



The Connection

Fall/Winter 2012

The National Safe Place Newsletter

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National Safe Place Introduces Updated Brand Image



NSP Executive Director Laurie Jackson (middle) and Jasmine Caranto (middle, front), a young girl who accessed help via Safe Place, stand with the crew at Louisville Fire Engine Company 16 after the unveiling of the new Safe Place sign.

Following a website redesign and the launch of the successful TXT 4 HELP Interactive program, National Safe Place (NSP) announced the new Safe Place logo at a press conference on August 8, 2012 in Louisville, Ky. The event was held at the nation's very first Safe Place site location: a fire station. With a fire engine as the backdrop, NSP Executive Director Laurie Jackson discussed the rationale behind the rebrand effort and the importance of the Safe Place program in communities across the country.

"It is crucial for young people in dangerous or threatening situations to know there are trusted people in their communities that can help," said Jackson. "While maintaining attributes of the original image, the new Safe Place logo aims to stand out in local communities as a source for immediate assistance."

Guests and members of the media also heard from Jasmine, a young girl who accessed help via Safe Place. She eloquently shared her story and talked about how Safe Place positively affected her life.

Helping more than 279,000 youth since its inception in 1983, NSP's yellow and black diamond-shaped logo has been the distinguishing symbol for the organization. By preserving the yellow and black diamond shape and incorporating simple imagery, the new look evokes feelings of security and protection. This logo's rebrand is highly significant to the organization as this image is one that should be nationally recognizable amongst youth as a place to go for immediate help. With this new design, NSP can ensure that their message will remain clear and its purpose easily comprehensible nationwide.

Laurie's Corner



It has been a very busy summer and fall for National Safe Place and we have a lot of exciting news to report. I am very pleased to share that National Safe Place

has been selected by the Administration for Children and Family and Youth Services Bureau to coordinate the Runaway and Homeless Youth Training and Technical Assistance Center (RHYTTAC) for federally funded runaway and homeless youth programs across the country. This is a very big honor and a great undertaking. National Safe Place has a long history of working with agencies that provide safety, shelter and assistance to this population. National Safe Place will work with gifted partners, including the Youth & Family Services Network, University of Tennessee and JBS International to implement the project over the next five years. Additional partners include a variety of state and regional associations and other national parties serving runaway and homeless youth. The first event for National Safe Place in this endeavor is the national grantee conference being held in Indianapolis in November. Stay tuned for more information about RHYTTAC.

As you may know, National Safe Place officially launched the new Safe Place brand. Safe Place was originally founded in 1983 as a youth outreach program to help young people access shelter and other services. Neighborhood sites displaying the distinctive black and yellow diamond-shaped sign provide immediate help for youth in crisis. Over the years National Safe Place received many comments from youth and the public that the logo was perceived as something other than originally intended. After undergoing a brand audit with a marketing firm, National Safe Place learned the logo and visual representation of Safe Place had become dated. As an organization, we concluded it was important to create a clear Safe Place brand identity to share our message. By preserving the yellow and black diamond shape and incorporating simple imagery, the new look evokes feelings of security and protection. Youth surveyed in a market research study overwhelmingly chose the new brand logo as the representation for the agency.

The official rebrand announcement took place on August 8 at the nation's very first Safe Place site location – the fire station at 6th and Hill Streets in Louisville, Ky. Friends, supporters, firefighters and program leaders gathered to unveil the new sign that

now hangs on the outside of the fire house. The rebrand effort will culminate with all program signage replaced by National Safe Place Week in March 2013. Keep your eyes open for sign changes in your community. We invite you to share photos of new Safe Place signs with us on our Facebook page.

In September, National Safe Place and the Youth & Family Services Network co-hosted the bi-annual conference, NOLA – FOCUS 2012, in New Orleans, La. The three-day event offered participants a variety of educational workshops and networking opportunities. Special thanks to all conference staff and participants for making NOLA – FOCUS 2012 a great success.

Even though it is an incredibly busy time for National Safe Place, the expansion of the Safe Place program remains a primary focus. We continue to work diligently to meet the needs of current licensed agencies and develop new Safe Place communities across the country. Our ultimate goal is to provide access to immediate help and supportive services for all young people in crisis.

Laurie Jackson
Executive Director

National Safe Place

Mission

Safe Place provides access to immediate help and supportive resources for all young people in crisis through a network of sites sustained by qualified agencies, trained volunteers and businesses.

Vision

Safe Place will be universally recognized and used by youth who need immediate help and safety.

Staff

Laurie Jackson – Executive Director

Robin Donaldson – Program
Development & Research Director

Sherry Casey – Program Coordinator

Susan Harmon – Organizational
Advancement Director

Hillary Bond – Communications Coordinator

Julie Arney – Office Manager

Amy Sanders – Grants Coordinator

Board of Directors

2012 Board Chairman
Howard “Skip” Elliott
CSX
Jacksonville, FL

J. Barry Barker
TARC
Louisville, KY

James Braun
Youth In Need
St. Charles, MO

Gary Colen
AMP Agency
Boston, MA

Joe Diamond
Alloy, Inc.
Chicago, IL

Gina Digioia
Alloy, Inc.
New York, NY

Michael Fitz
Sprint
Leesburg, VA

Debra Friggel
QuikTrip Corporation
Tulsa, OK

Chris Hackett
Bloomberg
New York, NY

Tom Patania
Youth Crisis Center
Jacksonville, FL

Sue Barton
Barton Phillips & Associates
Tulsa, OK

Linda Rutherford
Southwest Airlines
Dallas, TX

Safe Place: Real Kids. Real Stories.



Sydney's Safe Place Story

Sydney, 16, recently moved to Oregon from Colorado to live with her older sister who is now her guardian. One afternoon they got in an altercation and her sister kicked her out. Feeling afraid and alone, Sydney decided to go to the closest library in town and use a computer to contact a friend. When she walked in she saw a sign that read: "Are you a youth in crisis? Talk to the librarian." She did just that. Sydney told the librarian she had no place to go and needed help. The librarians had just been trained about Safe Place and knew exactly how to respond. They called the local youth shelter and a staff member came and met with Sydney. After a brief discussion, she decided to go to the shelter. Sydney stayed for a few days and during that time she was connected to services, reunited with her sister and returned back home.

**"Just a kid
who saw the yellow
Safe Place sign."**

*Poem courtesy of
Marian Barber with
Advocates for Children in
Cartersville, Georgia.*

just a kid
Abused and Forgotten
Just a kid that was marked on,
lost and Confused in a dark room
Just a kid wondering what she did
wrong.
Scared and Wounded,
Just a kid who believed she was
worthless
Crying with hate.
Just a kid who put her feelings
into cutting herself.
Wondering what to do.
Just a kid who hid her scars
and acted like everything was ok.
Just a kid who got taken away from
her family.
Just a kid who saw the yellow
safe place sign.
Just a kid that went to Flowering
Branch and learned she isn't
just a kid.

NSP Honors...

Tammy Hopper

National Safe Place is fortunate to have a host of volunteers who, for years, have provided insight and guidance for improving and expanding the Safe Place program. One of those volunteers has been Tammy Hopper who began her tenure 20 years ago when she represented Safe Place from Child and Family Services Tennessee. The Advisory Board was in its infancy and Tammy's intelligence, creativity, wit and passion for youth was immediately felt. Over the years, Tammy chaired several committees and served as the Chair of the entire National Safe Place Advisory Board where her way with words and ability to pull people together was an incredibly valuable contribution.

After 20 years of membership on the National Safe Place Advisory Board, Tammy has chosen to step aside so that she can focus on her leadership responsibility at the Youth & Family Services Network. Her presence at Advisory Board meetings will be missed but her contributions will have a lasting impact. National Safe Place will always be grateful for her dedicated years of service.



(Left to right): Tammy Hopper, Executive Director of Youth & Family Services Network, and Skip Elliott, National Safe Place Board Chairman and Vice President of Public Safety and Environment for CSX Transportation

2012 HEROES for Youth Award Recipient

National Safe Place and Southwest Airlines are pleased to announce Tammy Hopper as the 2012 HEROES for Youth Award Recipient. Tammy is currently the president and CEO of the Youth & Family Services Network and has more than 25 years of experience working with adolescents. The award recognizes individuals who have made extraordinary contributions nationally to services provided to at-risk youth. "Tammy Hopper is a dedicated advocate for youth empowerment and effective services," said Laurie Jackson, National Safe Place Executive Director. "Her passion for youth is translated into her professional work and showcased by the many positive outcomes she has generated over the years. We are truly honored to recognize her as this year's Hero for Youth."

AMP Agency



The National Safe Place rebrand effort would not have been possible without the hardworking, dedicated and creative individuals at AMP Agency. As an integrated communications agency, AMP led the initial rebrand market research, designed the new Safe Place logo and developed new outreach materials. They also assisted National Safe Place staff with the official rebrand announcement event that took place on August 8. AMP was the driving force behind the rebrand campaign and we are truly thankful for their support and guidance.

AmeriCorps VISTA

Another year has passed and National Safe Place had to say farewell to third-year AmeriCorps VISTA (Volunteers in Service to America) members Jaclyn McDole and Danielle White.

Danielle brought great energy to the National Safe Place office. She came to work each day with a smile on her face and was always willing to help in any way. The National Safe Place staff relied upon her great attention to detail and writing skills.

Jaclyn displayed genuine commitment, enthusiasm and professionalism during her service year with YMCA Safe Place Services in Louisville, Ky. Her positive outlook and goal-driven attitude made her an exemplary team member. Jaclyn assisted with Safe Place site recruitment and maintenance, outreach and volunteer events.

National Safe Place sends Jaclyn and Danielle off with gratitude, admiration and the very best wishes!



(From left to right) Robin Donaldson, NSP Program Development & Research Director, with Danielle White and Jaclyn McDole.

November is National Runaway Prevention Month

5 EASY WAYS YOU CAN GET INVOLVED WITH NRPM

1 SOCIAL MEDIA DAY

Participate in Social Media Day of Action on November 1st.



2 STREET TEAM

Join NRS' Street Team and help distribute free promotional materials into the community.



3 GREEN SOCK DAY

Pick any day in November as Green Sock Day for you and a group of employees, friends, or classmates to wear green socks, take a picture and send to NRS.



4 PROCLAMATION SIGNED

Get a city or state proclamation signed declaring November as NRPM.



5 RUNAWAY DISPLAY

Develop a "runaway" display for the lobby of your local library or business.




Visit www.1800RUNAWAY.org/national-runaway-prevention-month for additional information on NRPM.


National Safe Place joins the National Runaway Switchboard and National Network for Youth to support National Runaway Prevention Month (NRPM). There are several ways to get involved and support runaway and homeless youth. You can wear green socks on Green Sock Day or encourage city or state officials to sign a proclamation declaring November as NRPM. The ultimate goals are two-fold: To raise awareness about the issues that runaway and homeless youth face and educate the public about solutions to preventing youth from running away. For more information, visit 1800runaway.org.

THE NUMBER OF PARTNERS INVOLVED IN NRPM HELPS NRS TELL THE STORY:


81 COMMUNITY PARTNERS



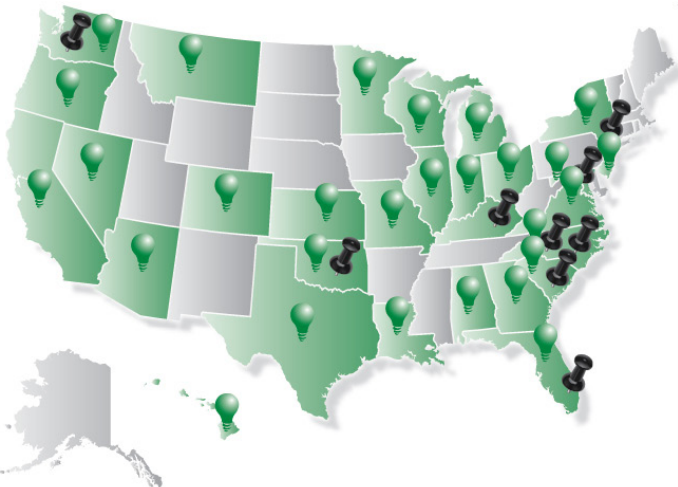
29 STATES WITH NRPM ACTIVITIES



16 NATIONAL NRPM PARTNERS



Who's telling the story?



2012 NATIONAL NRPM PARTNERS

- American Association of School Administrators
- Boys and Girls Clubs of America
- Girls Inc.
- CenterLink: The Community of LGBT Centers
- Concerned Black Men – National Organization
- National Association for the Education of Homeless Children & Youth
- National Association of Hispanic Firefighters
- National Association of Police Organizations
- National Assembly on School-Based Healthcare
- National Association of School Nurses
- National Association of School Resource Officers
- National Center for Homeless Education
- National Network for Youth
- National Resource Center for Youth Services
- National Safe Place
- School Social Workers
- Association of America

NOLA – FOCUS 2012

The tenth biennial conference, NOLA – FOCUS 2012, is now history. A total of 162 participants from 27 states took part in the New Orleans conference presented by National Safe Place and the Youth & Family Services Network. Please visit our Facebook page to view more photos from the conference!

The following organizations and individuals were recognized with National Safe Place awards:



(Left to right) Joe Martinez, Michelle Tutunjian and Laurie Jackson after the awards ceremony.

2012 Outstanding Safe Place Site Involvement Award

Chris' Pizza
Long, South Carolina

2012 Civic Involvement Award

Greater Cleveland Regional Transit Authority
Cleveland, Ohio

2012 Outstanding Agency Administrator Award

Michelle Tutunjian, Director of the Fresno Equal Opportunity
Commission Sanctuary and Youth Services
Fresno, California

2012 Safe Place Coordinator of the Year Award

Troy Hedges, Pathways Youth Shelter and Family Services
Madison, Indiana

2012 HEROES for Youth Award

Tammy Hopper, President/CEO of Youth & Family Services Network
Knoxville, Tennessee



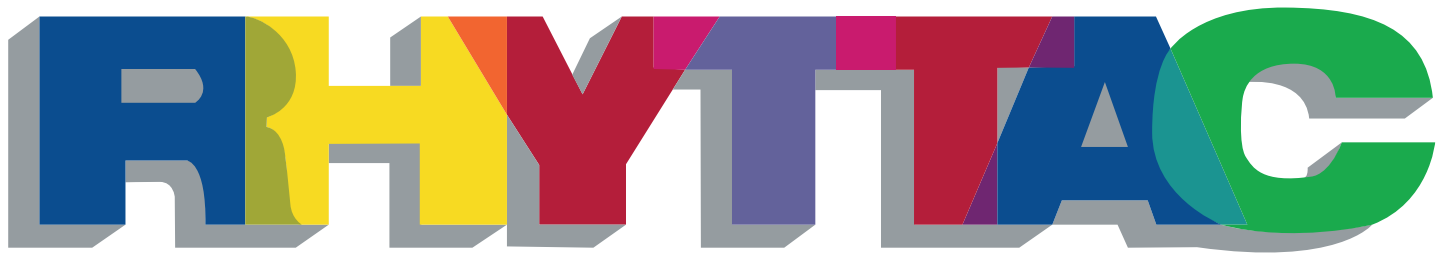
NOLA – FOCUS 2012 opening session



Workshop session with Dr. Matt Morton, Advisor to the Commissioner, ACYF



NOLA – FOCUS 2012 closing session



Runaway and Homeless Youth Training and Technical Assistance Center

National Safe Place Selected to Coordinate the Runaway and Homeless Youth Training and Technical Assistance Center (RHYTTAC)

National Safe Place has received a \$10.5 million grant to provide training and technical assistance to more than 400 runaway and homeless youth agencies across the country. The Administration for Children, Youth and Families (ACYF), Family and Youth Services Bureau (FYSB) competitively selected National Safe Place to coordinate the Runaway and Homeless Youth Training and Technical Assistance Center (RHYTTAC) for the next five years.

“National Safe Place is honored to be chosen as the organization that will manage RHYTTAC,” said Laurie Jackson, National Safe Place Executive Director. “We are eager to serve and support youth organizations across the country as they work to provide safety and permanency and improve the social and emotional well-being of runaway, homeless and street youth.”

RHYTTAC will assist all federally funded runaway and homeless youth agencies with their work to facilitate the healing, recovery, social connection and emotion-

al well-being of youth and families who have experienced maltreatment, exposure to violence and/or trauma. The organization will help ensure that effective interventions are in place to build skills and capacities that contribute to the healthy, positive and productive functioning of children and youth into adulthood.

“We are looking forward to working closely with National Safe Place as the training and technical assistance experts to foster capacity building among FYSB’s RHY grantees that will result in continued enhancement in services for youth and their families. We also see National Safe Place as a conduit for promoting the priorities of the Administration for Children, Youth and Families,” said Resa Matthew, FYSB’s Director of the Division of Adolescent Development and Support.

Each year, trainings on various topics will be offered to federal grantees. At least 30 technical assistance clinics will also be provided based on information requested from grantees and federal proj-

ect officers. The other key areas of education include distance learning through online webinars and conferences.

National Safe Place will partner with the Youth & Family Services Network, University of Tennessee and JBS International to implement RHYTTAC. Additional partners included a variety of state and regional associations and other national organizations serving runaway and homeless youth.





National Safe Place, Inc.
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Now Available:

2011 National Safe Place
Annual Report

Last year's highlights, stories and
contributions are featured in the
2011 Annual Report, now online at
nationalsafeplace.org.

