

2014 Minneapolis Blueprint for Action

DRAFT Communications plan



GOAL:

- All Minneapolis residents are aware of the **Blueprint for Action** and can identify and engage in efforts to prevent youth violence.

OBJECTIVES:

- Raise awareness about the facts of youth violence and its effects in Minneapolis.
- Increase awareness about the Blueprint and its goals.
- Increase awareness about practical ways for every Minneapolis resident to take part in preventing youth violence e.g. by serving on the Executive Committee, Youth Congress or other committee; becoming a mentor; or volunteering for other youth-related efforts and programs.
- Inform all Minneapolis residents about events, celebrations and/or observances related to youth violence prevention.
- Increase awareness about the successes of the Blueprint.

PRIMARY AUDIENCES:

- All Minneapolis residents, with emphasis on:
 - Residents who live in areas disproportionately affected by youth violence
 - Limited-English proficient residents
 - Parents and young people
- Youth-serving organizations
- Foundations and philanthropic organizations who can help to support Blueprint efforts

- Private business owners
- Traditional media and new/online journalists

KEY MESSAGES/MESSAGE (note these are broad communications messages):

- Possible Theme(s) & Tag Lines: The Blueprint to Prevent Youth Violence
 - Young people + adults together
 - Invest in a safer future;
 - Build bridges for success;
 - Lay a solid foundation for growth;
 - Blueprint to Prevent Youth Violence: Connect. Protect. Build. Do. Grow.
 - Blueprint to Prevent Youth Violence: Unite. Protect. Build. Do. Grow.
 - Peace on every block.
 - Believe in peace.
 - Passion 4 Youth.
 - Create a warm, welcoming environment for all families.
 - Create a safe place for youth.
 - Brotherhood among all communities / Hermandad entre todas las comunidades
- Many people in Minneapolis have experienced youth violence. Residents would like to hear testimonies from people who are experiencing or who have experienced youth violence.
- Youth violence can be prevented if youth and adults work together.
- Youth violence affects different areas and communities within the city differently.
 - Even if a person lives in an area that doesn't experience a great deal of youth violence, it is easy to connect with the Blueprint to find ways to help others who are most affected by it.
 - We want every resident regardless of where they live or their cultural background to know about the Blueprint and how to connect with Blueprint-related efforts.
- If you speak a second language, we really need your help to get the word out about the Blueprint.
- Volunteer to be a Blueprint ambassador for your place of worship, block club, neighborhood association, or workplace.

- Preventing violence among young people is paramount and the City takes seriously its responsibility to ensure the safety and protection of young people.
- *PLACEHOLDER (for discussion depending on what changes are implemented): The City has made improvements from the 2007 release of the first Blueprint to make Minneapolis a safer place for young people.*

COMMUNICATIONS TACTICS & BENCHMARKS:

Green indicates New Communications tool/tactic

Blue

Red

Events and Celebrations

Benchmark /Timing 2014	Tactic/Opportunity	Audience	Key Messages + content	Who	Cost
Feb 11-14	Upgraded Blueprint Launch: Partners for Youth Conference	Partners for youth conference attendees: youth serving organizations and funders			
Feb 11-14	Youth Summit: Partners for Youth Conference	Youth			
Feb 11-14	Funders' Luncheon	Funding Organizations and Philanthropic Community			
April 7-11	National YVP Week:				
Tuesday, August 5	National Night Out				
Aug or Sept	Summer 612 event (if held)				
June?	Minneapolis Peacemaker awards (if				

done)				
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Websites

Benchmark /Timing 2014	Tactic/Opportunity	Audience	Key Messages + content	Who	Cost
Ongoing	UNITY (Prevention Institute); website – www.preventioninstitute.org/unity.html				
Ongoing	National Forum on YVP; website – www.findyouthinfo.gov				
June (?)	Results Minneapolis 2014 http://www.ci.minneapolis.mn.us/coordinator/rm/results-oriented-minneapolis_reports				
Ongoing	Summer 612 videos on City’s YouTube channel www.youtube.com/playlist?list=PLcNuebgSUruAp2HeoZlZ2aUwcrNwnm-uQ				
Ongoing	City of Minneapolis webpage www.minneapolismn.gov				
Ongoing	Health Department webpage www.minneapolismn.gov/health/youth/yvp/index.htm				
Ongoing	City of Minneapolis Facebook page https://www.facebook.com/cityofminneapolis				
Ongoing	City of Minneapolis Twitter account https://twitter.com/CityMinneapolis				
Ongoing	Minneapolis Youth Workers online network http://forums.e-democracy.org/groups/mpls-youthworkers				

YVP-related Community Forums and Gatherings

Benchmark/ Timing 2014	Tactic/Opportunity	Audience	Key Messages + content	Who	Cost
<i>Feb-Aug 2014</i>	Geographic Community Forums/Dialogues/World Cafes	Residents in general from North and South Minneapolis			
<i>April</i>	School Assembly Announcements (Peacemaker)	School-age children			
<i>Jan, Mar, May, Aug, Nov (?)</i>	Youth Violence Prevention Exec. Comm. meetings	Youth serving providers in Minneapolis			
<i>Monthly first Thursday of the month 7:30-9:30AM</i>	Hawthorne Huddle meetings	North Minneapolis residents and youth serving providers			
<i>???</i>	Native American Somali Friendship Committee	South Minneapolis Somali and Native American residents			
<i>Monthly</i>	Ending Youth Violence Roundtable	North Minneapolis providers and residents			
<i>June (?)</i>	Results Minneapolis Meeting 2014	City and department leadership and YVP partners			

Advertising / Public Art / Social Marketing

Benchmark/Timing 2014	Tactic/Opportunity	Audience	Key Messages + content	Who	Cost
<i>Jan-Sep 2014</i>	Culturally-specific youth media projects	Culturally-specific youth audiences		Possibilities: Migizi: Native American Community	

				Blueprint: General Asia Media Access TV by Girls: General Somali??? Latino:???	
<i>Ongoing</i>	Picturing Peace (utility box photos)	Residents in general			

Internal Opportunities

Benchmark/Timing 2014	Tactic/Opportunity	Audience	Key Messages + content	Who	Cost
<i>Feb 11-14</i>	Upgraded Blueprint Launch: Press release	Minneapolis residents and elected officials			
<i>Feb - May</i>	City goals & strategic directions developed				
<i>Sept - Dec</i>	Departments write 5-year 2014-2018 business plans				

Other materials – not within Communications plan, but may/will require Communications & partner support:

- **Blueprint “community guide”** (usability tested with residents of all backgrounds).
- **Blueprint signage.**
- **Other Blueprint supporting materials**
- **Powerpoints/other presentation materials about the Blueprint**

Tactics and strategies to consider:

- Get frequent reports of 311 inquiries related to youth violence prevention
- Work with police to provide more strategy-level updates at community meetings related to youth violence prevention
- A crisis communications plan
- Include communications important dates, tactics and strategies of other major partners such as YCB, MPS, MPRB, YMCA, Boys and Girls Clubs
- Social-marketing campaigns should be geared toward middle school and if possible youth between the ages of 11-14 who are most influenced by these campaigns. High school youth can be engaged in the development and implementation of the campaign and/or a curriculum.
- Campaign t-shirts, lanyards, stress balls, posters, pens; schools received mouse pads for all computer labs, more posters for hallways, and coffee mugs for staff
- Press conferences
- Billboards
- Peace rallies, sports-related youth summits, culturally-based youth summits
- Media Campaign: such as “Raise your standards. Not your Fists.” Pinellas County Florida