A national initiative to prevent crime by fundamentally changing the way people treat themselves, their families, their friends, and their communities



Vision

To promote RESPECT as a way to manage conflict and prevent criminal behavior.

Creating the Circle

NCPC first met with Saatchi & Saatchi's Youth Connection team in June 2008 to discuss how we could creatively address issues of bullying and cyberbullying in this country in a way that would achieve key goals:

- Creating an effort that fundamentally changes the national perspective on bullying and cyberbullying and rejects the idea that childhood bullying is a rite of passage that all children must endure
- Using Saatchi's outstanding messaging expertise and insight into youth culture to bring about significant and measurable, cultural change

The root cause of bullying and cyberbullying lies in a fundamental lack of respect, whether for oneself or others. Using this understanding of the dynamics between respect and crime, Saatchi developed our Circle of Respect initiative, employing the very basic circle logo to represent and define the various spaces where we live, learn, work, and play and allowing us to customize messaging to partner with corporate, nonprofit, and civic institutions.



The Circle of Respect is designed to become more than a response to bullying and cyberbullying. It is intended to encompass all crimes in society of which respect is a root cause. The presence of gangs in our communities, for example, is not only an indicator of senseless violence but also an indicator that there is a relational disconnect between members of gangs and the communities in which they live. Similarly, the presence of crimes, such as workplace violence, demonstrate that respect, or the lack thereof, is a problem that continues into adulthood and has even embedded itself into the areas of our lives in which we should feel most safe.

Saatchi continues to work with us to develop comprehensive presentations to introduce the Circle of Respect to potential partners in order to develop co-branded opportunities that strengthen and support the initiative.

Redefining Respect in America

"We need the power of respect and we need the Circle of Respect to extend outward more now than ever." – Deborah Norville, Anchor-Inside Edition

On January 15, 2010, NCPC formally launched its new Circle of Respect initiative at a groundbreaking event at the National Press Club in Washington, DC. The event revealed new research conducted by NCPC, which highlighted youths' views on respect and the roles

that adults play in modeling respectful behavior, as well as additional cyberbullying research conducted by Dr. Sameer Hinduja of Florida Atlantic University. The event engaged well-known authors and researchers in a powerful discussion on issues such as respect, bullying, and cyberbullying. Featured panelists included

- Deborah Norville, Inside Edition anchor and author of *The Power* of Respect
- Rachel Simmons, author of Odd Girl Out: The Hidden Culture of Aggression in Girls
- Rosalind Wiseman, author of Queenbees & Wannabes
- Chris Moessner, partner, Stewart and Partners
- Sameer Hinduja, Ph.D., Co-director, Cyberbullying Research Center, Florida Atlantic University
- Ann Harkins, President and CEO, National Crime Prevention Council



During the discussion, NCPC unveiled its new Internet resource created in partnership with Saatchi & Saatchi and YouTube: *OceanKing97.* As of February 22, 2010, this video had been downloaded by 89,492 users and continues to serve as a powerful demonstration of how quickly words can affect someone and how painful cyberbullying can be for our young people.

In just one month after the panel discussion, NCPC has experienced an astonishing 47 percent increase in website traffic to NCPC.org. Also, as a result of the

partnership with NCPC, YouTube developed the YouTube Safety Center, a new area on its website where users can report online bullying and receive information on how to stay safe online.

Communication and Outreach

The Circle of Respect strives to increase awareness of a number of damaging and hurtful crimes that affect all of us and our relationships with one another and our communities. The Circle of Respect will provide channels through which audiences of all ages can engage in crime prevention efforts and be a part of the circle. To accomplish this, NCPC began implementing the following successful strategies and tools.

Simon Malls - dTour

dTour is a nationwide touring event that has become a "must attend" summer event for teens. It features on-site entertainment, contests, and games and provides teens with interactive ways to view the latest fashions and technology products.

Simon and NCPC selected prime dTour event locations to introduce the Circle of Respect and reach tens of thousands of kids through use of popular wristbands and posters. At each event, NCPC also presented an interactive stage activity dubbed, the "bully scale." Children climb together on the opposite end of the scale in an attempt to outweigh the bully and visually demonstrate how sticking together can help overcome bullying. This game captures the very nature of the Circle of Respect—bringing people together to prevent crime.



Individuals and communities are the most powerful members of the Circle of Respect. Circleofrespect.org serves as the primary resource to mobilize communities and teach people how to get involved. The webpage currently highlights the Circle of Respect book club as well as bullying and cyberbullying resources. Future content will include lesson plans for teachers, contests, activities, and partnership information. NCPC will also continue developing the website to allow for user-generated content and information-sharing among communities across the nation.

The Circle of Respect Book Club

The Circle of Respect Book Club features noteworthy and award-winning authors who participate in in-depth discussions via a downloadable podcast at www.circleofrespect.org or via iTunes. Each month, NCPC selects a book that has as its underlying element the issue of respect. The selections also focus on a particular issue, such as bullying or substance abuse, that is grounded in a lack of respect toward oneself and others. These books engage parents and ultimately aid in generating and continuing a national discussion around the issue of respect. See Attachment 1 for a complete list of downloadable podcasts.

Andrews International

NCPC is currently working with Simon Property Group and Andrews International to develop a video concept in which Simon malls will become a place for kids to state their pledge, create a rap, or find some other creative way to say what respect means to them and what they will do to promote respect to their circle of friends and family.

McGruff and the Circle of Respect

For nearly 30 years, McGruff the Crime Dog® has been a staple in communities across the nation and has provided timeless advice on how people can keep themselves, their families, and their communities safe from crime. NCPC is excited to be working with Saatchi & Saatchi on another chapter in McGruff's life.

Adapted for 21st century animation, NCPC and Saatchi have developed a particular plan for McGruff to introduce the Circle of Respect initiative to elementary school-aged children. Saatchi intends to design a Circle of Respect poster and create an animated web film to launch the initiative in schools, malls, on the web, and other areas where bullying should not tolerated.

Teens and tweens connect respect with personal responsibility.

Program

The programmatic elements of the Circle of Respect inititiave will focus on research-based practices, messages, and strategies that demonstrate significant effectiveness in increasing awareness and aid in the development of new and innovative resources.

Environmental Scan

At the start of the initiative, NCPC conducted an environmental scan of nonprofits, national agencies, and local community groups in an effort to 1) examine information gaps in programming in the crime prevention field, and 2) to identify potential partner organizations that could support the the Circle of Respect initiative and strenghten programming and service efforts. The environmental scan, while aiding in the development of roles and responsibilities for future partner organizations, will also assist in developing additional resources for the general public.

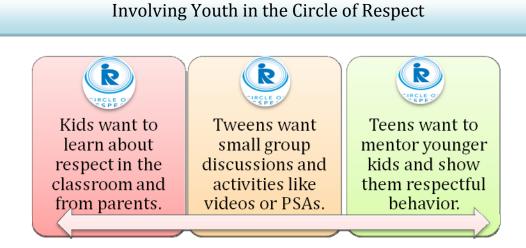
Focus Group Research

In December 2009, NCPC partnered with Stewart and Partners to conduct a series of focus groups among children and teens from ages eight to 17 years. The goals of the focus groups

were to faciliatate discussions about respect and friendship, to obtain input into program messages and images, and to gauge the awareness of key issues.

The focus group results provided a large amount of insightful information about teens and their relationships with their peers, their families, and their communities.

Most importantly, it appeared that issues such as bullying remain a priority for young people and that youth of all ages are receptive to receiving messages that reinforce the importance of respectful behavior.



Strategic Partners

Prevention and Education Partners - The Circle of Respect Program Advisory Group

The Circle of Respect Program Advisory Group is composed of members who play a critical role in providing guidance to NCPC in all matters relating to the Circle of Respect program development and sustainability. Members of the group provide a comprehensive and fresh perspective on programmatic needs and issues based on each member's work in community and crime prevention field. The current members of the group are

- Anne Collier, ConnectSafely.org
- Daniel A. Gilmore, Florida Bureau of Criminal Justice Programs
- Jaclyn E. Libowitz, Girl Scouts of the USA
- Melanie Stevenson, Do Something
- Parry Aftab, WiredSafety, Internet Privacy Security Lawyer
- Dr. Sameer Hinduja, Cyberbullying Research Center, Department of Criminology and Criminal Justice, Florida Atlantic University



Attachment 1 Online Book Club

Authors and podcasts in the coming months

Amy Goldman Koss

Poison Ivy

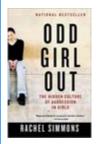
Sameer Hinduja, Ph.D., and Justin W. Patchin, Ph.D Bullying Beyond the Schoolyard: Preventing and Responding to Cyberbullying

And many more to come.



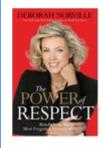
February Book Selection and Podcast with Sharon G. Flake

Sharon G. Flake won the Coretta Scott King/John Steptoe New Talent Award for her debut novel, *The Skin I'm In.* In this podcast, Sharon speaks about the importance of self-acceptance for young people and the power of words that can impact youth and adults of all ages.



January Book Selection and Podcast with Rachel Simmons

As an author, educator, and coach, Rachel Simmons' work has been dedicated to helping young women empower themselves and learn to build healthy and trusting relationships. In this podcast, Rachel speaks about her book *Odd Girl Out: The Hidden Culture of Aggression in Girls*, the various aspects of psychological aggression among girls, and the often devastating impacts that are carried into adulthood.



December Book Selection and Podcast with Deborah Norville

In this podcast, veteran TV anchor Deborah Norville talks about the issue of respect in our society. In *The Power of Respect* Deborah says "I found how respect in schools can help schools 'find' additional teaching days, simply because time isn't spent writing up discipline reports and sending kids to the principal's office. More impressive, test scores go up! Imagine a school so chaotic it was put on lockdown because of the riot in the parking lot. In just three years, the Power of Respect made that school a place kids are sad to leave."



November Book Selection and Podcast with Rosalind Wiseman

Rosalind Wiseman, author of *Queen Bees & Wannabes*, has spent more than a decade working with and listening to girls of every background talk about the powerful way in which their friendships influence their lives, including their choice of music and clothes, how they express anger, their boundaries with boys and their relationships with parents. In this podcast, she talks with NCPC's Robin Young about bullying and technology.

You can download these podcasts at www.circleofrespect.org or search for them on iTunes.