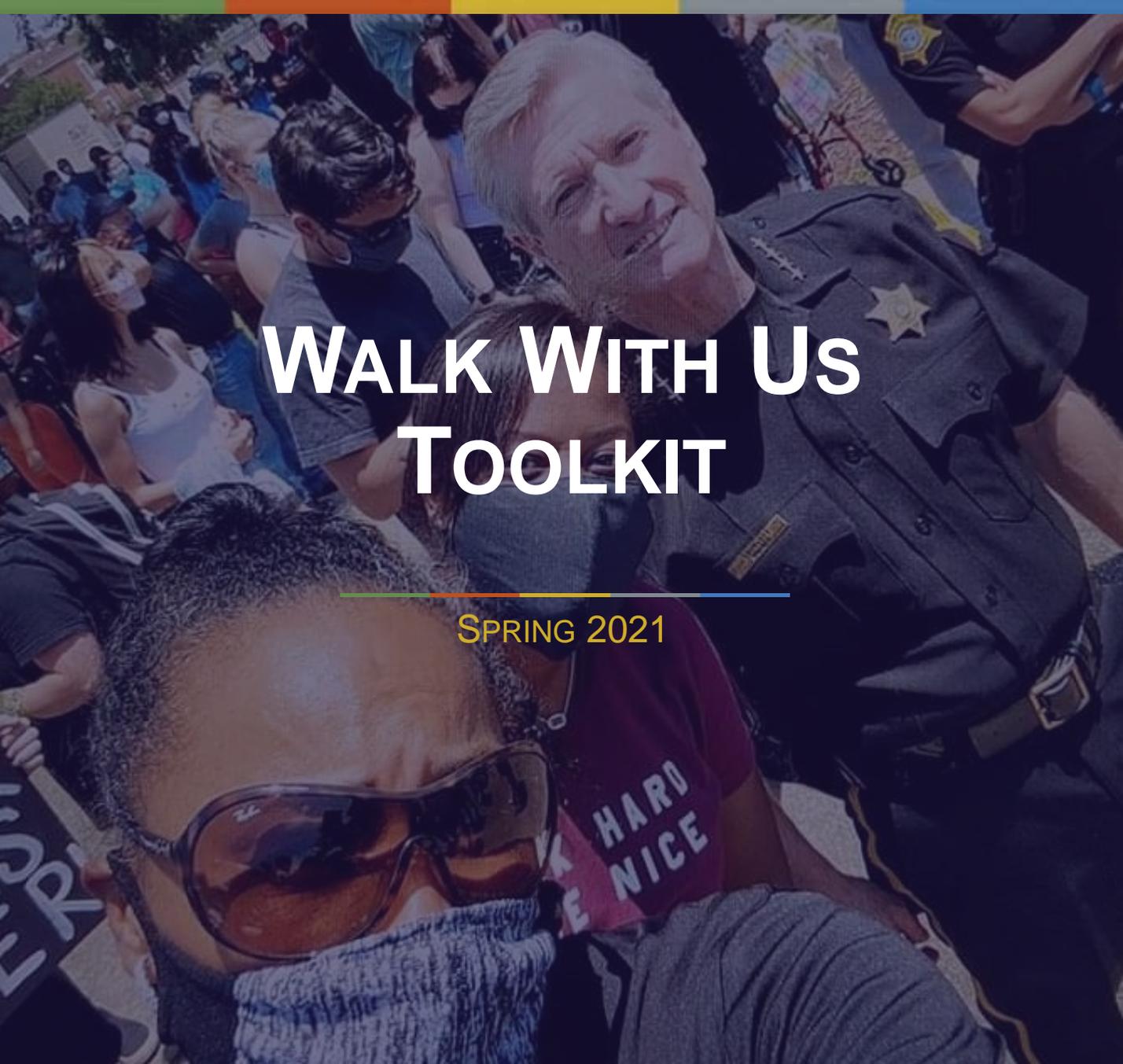




POLICE —₂— PEACE



WALK WITH US TOOLKIT

SPRING 2021

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INTRODUCTION

The ‘Walk With Us Program’ provided by Police2Peace enables police departments and communities to come together in a show of unity, compassion and understanding by simply walking side-by-side.

This powerful statement is designed to capture the public’s imagination about what peaceful communities look like:

Where departments and community member are getting along, where officers and citizens are treating one another with respect, where departments are co-producing public safety with the community, and where police leaders are working to reduce use of force.

This simple but powerful statement reframes public safety in a way that positively shapes both sides: the community and the police.

This Walk With Us Toolkit will help facilitate the following outcomes for police departments and communities:

- Planning of a Walk With Us event to occur on a future date
- Dissemination throughout the community and police department about the event and its significance
- Execution of a Walk With Us event as a live, public event on a chosen date



QUESTIONS TO ASK UPFRONT

When you desire to hold a public event in your department or community, there are a number of questions to ask yourself beforehand which will shape the event and inform your ultimate results.

Here are questions to ask yourself as you begin this stage of the process:

- 1. What are significant upcoming dates around which the event could take place?**
 - a. If yes, What are they and when?
 - b. If not, what are the potential dates in the future as alternatives?
- 2. What are your program objectives?**
 - a. Greater community engagement
 - b. Public show of unity between the community and the police
 - c. Creating new bridges of understanding
 - d. Enhancing community unity in advance of future problems
- 3. What success metrics are essential to you?**
 - a. Number of citizens participating
 - b. Diversity of groups participating
 - c. Press and media coverage of a positive nature
- 4. What stakeholders will your program be important to?**
 - a. Activist community
 - b. Faith community
 - c. Civic groups
 - d. Business community
 - e. BIPOP Community
 - f. Police department
 - g. Sheriff's department
 - h. Other _____
- 5. How long will your program run for?**
 - a. A couple of hours
 - b. 1 day
 - c. 2 days
 - d. Other _____
- 6. What initiatives would you like to include in your program?**
 - a. Tree/other planting
 - b. Statue commission
 - c. Speeches
 - d. Live music
 - e. Other _____



EVENT PLANNING

Event Setup: 1-2 months before the program begins:

- Meet with key stakeholders to discuss the event
- Finalize event objectives
- Identify operations points of contact
- Determine the date and time for the event
- Consider the permits needed to be obtained
- Consider the types of outreach to the departments and the community groups to build support
- Consider where the event will begin and end
- Consider anyone else/any other groups who you have not thought of who need to be made aware of your plans, who need to support it, and who need to participate

Notes:



EVENT PLANNING

Planning Phase

Week 1- 2

- Police2Peace aids in scheduling introductory calls with community leaders
- Introductory calls occur with police command staff and law enforcement
- Introductory calls occur with elected officials

Week 3

- Stakeholder support is assessed
- Decision is made for go-ahead based on level of stakeholder support
- Final date and time for the event are determined
- Final objectives are set, including other things to be included, such as tree planting, speeches, etc.

Week 4

- Police2Peace develops materials to describe the event in a one page proposal
- Event proposal is circulated among stakeholder groups, police, etc.
- Police2Peace and community leaders agree on method of promotion—online, printed flyers, social media
- Police2Peace helps facilitate granting of permits, as needed
- Police2Peace prints flyers and develops social media posts
- Start date for event promotion is determined by community leaders
- Police2Peace delivers flyers and/or and begins social media posts on agreed date



EVENT ROLL OUT

Once the event planning is underway and key dates and locations are determined, it is time for the development of the actual event. Here are examples of program particulars for a 3-month Walk With Us Program:

Month 2

Convene a working group to develop the event

- Engage leaders in the community and key stakeholder groups
- Determine who and how many working group member are optimal
- Schedule an introductory call with invited working group members, and lay out a schedule for 8 weeks of follow on calls up until the event date
- Begin discussing ideas for the event, how it will be used as outreach to include key stakeholder groups, and the schedule of related events to occur that day, if any
- Memorialize your ideas into notes from each call

Month 3

- Draft announcements of the Walk With Us program in the form of press releases, social media posts and website articles
- Take photos of the event route, key landmarks and other visuals for inclusion in announcements
- Schedule the virtual announcement or live event to occur about 2 to 3 weeks prior to the event

- Hold the virtual announcement or live event to announce the Walk With Us event
- Confirm key community group participation in the event
- Confirm police department and sheriff's department participation in the event
- Confirm permits are in place

Event Date

- Confirm providers of related programs are prepped and ready
- Designate community members to take photos and videos of the event
- Confirm traffic control is being undertaken by police or other agencies
- Convene community groups in designated areas at the starting place
- Distribute printed schedules of events for the event to each of the community groups
- Designate an individual with a public announcement system to announce to begin the Walk
- Begin to Walk With Us

Event Completion

- Post videos, photos and stories on city, department and other community group websites and social media
- Consider performing a survey of the community, police department and other stakeholder groups to gauge their feelings about the event and one another



EVENT PLANNING MATERIALS

Engaging Stakeholders

The following steps will help build engagement for your event:

- Inform community stakeholders and key influencers in your city. Invite them to review the event proposal with their supporters prior to rolling out.
- Identify community influencers with the help of key stakeholders and personally invite them to review the event proposal.
- Generate excitement with a broad announcement about the event.
- Circulate an official invitation to the event with a link to a dedicated website or Facebook page.
- Hold informational sessions to discuss benefits of the event and the basics of greater community engagement within the community.
- Invite key stakeholders to the event and prepare for their participation

THE WALK WITH US PROGRAM

Creating Buy-in

We crafted a set of emails and graphics you can use with your community in order to promote engagement for your Walk With Us Program

- **The Event Awareness Email:** Make your organization and community members aware of the upcoming program. It is just for awareness, and therefore, shouldn't contain a URL to your program's event website.
- **The Community Event Participation Email:** Entice and excite participation. This email should be sent to community leaders, stakeholders you identify as potential influencers
- **The Department Event Participation Email:** Create excitement among police department staff and entice them to support the program
- **The Event Participation Reminder Email 1 and Email 2:** Urge last minute participation to attend the event. When you are crafting your message, focus on what outcomes are most important each type of participant to experience.

How to inspire community members:

- **Inspire!** Explain benefits of Walk With Us
- **Why?** Explain event objectives
- **Who?** Key stakeholders and community influencers
- **Goals?** Transparent & clear objectives

How to inspire police department staff:

- **Inspire!** Explain advantages of community engagement
- **Why?** Explain event objectives
- **How?** Confirm the program doesn't diminish any of the work already being done to engage the community
- **Goals?** Transparent & clear objectives

Additional benefits for both departments and communities

Interaction among many groups of people
Walk With Us helps create better community engagement giving officers the opportunity to strike up conversations with community members during the event.

Officers will be able to interact with a variety of different types of community members, civic leaders and stakeholders which encourages thinking in new ways and broadening horizons.

Learning for the future

The Walk With Us Program reinforces community policing using a new framework of unity, walking arm-in-arm, helping foster the ideal that police are part of the community and the community is part of the police.

Feedback

The Walk With Us Program fosters a feedback culture, where community members and officers are asked for their views on a variety of issues. This helps stakeholders become more receptive & trusting of feedback, and better able to accept it & apply it



CONCLUSION

The 'Walk With Us Program' does not end at the event. To maintain healthy community-policing engagement, community leaders need to continue to use tools at your disposal to stimulate engagement among stakeholder groups and continuing buy-in. In addition, think of ways you can stimulate department and community-wide excitement about the event and the benefits of walking together as one community. Emails, newsletters, videos and testimonials are all good ways to maintain excitement.

You can even follow on the Walk With Us Program with these programs to continually generate buy-in, such as:

- Peace Officer Program
- Police-Community/Youth Dialogues
- Community Feedback Loop
- 7 Simple Steps for Positive Policing

These programs may come in handy when creating a Walk With Us Program for your community.

Begin developing yours today!

You now have the tools, tips and worksheets to consider developing your own Walk With Us Program using Police2Peace.

If you have any questions about starting a Walk With Us Program using Police2Peace, or enriching your existing program, feel free to visit police2peace.org or give us a call at 928.852.4240.

Engage your community through Walk With Us and Police2Peace



POLICE 2 PEACE

Police2Peace is a national, nonpartisan nonprofit organization that is operationalizing a framework of community policing rooted in the idea of police officers becoming peace officers. Police2Peace's mission is to be a trusted source of ideas, strategies, programs and policies for positive change in policing for departments, municipalities, the federal government and civil society. As a solutions-driven organization, Police2Peace brings expertise to departments that are redefining, reimagining and advancing policing in America for the purposes of cultural, procedural and operational change and departmental alignment. Police2Peace is a U.S. domestic nonprofit corporation having a 501 (c)(3) status with the IRS.

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