



**Strengthen Families,
Prevent Violence.**

**DEFENDING
CHILDHOOD**
PROTECT HEAL THRIVE

FUTURES
WITHOUT VIOLENCE

NATIVE STREAMS
INSTITUTE

A KEY INITIATIVE OF EDC'S HEALTH AND HUMAN DEVELOPMENT DIVISION

An American Indian/Alaska Native public education campaign to prevent children's exposure to violence

Attorney General Eric Holder launched the Defending Childhood Initiative on September 23, 2010 to address the exposure of America's children to violence. This problem affects each one of us. Effectively addressing it must become our shared concern and our shared cause. Across Indian Country, violence prevention and health promotion efforts consistently draw on the cultural strengths of Native communities to develop effective messaging. In envisioning this new campaign, positive messages and images that reflect Native families, heritage, and pride deeply resonated with developers of the public education campaign. The campaign was designed to educate and engage families on concrete action steps that they can take to promote resiliency and healing for children. The development group, comprised of individuals living on Indian reservations and in rural and urban areas, is collectively working to prevent and address children's exposure to violence through the Defending Childhood Initiative.

Children's exposure to violence, whether as victims or witnesses, is often associated with long-term physical,

psychological, and emotional harm. Children can be deeply hurt and the effects can be long-lasting—depending on the severity of the violence. But there is hope. With the support of loving, trusted adults, children can also heal and thrive.

The Defending Childhood Initiative funds six cities and two tribes from across the U.S. to develop and implement strategic plans for comprehensive community-based projects to address children's exposure to violence. Participating from Indian Country are the Rocky Boy Indian Reservation (Chippewa Cree tribe) and the Rosebud Sioux tribe; both were instrumental in developing this Strengthen Families, Prevent Violence campaign.

"I learned a long time ago that I can't control the challenges the creator sends my way, but I can control the way I think about them and deal with them." —Wilma Mankiller, former Chief, Cherokee Nation

Strengthen Families, Prevent Violence.

The campaign aims to:

- Create awareness on the issue of children's exposure to violence and provide parents, grandparents, and caregivers with tools to promote healthy parenting and build strong families.
- Promote the local adaptation of the campaign so any tribe may change photos and motifs to best reflect their unique culture and language.
- Offer three posters and three billboards to effectively engage all community members in a positive way.

To learn more, visit www.DefendingChildhood.org and help spread the word!

On the website you can also learn about how the Rocky Boy Chippewa Cree Tribe and Rosebud Sioux Tribe developed and implemented community-wide programs to support children and families exposed to violence and to promote healing. Rocky Boy and Rosebud's work are guided by their respective traditions. Group interventions that focus on building upon cultural strengths and that are rooted in Native values and the connections between mind, body, spirit, and the environment are often more effective than other modalities.

To learn more and to request free materials, visit www.DefendingChildhood.org, or email childrensteam@futureswithoutviolence.org

Recognizing the great cultural and linguistic diversity among American Indian and Alaska Native communities and the need to respect these differences and commonalities, local adaptation of this campaign is strongly encouraged. Interested programs may work directly with Nakota Designs to adapt the posters or billboards to better reflect specific communities or regions. Design fees apply. Please note that funds are not available to support this localization and payment will be arranged directly with Nakota Designs.

An adaptation of this campaign might include:

- Replace left corner motif and beaded medallion
- Translation of text into another language
- Addition of tribal or program logos
- Replacement of photo to better reflect tribal community served
- Addition of local or national hotline for people to get help
- Re-sizing or creating additional formats such as bus shelters, billboards, etc.

"As native people, we are all connected therefore we are all affected by children's exposure to violence. Given the opportunity to develop this campaign, I feel that we will highlight the positive influences our Native communities have to help strengthen our families and stop the cycle of violence." —Micah Lunderman, Rosebud Sioux Tribe Defending Childhood Initiative

Posters and billboards shown here:



www.DefendingChildhood.org

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STAY CONNECTED TO OUR
NATIVE
way of life

