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The Great Initiative - “Make Civility COOL” by 2025 in Washington, D.C. – *Brighten the SOCIAL Climate and revitalize local community connections.*

YES, with your support we can lower the heat - and boost civility in Washington, D.C. by 2025. Then, we'll brighten the social climate all across America so democracy will thrive again.

HOW? – With a District-wide public service campaign to publicize civilian civility. *The American Ad Council* was formed in 1942 with the belief that creative marketing can help resolve complex social issues. For decades, public service advertising has motivated grass roots changes for good in America. We've learned to buckle up, just say no, and not to pollute. **Why not publicize a call to civility?**

Now, more than ever, we must use the transformational power of creative marketing to reduce the rage and division we are ALL suffering from. Social media once inspired more connection between us. NOW, it reinforces the culture of separation – where “like” has replaced “love”, and having followers is deemed more important than having integrity. This has left many of us, especially our youth, feeling powerless, worthless, and left out.

The 12 Habits message system publicizes one habit-forming action each month as a powerful, year-round counterforce to remind citizens of 12 qualities ALL OF US have in common – equally. For instance, March's reminder is “*Resolve Conflicts.*” January's is “*Help Others.*” September's is “*Do Your Best,*” and October's is “*Be Patient & Listen.*”


Launched here, driven by a cost-effective plan to engage public service advertising, is an audacious - “never been done before” - “***giant civility reminder system initiative,***” to begin in Washington D.C. This organized system, featuring 12 positive, non-controversial messages, will reverse the current trend in our Nation's Capital by 2025. That will spark a national trend away from hostility and towards more unity and kinship.

ALREADY PROVEN – Twenty years ago, with support from KDKA-CBS-TV, this 12 Habits reminder system positively changed attitudes and behaviors in several hundred Pittsburgh regional communities.

<https://youtu.be/fJD5cNklbtg>. University-sponsored surveys consistently reported that in less than two years, nearly 72% of the aware citizens polled, felt more kinship and connection with one another.

Nearly 39% also reported, “they had been reminded to improve their behaviors, at least once.” One young survey respondent exclaimed, “this is COOL!” Another wrote, “*I am now nice to the people I used to be mean to.*” In 1993, this 12 Habits public service model was designated as a “Social Invention” by the London Institute. Never, has anyone disagreed with any of the 12 “call-to-action” civility messages.

Effective Public Service Campaigns are initially mobilized through an organized mass media blitz of “public service announcements,” (known as PSA's) on TV, radio and print, that reach the entire intended market, as KDKA-TV successfully did in Pittsburgh. This is coordinated with positive website and social media outreach.



In targeted neighborhood communities within the larger market, colorful coordinated print materials are distributed by local “Teams,” and displayed in local outlets such as schools, social, religious, and government agencies and stores, where they are visible to residents in their daily lives.

Together, the monthly-coordinated and layered blitz of messaging strengthens the social “fabric” by inspiring and motivating citizens to transform. Print materials such as posters, flyers, bookmarks, and rack cards, reinforced by locally collaborated events and youth-created posters, have been validated as effective during the past 30 years, leaving a proven legacy of positive behavior transformation.

Project - “Quick-Read”

The “Make Civility COOL in D.C. by 2025” Initiative – a “Win/Win*” and tax-deductible investment of \$250,000* for the first 12 months start-up.

The media-driven “civility” reminder system inspires empowered behaviors with 12 months of colorful, non-controversial, and habit-forming messages (30 second PSA’s), championing kinder, more civil behaviors and attitudes. As examples, March is “*Resolve Conflicts.*” January is “*Help Others.*” September is “*Do Your Best,*” and October is “*Be Patient & Listen.*”

The plan would build around the coordinated broadcasting of the monthly messages via PSA’s from as many TV, radio and print outlets as we can recruit from the 50+ in D.C. (See PSA examples from KDKA-TV in Pittsburgh at this link.) <https://youtu.be/fJD5cNklbtg>

In addition, a monthly ‘on-the-ground’ print materials distribution and community events promotional plan would be implemented with local “Teams,” in at least three D.C. neighborhood communities. A cursory review suggests Brentwood, Deanwood, and U Street Corridor, all with high crime, similar sized populations, and relatively low median incomes.

The investment would include hiring a proficient community-organizer “D.C. Director” at (\$90,000**). The first year’s mission is to:

1. Attract district-wide media participation, possibly through engaging a D.C. ad agency. (\$50,000)
2. Assemble local on the ground “12 Habits Teams” in three designated neighborhoods, through social agency and/or worship-based collaborations. (\$50,000)
3. Modify, update, and customize extensive and already existing media materials developed over 20 years. These include posters, flyers, in-home, agency, and school curriculum. (\$25,000)
4. Secure the research involvement of at least one D.C. University to conduct the pre-campaign socio-economic data and post-data collection, together with objective mall-intercept or other survey methods for obtaining statistically representative outcome data. (\$35,000)

**Contributing to the non-profit, All of Us, Inc (34-1558337) would and/or could include named exposure on website and materials provided there is no added element of controversy in doing so.*

**After the year-one investment of \$250,000 to be fully developed, locally invested, and “launch-ready,” additional funding will be sought, but will be “matched” at the regional market level by broadcast media public service contributions under FCC regulations.*

*** The average Non-Profit Executive Director in Washington, DC makes \$91,262 - 34% above the national average.*

HISTORY and STRATEGIES

Martin Luther King said, *“Those who love peace must learn to be as organized as those who love war.”* Fortunately, such a “peace” campaign, organized around a system of 12 colorful monthly habit-forming messages for good, has been bubbling its way up into the minds and hearts of Americans in the mid-west for 30 years.

Here's How

This “Make Civility COOL” Initiative, was launched under 12 Habits 4 all of Us, the 12-month, year-round campaign designed specifically to reach everyone in any active target market. It serves as a “GIANT COMMUNITY-WIDE REMINDER SYSTEM” about 12 Golden Rule qualities that constitute a happier life and thus strengthens the practice of civility and citizenship behaviors. These “good habits” video, print and social media messages become COOL “influencers” because everyone is doing it.

The habit-forming civility messages are additionally strengthened at the local community and school level. There, they are reinforced via coordinated print materials such as posters, flyers, rack cards, and bookmarks; even rubber bracelets and pencils, along with “Team Playbooks” and curriculum.

Eventually, as people become aware and involved, the habits are further reinforced with “customized” visuals that are locally designed and created - like the dentist who put monthly posters on the ceiling over his dental chair. It all works together like holidays. Everyone is focused on the same theme but doing it in their own unique way, and they feel personally empowered. Everyone has fun together.

NOW it's time to light a fire under the “seat” of government, so to speak.

This proposal is a plan for essentially re-forming and re-initiating the successful early 2000's Pittsburgh civility campaign... but this time, in Washington D.C. Thanks to funding from foundations like Heinz and Blue Cross, most of the extensive campaign and support materials are already developed. They just need customizing and updating for this D.C. initiative. Much of it can be viewed immediately on our website at <https://www.12habits4allofus.org/share> and downloaded to print and share.

Strategically, in D.C., the influence will come from approaching the 50+ mass multi-media outlets to collaborate together and produce and air or print 12 monthly public service announcements (PSA's), that are colorfully attractive, and uplifting monthly “spots” about the 12 Habits of personal empowerment and mutual respect. (see KDKA-TV 30-sec PSA's at <https://youtu.be/fJD5cNklbtg>)

For schools, in which ever 3 proposed D.C. neighborhood communities selected, there are also multi-faceted curriculum, activities, and coordinated events that improve academics, reduce detentions, and nourish daily relationships in classes, sports, at home, and in after-school and neighborhood programs.

Corporations measure their mass media success with increased sales and politicians with votes. Since public service outcomes can't be measured as easily, we propose assembling neighborhood teams and distributing “on the ground” supporting and coordinated print materials in three targeted neighborhoods.

Targeted research will be conducted in these neighborhoods by engaging one or more D.C. universities to conduct rigorous research evaluations of socio-economic improvements. The already proven legacy of successful public service campaign is called, “12 Habits 4 All of Us.” Creative marketing minds might choose a “cooler” campaign title like, “Make Civility COOL,” – as we have now done. Ultimately, it's the mission itself, the consistency and sustainability of the 1habit-forming 2 monthly messages, not the “name” of the initiative that's important.

A Civility Campaign That's Already PROVEN to Work!

First piloted in 1991, in the SW Pennsylvania community of Somerset, PA, The 12 Habits research (Conducted by the University of Pennsylvania at Indiana) showed that because they experienced the 12 habits media reminder messages, 39% of the residents reported improving their behaviors and 72% felt more connected to their community. Quantified success led to broad news coverage, two PA Health Education Awards, a HUD Innovation Award, and a Peter F. Drucker nomination for non-profit innovation.

Regional media stories of success in Somerset, attracted the attention of Aaron Walton, VP, Community Affairs, at Pittsburgh's Highmark Blue-Cross Blue Shield. In 1998, at the request for help from middle school principal, Dr. Melvin Steals, Blue Cross funded the first ever, 12 Habits campaign in Aliquippa, PA, then one of Pittsburgh's highest crime areas with the lowest performing schools

In less than two years, Aliquippa was selected by then Governor Tom Ridge, to receive the state's first "Violence-FREE Youth Award. Police were no longer needed in the halls and student Honor Rolls increased 39%, The hard work paid off. Interest from other schools and communities grew, one by one, not unlike many well-meaning community and school empowerment demonstrations.

Then the "Game" Changed.

Because of the appeal of the short "sound-byte" call to action 12 Habits messages, KDKA-CBS-TV adopted the 12 Habits as their regional PSA Campaign. For three years, they broadcasted three to five 30-second spots per day, that changed monthly. The KDKA public service support quickly broadened the influence of the 12 Habits to reach the 2.4 million Pittsburgh Metropolitan Area residents.

Inquiries for expansion of the 12 Habits campaign instantly multiplied, and attracted funding from more large area foundations. Between 2002 and 2006, nearly 200 schools and communities became active. Seven additional studies continued to demonstrate the powerful impact and cost reduction potential of the organized monthly multi-media campaign. *Rotary International* sponsored the 12 Habits in post-genocidal RWANDA to promote peace. Then, like many non-profits experienced, the 2006 bank recession dried up most foundation funding – especially for pro-active rather than re-active initiatives.

Then, the 12 Habits Campaign innovator, Elaine Parke, relocated to rural north central Pennsylvania where 3 communities adopted the 12 Habits Campaign and then to Berkeley Springs, WV, where the community adopted the campaign in 2014. Local surveys again showed transformative success among the broad population of 17,000, with community data outcomes at nearly a perfect match to surveys taken in Somerset PA, more than 20 years prior.

Since the COVID pandemic lockdowns, 12 Habits energies have been focused on building on prior successes in order to scale up, by spreading the messaging through social and streaming media.

Now we propose funding the "GREAT Make Civility COOL "connectivity" initiative" in Washington, D.C. We Americans have a long history of investing in "connecting ourselves" for the good of us all; from building roads, to waterways, to railroads, to the telegraph, telephones, radio, TV, and now the internet. This is an innovative opportunity to connect our hearts as empowered citizens of a healthy democracy.

Will engaging an organized 12-month, year-round system of messaging, connect us all with reminders that unity, civility and kinship are the backbone of a thriving America? The D.C. experiment is a "win/win" challenge to begin to make civility and good citizenship COOL. Can practicing 12 simple, colorful and even playful habits, all together, month by month, all across America, uplift and support us enough that rage, division, corruption, and even crime... are substantially reduced in a very short time?

Let's Find Out!