

# SUPPORTING THE BLUE CAMPAIGN TO IMPROVE COMMUNITY INVOLVEMENT



The Supporting the Blue campaign highlights the challenges faced by law enforcement, instances of true heroism, the noble calling of the profession, the sacrifices made in the profession, and the complexities of being and performing as a law enforcement officer. Concerned with the rising number of officer fatalities both on and off the job, BJA developed this grant program to spotlight ways to increase public understanding of the challenges faced by law enforcement and encourage proactive partnerships and relationship building between law enforcement and their local community, thereby improving officer safety.

The goal is to find effective ways for law enforcement to reach out, communicate and engage with their local communities on a personal level to create better understanding of each other and to forge strong bonds in order to create a safer, healthier environment for everyone.



Follow the progress of the **Supporting the Blue** grant and other BJA and NOSI programs:



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# SUPPORTING THE BLUE

*Public Awareness & Education Campaign*



## EMPATHY AND UNDERSTANDING MAKE BONDS STRONGER, COMMUNITIES SAFER

When the relationship between law enforcement and their community is more like a partnership where both understand each other and the challenges that each face, strong bonds are forged making communities safer and creating a proactive relationship where community members work with law enforcement to prevent or interrupt a crime. This close relationship creates a safer environment for both law enforcement and the communities they serve.

Using both qualitative and quantitative analysis, the U.S. Department of Justice, Bureau of Justice Assistance (BJA) and the National Sheriffs' Association and its team are analyzing the relationships between the community and law enforcement in five test cities – **Athens (GA)**, **Dallas (TX)**, **Indianapolis (IN)**, **Portland (OR)**, and **Tucson (AZ)**. Using this data, the team developed guidelines and suggested activities for enhanced community relationships that support law enforcement officers and their efforts to improve both their personal and their communities' safety.



The grant team is instituting this data in various programs in these five test cities. The lessons learned will be used to create a guide for law enforcement organizations, and the communities they protect, across the United States to assist in developing partnerships and strengthening relationships for a safer America. The guide is expected to be available in late 2020.

*The National Sheriff's Association (NSA) led this grant research program with its team of professionals including MovementForward Inc. and its OneCOP program, NOBLE, OTR Strategies, TechnoMetrica and Branson Ink.*

## STEPS TO GARNER COMMUNITY SUPPORT

Data gathered during the grant period will be used to offer law enforcement agencies specific activities to build community support through opportunities for residents to better understand their local officers.

We will help you with:

### OUTREACH



Identifying ideas and concepts for activities law enforcement can offer to attract local community groups and encourage you to come together in a way that builds stronger, long-term bonds.

### COMMUNICATION



Creating a multi-layered communications plan with a calendar that offers residents regular opportunities to interact with law enforcement and better understand them and what they have to offer.

### ENGAGEMENT



Developing an on-going program to capitalize on your community contacts and make these interested community members a part of your outreach team.

You will be able to find the final report and recommended outreach, communication and engagement plans at [www.bja.gov](http://www.bja.gov). We will also share best practices and other lessons learned through our partner social media and websites.



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