

**PALM BEACH COUNTY
BOARD OF COUNTY COMMISSIONERS**

WORKSHOP SUMMARY

Meeting Date: August 31, 2021

Department: CRIMINAL JUSTICE COMMISSION

I. EXECUTIVE BRIEF

Title: Presentation by the Criminal Justice Commission (CJC) and its Law Enforcement Planning Council's School & Community Safety Committee on the development and launching of the Palm Beach County Aware and Care Campaign.

Summary: In response to concerns about school and community safety, an Aware and Care campaign was created by the PBC School & Community Safety Committee. This campaign is intended to increase public awareness and educate community members regarding potential risk factor indicators, where to access prevention & intervention services, and where to report suspicious behavior.

Background and Policy Issues: In wake of the Parkland tragedy on February 14, 2018, school safety was identified as a priority at the February 26, 2018 Criminal Justice Commission Annual Planning meeting. This issue was referred by the CJC to its Law Enforcement Planning Council (LEPC), where the PBC School & Community Safety Committee was created. The focus of this committee is to address gaps in coordinated emergency responses and the delivery of trauma-informed services to schools and communities involving mass tragedies, review legislation and make recommendations for improvement. Judge James Martz chairs the committee of 47 members representing 30 agencies throughout Palm Beach County. In October 2018, the Palm Beach County Sheriff's Office was awarded a Justice and Mental Health Collaboration Program (JMHCP) grant from the Bureau of Justice Assistance (BJA). The impetus to apply for the grant stemmed from the Parkland tragedy. The grant called for establishing a committee to assist in facilitating the work outlined in the grant; however, since the CJC had already created the School & Community Safety Committee, both organizations agreed to work collectively through the one committee to avoid duplication. One of the goals of this grant was to create a robust public awareness and education campaign. Aware and Care is a product of the committee's work. Primary funding for the Aware and Care Public Awareness Campaign is through the BJA grant.

Attachments:

1. PBC Aware and Care Campaign PowerPoint
 2. Project Overview
-
-

Recommended by:


Department Director

8/8/21
Date

Approved By:


County Administration

8/15/2021
Date

II. FISCAL IMPACT ANALYSIS

A. Five Year Summary of Fiscal Impact:

Fiscal Years	20__	20__	20__	20__	20__
Capital Expenditures	_____	_____	_____	_____	_____
Operating Costs	_____	_____	_____	_____	_____
External Revenues	_____	_____	_____	_____	_____
Program Income (County)	_____	_____	_____	_____	_____
In-Kind Match (County)	_____	_____	_____	_____	_____
NET FISCAL IMPACT	_____	_____	_____	_____	_____
No. ADDITIONAL FTE POSITIONS (Cumulative)	_____	_____	_____	_____	_____

Is Item Included In Current Budget? Yes _____ No _____
 Budget Account No.: Fund _____ Department _____ Unit _____
 Object _____ Reporting Category _____

B. Recommended Sources of Funds/Summary of Fiscal Impact:

There is no fiscal impact related to this agenda item.

C. Departmental Fiscal Review:

III. REVIEW COMMENTS

A. OFMB Fiscal and/or Contract Dev. and Control Comments:

<p><i>[Signature]</i> _____ LM 8/11/21 OFMB/TA 8-11-21</p>	<p><i>[Signature]</i> _____ Contract Dev. and Control 8-12-21 TD</p>
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B. Legal Sufficiency:

[Signature]

 Jean Adel Williams
 Assistant County Attorney

C. Other Department Review:

 Department Director

(THIS SUMMARY IS NOT TO BE USED AS A BASIS FOR PAYMENT.)

Attachment 1

Aware and Care Campaign

Palm Beach County

Palm Beach County
Board of County Commissioner's Workshop
August 31, 2021

PBC School & Community Safety Initiative

To prevent future mass acts of violence in Palm Beach County

- In the wake of the Parkland tragedy on 2/14/2018, school safety was identified as a priority at the 2/26/2018 Criminal Justice Commission (CJC) Annual Planning Meeting.
- Issue was brought to the CJC by PBC School Board Member Erica Whitfield.
- Referred by the CJC to the Law Enforcement Planning Council to facilitate.
- Law Enforcement Planning Council appointed Judge James Martz as Committee Chair.

Committee Purpose & Highlights

- To address gaps in coordinated emergency responses and the delivery of trauma-informed services to schools and communities involving mass tragedies, review legislation and make recommendations for improvement.
 - Created a law enforcement and behavioral health track
 - On 10/12/2018, a symposium was held for lead trainers of law enforcement and fire rescue to discuss best practices
 - LE track placed on hold as the PBC Chiefs Association worked on the Active Shooter Hostile Event Response (ASHER) Countywide Standard Operating Guideline with Fire Rescue
 - Behavioral Health Track membership established and began meeting in November 2018- present.

Collaboration with PBSO through BJA Grant

Merged with the Palm Beach County School & Community Safety Initiative

- One of the goals of the PBSO Justice and Mental Health Collaboration Program grant was to develop a multidisciplinary, cross-sector Palm Beach County School & Community Safety Task Force.

Create a robust public awareness and education campaign to educate community members regarding potential risk factor indicators, where to access prevention & intervention services, and where to report suspicious behavior

- Committee brainstormed the concept of an Aware and Care website and other associated marketing materials (flyers, billboards, magnets, PSAs, bus wraps, etc.)

Executive Order 81.18

Participating Agencies

- 15th Judicial Circuit
- 211 Palm Beach/Treasure Coast
- Beacon Health Options
- BeWellPBC
- Children's Services Council
- Circuit 15 Juvenile Justice Advisory Board
- City of Boca Raton, City Managers Department
- Department of Juvenile Justice
- Economic Council Member of the Criminal Justice Commission
- Federal Bureau of Investigation
- Florida Atlantic University
- Florida Atlantic University Police Department
- Florida Department of Children and Families
- Health Care District of Palm Beach County
- JFK Medical Center North Campus
- Law Enforcement Planning Council Chairman
- Organizational Development Consultant
- Palm Beach County School District Police Department
- Palm Beach County School District, Exceptional Student Education Department and Student Wellness Department
- Palm Beach State College, Student Well Being Department
- Palm Healthcare Foundation
- PBC Behavioral Health Coalition
- PBC Justice & Victim Services
- PBC Youth Services
- PBSO Behavioral Services Division
- Prestige Health Choice
- Public Defender's Office
- South County Mental Health Center, Inc.
- Southeast Florida Behavioral Health Network
- State Attorney's Office
- United Way of Palm Beach County

Aware and Care Marketing Materials

Magnet 2.25"x 4"

FOR IMMEDIATE THREAT CALL 911 GET HELP FOR SOMEONE IN NEED CALL 311



**MASS VIOLENCE CAN BE PREVENTED...
IT STARTS WITH YOU!**

Learn how to prevent mass violence and report suspicious behavior.
www.awareandcarePBC.com


Warning Signs Flyer 4"x 6"

FOR IMMEDIATE THREAT CALL 911 GET HELP FOR SOMEONE IN NEED CALL 311



**MASS VIOLENCE CAN BE PREVENTED...
IT STARTS WITH YOU!**

Learn how to prevent mass violence and report suspicious behavior.
www.awareandcarePBC.com



WARNING SIGNS

"Red Zone" Pre-Attack Behaviors that May Indicate Imminent Threat

- Dramatic change in appearance (e.g. hair, tattoos)
- Abrupt and unexplained end to use of alcohol, drugs, and/or medications ("cleaning/purifying")
- Exploring ways to enter restricted areas which could be potential targets
- Stockpiling of weapons, ammunition, IEDs, etc.
- Pre-attack staging to physically and mentally prepare for the attack
- Creation of a "legacy token" (e.g. manifesto video) to claim credit for or explain act of violence

Pre-attack Intentions & Behaviors

- Homicidal Intentions
- Fantasies about Violently Hurting Others
- Dramatically Increased Interest in Past Attacks

Recent and Chronic Stressors

- Mental Problems
- Abuse of Drugs/Alcohol
- Conflicts at School

Common Themes

- Believes They Have Been Treated Unfairly
- Feels Personally Victimized (e.g. bullied, persecuted)
- Has Difficulty Coping with Setbacks or Personal Failures

Behavioral & Emotional Indicators

- Sense of Hopelessness
- Suicidal Intentions or Prior Suicidal Attempts
- Decreased Performance at School or Job

Indicators Are Adapted From: The School Shooter-A Quick Reference Guide; FBI Behavioral Analysis Unit (BAU); MASS VIOLENCE IN AMERICA; Causes, Effects, and Solutions, August 2013; National Council for Behavioral Health

Billboard 10' x 22'



Learn how to prevent mass violence and report suspicious behavior

**MASS VIOLENCE
CAN BE PREVENTED...
IT STARTS WITH YOU!**

www.awareandcarePBC.com



Bus Wrap artwork 30"x 144"

FOR IMMEDIATE THREAT CALL 911 GET HELP FOR SOMEONE IN NEED CALL 311



Learn how to prevent mass violence and report suspicious behavior

**MASS VIOLENCE
CAN BE PREVENTED...
IT STARTS WITH YOU!**

www.awareandcarePBC.com



Bus Shelter Posters 66"x 44.75"



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Aware and Care Website:



[About Us](#)

[Warning Signs](#)

[Prevention & Intervention](#)

[Services & Resources](#)

[Report Suspicious Behavior](#)

Provides list of warning signs and where to access help

MASS VIOLENCE CAN BE PREVENTED. IT STARTS WITH YOU.

FOR IMMEDIATE THREAT CALL 911

GET HELP FOR SOMEONE IN NEED CALL 211

Learn to Prevent Mass Violence and Report Suspicious Behavior

The AWARE & CARE website provides critical information about warning signs and indicators which could signify a person is in crisis and in need of immediate intervention. The website also provides information about adverse life experiences which can have negative effects on a person's health and well-being. Contact information is provided to assist persons exhibiting threatening behaviors, to help persons in crisis, to address mental health or substance use disorders, to obtain critical support services, and to learn about available community resources and support.



Questions & Answers

Attachment 2

2021

Palm Beach County
School and Community Violence
Prevention Project

Report for the PBC Board of
County Commissioners

FAU
FLORIDA ATLANTIC
UNIVERSITY

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August 3, 2021

PREPARED FOR:

The Palm Beach Board of County Commissioners

Palm Beach County, Florida

FUNDING PROVIDED BY:

Bureau of Justice Assistance
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The views expressed in this report are those of the authors and do not necessarily reflect the views or official policy of the Palm Beach County Sheriff's Office.

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INTRODUCTION

On October 1, 2018, the Palm Beach County (FL) Sheriff's Office (PBSO) was awarded a Justice and Mental Health Collaboration Program (JMHCP) grant from the Bureau of Justice Assistance (BJA). The impetus for applying for this grant stemmed from the February 14, 2018 Marjory Stoneman Douglas (MSD) High School mass shooting that occurred in Parkland, Florida, just 15 miles south of Palm Beach County (PBC). On that day, a gunman opened fire killing 17 people and injuring 17 others. Unfortunately, Florida is no stranger to incidents of mass violence (defined as attacks where three or more individuals are harmed). In the last five years, there have been four high-profile mass shooting incidents, including the MSD shooting, which left 74 victims dead (Spencer, 2019). In addition to the MSD shooting,

- in June 2016, 49 people were killed in a shooting at Pulse nightclub in Orlando, Florida.
- in January 2017, five people were killed at Fort Lauderdale-Hollywood International Airport in Fort Lauderdale, Florida.
- in December 2019, three people were killed at Naval Air Station Pensacola in Pensacola, Florida.

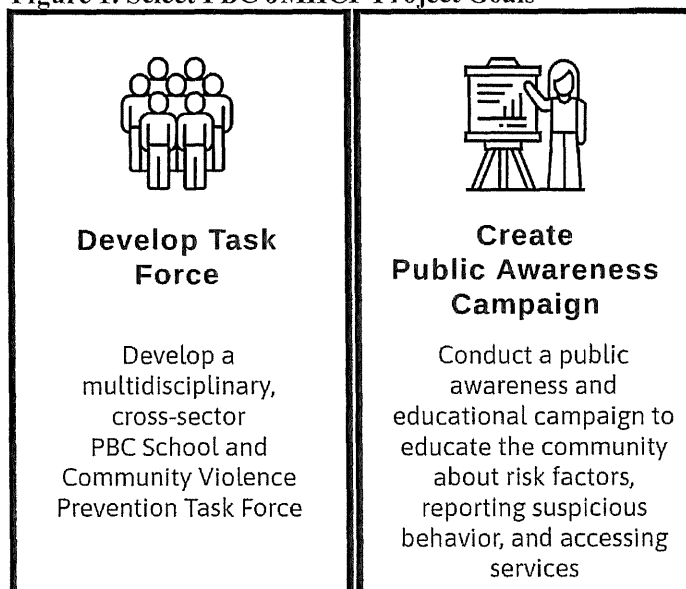
Following the MSD shooting, official reports documented the “pre-attack” behaviors of which others were aware and missed opportunities for meaningful intervention and collaboration between law enforcement, mental health professionals, and corresponding treatment systems (Marjory Stoneman Douglas Public Safety Commission, 2019). These types of concerns and missed opportunities for intervention are not unusual. According to the United States Secret Service National Threat Assessment Center's (2019) report titled *Mass Attacks in Public Spaces - 2019*, of the 34 mass attacks that occurred in 2019, 65% of attackers exhibited prior behaviors that elicited concern from other people.

In response to these and other incidents of mass violence, PBSO is working to reduce the likelihood of such an incident taking place in PBC. As such, the overarching goal of the PBC JMHCP Project is to increase public safety by addressing school and community mass violence. As shown in Figure 1, this will be done by enhancing collaboration among criminal justice and behavioral health treatment systems (through the development of a Task Force) and creating and launching a public awareness campaign, among other activities.

This report is designed to provide the PBC Board of County Commissioners insight into the three years' worth of collaboration that has occurred among numerous stakeholders in PBC who are dedicated to improving public safety and behavioral health care within our community.

This report begins by highlighting the development of a law enforcement and behavioral health task force, including an overview of Task Force membership and meetings to date. The report then goes on to describe the creation of the public awareness campaign, which is titled “Aware and Care.” This section presents visuals of the Aware and Care logo, website, and campaign materials.

Figure 1. Select PBC JMHCP Project Goals



TASK FORCE

In February 2018, during the annual planning meeting of the PBC Criminal Justice Commission (CJC), the CJC members voted that school safety should be a priority focus during the upcoming year, as the deadly shooting at Marjory Stoneman Douglas High School occurred just two weeks prior to the planning meeting. As a result of this new priority, the CJC formed a School Safety Mental Health Subcommittee, which would fall under the purview of the PBC Law Enforcement Planning Council (LEPC). The LEPC is composed of representatives from over 50 local, state, and federal agencies that meet monthly to provide a forum for the coordination, research, and evaluation of law enforcement activities within PBC (Palm Beach County Criminal Justice Commission, n.d.).

The School Safety Mental Health Subcommittee, chaired by 15th Judicial Circuit Administrative Juvenile Division Judge James Martz, had their first meeting on November 11, 2018. The PBC JMHCP Project team, which attended the first meeting (and all subsequent meetings), reviewed the membership of the School Safety Mental Health Subcommittee (discussed below) and consulted with CJC executive staff and Chair Judge Martz. It was determined that to reduce duplication of efforts, JMHCP grant-related items would be included in the Subcommittee agendas. Additionally, to align with the JMHCP grant and be more encompassing of the needs of the community, the Subcommittee was renamed the PBC School & Community Safety Initiative-Behavioral Health Track (henceforth the Task Force).

TASK FORCE MEMBERSHIP

Since its implementation, the Task Force has comprised 47 members representing 30 agencies and organizations throughout PBC. The Task Force membership is robust and spans all aspects of behavioral health and/or those who encounter people in need of behavioral healthcare services. Members include those from the public, private, and non-profit sectors; behavioral and physical healthcare services; primary, secondary, and higher education; and criminal justice entities, including local/national law enforcement and members of the judicial branch. Task Force member agencies and organizations and the role of their representative can be seen in Table 1 below.

Table 1. Task Force Member Agencies, Organizations, and Representatives' Roles

Name of Agency/Organization	Representative's Role
15 th Judicial Circuit	Judge (2) Magistrate (2)
211 Palm Beach/Treasure Coast	President and CEO
Beacon Health Options	Vice President (VP) of Government Relations
BeWellPBC	Executive Director
Circuit 15 Juvenile Justice Advisory Board	Co-Chair (<i>Note: The same individual serves as the Juvenile Chief of the PBC Public Defender's Office</i>)
City of Boca Raton	Emergency Manager/Operational Program Manager
Economic Council of PBC	Member
Federal Bureau of Investigation	Special Agent
Florida Atlantic University Police Department	Chief Deputy Chief
Florida Department of Children and Families	Community Development Administrator
Florida Department of Juvenile Justice	Chief Probation Officer
Healthcare District of PBC	Associate VP, Human Resources and School Health CEO
JFK Medical Center-North Campus	Behavioral Health Executive Director Chief Operating Officer Education Coordinator

Table 1 continued. Task Force Member Agencies, Organizations, and Representatives' Roles

Name of Agency/Organization	Representative's Role
Organizational Development Consultant	Consultant
Palm Beach State College	Director of Student Well Being
Palm Healthcare Foundation	President and CEO
PBC Children's Services Council	CEO
PBC Department of Justice and Victims Services	Director
PBC Public Defender's Office	Juvenile Chief (<i>Note: The same individual serves as the co-chair of the Circuit 15 Juvenile Justice Advisory Board</i>)
PBC Public Safety	Director of Emergency Management
PBC School District	Assistant Superintendent of Student Wellness Deputy Superintendent and Chief of Schools Director of Department of Safe Schools Director of Educational Alternatives Director of Exceptional Student Education
PBC School District Police Department	Chief Assistant Chief Major
PBC Sheriff's Office	Captain, Behavioral Services Division JMHCPC Grant Coordinator Senior Planner
PBC State Attorney's Office	Assistant State Attorney
PBC Substance Awareness Coalition	Director of Programs Executive Director
PBC Youth Services	Director
Prestige Health Choice	Director of Behavioral Health
South County Mental Health	Director of Acute Care
Southeast Florida Behavioral Health Network	CEO Chief Operating Officer Director of Children's System of Care
United Way of PBC	Executive VP for Community Investments

Task Force meetings are open to the public. Thus, in addition to standing Task Force members, 32 guests representing 25 agencies and organizations have attended some or all Task Force meetings. Table 2 below shows the professional affiliations of guests in attendance at meetings (their agencies and organizations), in addition to the positions held.

Table 2. Task Force Meeting Guest Agencies, Organizations, and Position

Name of Agency/Organization	Position
211 Palm Beach/Treasure Coast	Resource Center Data Manager VP of Operations
Florida Atlantic University Police Department	Sergeant
Florida Atlantic University, School of Criminology and Criminal Justice	Associate Professor and Associate Dean Associate Professor and Associate Director
Hanley Foundation	CEO
Healthcare District of PBC	Community Engagement Specialist
Intralogics	CEO and Owner Vice President of Business Development
Jerome Golden Center (no longer in operation)	Director of Entry & Psychotherapeutic Services
JFK Medical Center-North Campus	Interim Behavioral Health Director
Legal Aid Society of PBC	Attorney
Office of Senator Rick Scott	Southeast Florida District Director

Table 2. Task Force Meeting Guest Agencies, Organizations, and Position, cont.

Name of Agency/Organization	Position
Palm Beach State College	Counseling Center Specialist
PBC Children’s Services Council	Program Officer
PBC County Mayor Mack Bernard’s Office	Deputy Chief of Staff
PBC Emergency Management	Director
PBC Information Systems Services	Senior Manager
PBC School District	Director of Behavioral and Mental Health Senior Attorney
PBC School District Police Department	Detective
PBC Sheriff’s Office	Gang Prevention Coordinator
PBC Youth Services	Grant Compliance Specialist Planner
Plunk Designs	Owner
Ronik-Radlauer Group, Inc.	Principal (2)
School Safety Grant	Executive Director Board of Selection, member
South County Mental Health Center	Unknown
West Palm Beach Fire Department	Fire Chief
West Palm Beach Police Department	Sergeant

TASK FORCE MEETINGS

As can be seen in Figure 2 below, there were 20 Task Force meetings held between November 1, 2018 and May 31, 2021. Due to COVID-19, meetings were temporarily postponed between April and August 2020. Task Force meetings, however, resumed in a virtual format on September 14, 2020 and have been held every month since.

Task Force meetings have focused on:

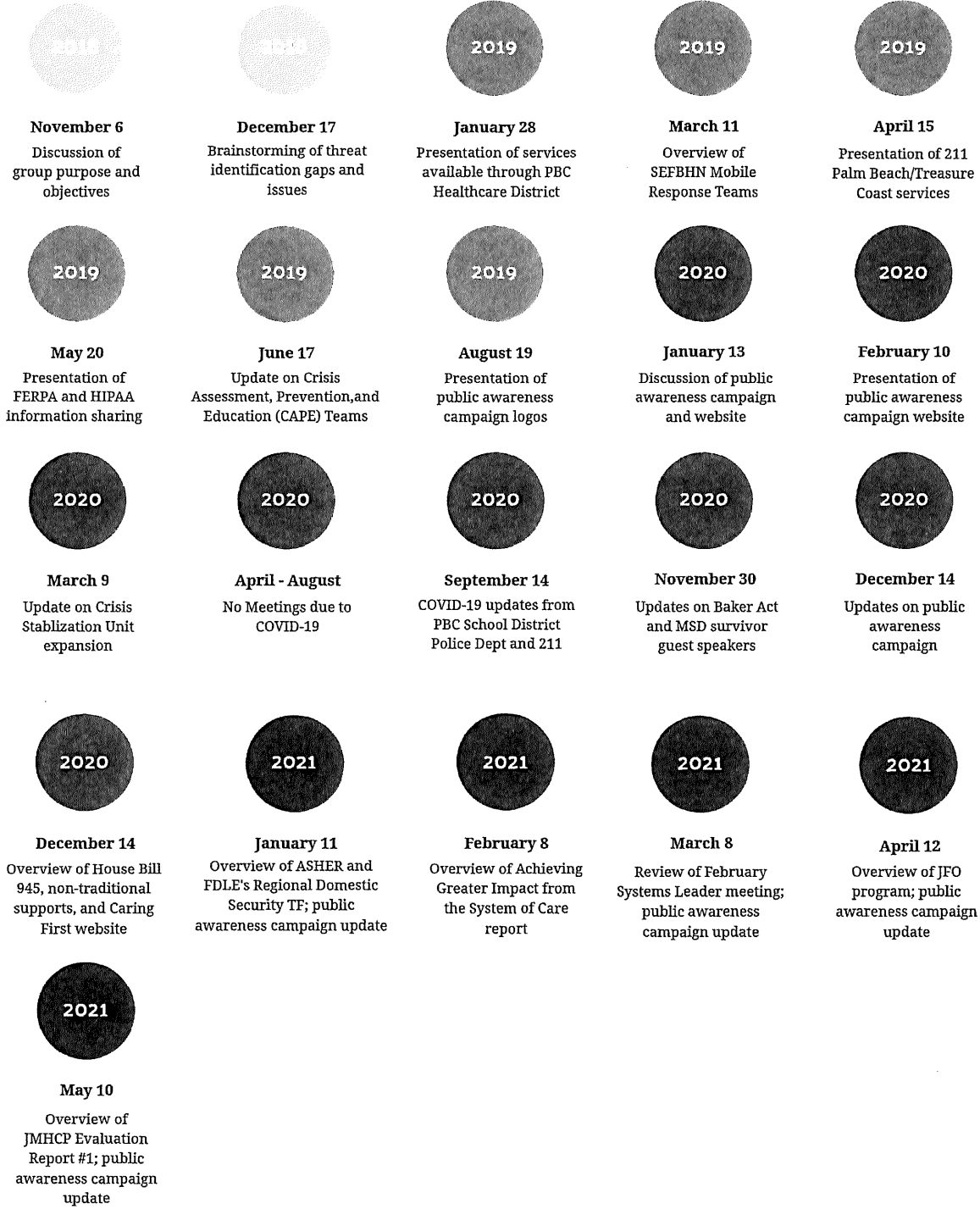
- identifying behavioral health services in PBC
- identifying gaps and issues in behavioral health services in PBC
- determining methods of threat identification
- presenting service-related information to Task Force members
- providing informational updates on criminal justice and community-based initiatives to improve responses to critical incidents
- advancing the public awareness campaign.

The following is a list of the entities that provided presentations to the Task Force:

- 211 Palm Beach/Treasure Coast
- BeWellPBC
- Florida Atlantic University
- Healthcare District of PBC
- JFK Medical Center/JFK Medical Center – North Campus
- Legal Aid Society of PBC
- PBC School District
- PBC School District Police Department
- PBC Sheriff’s Office
- School Safety Grant
- Southeast Florida Behavioral Health Network

Figure 2. Task Force Meetings

PBC School & Community Safety Initiative-Behavioral Health Track (Task Force Meetings)



In addition to presentations by stakeholders, the Task Force advanced the public awareness campaign. The Community Awareness Subcommittee—which includes Chair Judge Martz and individuals from PBSO, the CJC, FAU, PBC Youth Services, and a graphic designer—met multiple times and brought ideas and suggestions to the larger Task Force. As will be discussed in the next section below, the Task Force provided feedback on the community awareness campaign, approved a logo, slogan, and website for the campaign, provided feedback on the Aware and Care website, public awareness campaign materials, and campaign public relations. The Task Force also discussed whether and how threats and suspicious behavior could be reported directly to the website.

PUBLIC AWARENESS CAMPAIGN

Integral to the PBC JMHCP Project and safety of the greater Palm Beach County community is the development and launch of a public community awareness campaign. The campaign is designed to educate community stakeholders and the public regarding potential risk factors for mass violence, where to report suspicious behavior, and where to access behavioral health services. The Task Force, Community Awareness Subcommittee, and PBC JMHCP Project team have worked diligently to advance the community awareness campaign, which has been branded as Aware and Care. In addition to the Task Force being in support of the public awareness campaign, on August 22, 2019, CJC executive staff attended the LEPC meeting and announced the public awareness campaign to the Council. The police chiefs in attendance were receptive to the awareness campaign.

AWARE AND CARE LOGO

Over several months, the larger Task Force, Community Awareness Subcommittee, and PBC JMHCP Project team had discussions surrounding the message and theme of the community awareness campaign. Additionally, Task Force members from PBC Youth Services sought out recommendations from Future Leaders, a youth advisory group for Birth to 22. On January 13, 2020, it was determined that the public awareness campaign would be titled “Aware and Care.” Figure 3 shows the logo for the public awareness campaign.

Figure 3. Public Awareness Campaign Logo



Prevention and Intervention

AWARE AND CARE WEBSITE

In collaboration with the larger Task Force, the Community Awareness Subcommittee and PBC JMHCP Project team created an Aware and Care website (www.awareandcarepbc.com). The purpose of the website is to educate the public and community stakeholders about warning signs and other indicators that could signify that a person is in crisis and in need of immediate intervention. The website also provides information about adverse life experiences which can have negative effects on a person's health and well-being. Additionally, the website provides contact information to assist persons exhibiting threatening behaviors, to help persons in crisis, to address mental health or substance use disorders, to obtain critical support services, and to learn about available community resources and support. The website also provides links to the state-wide Fortify Florida website (<https://getfortifyfl.com/>) and mobile app and two local mobile apps (Student Protect Palm Beach County; PBC Sheriff's Office See Something Say Something) for individuals to report suspicious behavior.

The Aware and Care website is hosted by the County and its content is managed by the CJC, with direction from the Community Awareness Subcommittee and PBC JMHCP Project team. PBC Information System Services (ISS) purchased the main domain name (www.awareandcarepbc.com). PBC ISS also purchased the following domain names, which, if typed in, will redirect the user to the main Aware and Care domain:

- www.awareandcarepbc.org
- www.pbcawareandcare.org
- www.pbcawareandcare.com

AWARE AND CARE CAMPAIGN MATERIALS

To promote the Aware and Care campaign and website, the Community Awareness Subcommittee and PBC JMHCP Project team, in collaboration with a graphic designer, have developed campaign materials and promotional methods, all of which have been presented to and approved by the larger Task Force.

Billboards. The PBC JMHCP Project team secured four billboards located in eastern Palm Beach County to advertise the Aware and Care campaign. Two of these billboards are owned by the Federal Bureau of Investigation (FBI) who are donating the space to the Aware and Care campaign. These billboards are located on Interstate 95. The PBC JMHCP Project team also secured two privately owned billboards, one of which is located at the intersection Military Trail and Southern Boulevard. The other billboard is located at the intersection of Florida's Turnpike and Southern Boulevard, both of which receive a large amount of traffic. The Aware and Care billboards will be displayed during August 2021. Figure 4 shows the artwork for the billboards.¹ Figure 6 below shows where the billboards are located within Palm Beach County.

¹ All Aware and Care campaign artwork presented in this report was submitted to and approved for use by the Bureau of Justice Assistance (BJA).

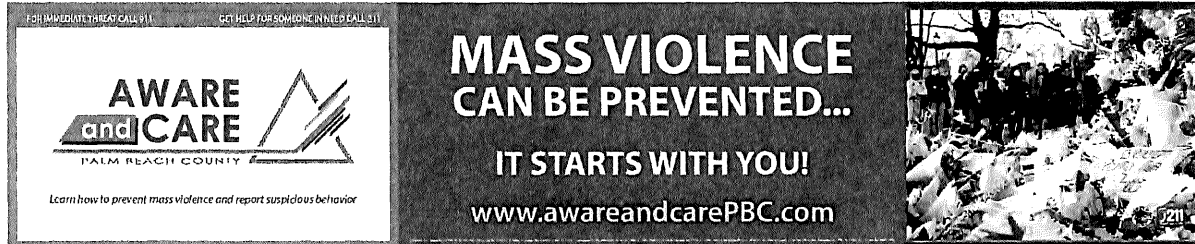
Figure 4. Aware and Care Billboard



Public Transportation. The PBC JMHCP Project team, with the assistance of the chair of the Task Force, secured three Palm Tran busses to “wrap” with the Aware and Care campaign artwork. Palm Tran is the public transit bus system in PBC, which has 32 routes connecting all areas of PBC, almost 3,000 stops, and a daily ridership of approximately 35,000 (Palm Tran, 2021). Figure 5 shows the artwork for the bus wraps.

Additionally, 30 Tri-Rail trains will display posters of the Aware and Care campaign artwork, and flyers will be located at the six PBC Tri-Rail stations. The Tri-Rail is a commuter rail line that links PBC to Broward and Miami-Dade Counties. They have 11 train sets, which includes 21 cab cars and 29 coach cars, and have a daily weekday ridership of approximately 15,000 (Tri-Rail, 2019).

Figure 5. Aware and Care Bus Wrap



Bus Shelters. The PBC JMHCP Project team also secured 30 bus shelters throughout eastern and western PBC (see Figure 6), which will display one of the five Aware and Care campaign posters shown in Figures 7 and 8. These bus shelters are in geographically diverse areas of PBC, including:

- Belle Glade
- Boca Raton
- Boynton Beach
- Delray Beach
- Lake Worth
- South Bay
- West Palm Beach

The Aware and Care campaign will be advertised on the bus shelters beginning on July 27, 2021. Within Figure 6 the locations of the bus shelters are indicated in pink and billboards are indicated in blue.

Figure 6. Bus Shelter and Billboard Locations – East and West PBC

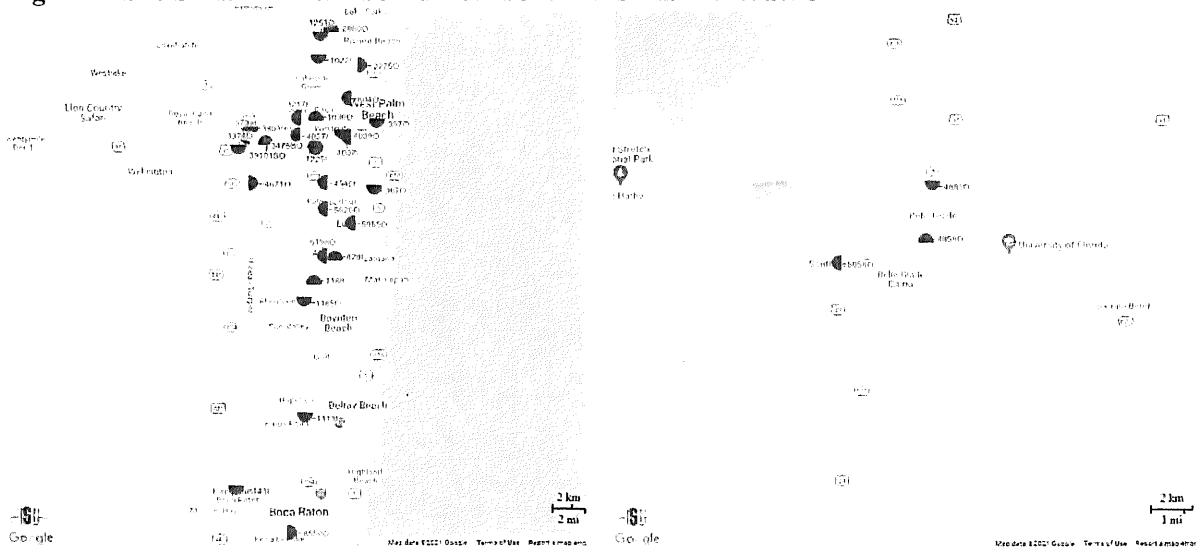


Figure 7. Aware and Care Bus Shelter Posters

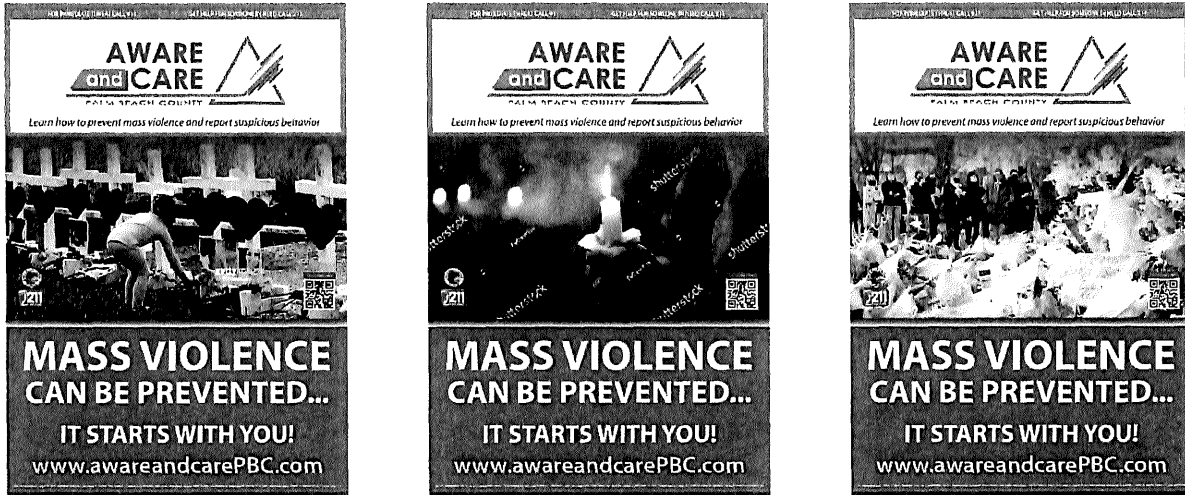
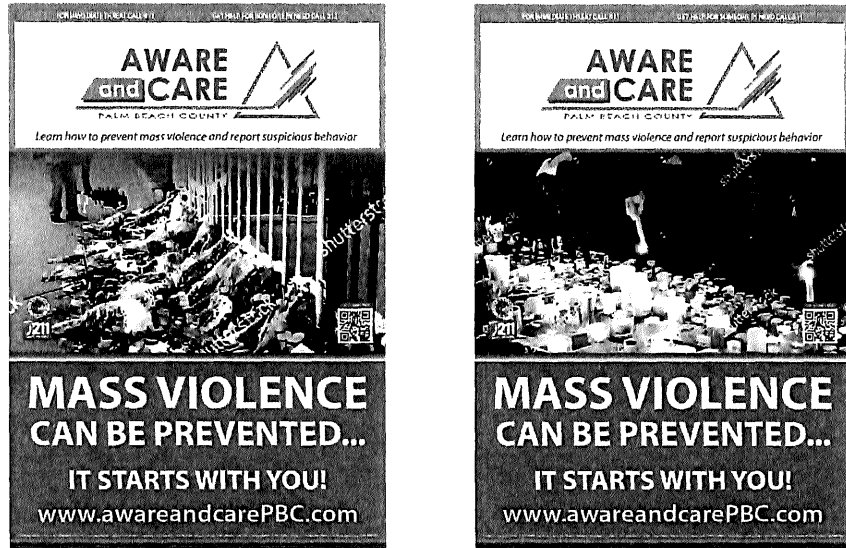


Figure 8. Aware and Care Bus Shelter Posters, cont.



Promotional Magnet. With input from the Community Awareness Subcommittee, larger Task Force, and PBC JMHP project team, the graphic designer has created an informational magnet that can be seen in Figure 9. It is anticipated that the magnets will be distributed to households in PBC, students in their orientation/welcome packages through the PBC School District, and to attendees at campaign events.

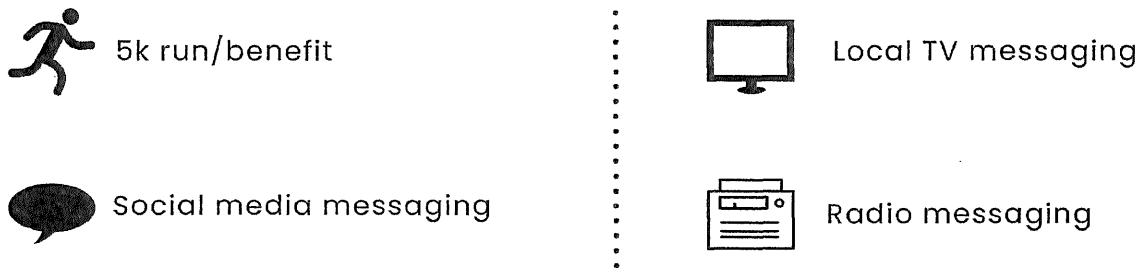
Figure 9. Aware and Care Promotional Magnet



Other Print Campaign Materials. In addition to the above print campaign materials, the PBC JMHP Project team and graphic designer are currently working to create “warning signs” flyers and wallet-size informational cards. It is anticipated that these materials will be completed in the third quarter of 2021 and will be distributed once the Aware and Care campaign is officially launched.

Non-Print Campaign Materials. In addition to print campaign materials, various promotional methods will be used to disseminate information related to Aware and Care. The various non-print promotional methods can be seen in Figure 12.

Figure 12. Public Awareness Campaign Promotional Methods



The PBC JMHCP Project team is currently working with PBSO’s Media Relations Department to create two short videos for the Aware and Care campaign. One video will be approximately 30 seconds in length and appear on the Aware and Care website. This video will introduce the website and explain the purpose of Aware and Care to website visitors. The second video will be a public service announcement (PSA) that will feature Task Force partners explaining the importance of the Aware and Care campaign and encouraging the community to learn the warning signs of mass violence and where to turn to report suspicious behavior.

Additionally, the Aware and Care campaign will be digitally advertised through various platforms using geofencing. Geofencing allows for targeted digital advertising within a real-world geographic area. Areas within PBC that will be targeted with the digital advertising include Belle Glade, Boca Raton, Wellington, and Royal Palm. These areas were chosen as they are on the western, southern, and northern sides of the county.

Furthermore, it is anticipated that a 5k race and resource fair will be held in early 2022 to continue the promotion of the Aware and Care campaign.

REFERENCES

Marjory Stoneman Douglas High School Public Safety Commission. (2019). *Marjory Stoneman Douglas High School Public Safety Commission Initial Report*. <https://www.fdle.state.fl.us/MSDHS/Home.aspx>

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