

The logo features a large white circle on a green and blue background. Inside the circle, the text "National Runaway Safeline" is written in a bold, sans-serif font. A green curved line is positioned to the left of the text, and a registered trademark symbol (®) is located to the right of the word "Safeline".

**National
Runaway
Safeline**®



**NATIONAL
RUNAWAY
PREVENTION
MONTH**

NRPM Partner Call
Using the Toolkits
September 14, 2021

Partnership Overview

- The partner community continues to grow – and we aim to have partners representing every state to make this a truly national initiative.
- If you collaborate with organizations who may be interested in becoming an NRPM partner, let them know about the campaign and how to get involved.
- Partners receive various benefits, from guidance to event invitations to welcome packages. The packages will be in the mail soon!



2021 PARTNER TOOLKIT

1800RUNAWAY.org/NRPM

2021 Partner Toolkit

Coming in October

Overview:

- Tips on communication and spreading the word
- Event and activity ideas
- Tips for planning events
- Messaging guide
- Statistics, talking points
- Resources and templates

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Partnering with Others

The toolkit will be helpful for your organization as well as others in your community (so feel free to share):

- Schools and after school programs
- Local RHY organizations who may not be aware of or involved with NRPM
- Community leaders, such as members of city council and the mayor
- Religious institutions, scouting organizations (BSA, GSA, etc.), local 4H programs and more

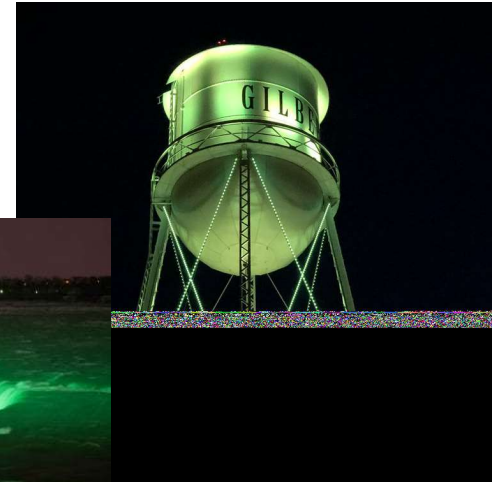
Discussion: What groups are you contacting about NRPM and how are you planning to collaborate?

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Go Green: Shine a Light

- Many buildings and landmarks have recognized NRPM by changing their evening lights to green on a designated date in November.
- Contact building managers or complete their online request forms.
- Requests must be submitted several weeks in advance (start by Oct. 1).
- A sample letter/email request is available for download on the NRPM homepage.



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Go Green: Green Light Project

THE GREEN LIGHT PROJECT

With green being the official color of NRPM, we created The Green Light Project, a coordinated effort to shine green lights across the country as symbols of support and beacons of hope. This has included everything from lighting entire buildings and spaces green to replacing individual light bulbs with green bulbs. You can support The Green Light Project by:

- Hosting a green light event/ceremony. Purchase and distribute green light bulbs throughout your community. Green light bulbs are available at most local hardware stores.
- Secure a landmark or well-known building in your community to be lit green in November. While there are usually no fees associated with this activity, requests to turn a public space or building a specific color often need to be made months in advance. Do an online search to determine who you should approach and what the process is locally. We have provided a sample email to send to building representatives available for download on at 1800RUNAWAY.org/NRPM.
- Create green awareness ribbons and distribute them to local government officials and/or local businesses. Encourage people to wear the ribbons throughout November.
- Host a ceremony or candlelight vigil during the lighting and use this opportunity to bring people together and educate them about the realities that runaway, homeless and at-risk youth face. Whether in-person or virtual, you can help tell the story of what the green lights represent and why NRPM is so important.

Let us know about what you plan to do! NRS can promote your Green Light Project on social media to promote your work and help inspire other partners. Email prevention@1800RUNAWAY.org with the details.



Beyond buildings and landmarks, shine a light in other locations to raise awareness:

- Distribute green lightbulbs to donors and volunteers for front porch lights or other visible spots (hardware stores)
- Encourage people to use green candles at home or at candle lighting events (craft stores)
- Provide supporters with green awareness ribbons (craft stores)

Discussion: What are some other creative and engaging ways to shine a (green) light?

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Hosting Events

For a list of events/milestones, download the National Events Flyer on the NRPM homepage.

Event Checklist:

- What kind of event do you want to host? *Educational, fundraising, etc.*
- When is the best date/time for the event? *Make sure you don't conflict with other big local events, holidays, etc.*
- Who is your target audience and how do you reach them?
- Who do you need to involve? *Professional experts, youth, media?*
- What kind of experience do you hope to deliver?
- Will the event be live, on demand/pre-recorded, a combination?
- Where do you want the content to be seen?
- Will you require pre-registration?
- How will you promote the event? *NRS is happy to promote your activities on our platforms, just send the details our way!*
- What are some ways to engage your audience?

Discussion: Do you have any tips for hosting an NRPM event?



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Messaging Guide

- We've added new information, including statistics on Native American youth and youth with disabilities.
- Education Week topics:
 - Prevention Strategies
 - Racism & Discrimination
 - Mental Health

Discussion: How have you been most successful communicating about NRPM (Facebook, Instagram, email, website/blog, media coverage, word of mouth)?

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MESSAGING GUIDE

CONTINUED

VULNERABLE YOUTH

- According to the 2017 Voices of Youth Count initiative from Chapin Hall at the University of Chicago, vulnerable populations experience a greater risk for homelessness.¹
 - LGBTQ youth had a 120% higher risk of experiencing homelessness.
 - Black youth had an 83% higher risk.
 - Hispanic, non-White youth, had a 33% increased risk.



NATIVE AMERICAN YOUTH

- A 2012 assessment of Native American housing conditions found that, nationally, 99.8% of tribal officials reported that doubling up (i.e. taking in family and friends who would otherwise risk homelessness) was an issue in their tribal area.⁸
- A national survey of American Indian and Alaska Native (AIAN) youth in 2019 found that:²⁰
 - Approximately 10% of households with young people aged 13-17 reported youth homelessness or runaway experiences that lasted at least one night.
 - AIAN young adults (18-25 years old) had three times the prevalence of homelessness than their white, non-Hispanic peers.
 - Most AIAN youth experiencing homelessness reside in urban areas.
- Native American girls are at a much higher risk of experiencing physical and/or sexual violence. A 2016 National Institute of Justice Report found that 84.3% of American Indian and Alaska Native (AIAN) women had experienced some form of violence in their lifetime. 56.1% had experienced sexual violence in their lifetime.²¹

YOUTH WITH DISABILITIES

- The National Center on Family Homelessness reported that children experiencing homelessness, as compared to other children, have three times the rate of emotional and behavioral problems, are four times as likely to show delayed development, and have twice the rate of learning disabilities.²²
- Major education barriers faced by homeless youth with disabilities include:²³
 - Difficulty with diagnoses, due to mobility and other stressors;
 - Not being identified as needed special education services; and
 - Lack of timely assessment, diagnosis, or service provision.

(NRS)

Resources Currently Available for Download

DOWNLOAD RESOURCES

[CLICK HERE DOWNLOAD ALL AVAILABLE RESOURCES \(.ZIP\)](#)

[SAMPLE PROCLAMATION \(.DOCX\)](#)

[LIGHTING REQUEST \(.DOCX\)](#)

[MEDIA/PR MATERIALS \(.DOCX\)](#)

[NRPM LOGOS \(.ZIP\)](#)

[NATIONAL EVENTS FLYER \(.PDF\)](#)

[SOCIAL MEDIA GRAPHICS \(.ZIP\)](#)

More resources will be coming soon! Register as a [partner](#) or [youth ambassador](#) to receive email notifications about all NRPM updates, including when new resources become available.

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Next Partner Call: October 7, 2021

Spreading the Word through Social Media

- Learn more about the social media resources provided by NRS
- Get tips for how to maximize your NRPM messaging
- Brainstorm ideas for keeping your community members and stakeholders engaged

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