combated. Consider utilizing school media to feature segment that could include issues of violence, school security, or ways to make school a better and more peaceful place. Topics might include the role of violence in video games; cyber bullying; “copy cat” violent crimes; and “disturbed” vs. “disturbing” students and “when to tell.” Encourage student feedback if using media sources and/or include time in appropriate classes to discuss the chosen topics. Consider having the school’s Discipline Committee collaborate to design activities that address/respond to their cultural experience within the school.

6. These Hands Don't Hurt

The national philanthropy of Alpha Kappa Lambda, similar events can easily be adapted from this initiative. In essence, handprints are cut out of colored paper and people sign their names on the hands and pledge that their hands will never be used to commit interpersonal acts of violence. Another way this initiative is implemented is through students placing their hand in colored paint and leaving their print on a white banner. This symbolizes both the diversity and unity of the school, and serves as a visual representation of how many people have pledged to resolve matters in a non-violent way. <http://media.www.unews.com/media/storage/paper274/news/2008/10/27/News/Hands.Against.Violence-3508198.shtml>

7. Random Acts of Kindness (Postcard Campaign)

This initiative builds a sense of community and unity on campus, allowing students, faculty, staff, and the greater community to witness the many positive acts that are performed. A potential twist on this event is for people to write postcards for positive acts of kindness that were done for them.

8. T-shirt Campaign

To further highlight and promote the efforts of the Enough is Enough Week, begin a t-shirt campaign that unifies the campus in sharing an accepting and positive frame of mind. Design a t-shirt that conveys the EiE principles of peace and inclusiveness, and distribute among the school community. This t-shirt campaign could be accompanied by the pledge campaign, with students receiving a t-shirt after signing the pledge. Declare a day in which students wear their shirt in support of the community principles. A visual representation of a healthy school climate, the wearing of these t-shirts demonstrates school unity and the community moving together in a positive direction.



9. Enough is Enough Wall / Poster Campaign

Provide students with poster board to create visual displays with an anti-violence message. Students could also be encouraged to go beyond poster board to create their own anti-violence message using the media of their choice. These expressions could, of course, be pre-screened for appropriate content and materials.

An alternative idea is to ask students to create posters/visual media that represent school unity. Arrange for pieces to be displayed in a prominent display area.

10. Host a Fine Arts Night

Encourage the school's Drama and Music departments to work together to create a night of fun with artistic acts that highlight poetry, original music, acting scenarios, or something as simple as making an anti-violence statement. This gives students the ability to speak out against violence in their own way and gives family and community members an opportunity to get involved.

11. Silence for Victims of Violence

A similar initiative is carried out in the LGBT world and in the efforts of the Gay/Straight Alliance. Participants can wear a designated armband, pin, t-shirt, or any other signifying emblem to show their involvement with the initiative and to show their support for the cause. Participants would not be allowed to speak during their lunch period, symbolizing and honoring those who have been mortally silenced, or those who have been victims of interpersonal violence and have kept their experience(s) silent and to themselves.

11a No Name-Calling Day

GLSEN sponsors a "No Name-Calling Week" in January of each year. Incorporating such a day could tie in well to the week's focus. Additionally, there could be discussions around the young adult novel *The Misfits* from which this idea stems. In the book, a group of friends "trying to survive the seventh grade in the face of all too frequent taunts based on their weight, height, intelligence, and sexual orientation/gender expression" creates a new political party during student council elections and runs on a platform aimed at wiping out name-calling of all kinds. Although they lose the election, they win the support of the school's principal for their cause and their idea for a "No Name-Calling Day" at school. (www.nonamecallingweek.org/cgi-bin/iowa/home.html)



12. Enough is Enough: Not In Our School

Students might create a documentary about their school and how hate/violence has no place in their school. This could also take the form of a poster campaign, with students creating visually appealing images and thoughtful messages that could be displayed around campus or on a website, in an effort to stop the hate and create a more positive atmosphere.

13. Get Active, Not Physical

Incorporate Enough is Enough messages into physical education and sports, demonstrating means to concentrate physical energies on more positive outlets.

14. Campus Cares Days

Another way to get the school active and involved in a positive way is to make available coordinated volunteer and service events in which members of the school give back to the larger community. Various project sites in the community would be pre-identified, and groups of volunteers would sign up for the various sites. For an even greater anti-violence effect, these project sites could be specifically chosen with an anti-violence theme in mind.

15. Charity Collection

Books, clothing, blankets, bedding, and stuffed animals are all welcomed items for crisis intervention centers. These items can easily be collected by student groups and donated to a local charity.

16. Host an “EarPeace” or “CommUnity” Concert

Host an “EarPeace” or “CommUnity” concert. Bringing people together around positive and upbeat music is sure to foster a sense of peace and unity. This event could take on many forms, including big-name acts, student bands, or aspiring singer-songwriters within the campus community. Use the opportunity to showcase your students’ acting and singing talents by having them work on skits / dramatic pieces throughout the week, which could then be presented as part of this celebratory assembly to wrap up the week.



17. Plan for the Long-Term: Establish an Enough is Enough Student Advisory Committee

Students are often the most aware of what is going on, especially with their peers. Ensuring school safety and building community is an ongoing endeavor. Have this group continue to work with community partners to plan events throughout the year. Possible things to consider include the following:

- No Name-Calling Week occurs in January
- National Youth Violence Prevention Week occurs in late March/early April
- April is National Give Life Month (promoting organ donation)
- Global Youth Service Days are the last weekend of April



MONDAY – Kickoff Day

1. Kickoff Assembly
 - a. Keynote Speaker – Seek out a speaker to give a presentation on how violence has no place on your campus, and/or how to unite the campus in peace and harmony.
 - b. Postsecondary Partnership – If working in conjunction with local postsecondary institution, invite college students to participate in the kickoff. Depending on how you decide to run your program, this could be the beginning of mentoring partnerships, the college students could work with your students throughout the week to develop skits addressing violence issues, etc. Be creative!
2. Take the Pledge – After the speaker, encourage students to take a public stance against violence by signing a pledge. This could be a time of celebration, offering free t-shirts, cookies, or any other items that can be purchased or obtained through community support.

TUESDAY – Take the Pledge Day

Take the Pledge Day offers to recruit and market for the week, as well as providing students with additional opportunities to take the pledge. Tables could be stationed where students could access during lunch or other appropriate break times. Additionally, teachers could be encouraged to devote a few minutes at the beginning of a given class period for the purpose of distributing the pledge to students and talking about school anti-violence efforts.

Consider making promotional item available to those who agree to the principles of the campaign and sign the pledge. Promotional items could take the form of t-shirts, baseball caps, travel mugs, canvas bags, etc. Financial sponsorship from community partners could be obtained for such items, in exchange for their logo being printed directly on the promo item (back of t-shirt, hat). Company logos could appear on the marketing posters to advertise for Enough is Enough Week, or separate cards could be handed out as “discount cards” with the corporate sponsorship printed on the card.

Finally, another way for the community to get involved with the marketing of the campaign is to partner with local eateries and restaurants and ask for donations of pizza, sub party platters, or other on-the-go food items. This could be a great initiative for the lunch hour, in attracting additional pledges.



WEDNESDAY – *Unity Day*

1. These Hands Don't Hurt – Unite the school with a colorful display of support. Have a large white banner and several different colors of paint for students to leave their handprint as a visible pledge to their commitment to being peaceful members of the campus community and the world.
2. Home is Where the Court is: Dedicate a home athletics game to rally and unify the school and show off their school spirit. Ask those in attendance to wear the same color, further unifying the initiative and stance against violence. Be sure to have information available for community attendees.

THURSDAY – *Take Action Day*

1. Poster campaign/gallery showing – Provide students with poster board and allow them to create visual displays with an anti-violence message. Additionally, students could be encouraged to go beyond poster board and create their own anti-violence message using the media of their choice. These expressions could, of course, be pre-screened for appropriate content and materials.

An alternative idea is to ask students to create posters or other visual media that represent school unity and peace. Arrange for pieces to be on display in a prominent display area.

2. Start a dialogue on violence – Encourage students to think about the societal ramifications of violence in the media, and how we can combat these pro-violence messages. Such discussions could be incorporated into courses such as civics, history, social studies, English, etc. Also consider using your school media to include appropriate segments and invited student feedback.

FRIDAY – *Beats of Peace Day*

Host an “EarPeace” or “CommUnity” concert. Bringing people together around positive and upbeat music is sure to foster a sense of peace and unity. This event could take on many forms, including big-name acts, student bands, or aspiring singer-songwriters within the campus community. If you had students working on skits / dramatic pieces throughout the week, these could also be presented as part of this celebratory assembly to wrap up the week.

SATURDAY/SUNDAY – *Campus Cares Days*

Another way to get the school active and involved in a positive way is to make available coordinated volunteer and service events in which members of the school give back to the larger community. Various project sites in the community would be pre-identified, and groups of volunteers would sign up for the various sites. For an even greater anti-violence effect, these project sites could be specifically chosen with an anti-violence theme in mind.





Follow Up and Suggested Resources

Your school's participation in the Enough is Enough campaign can initiate or reaffirm a long-term commitment to community building and violence prevention.

- Develop partnerships with the larger community and any community colleges and/or four-year colleges/universities in your area.
- Further educate yourself and others on issues surrounding school violence prevention.
- Make available increased service opportunities and community-building activities.
- Keep the issue on the front burner, making available ongoing opportunities for a wide range of members of the school and larger community to speak publicly against violence.
- Run regular columns or feature boxes in the school and/or local newspaper. Regularly take advantage of other media and any social networking platforms on which your students are active and include information in the school's newsletter.
- A group may want to monitor and take action on related legislative activity, such as cyber bullying, "concealed carry" on college campuses, etc.

Suggested Resources

These Hands Don't Hurt

<http://media.www.unews.com/media/storage/paper274/news/2008/10/27/News/Hands.Against.Violence-3508198.shtml>

Handprints are cut out of colored paper and people sign their names on the hands and pledge that their hands will never be used to commit interpersonal acts of violence. Another way this initiative is implemented is through students placing their hand in colored paint and leaving their print on a white banner. This symbolizes both the diversity and unity of the school, and serves as a visual representation of how many people have pledged to resolve matters in a non-violent way.

Cell Phone Charity Collection

www.americancellphonedrive.org

www.ksbitv.com/home/27629689.html

Sponsoring a cell phone drive to collect old cell phones could benefit victims of violence.



Follow Up and Suggested Resources



Students Against Violence Everywhere

www.nationalsave.org

SAVE is a student-driven organization. Students learn about alternatives to violence and practice what they learn through school and community service projects. As they participate in SAVE activities, students learn crime prevention and conflict management skills and the virtues of good citizenship, civility, and nonviolence.

National Youth Violence Prevention Campaign

www.nyvpw.org

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.

Anti-Defamation League: 101 Ways to Combat Prejudice – Close the Book on Hate

www.adl.org/prejudice

Shortly after the Columbine High School tragedy in 1999, Barnes & Noble Chairman Leonard Riggio met with Abraham Foxman, ADL National Director. The two wanted to find a way to work together that would help counter the destructive trend of school shootings and hate crimes. The result is "Close the Book on Hate," which is designed to use education to help break the cycle of prejudice and hatred. The program kicked off in September 2000, and has successfully involved thousands of people around the country.

No Bully

www.nobully.com

The mission of No Bully® is to make school a place where every student feels included by their peers and accepted for who they are, so that we create a world where every adult is accepted and valued for who they are.

Connect for Kids: Anti-Bullying Resources

www.connectforkids.org/node/614

*More background resources available at www.EnoughisEnoughcampaign.org,
where you can also share your own resources.*



Appendix A – Potential Speakers/Presentations

Hip Hop Away From Violence

www.hiphopawayfromviolence.com/hh_getstarted.html

Youth using positive forms of self-expression to help make positive life choices "Hip Hop Away From Violence" is UNITY Charity's high school anti-violence outreach program. Through this program, youth show youth that using positive forms of self-expression helps them make positive life choices. Through motivational performance assemblies and workshops, participants aim to reduce violence, eliminate prejudice, and boost the self-esteem of youth across Canada. The goal is to empower youth to realize their highest personal potential. Through program follow-up activities, the program develops a long-term anti-violence presence within each participating high school.

The goal of the "Hip Hop Away From Violence" program is not only to empower students, but also to establish a long-term anti-violence presence within each participating high school. To organize the main event and the overall program, students and teachers from each school create a UNITY committee. Each UNITY committee uses the program model to instill a lasting anti-violence message into the culture of its school.

Richard Paul

(educational program to stop school violence)

www.richardpaul.com

SAVE (Students Against Violence Everywhere) Speaker List

www.nationalsave.org/main/trainings.php#sp

Gabrielle Ford

(bullying)

www.gabeandizzy.com

Anti-Violence and Social Justice Project

www.avsjp.net/About.html#Kim





Individual Pledge

SCHOOL
LOGO

- Peace begins with me.
- I agree to do my part to keep our schools safe.
- I will keep my parents/family, neighbors, teachers, and administrators informed of issues that may impact my safety and/or those around me.
- I will not bring any weapons to school.
- I will not be violent or disrespectful to others.
- I will be a caring friend who will listen and offer to get help to those who may be experiencing a troubling time.

Print Name

Date

Signature

Grade/Class

See related community development program: *The Northern Pact*, Northern Illinois University
www.niu.edu/stuaff/the Pact



Honorary Co-Chairs:

Brian O. Hemphill
Vice President for Student Affairs and
Enrollment Management
Northern Illinois University

Zenobia Lawrence Hikes (*in memoriam*)
Vice President for Student Affairs
Virginia Tech

National Coordinator:

Brandi Hephner LaBanc
Associate Vice President for Student Affairs, Northern Illinois University

Convener:

[NASPA – Student Affairs Administrators in Higher Education](#)

NASPA – Student Affairs Administrators in Higher Education is the leading voice for student affairs administration, policy, and practice, and affirms the commitment of the student affairs profession to educating the whole student and integrating student life and learning. With more than 11,000 members at 1,400 campuses, and representing 29 countries, NASPA is the foremost professional association for student affairs administrators, faculty, and graduate and undergraduate students.

Partners:

[American Association of Community Colleges](#)

In service since 1920, the American Association of Community Colleges (AACC) has aptly been called the “voice of America’s community colleges.” The Association represents and advocates for more than 1,200 associate-degree granting institutions enrolling more than 12 million students – almost half of all U.S. undergraduates. Critical core factors that give AACC vitality and value are the Association’s ability to:

- Provide a national voice and advocacy for the community college mission;
- Serve as a national information resource;
- Create opportunities for peer networking and interaction at all levels, professional initiatives, dialogue, and community-building;
- Facilitate collaboration among AACC staff and stakeholders;
- Encourage a shared commitment to the community college movement;
- Offer leadership and career development opportunities.

[American School Counselor Association](#)

With a membership of more than 23,000 school counseling professionals, the American School Counselor Association (ASCA) focuses on providing professional development, enhancing school counseling programs and researching effective school counseling practices. ASCA is a division of the American Counseling Association. The mission of ASCA is to represent professional school counselors and to promote professionalism and ethical practices.

[Association for Student Conduct Administration](#)

The Association for Student Conduct Administration (ASCA) has a membership of 1,200 members in the United States and Canada, representing more than 750 institutions of higher education.



[Association for University and College Counseling Center Directors](#)

The mission of the Association for University and College Counseling Center Directors (AUCCCD) is to assist college/university directors in providing effective leadership and management of their centers, in accord with the professional principles and standards of Psychology, Counseling, and Higher Education. AUCCCD promotes the awareness of college student mental health through research, education, and training provided to members, professional organizations, and the public with special attention to issues of diversity and multiculturalism.

[Association of Public Land-grant Universities](#)

The Association of Public and Land-grants Universities is a voluntary, non-profit association of public research universities, land-grant institutions, and many state university systems and has member campuses in all 50 states and the U.S. territories. The association's membership includes 218 institutions, which enroll more than 3.8 million students and are estimated to have more than 20 million alumni.

[Center for Peace Studies and Violence Prevention](#)

Occupying space on the renovated second floor (front wing) of Norris Hall at Virginia Tech, the Center for Peace Studies and Violence Prevention is a transdisciplinary undertaking intended to build on the cultural, academic, and security initiatives of the university's community that evolved after the tragedy of April 16, 2007. The center has adopted three thematic areas that capture, focus, and leverage key strengths across the university and provide opportunities for partnerships with external entities: prevention of violence, peace studies, and global security.

[College Parents of America](#)

College Parents of America is the only national membership association dedicated to advocating and to serving on behalf of current and future college parents. College Parents of America members include not only parents, but also colleges and universities, local school systems, corporations, associations and other organizations dedicated to making higher education accessible – and successful – for all Americans.

[International Association of Campus Law Enforcement Administrators](#)

The International Association of Campus Law Enforcement Administrators (IACLEA) advances public safety for educational institutions by providing educational resources, advocacy, and professional development services. IACLEA is the leading voice for the campus public safety community.

[National Association of Student Affairs Professionals](#)

NASAP is a professional organization dedicated to promoting excellence in the area of Student Affairs. Delegates of NASAP's two parent organizations – the National Association of Deans of Women and Advisor of Girls in Colored Schools (DOWA) and the National Association of Personnel Dean of Men at Negro Educational Institutions (DOMA) – gave what is now NASAP its founding in 1954 on the campus of Howard University. NASAP provides and sponsors several programs and events which



address the nature and needs of our students and professional development of student affairs professionals facilitating those programs and services.

[National Center for Mental Health Promotion and Youth Violence Prevention](#)

The National Center for Mental Health Promotion and Youth Violence Prevention provides technical assistance and training to 83 school districts and communities that receive grants from the Substance Abuse and Mental Health Services Administration (SAMHSA) of the U.S. Department of Health and Human Services.

[National Coalition Building Institute](#)

The National Coalition Building Institute is an international non-profit leadership development network dedicated to the elimination of racism and other forms of oppression. Rooted in an understanding of individual, community, and systemic change, NCBI leaders work with public and private organizations to further: cultural competence; collaboration and partnerships; and effective relationships within and across group identities.

[National School Boards Association](#)

The National School Boards Association is a not-for-profit organization representing state associations of school boards and their member districts across the United States. Its mission is to foster excellence and equity in public education through school board leadership. NSBA achieves that mission by representing the school board perspective before federal government agencies and with national organizations that affect education, and by providing vital information and services to state associations of school boards and local school boards.

[Office of Safe and Drug Free Schools, Department of Education](#)

The Center for School Preparedness administers programs that promote the ability of schools to respond to crisis and disasters (natural and manmade). The Center is responsible for:

- Project SERV (School Emergency Response to Violence).
- Model Crisis Response Plans – both the development of a model crisis response plan and the discretionary grant program.
- The National Clearinghouse for Educational Facilities.
- Emergency Management grant program to colleges.

[United States Student Association](#)

The United States Student Association, the country's oldest and largest national student-led organization, develops current and future leaders and amplifies the student voice at the local, state, and national levels by mobilizing grassroots power to win concrete victories on student issues.



Enough is Enough Campaign
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