



# PRESS RELEASE

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## CRIME AND VIOLENCE PREVENTION CAMPAIGN LAUNCHED

**SAN SALVADOR-** The U. S. Agency for International Development (USAID), through its Strengthening Democracy Program, and implementing partners for the Community-Based Crime and Violence Prevention Project –Research Triangle Institute (RTI International) and the Center for International Studies and Cooperation (CECI)– launched this morning a prevention campaign entitled, “No Quarter for Violence.”

With a campaign concept summarized by the message, “If we are filled with patience, tolerance and love, there will be no quarter for violence”, the campaign will be divulged through mass and alternative media outlets during a six-month period approximately. Businesses and private foundations have already supported the campaign, including Grupo Roble, the Business Foundation for Educational Development, APEX BBDO, Jaguar Sportic, 3 Puntos and Telefónica.

In addition to contributing to reduce the violence rate in the country, the campaign seeks to help people to internalize the concepts of peace and social coexisting which oppose violent behaviors.

For that matter, two characters have been created and have become the “spokespeople” of the campaign in several communities: Félix and Pax. These characters will show how families and communities can live in peace. The messages of Félix and Pax will defend the community, the street, and the family to avoid violence.

“The capacity of the State to face problems is not enough; it requires the involvement of everyone: community, public institutions, community associations, NGO’s, private sector, mass media and the international community. We all have to be part of this effort,” said USAID Director Larry Brady during the campaign launching ceremony.

As part of the campaign, a “Coexisting Model House” will be set up in different communities. At this house, which will be a model of tolerance, patience and love, Felix and Pax will talk about how to identify and eliminate signs of violence. Also, several activities will be carried out in the communities, such as house painting, park cleaning, sport events, among others.

With a total investment of \$2.3 million, USAID’s Community-Based Crime and Violence Prevention Project seeks to build the local and national government and civil society’s capacity to analyze and follow up the crime and violence patterns; design and implement an initiative of prevention plans; and measure successful initiatives to replicate them in other geographical zones. Project achievements include vocational training workshops and sport activities carried out in Altavista neighborhood, in Tonacatepeque, where the Sport Center has been remodeled. In Santa Tecla, the project supports the establishment of the Municipal Observatory to control crime and violence. In Izalco, vocational training workshops have started, while agreements for prevention activities have been achieved with the local government of Armenia. Also, the community center of Quiñonez 1 and 2 neighborhoods, in the sixth district of San Salvador, has been remodeled while the recreation space for young people has been improved to continue providing talks on entrepreneurship and vocational training.

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