



Using Social Media for Juvenile Justice

June 2, 2009

Mac Prichard, M.P.A.
Benjamin Chambers, M.F.A.

agenda

- What is social media?
- Why should you use it?
- How we started a blog using a plan
- How you can make a plan

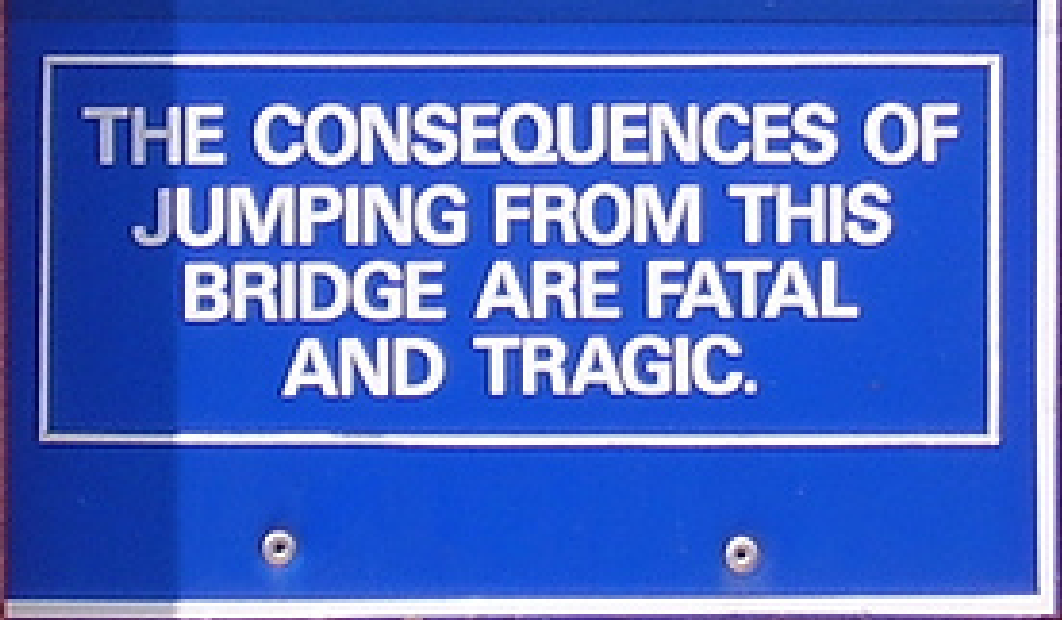
takeaways

- Ideas for you to get started
- How to measure your success
- Active participant in the RF blog
- A powerful tool



CRISIS COUNSELING

what brings you here?



**THE CONSEQUENCES OF
JUMPING FROM THIS
BRIDGE ARE FATAL
AND TRAGIC.**

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myspace
.com





reclaiming futures every day

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May 20, 2009

Positive Youth Development: Changing Lives Through Literature, Part 1

by BENJAMIN CHAMBERS



Looking for an alternative sentencing program that doesn't cost a lot of money and which seems to have significant impact on reducing recidivism and violent offenses? I've got one for you.

It's been around since 1991, has been implemented in as many as 12 states and the U.K. and involves reading and

discussing books: [Changing Lives Through Literature](#) (CLTL). It was created by Professor Robert Waxler of the University of Massachusetts, and Judge Robert Kane of New Bedford, MA, and begun with the help of probation officer Wayne St. Pierre.

The program has been most frequently used with adult offenders (click on the man pictured above for a brief video about the program), but it's also been implemented in many places with juveniles as well. In fact, it was Judge Bettina Borders of the [Reclaiming Futures site in Bristol County, Massachusetts](#) who brought it to my attention. (Kelly DeSouza recently wrote about her experiences facilitating CLTL classes for youth in [Bristol County's juvenile drug court](#).)

CONTRIBUTORS

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Margaret Soukup, M.A.

KEY STORIES

[Handy Reference List for Evidence-Based Adolescent Substance Abuse Treatment Models](#)
[How to Comment on Blog Posts](#)
[Most Effective Juvenile Justice Policy?](#)
[Practitioners Say It's Drug Treatment](#)
[Reforming the Juvenile Justice System – Four Lessons from an Expert](#)
[Juvenile Justice and Adolescent Treatment - More Resources for Your Toolbox](#)

RECENT POSTS

[Roundup: New Database](#)

ABOUT US

Reclaiming Futures Every Day is a resource for anyone wanting to learn more about the Reclaiming Futures model. The blog's goals are to promote information-sharing between project sites implementing the model, and to share news, research, and information on juvenile justice reform and teen drug treatment with the public. It is edited by [Benjamin Chambers](#), an experienced juvenile justice manager who formerly directed the Reclaiming Futures project in Portland, Oregon.

SUBMISSIONS POLICY

Query [editor](#) before submitting. Topics considered include juvenile justice reform, teen drug treatment, and positive youth development. Word limit, 500 words maximum, though brevity is preferred. Content may be edited for length and clarity. While we want to foster open discussion, Reclaiming Futures reserves the right not to publish submitted material.

OUR MISSION

Reclaiming Futures helps young people in trouble with drugs, alcohol, and crime. The project began in 2001, with \$21 million from the [Robert Wood Johnson Foundation](#) (RWJF) for 10 pilot sites to

twitter







WIKIPEDIA
The Free Encyclopedia

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- [Contents](#)
- [Featured content](#)
- [Current events](#)
- [Random article](#)

search

Go

Search

interaction

article

[discussion](#)

[edit this page](#)

[history](#)

Social media

From Wikipedia, the free encyclopedia



This article includes a list of references or external links, but [it does not have any text which cites them](#). Please [improve this article](#) by introducing more precise citations.

Social media is information content created by people using highly accessible tools and technologies to discover, read and share news, information and content. It's a fusion of sociology and technology, representing the democratization of information, transforming people from content readers into producers. It allows people from all over the world to form relationships for personal and business. Businesses also refer to it as digital marketing.

Contents

- 1 Distinction from industrial media
- 2 Information outputs and human interaction
- 3 Examples
- 4 Social media software applications
 - 4.1 Communication





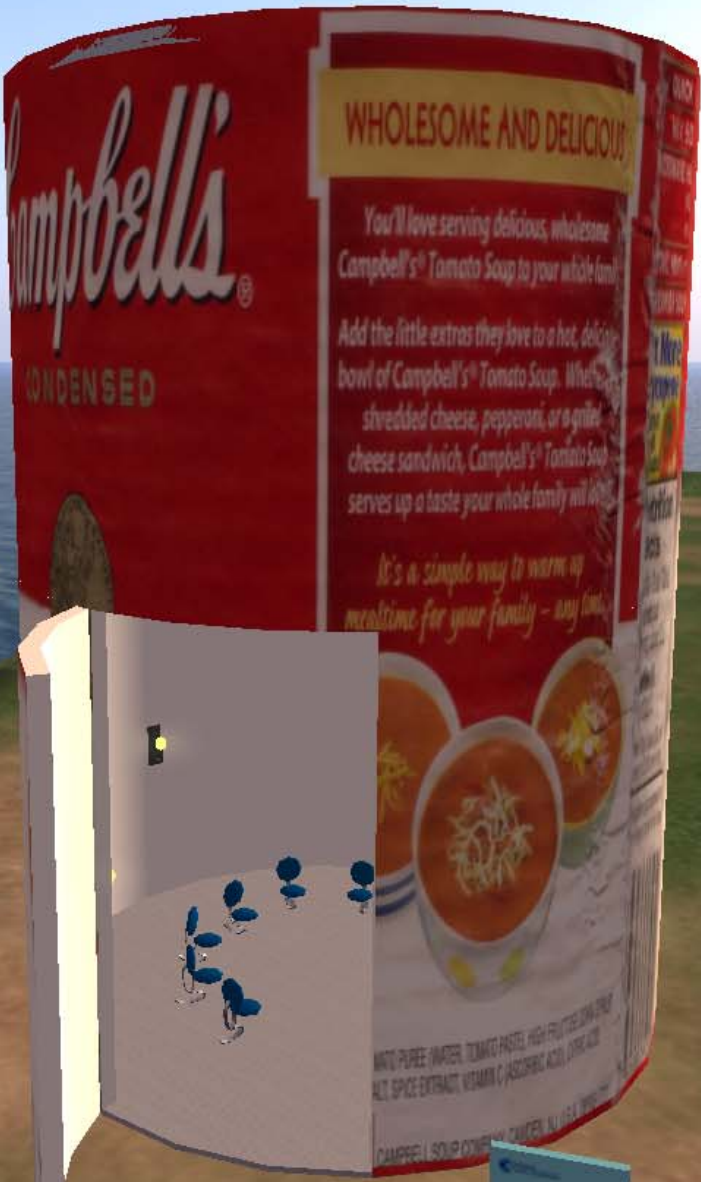
SECOND LIFE



10 Basic Premises Regarding Substance Use Disorders

Substance Use Disorder is no respecter of Age, Gender, or Ethnicity. Variations of occurrence within groups may or may not be related to these factors, but no group is completely exempt.







social media?



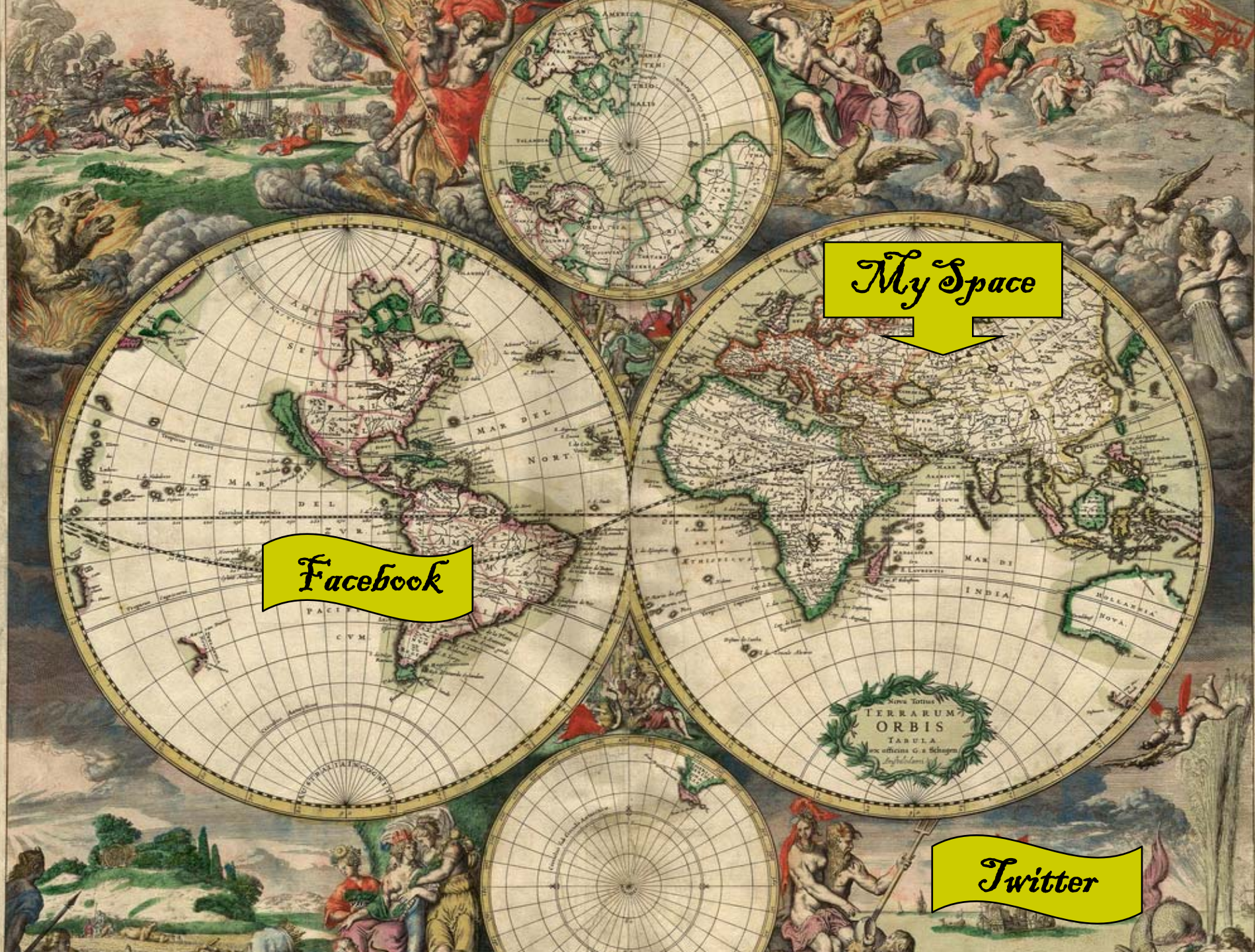
one-to-many



many-to-many







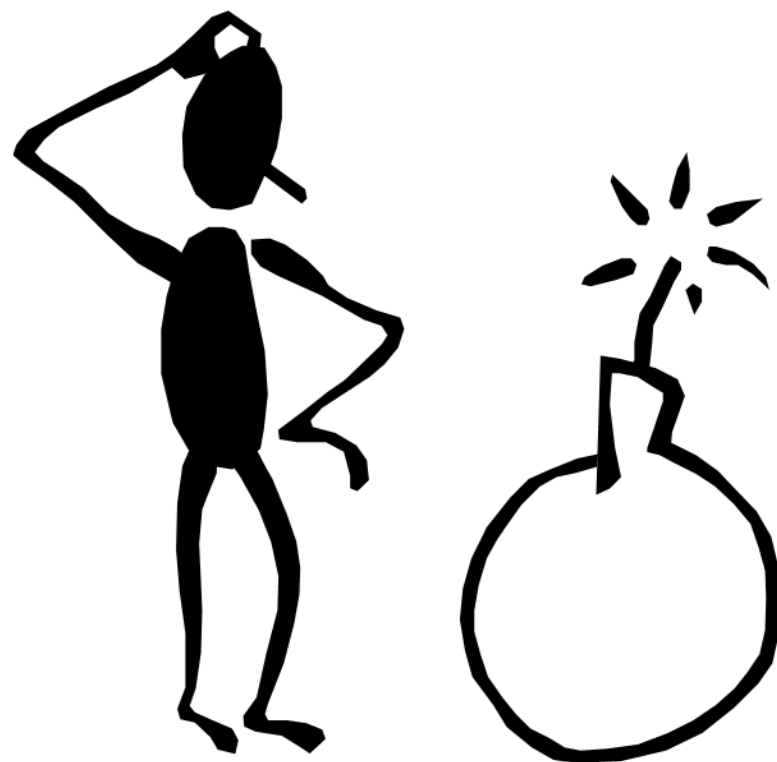
My Space

Facebook

Twitter



so what?



Why Use Social Media?

- Spread messages across cultures
- Increase support and sustainability
- Create community

They're already talking about you

Search: "juvenile justice"



Kern County Dept of Public Health (1800 Mt. Vernon Ave.) has a farmer's market 3 to 6 p.m. today, side lawn of the Juvenile Justice Center.

● BakoBiz, Wed 27 May 13:04 via Search



Listen to Reginald Dwayne Betts' experience as a youth in an adult prison: <http://bit.ly/12Ae4C>. More about juvenile justice: www.act4jj.org

● ChildDefender, Wed 27 May 12:26 via Search



my goal for today: complete 2 tedious course reviews/changes on Juvenile Justice & Criminology...two months work, done! hopefully...

● Debdiego, Wed 27 May 05:07 via Search



"Racial Ethnic Disparity in Child Welfare and Juvenile Justice", Center for Juvenile Justice reform, mai 2009 <http://tinyurl.com/qna7ek>

● Bibliotecacejte, Wed 27 May 01:55 via Search



SHERIDAN COUNTY JUVENILE JUSTICE
LOOKING FOR AGENCY TO PROVIDE DRUG
AND ALCOHOL TREATMENT FOR
JUVENILES

● sheridanmedia, Tue 26 May 22:08 via Search



twitters join the cause for Juvenile Justice! a child is child and never an adult!

● Luci_ano, Tue 26 May 21:49 via Search

They're
already
talking
about you

twitter

"write around portland"

Search

Realtime results for "write around portland"

1.29 seconds



[elsewisemedia](#): I'm very impressed with **Write Around Portland** <http://is.gd/prSH> [\(expand\)](#) Short video: <http://is.gd/prSN> [\(expand\)](#) (Busy yesterday, missed [#followfriday](#))

1 day ago from *twirl* · [Reply](#) · [View Tweet](#)



[writearoundpdx](#): **Write Around Portland** is on twitter!

2 days ago from *web* · [Reply](#) · [View Tweet](#)



[HOTLIPsoda](#): **Write Around Portland** ones tommorrow. <http://tinyurl.com/dlz8zs> [\(expand\)](#)

16 days ago from *web* · [Reply](#) · [View Tweet](#)



[playfulmuse](#): Attending **Write Around Portland** workshop tonight. These are so much fun.

about 1 month ago from *web* · [Reply](#) · [View Tweet](#)



[bobuva](#): RT [@Powells](#): Starting 3/4 at downtown store: **Write Around Portland** hosts a 10-wk seminar. Must reg in advance; call W.A.P. 503-796-9224.

about 1 month ago from *TweetDeck* · [Reply](#) · [View Tweet](#)



[pachysandra](#): RT [@Powells](#) Starting Mar. 4 at downtown store: **Write Around Portland** hosts a 10-week seminar. Must register -call 503-796-9224.

about 1 month ago from *web* · [Reply](#) · [View Tweet](#)



[Powells](#): Starting March 4th at our downtown store: **Write Around Portland** hosts a 10-week seminar. Must register in advance; call W.A.P. 503-796-9224.

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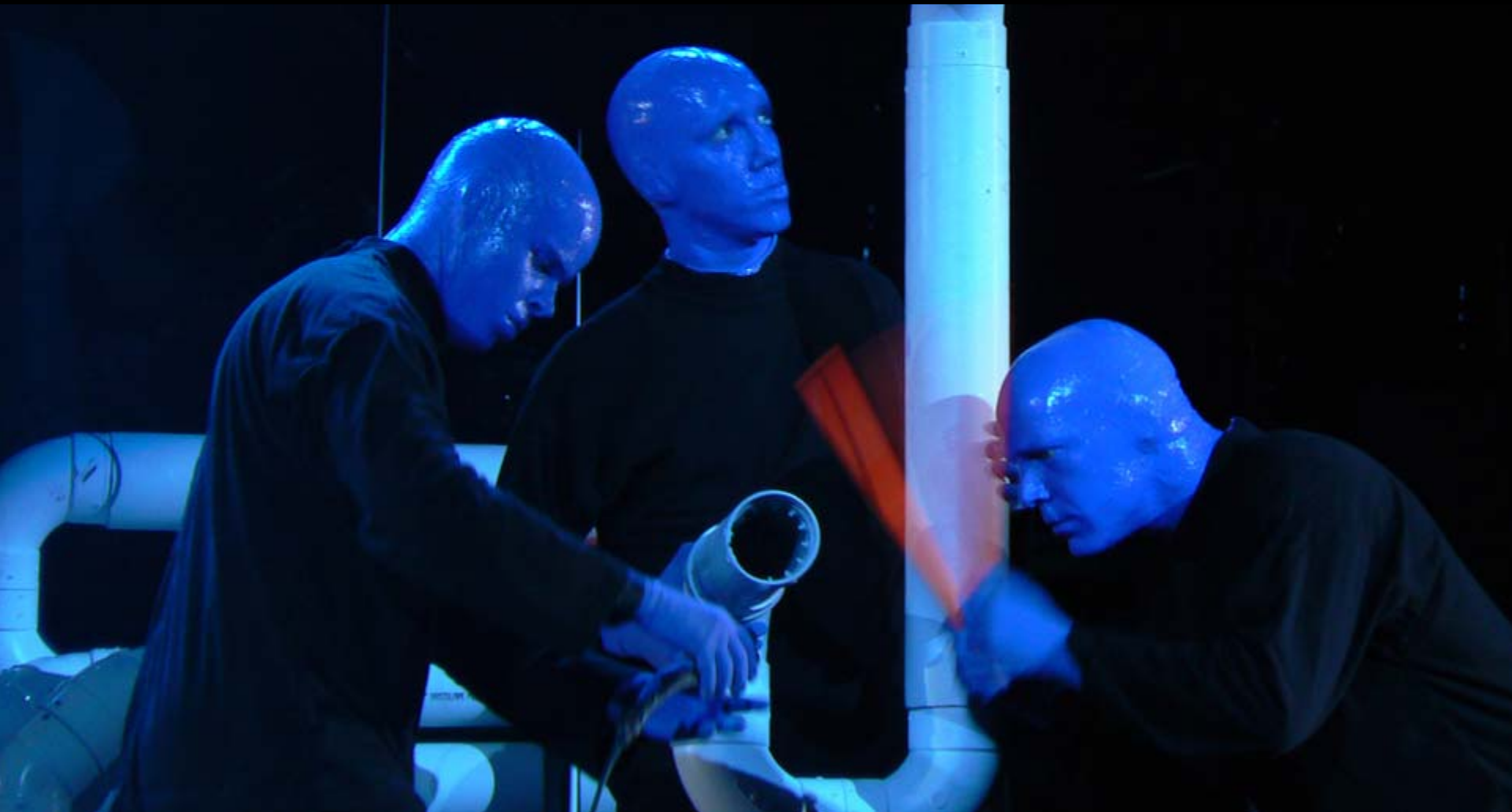
communicate



A large crowd of people is shown from the chest up, with their arms raised in the air. The background is bright and out of focus, suggesting an outdoor event like a festival or concert. In the foreground, a person's hand is prominently displayed, palm facing forward. To the right, another hand is visible, wearing a green wristband. The overall atmosphere is one of excitement and participation.

engage

collaborate



fundraise



Why
Teens
Need You

Three
Ways to
Help
Teens

Teens
and
Drugs

Your
Stories

Partners
Helping
Teens

Newsroom

Get
The
Book



when
YOU
were 15



recruit

sports
summer vacation
grounded
ditching class &
getting busted
playing it cool
being so not cool
boys!
dating
breaking free
algebra
hanging out
rules
breaking the rules
music
(your
parents
hated)
independence



Now Available!

In *When You Were 15*, adults from our community share their stories about how an adult made a difference to them when they were fifteen. Several stories from today's young people prove that they, too, need caring adults. These real life stories show how even a small act of encouragement can make a big difference in a teen's life.

By illustrating the profound positive impact that caring adults can have - and giving youth in the justice system the opportunity to voice the small but important ways adults can help them - we hope to inspire hundreds of people in our community to be a caring force in a young person's life.

Three Places to Get the Book:

1. Copies may be checked out from Multnomah County Library.
2. E-mail us and ask us to mail you a copy.
3. Download it [here](#).



reclaiming futures every day

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case study

<http://blog.reclaimingfutures.org>

We made a plan



our plan - elements

- Purpose
- Audiences
- Schedule
- Evaluation
- Promotion

purpose

1. Spread the Reclaiming Futures mission and model
2. Promote information-sharing

purpose

3. Reinforce Reclaiming Futures' image as a thriving nationwide initiative

4. Share news of interest & expert opinion with professionals in the field

schedule

- 3-5 posts/week
- Try to get 5 contributors/month
- Send out the email digest
1x/week

evaluation

- Visitor statistics
- Comments
- Informal feedback

Google Analytics



evaluation

-- Unique Visitors/Month

- Goal: 1,800 by May 2009
- Actual: 1,634 as for April 2009 – on target

evaluation

-- Average Time on Site

- Goal: 2 minutes

- Actual:

2:23 minutes cumulative avg.

3:18 for returning visitors Nov-May

evaluation

- Comments
- Informal feedback

informal feedback

twitter

Home Profile Find People Settings Help Sign out



JaneDoePerson

Follow

[@RFutures](#) just found u guys on twitter. starting a youth drug court in X County in State of Y ! LOVE your whole program! twitter=extra cool

about 3 hours ago from web in reply to RFutures

Name

Location HeartofDixie

Bio I hold a Ph.D in Procrastination

29

following

44

followers

434

updates

Updates

Favorites

Actions

message

nudge

block

March 26, 2009

evaluation

- Click-throughs on Twitter posts



Hootsuite.com

Stats for Last Month (437 Total Clicks)

Daily Clicks



Most Popular Tweets

1. <http://ow.ly/2Lc1>

Interesting piece in Washington Post Magazine on school in D.C. juvenile detention: <http://ow.ly/2Lc1>

24 Clicks

2. <http://ow.ly/2LbF>

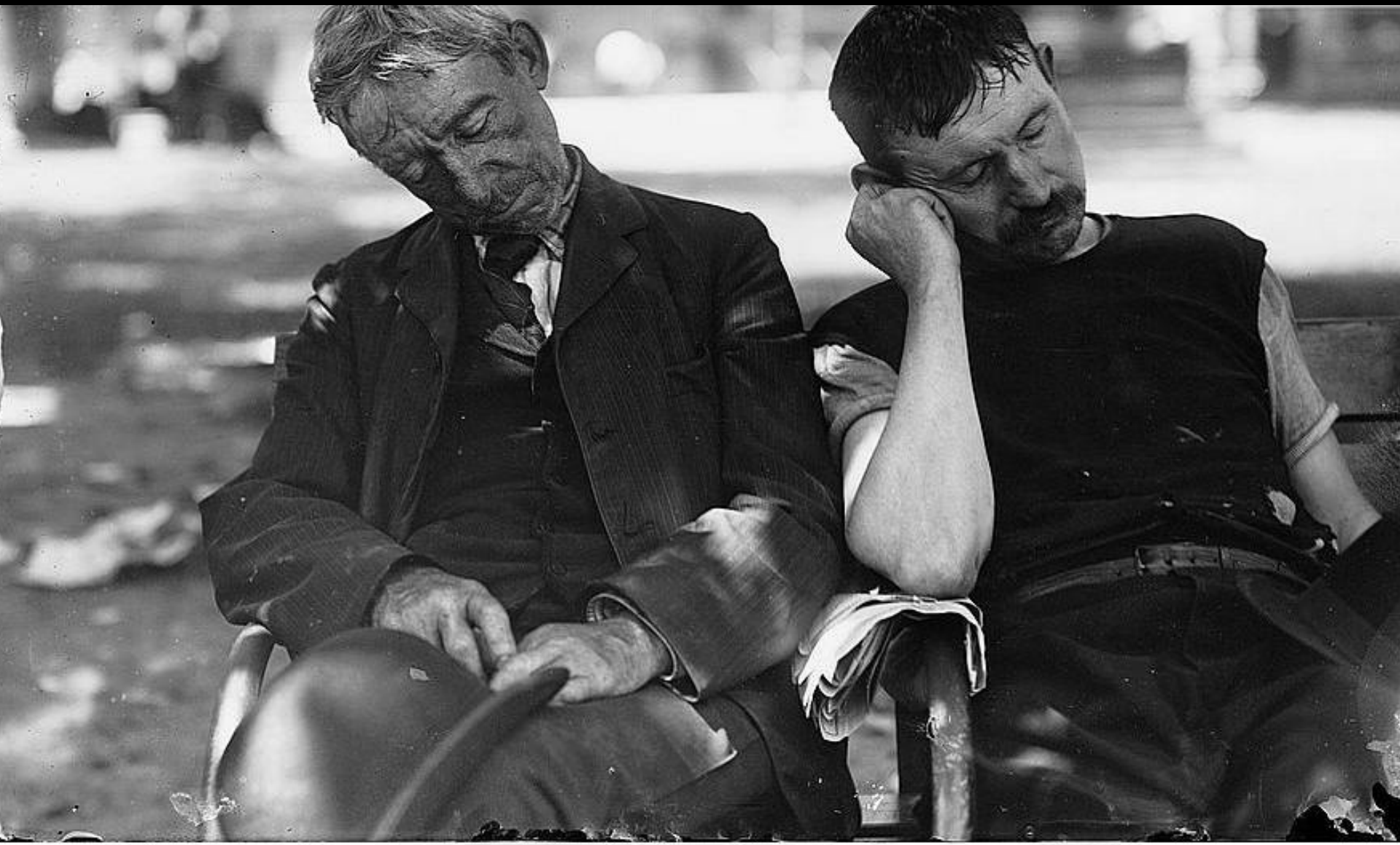
X-post: 4 lessons in juvenile justice system reform from expert Bart Lubow, of the Annie E. Casey Foundation: <http://ow.ly/2LbF>

22 Clicks

how to start



1. take it slow



2. check policy



3. use our blog



<http://blog.reclaimingfutures.org>



4. get gung-ho



5. listen

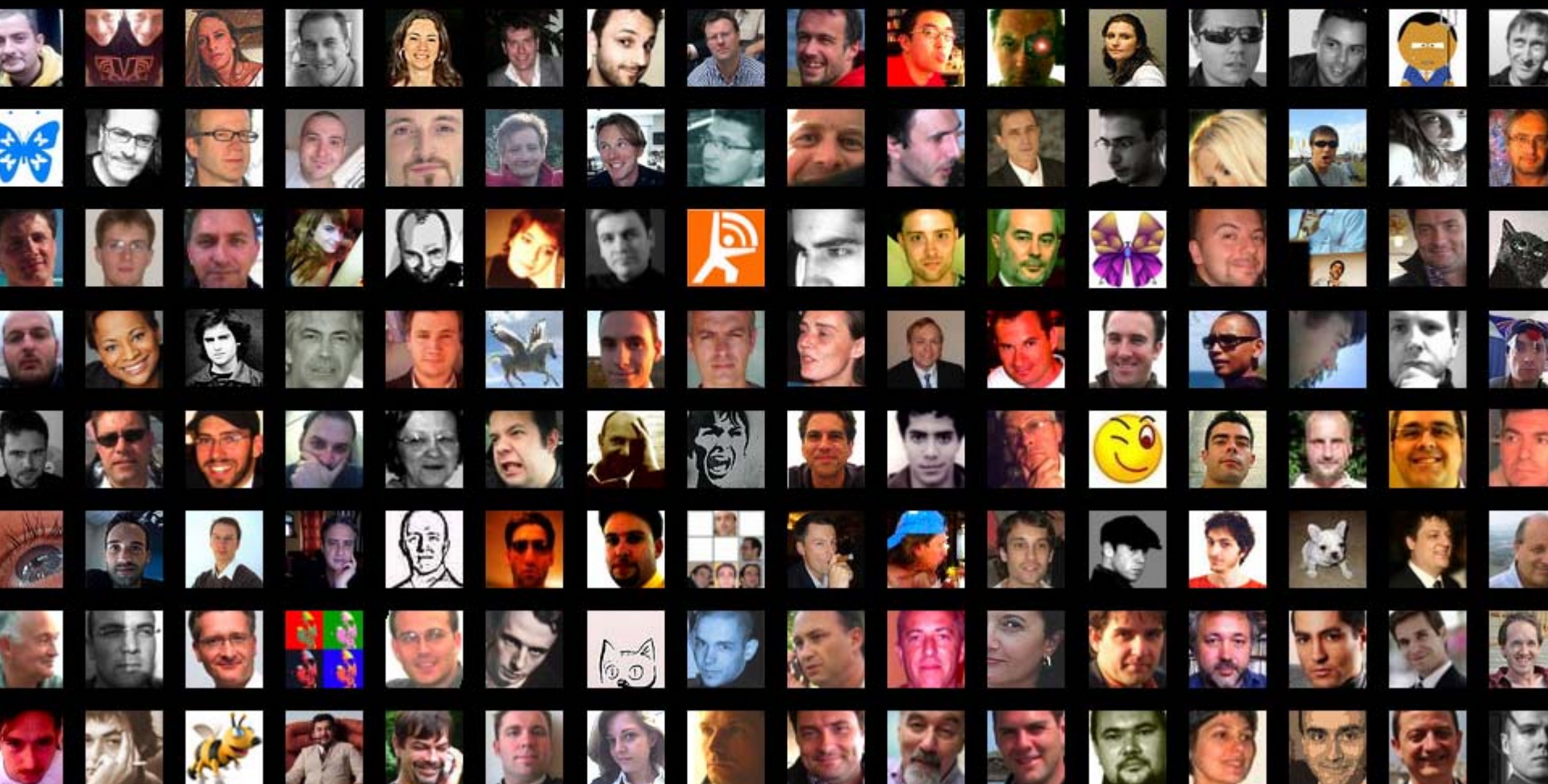




6. connect



7. start with Twitter



takeaways

- A powerful tool
- Ideas for you to get started
- How to measure your success
- Active participant in the RF blog



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Twitter: @RFutures

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Credits:

- Slide 1 – “Intruder Alert” by monoglot - <http://bit.ly/189T86>
- Slide 4 – “Crisis Counseling,” by Double Feature - <http://bit.ly/919Jt>
- Slide 18 – “One Thing Puzzles Me,” by piulet (Daniel) - <http://bit.ly/1bLYy4>
- Slide 22 – “World Map 1689 — No. 1,” by Caveman 92223 - <http://bit.ly/18kXPM>
- Slide 28 – “Police Dog, Tess,” by Sam Hood – 1935 - State Library of New South Wales - <http://bit.ly/5w76i>
- Slide 30 – “Collaboration,” by yuan2003 - <http://bit.ly/7rbNZ>
- Slide 34 – “Georgia? LOC,” by Jack Delano, circa 1940 – Library of Congress - <http://bit.ly/JYSgK>
- Slide 47 – “Instructor and Students Studying a Map Meacham Field, Fort Worth, Texas,” by Arthur Rothstein – Library of Congress - <http://bit.ly/DT0rQ>
- Slide 48 – “In the park on hot day – ‘Played Out,’” Bain News Service – Library of Congress - <http://bit.ly/4pZYYF>
- Slide 49 – “Carefully Trained Women Inspectors ...,” by Alfred T. Palmer, 1942 – Library of Congress - <http://bit.ly/17U9K5>
- Slide 50 – “Blind Stenographer Using DictaPhone,” Bain News Service – Library of Congress - <http://bit.ly/RCORV>
- Slide 51 – “Exercising on the Beach” – National Media Museum - <http://bit.ly/XEQ6i>
- Slide 52 – “Sharing Music, Roman Style,” by Ed Yourdon - <http://bit.ly/wFqKI>
- Slide 53 – “Connected,” by localstatic - <http://bit.ly/1dwHc>
- Slide 54 – “My social network ...” by luc leguy - <http://bit.ly/tf7Ft>
- Slide 55 – “Shawshank,” by monoglot - <http://bit.ly/CMGS8>
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