

Memorandum



DATE: December 5, 2014

TO: Honorable Members of the Public Safety Committee: Sheffie Kadane (Chair), Adam Medrano (Vice Chair), Dwaine Caraway, Jennifer S. Gates, Sandy Greyson, Scott Griggs

SUBJECT: **Blue In The School (BITS) Program**

On Monday, December 8, 2014, you will be briefed on the Blue In The School (BITS) Program. The briefing materials are attached for your review.



Eric D. Campbell
Assistant City Manager

Attachment

cc: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council



Blue In The School (BITS) Program

Public Safety Committee

December 8, 2014



www.dallaspolice.net

David O. Brown
Chief Of Police

What is BITS

A partnership between the police department, Dallas Independent School District (DISD), and Verizon committed to helping prevent negative behaviors among students



What is BITS

- Life skills lessons aimed at 4th grade students ranging from
 - Drug awareness
 - Anti-bullying
 - Domestic Violence
 - Internet Safety
- Based on the highly successful LETS program (Law Enforcement Teaching Students)
- Four lessons lasting one hour



BITS Goals

Blue In The School is committed to helping prevent negative behaviors among students by:

- Specially designed curriculum based on the Six Pillars of Character
- Teaching life-long skills of decision making, negative peer pressure reversal, problem-solving, conflict management and character education
- Creating a positive environment for students to interact with police officers

Six Pillars of Character

Using the Six Pillars of Character, officers teach students how to deal with negative situations through lessons involving:

1. Respect
2. Responsibility
3. Trustworthiness
4. Caring
5. Fairness
6. Citizenship

BITS Box

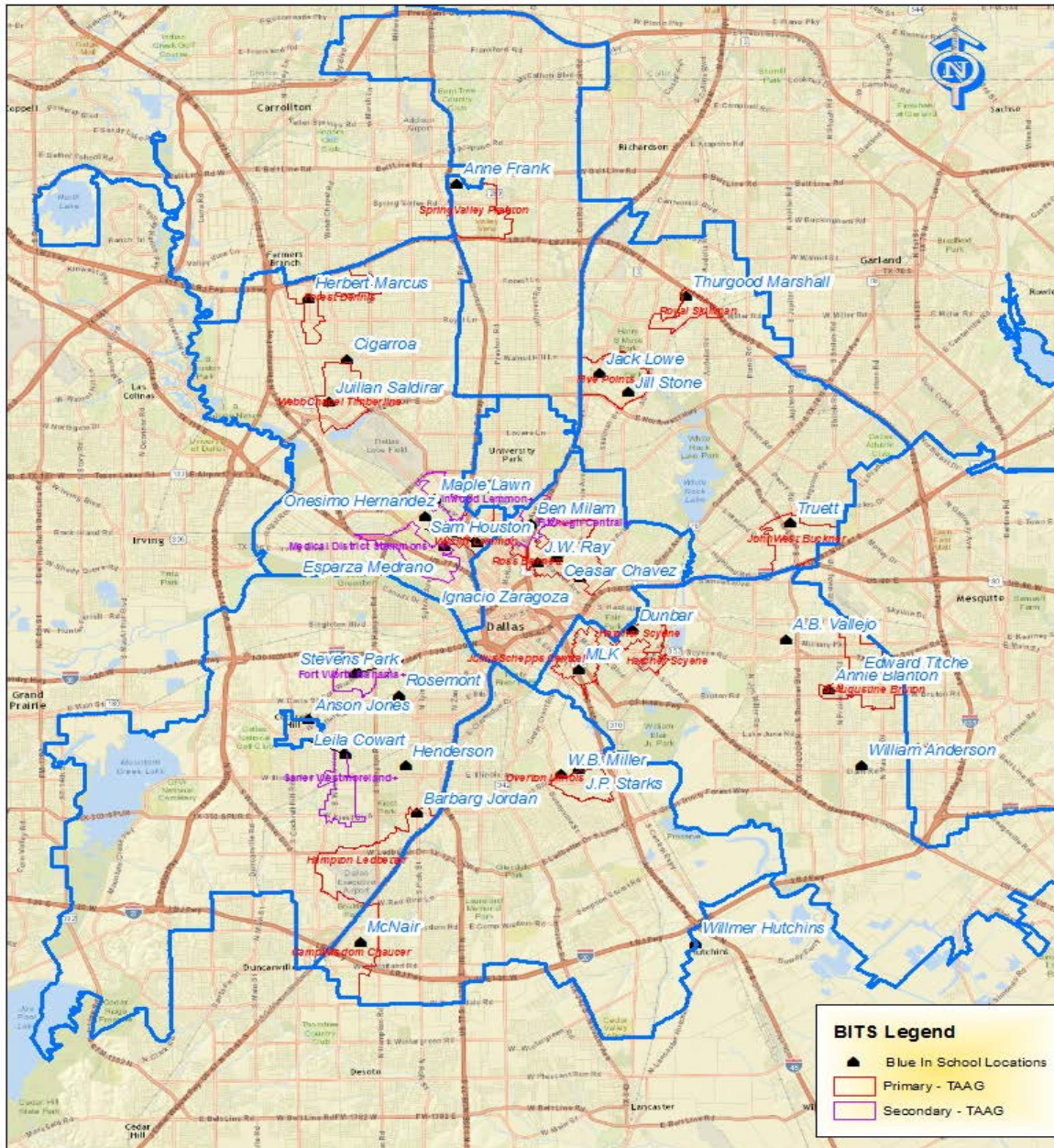
- Allows students the opportunity to confidentially ask questions they may be too embarrassed to ask during class
- When used in LETS, students made outcries of physical/sexual abuse and domestic violence



BITS Timeline

- In 2013, the Youth Outreach Unit added full time officers to begin teaching BITS
 - 28 schools were involved with BITS
 - 2,245 students were taught the BITS curriculum
- Seven additional officers were added to expand the program in 2014
 - Currently being taught in 33 schools
 - Spring of 2015 we will add another 30-35 schools
- Long term goal is to teach BITS in every elementary school located in Dallas (DISD & RISD)

BLUE IN THE SCHOOL LOCATIONS



0 1 2 4 6 8 Miles

Author: DJ.Beaty #7192
Date: 11/13/2014

Coordinate System: NAD 1983 StatePlane Texas North Central FIPS 4202 FeetLambert Conformal Conic

Verizon Partnership



- Funded BITS workbooks and Respect bracelets
- Expressed interest in providing funding to expand BITS into more schools

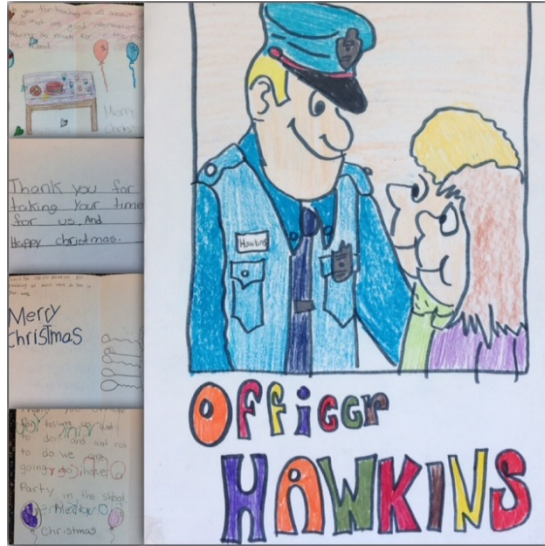
Verizon HopeLine Drive

- Students from BITS are asked to donate old cell phones and accessories
- Verizon distributes the phones to victims of domestic violence
- The school that collects the most phones donated wins a party at the end of the semester funded by Verizon

BITS Party



BITS Impact



- Obtaining approval through DISD Research Review Board to survey students taught BITS curriculum
- Survey results will be evaluated by researchers at the Caruth Police Institute

Summary

- Blue In The School is a vital part of DPD's youth outreach efforts
- Teaches life skills children may not be learning elsewhere
- Helps break the cycle of domestic violence and bullying

Questions?