

Georgia Department of Corrections

“Choose Freedom”

Media Campaign

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Why a media campaign?

Early intervention programs can prevent as many as **250 crimes** per \$1 million spent while the same amount spent in prisons would prevent only **60 such crimes** a year

(RAND Corporation 1996 Report)

Risk Factors in the Development of Delinquent Behavior

Child abuse and family disintegration, economic and social deprivation, low neighborhood attachment, parental attitudes condoning law violating behavior, academic failure, truancy, school drop-out, lack of bonding with society, fighting with peers and antisocial behaviors early on in life

(Office of Juvenile Justice and Delinquency Prevention)

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Purpose:

Support Georgia Department of Corrections community outreach initiative by partnering with other agencies, faith-based and other organizations to reach “at risk” youth in communities that produce disproportionately high numbers of prison inmates

Method:

Leverage the strength of GDC’s 15,000 employees and 200+ facilities and offices across the state with other entities in partnering with media outlets to deliver research-driven prevention messages ***at no taxpayer expense***

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Method continued:

- Is just one branch of a broader community outreach initiative that includes:
 - Partnering with communities on local issues
 - Seeking assistance of community and faith-based organizations to obtain additional resources for offender reentry
 - Supporting efforts of: Aid to Children of Incarcerated Mothers, Georgia Sheriffs Youth Homes, Correctional Peace Officer Foundation & Red Cross
- Precedent established with previous GDC initiatives : “Prisons are no Playgrounds” & “Commissioner’s Awareness Program”

Outcome:

- Potential youthful offenders are more aware of consequences of criminal behavior
- Fewer prison admissions from “at risk” communities
- Safer, healthier, better educated, and growing communities

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Specific Program Objectives

- Public Service Announcements – Television, Radio, Print Media, Movie Slides, Billboards,
- Inmate Testimonials
- Reading & Mentoring Programs
- School Poster and Education initiatives

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At Risk Communities

(1)

- Crimes occur in predictable patterns and locations, therefore incarceration rates tend to parallel these crime “hotspots.”
- Inmates from just 2.5% of zipcodes (25) across Georgia account for 25% of the inmate population
- Just 8% of the zipcodes accounts for 50% of the prison population

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Top 25 Zip Codes Contributing Georgia Prisoners

Rank	Zip	Est. # of inmates	Percent of total	City	Neighborhood
1	30318	1,352	1.70%	Atlanta	Bankhead / Hollywood
2	31401	1,244	1.57%	Savannah	Forsyth Park area
3	30315	1,188	1.50%	Atlanta	Constitution, Moreland
4	30032	1,144	1.44%	Decatur	Glenwood, Candler
5	30906	1,090	1.37%	Augusta	Oglethorpe Homes
6	31061	1,088	1.37%	Milledgeville	Columbia, MLK
7	30901	1,012	1.27%	Augusta	Gordon Park, Marion Homes
8	30310	964	1.21%	Atlanta	University Ave, West End
9	30223	912	1.15%	Griffin	N Griffin, Experiment
10	30316	860	1.08%	Atlanta	E Atlanta, Gresham Park
11	30161	826	1.04%	Rome	South & East Rome
12	31701	774	0.97%	Albany	West Dougherty
13	31404	750	0.94%	Savannah	Savannah Gardens
14	31601	732	0.92%	Valdosta	South Lowndes County
15	31405	708	0.89%	Savannah	Liberty City, Richfield
16	30314	686	0.86%	Atlanta	MLK, Vine City
17	30331	678	0.85%	Atlanta	Cascade, Campbellton
18	31520	616	0.78%	Brunswick	Glynnville, Gordon Oaks
19	30060	602	0.76%	Marietta	Austell, S Cobb
20	31906	560	0.70%	Columbus	E Columbus, Carver Hgts
21	30311	556	0.70%	Atlanta	Cascade, Mays
22	31903	552	0.69%	Columbus	Booker Washington Hgts
23	31907	552	0.69%	Columbus	East Muscogee County
24	31501	532	0.67%	Waycross	Pinehurst, Plant, Sunnyside
25	31705	532	0.67%	Albany	East Dougherty County

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At Risk Communities

(2)

- Methamphetamine production, use and distribution is a serious threat to the health and well being of many of Georgia’s communities
- Prison admissions for methamphetamine possession or sale have nearly tripled in just five years – from 589 in 1999, to 1689 in 2003
- Just six counties accounted for 30% of all methamphetamine prison admissions the past five years

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At Risk Communities

(2)

Six Counties Account for 30% of Methamphetamine
Prison Admissions 1999-2003

Cobb	420 prison admissions
Hall	415 prison admissions
Cherokee	389 prison admissions
Whitfield	378 prison admissions
Douglas	342 prison admissions
Bartow	296 prison admissions

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At Risk Communities

(3)

- The Hispanic population grew faster in Georgia than in any state in the nation from 2000 to 2002, at 17%, with 102 Hispanics moving to Georgia each day
- The number of Hispanics in Georgia prisons has increased by 123% in just five years – from 651 in 1999, to 1,454 in 2003
- We have an obligation to reach both our English and Spanish speaking youth

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At Risk Communities (3)

Of the 28 metro Atlanta counties:

- Gwinnett County has the largest number of Hispanics, with 64,137 people or 13% of the county’s population.
- DeKalb County has 52,542 Hispanics
- Fulton County has 48,056 Hispanics
- Cobb County has 46,964 Hispanics

These four counties alone are home to around 50 percent of the state’s Hispanic population.