An Introduction to the Peer-to-Peer Academic Model
A P2P High School Safety Challenge
Agenda

Meet EdVenture Partners

History of P2P as USG initiative

P2P Academic Partnership Model
  ▪ extremism objective
  ▪ high school safety objective

Proposed Spring 2020 Pilot Details with HOSA - Future Health Professionals
Our Clients

Since 1990, our clients have used the power of student innovation to solve problems.
P2P: Challenging Extremism

DHS
DOD
NCTC
CTTSO
DoS

P2P: Facebook Global Digital Challenge
P2P implemented over 725 times at 380 universities
P2P in 76 different countries
95% OF STUDENTS ARE INTERESTED IN DOING MORE TO PREVENT VIOLENT EXTREMISM

97% BELIEVE THAT CITIZEN ACTION IS NECESSARY TO ADDRESS THIS THREAT
The Recommendation

“As numerous witnesses noted to the Commission, students themselves must be part of the solution and often can help identify the best ways to communicate to and educate their peers. In recognition of that, the U.S. Department of Homeland Security and U.S. Department of Education should explore sponsoring a Peer-to-Peer Competition Challenge for high school students to develop school security campaigns.

Final Report of the Federal Commission on School Safety (p. 56)
**P2P hosted in such courses as...**

<table>
<thead>
<tr>
<th>Course</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Campaign for Tolerance &amp; Social Engagement</td>
<td>Strategic Media Intervention</td>
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<td>Marketing</td>
<td>Advertising</td>
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<td>Social Entrepreneurship</td>
<td>Information Technology and Society</td>
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<td>Global Marketing Strategy</td>
<td>Democracy and Cultural Diversity</td>
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<td>Peer 2 Peer Special Topics</td>
<td>Integrated Marketing Communications</td>
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<td>Terrorism and Conflict Resolution</td>
<td>Conflict Resolution</td>
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<td>Promotion Management</td>
<td>E-Commerce and Social Media</td>
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To develop a social or digital media initiative product or tool to push back on hate, intolerance and extremism.
What Students Do

- Form a **marketing/social media** agency
- Read the **Project Brief**
- **Utilize program resources** and research links
- Conduct **primary research**
- Develop **strategy** and **creative** campaigns
- Submit campaigns for **review**
- **Implement** and **execute** P2P campaign using **budget**
- **Analyze** campaign for effectiveness
- **Submit** a report outlining the campaign and **results**
- Top teams **present, compete and win cash prizes**
COMPETITIONS
EdVenture Partners Social Impact Model

- **TEACHERS** work to guide the process
- **EVP PROJECT SPECIALISTS** manage the process
- **INFLUENCERS** leverage social networks
- **CONNECT** students to each other and larger society
- **MOBILIZE STUDENTS** changes to attitudes, perceptions and behavior

- **students**
- **resources**
- **strategies**
- **implement**
- **offline**
- **media**
- **online**
- **students impact students (P2P)**
- **enhance violence prevention, increase school safety**
P2P Media Success
Sample Objective

P2P High School Safety Challenge

To create social and digital initiatives, products and tools that educate, generate awareness, action and positive behavior change with your peers by implementing local solutions to prevent violence and make your high school safer.
Peer Driven Campaigns
Nigerian girl, 10, used in suicide bomb attack on New Year's Eve

One person seriously injured in attack bearing hallmarks of Boko Haram

Rachel Roberts | Sunday 9 January 2017 11.20 GMT | 34 comments
Who are Boko Haram’s female suicide bombers?
“On 22 March, while we had just developed our brand, ISIS struck at the heart of Europe. Not 200 kilometres from Utrecht 35 people died and many more were wounded when bombs went off in the Belgian capital. Initially, we went silent.”
Sample Student Work

Social Media

Dare To Be Grey

Sharing Expertise

Website
University of Baghdad

Not Her Fault

Musujha
L.S. (19) is the only child of a single mother. His father died in a war. His studies in engineering were disappointed in the justice system. It was his choice.

Violent extremism destroys lives. Make the right choice.
Sample Student Work

EXTREMISTS COME IN ALL SHAPES.
There is no "extremist personality" - anyone can become one.

SOME BOYS GROW UP SO FAST.
Fighting violent ideologies is everyone's job.

\[
\int_{0}^{\pi/2} \frac{\sin w}{(3 + 2 \cos w)^2} \neq \quad \text{VIOLENCE IS NEVER THE SOLUTION.}
\]

Using extremism as a tool only worsens the problem.
Sample Student Work
Dear Diary,

I’ve never been happier in my life. We have meetings everyday where we learn many cool things, like how to use guns and knifes. They tell us that everyone hates us.

Marko

Part of dialogue from the play
One95 is a digital, grassroots movement uniting the voices of all 195 countries to #EndViolentExtremism
SOCIAL MEDIA SAFETY

PRIVACY AND SECURITY SETTINGS EXIST FOR A REASON
Set your profiles to private and only approve people you know.

REPORTING AND FLAGGING
Utilize this feature for inappropriate, dangerous, or violent content.

TELLING AN ADULT IS KEY
If you come across a message that is dangerous or inappropriate, ALWAYS tell a parent, teacher, relative, or other authority figure.

BE CAREFUL WHAT YOU SHARE
Before liking or sharing a post, find the original source and be sure their intentions are good.

BE CAUTIOUS
Be aware of the friends you accept, the hashtags you click on, and the profiles you view.

ONE95
www.ONE95.org

AS A COMMUNITY
WE CAN PREVENT VIOLENT EXTREMISM.
#EndViolentExtremism
Missouri State University
Adaptations for P2P Model

- High School Safety
- Human Trafficking
- Russian Disinformation
- Election Security & Media Literacy
- Local Population Ethnography
- Research & Data Collection
- Environmental Sustainability
- Local Election Support
- Healthy Living and Wellness
Project sponsored by the National Institute of Justice to evaluate impact of P2P

Three year longitudinal study with preliminary data just released

Social media is the main environment where youth are exposed to hate

P2P initiatives implemented in 8th and 9th grade showed an impact on the reduction of exposure of hate messages in the school environment

P2P initiatives implemented in 9th through 12th grade showed an impact on improving attitudes of tolerance towards other ethnocultural groups
P2P High School Safety Challenge
Talking Points

• Peer-to-Peer (P2P) designed to help stop targeted violence and attacks
• DHS allocated $1 Million Dollars for pilot in 2019; postponed funding until 2020
  • “Our lives are worth much more than the cost of this program and we need USG leadership in launching P2P on high schools”
• Anticipated spring 2020 pilot implemented on 100 - 150 high schools in 50 states
• $500 operating budget for each HOSA chapter to implement and test campaigns
• “We need you to express your support by contacting DHS now as together we can make a difference:”

Trent Frazier
Executive Director, DHS Office of Academic Engagement & Campaigns
trent.frazier@hq.dhs.gov
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