



*Junior Civitan  
International*

# Social Causes Awareness Campaign

Idea Generator Booklet

*Discover the  
Difference!*





JUNIOR CIVITAN INTERNATIONAL

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Dear Junior Civitans,

Every year, Junior Civitans all over the world participate in many different community activities and local projects. As a whole, we are here to change the lives of the people in our society by making it a better place. One of Junior Civitan’s largest campaigns to accomplish this is our **Social Causes Awareness Campaign**.

This project is so important because it focuses on the driving force behind our organization—*service*. Through this campaign we can reach out to meet specific needs in the lives of children, teens, and adults in order to make a tremendous difference in our communities, and to raise awareness of problems that are faced worldwide. As Junior Civitans, we can establish a lifetime of **Limitless Service!**

As the world changes and technology evolves, so does our need for awareness. There are many rising social causes today such as bullying, cyber bullying, texting while driving, and human trafficking. All of these are gaining attention, along with other major issues such as teen pregnancy, child abuse and neglect, the contraction of STD’s, and drug abuse.

You most likely know of at least one person that has been affected by one of these issues, so why not help out? While these are complex issues, campaigning for a social cause is relatively simple. Put up posters for your cause around the school and in classrooms, pass out handbooks or pamphlets to educate your peers, or even invite a guest speaker or a parent to come in and talk to your class. Just get creative!

In this idea generator booklet you will find other social causes to help your plan for your campaign. But do not be restricted to the causes in the booklet, as you can always explore other options. To make this campaign more fun, get your family and community involved. This project is not restricted to only Junior Civitans; anyone and everyone can help and partake in it.

The international board would love to see what your club does for the **Social Causes Awareness Campaign**, so please submit an article to the **Junior Civitan Insider** and include pictures of your club’s accomplishment.

And don’t forget to **report** the exciting path your club chooses by emailing [juniorcivitan@civitan.org](mailto:juniorcivitan@civitan.org), in order to be recognized at the end of the year for the difference your members are making.

If you have any questions about this campaign or how to make it more personal for your club, feel free to send me an email or contact me at the number above. Have a great time with this campaign and advance this year in your **Limitless Service!**

Thank You,

Ashley Witcher  
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## *DEFINITION*

What is a  
Social  
Cause ?

A **Social Cause** is an issue needing concern and sensitivity, while remaining aware of the impact of one's actions on others, particularly the disadvantaged.

*More simply stated as:*

*A platform for people who are concerned regarding issues that present a problem for society.*

## Social Causes Awareness Campaign



# Teen Violence

## **Statistics**

- 52 % of teenagers polled said they thought a Columbine-style shooting spree could strike their school, despite the new security.
- As many as four million women in this country suffer some kind of violence at the hands of their husbands or boyfriends each year.
- New FBI crime stats show that juvenile arrests for serious and violent crimes dropped 11% from 1997 to 1998—twice the dip for adults.
- Since 1994, the number of kids arrested has plummeted: a 48% drop in murder arrests, 29% in robbery, 13% in aggravated assault, 17% in burglary, and 40% in motor vehicle theft.
- Youth arrests for some crimes, such as driving under the influence, fraud, and embezzlement, are up. And criminologists note the rate of killing by teens is twice as high today as it was 15 years ago.
- Between 25% to 40% of teens have been assaulted by dates.
- 30% of all women murdered in the U.S.A. are murdered by husbands or boyfriends.
- 70% of pregnant or parenting teens are beaten by their boyfriends.
- In a nationwide survey, 17% of students reported carrying a weapon (e.g. gun, knife, or club) on one or more days in the 30 days preceding the survey.
- In 2002, more than 877,700 young people ages 10-24 were injured from violent acts within the home.
- Approximately 1 in 13 required hospitalization

## **Hotlines**

- \* Domestic Violence Hotline 800-799-SAFE  
This new, nationwide toll-free hotline will provide immediate crisis intervention, counseling and referrals to emergency shelters and services.
- \* National Resource Center on Domestic Violence 800-537-2238
- \* National Teen Dating Abuse Hotline 1866-331-9474

## **Websites**

[www.ncpc.org](http://www.ncpc.org)  
[www.child.net](http://www.child.net)  
[www.endviolence.org](http://www.endviolence.org)  
[www.focusas.com/Violence.html](http://www.focusas.com/Violence.html)  
[www.safeyouth.org/scripts/teens.asp](http://www.safeyouth.org/scripts/teens.asp)  
[www.coolnurse.com/dating\\_violence.htm](http://www.coolnurse.com/dating_violence.htm)

## **Project Ideas**

- Form a support group that will be committed to living a positive life and ending violence without violence.
- Forum with faculty, law enforcement, students and the community to discuss school safety.
- Hold an anti-violence teen rally.
- Give out blue ribbons and a brochure of information.
- Conduct peer counseling to discuss safety and violence.
- Form a "safety" club where students, faculty members, etc. meet monthly or bimonthly to discuss safety and violence.
- Have a "safety concerns" box where students can submit ideas and feelings about safety of the school.
- Have a police officer or other speaker talk to the club about teen violence and ways they can help.
- Conduct a SAFETEEN Day to educate students and faculty in your school or district about teen violence. Set up booths and bring in speakers to share their experiences.



## *Social Causes Awareness Campaign*



# STDs, AIDS & and HIV

## **Statistics**

- Every year this many people are infected with each disease:
  - \* Chlamydia 4,000,000
  - \* Gonorrhea 1,300,000
  - \* Genital Herpes 200,000 - 500,000
  - \* Hepatitis B 275,000 - 300,000
  - \* HIV 80,000
  - \* Syphilis 134,000
- Adolescents ages 15-19 have some of the highest reported rates of STDs.
- 25% of all people with HIV contracted HIV when they were teenagers.
- Of students in grades 9-12 across the U.S. in 1995, 53% reported having sexual intercourse and 66% reported having sex before they graduated.
- Only 35% of males and females ages 15-17 years use condoms and 31% of 18-19 year olds use a condom every time.
- 3 million teenagers acquire an STD every year, that's 1/8 of young people between the ages of 15-19 and 1/4 of those who have had sexual intercourse.
- Teenagers have the highest rate for chlamydia and teenage females have the highest rate for gonorrhea.
- Two-thirds of all STDs occur in people under the age of 25 years.

## **Hotlines**

National AIDS Hotline 800-342-AIDS

Rape Hotline 800-656-4673

Centers for Disease Control and Prevention  
800-CDC INFO

AIDS/HIV and STD Hotline 800-243-2437

## **Project Ideas**

- Host an AIDS quilt at your school or in your community.
- Have peer counseling to discuss HIV and prevention.
- Have a speaker address your school and club about HIV.
- Give out red ribbons and brochures containing HIV information.
- See if your club can volunteer at a local AIDS shelter/house.
- Send AIDS patients special cards and gifts on holidays.
- Promote abstinence.
- Get involved in the True Love Waits program and hold a seminar to educate and commit to abstaining from sex until marriage.

## **Websites**

[www.aids.org](http://www.aids.org)

[www.aidsquilt.org](http://www.aidsquilt.org)

[www.thebody.com](http://www.thebody.com)

[www.teensource.org](http://www.teensource.org)

[www.globalhealth.org](http://www.globalhealth.org)

[www.healthlinkusa.com/aidshiv.html](http://www.healthlinkusa.com/aidshiv.html)

[www.aidsinfo.nih.gov](http://www.aidsinfo.nih.gov)

[www.hivinsite.com](http://www.hivinsite.com)

[www.ashastd.org](http://www.ashastd.org)



## Social Causes Awareness Campaign



## Statistics



# Child Abuse & Negligence

- Child abuse or neglect is any recent act or failure to act resulting in imminent risk of serious harm, death, serious physical or emotional harm, sexual abuse, or exploitation of a child (usually a person under the age of 18, but a younger age may be specified in cases not involving sexual abuse) by a parent or caretaker who is responsible for the child's welfare.
- There were an estimated 903,000 victims of maltreatment nationwide.\* The 1998 rate of victimization was 12.9 per 1,000 children, a decrease from the 1997 rate of 13.9 per 1,000.
- More than half of all victims suffered neglect, while almost a quarter suffered physical abuse. Nearly 12% of the victims were sexually abused. Victims of psychological abuse and medical neglect accounted for 6% or fewer each. In addition, a quarter of victims were reported to be victims of more than one type of maltreatment.
- The highest victimization rates were for the 0-3 age group (14.8 maltreatments per 1,000 children of this age in the population), and rates declined as age increased.
- Victimization rates by race/ethnicity ranged from a low of 3.8 Asian/Pacific Islander victims per 1,000 children of the same race in the population to 20.7 African-American victims per 1,000 children of the same race in the population. The victimization rate for American Indians/Alaska Natives was 19.8, for Hispanics 10.6 and for Caucasian 8.5. Three-fifths of perpetrators were female. Female perpetrators were typically younger than their male counterparts, as reflected by the difference in their respective median ages, 31 and 34.
- More than four-fifths of all victims were maltreated by one or both parents.
- Victims of physical and sexual abuse, compared to victims of neglect and medical neglect, were more likely to be maltreated by a male parent acting alone. In cases of sexual abuse, more than half of victims were abused by male parents, male relatives or other males.

- An estimated 1,100 children died of abuse and neglect, a rate of approximately 1.6 deaths per 100,000 children in the general populations.\*
- Children not yet a year old accounted for 37.9% of the fatalities, and 77.5% were not yet 5 years of age.
- Nearly 3 percent of all fatalities were reported to have occurred while the victim was in foster care.\*
- Nationally, an estimated 144,000 child victims were placed in foster care. An estimated additional 33,000 children who were not victims were placed in the care and supervision of child welfare agencies, either in protective supervision or for a time during the investigation.\*

\*Source: U.S. Department of Health and Human Services. Child Maltreatment 1998: Reports from the States to the National Child Abuse and Neglect Data System. (Washington, DC: U.S. Government Printing Office, 2000).

## Hotlines

- Childhelp USA (Child Abuse Hotline) 800-4-A-CHILD
- Youth Crisis Hotline 800-HIT-HOME
- Child Abuse National Hotline 800-25-ABUSE
- Child Abuse Hotline/Dept. of Social Services 800-342-3720

## Websites

- [www.endabuse.org/programs/children](http://www.endabuse.org/programs/children)
- [www.yesican.org](http://www.yesican.org)
- [www.abanet.org/child/home.html](http://www.abanet.org/child/home.html)
- [www.childabuse.org](http://www.childabuse.org)
- [www.preventchildabuse.org/index.shtml](http://www.preventchildabuse.org/index.shtml)
- [www.childabuse.com](http://www.childabuse.com)

## Project Ideas

- Work with community leaders to get a Safe House started in your area.
- Work at a Safe House if one is already in your area.
- Work with elementary schools to get a program started where children are aware of the signs of abuse.
- Hold a public awareness campaign and distribute blue ribbons and brochures containing child abuse information.
- Donate items that are needed at a foster home.
- Hold a seminar on how to report child abuse, abandonment or neglect
- Be a big brother/sister to a child that has been abused.



## Social Causes Awareness Campaign



# Drug & Alcohol Abuse

## Statistics

- About 10 million Americans between ages 12-20 had at least one drink last month; of these 5.1 million were "binge" drinkers (consuming five or more drinks in a row on a single occasion) including 2.3 million heavy drinkers (consuming five or more drinks on the same occasion on at least five different days).
- The highest rates of illicit drug use are found among youth ages 16-17 (16%) and ages 18-20 (20%) with marijuana the most commonly used illicit drug.
  - 80% of high school seniors have used alcohol; in comparison, 65% have smoked cigarettes; 50% have used marijuana; and 10% have used cocaine.
  - Approximately 2/3 of teenagers who drink report that they can buy their own alcoholic beverages.
  - Use of alcohol and other drugs is associated with the leading causes of death and injury (e.g., motor-vehicle crashes, homicides, and suicides) among teenagers and young adults.
  - The total cost of alcohol use by youth—including traffic crashes, violent crime, burns, drowning, suicide attempts, fetal alcohol syndrome, alcohol poisonings and treatment—is more than \$58 billion per year.
  - People who begin smoking before age 13 are significantly more likely than nonsmokers and those who begin smoking later to have problems with alcohol and other drugs.
- Approximately 9% of the nation's eighth graders; 22% of tenth graders; and 33% of twelfth graders have been drunk during the last month; 12%, 22% and 26%, respectively, have used an illicit drug.
- Among teenagers who binge drink, 39% say they drink alone; 58% drink when they are upset; 30% drink when they are bored; and 37% drink to feel high.
- Junior/middle and senior high school students drink 35% of all wine coolers sold in the United States; they also consume 1.1 billion cans of beer.
- In 2000, more than 60% of teens said drugs were used, kept, or sold at their school.
- Researchers estimate that alcohol use is implicated in one- to two-thirds of sexual assault and acquaintance or "date" rape cases among teens and college students.
- 80% of teenagers don't know that a 12 oz. can of beer has the same amount of alcohol as a shot of whiskey; similarly, 55% don't know that a 5 oz. glass of wine and a 12 oz. can of beer have the same amount of alcohol.
- 10% of teens say that they have been to a rave, and ecstasy was available at more than two-thirds of these raves.
- A survey of high school students found that 18% of females and 39% of males say it is acceptable for a boy to force sex if the girl is stoned or drunk.
- Teenagers whose parents talk to them regularly about the dangers of drugs are 42% less likely to use drugs than those whose parents don't, yet only 1 in 4 teens reports having these conversations.
- Canada-In 1997, 83.9% of students had reported drinking alcohol and 76.7% were current drinkers. 45.8% reported using a drug other than alcohol, and of those 38.2 % were current users of drugs.

## Websites

[www.recovery.org.uk](http://www.recovery.org.uk)  
[www.intervention.net](http://www.intervention.net)  
[www.health.org](http://www.health.org)  
[www.copes.org](http://www.copes.org)  
[www.samhsa.gov](http://www.samhsa.gov)  
[www.nida.nih.gov](http://www.nida.nih.gov)

## Hotlines

\* Alcohol/Drug Abuse Hotline 800-662-HELP  
\* Drug Help Nat'l Helpline 800-378-4435  
\* Be Sober Hotline 800-BE-SOBER  
\* Marijuana Anonymous 800-766-6779  
\* National Alcohol and Substance Abuse Information Center 800-784-6776

## Project Ideas

- Work with teachers faculty to develop school-wide campaign that educates students about alcohol and drug abuse. Arrange for a special speaker.
- Conduct school- and community-wide functions that are drug and alcohol free and celebrate a commitment to be.
- Have a "no use" float in a parade.
- Work with community leaders to develop drug/alcohol free events.
- Have peer counseling to discuss drug/alcohol abuse and talk about issues and causes surrounding it.
- Get involved in Red Ribbon week.
- Work with elementary schools to start a *Just Say No* club.
- Conduct a "Teen Intervention" at your school with stations and a presentation from professionals on safety around alcohol and drugs, especially around Proms or other social functions.



## Social Causes Awareness Campaign



# Suicide and Depression

## Statistics

- Suicide is the 8th leading cause of death in the United States.
- The state with the highest suicide rate was Nevada at 24.8 per 100,000 population. The lowest was the District of Columbia at 6.6 per 100,000.
- Suicide rates for the U.S. are average among industrialized nations and generally higher than developing countries.
- Men account for 80% of all suicides in the United States.
- Generally, women are more likely than men to make suicide attempts, as over 50% of suicide attempts are made by women. However, men are much more likely to be successful at killing themselves as they choose more lethal methods of suicide.
- White males account for 70% of all suicides.
- Mental and addictive disorders are central risk factors for suicide. More than 90% of completed suicides are associated with these disorders.
- Suicide rates among adolescents have significantly increased over the past 40 years. In 1950, the rate for people ages 15-24 was 4.5 per 100,000 population. In 1990, the rate tripled to 13.2 per 100,000.
- For youth hospitalized after a suicide attempt, 1 out of 12 males succeed in committing suicide while only 1 in 300 females are successful in committing suicide.
- Among 15-24 year olds, suicide is the third leading cause of death with a suicide rate of 13.1 per 100,000 population.
- Over 60% of all suicides are committed by firearms, and 80% of all firearm suicides are committed by white men. Hanging is the second most common method of suicide.
- Drug overdose accounts for over 70% of suicide attempts, although the vast majority of overdose attempts are unsuccessful.
- Of the many millions of Americans who suffer from depression in any given year, 80% can be effectively treated, but only 30% seek help and of that number, slightly more than half are accurately diagnosed and receive appropriate treatment.
- The #1 cause of suicide is untreated depression.

## Hotlines

National Hotline 1-800-SUICIDE (1-800-784-2433)  
Depression and Bipolar Hotline 1-800-826-3632  
Suicide and Crisis Hotline 1-800-999-9999  
National Adolescent Suicide Hotline 1-800-621-4000

## Websites

[www.sfsuicide.org/html/links.html](http://www.sfsuicide.org/html/links.html)  
[www.psych.med.nyu.edu](http://www.psych.med.nyu.edu)  
[www.save.org](http://www.save.org)  
[www.metanoia.org/suicide](http://www.metanoia.org/suicide)

## Project Ideas

- Have members be peer helpers available to talk with fellow students that are struggling with depression.
- Hold a workshop teaching students how to recognize when someone is suicidal and how to get them help.
- Have a guest speaker who has attempted suicide come talk to the club about their recovery.
- Create a positive web page or email chain letter on making others aware of this social cause and possibly each member contributing a reason to live and enjoy life.
- Start a support group that meets each week for those in pain (maybe someone has just lost their girl/boyfriend, or there's trouble at home, or just lonely).
- Create brochures and/or flyers to hand out at your school to educate others on depression and provide contacts for help.



## *Social Causes Awareness Campaign*



# Eating Disorders

## **Statistics**

- It is estimated that eating disorders affect more than five million Americans each year.
- An estimated one thousand women die each year of anorexia. As many as one in ten college women suffer from a clinical or nearly clinical eating disorder, including 5.1% who suffer from bulimia nervosa.
- Approximately 5% of adolescent and adult women and 1% of men have anorexia nervosa, bulimia nervosa or binge eating disorder.
- Studies indicate that by their first year of college, 4.5 to 18 % of women and 0.4% of men have a history of bulimia and that as many as 1 in 100 females between the ages of 12 and 18 have anorexia.
- Statistics show that anorexia was the underlying cause of death noted on 101 death certificates in 1994, and was mentioned as one of multiple causes of death on another 2,657 death certificates. In the same year, bulimia was the underlying cause of death on two death certificates and mentioned as one of several causes on 64 others.
- Five to 10 million adolescent girls and women struggle with eating disorders and borderline eating conditions.
- It is estimated that 200,000 to 300,000 Canadian women aged 13 to 40 have anorexia and twice as many have bulimia. These illnesses are fatal for 10 to 15% of those affected.
- Only about 10% of people with anorexia and bulimia are male. This gender difference may reflect our society's different expectations for men and women.

## **Hotlines**

- NJ Eating Disorders Help Line 800-624-2268
- Eating Disorders Awareness and Prevention Hotline (EDAP) 800-931-2237
- Rader Programs 800-841-1515 (US and Canada)
- National Eating Disorder Referral and Information Center 858-481-1515

## **Websites**

- [www.nationaleatingdisorders.org](http://www.nationaleatingdisorders.org)
- [www.edreferral.com](http://www.edreferral.com)
- [www.mirror-mirror.org/eatdis.htm](http://www.mirror-mirror.org/eatdis.htm)
- [www.something-fishy.org](http://www.something-fishy.org)
- [www.raderprograms.com](http://www.raderprograms.com)
- [www.milestonesprogram.org](http://www.milestonesprogram.org)

## **Project Ideas**

- Form a support group for people struggling with an eating disorder.
- Have a special speaker who has dealt with and overcome an eating disorder speak at a club meeting or even a school assembly.
- Pass out brochures and fliers as students arrive at school or at lunch or have a special meeting/seminar after school for people to attend.
- Start a program in middle schools to promote good body image and signs of someone who may be dealing with an eating disorder.
- Start a support group for people dealing with eating disorders at a local center in your community and for those who have been affected in any way or another by an eating disorder.



## *Social Causes Awareness Campaign*



# Teen Pregnancy

## **Statistics**

- One million teen pregnancies occur each year in the U.S.
- Nearly four in 10 young women become pregnant at least once before they reach the age of 20—nearly one million a year. Eight in 10 of these pregnancies are unintended and 79 % are to unmarried teens.
- Teen mothers are less likely to complete high school, (only one-third receive a high school diploma) and more likely to end up on welfare (nearly 80 percent of unmarried teen mothers end up on welfare).
- Six in 10 teen pregnancies occur among 18-19 year-olds.
- 13% of all U.S. births are to teens.
- 57% of all pregnancies to teens aged 19 or younger end in births. 29% of teen pregnancies end in abortion, and 14% end in miscarriage.
- Teen boys (49.3%) and teen girls (54.2%) agree that pressure from their partners is one of the main reasons teens fail to use birth control.
- Every 26 seconds another adolescent becomes pregnant.
- Every 56 seconds another adolescent gives birth.
- 62% of teenagers having sexual intercourse who have never used a method of birth control have experienced a premarital pregnancy.
- Approximately 1 million girls become pregnant each year and 40% are under the age of 17.
- In the U.S., one in four sexually active teens become infected with an STD every year.
- Taxpayers will spend nearly \$7 billion in a year to deal with the social problems resulting from girls under 18 giving birth.
- Sons of teen mothers are 2.6 times more likely to end up behind bars as are other young men. That costs the taxpayers roughly \$1 billion each year to build and maintain prisons.

## **Hotlines**

Planned Parenthood at 800-230-PLAN  
It's Your Life at 888-BE-SAFE-1  
Teen Help at 800-840-5704  
Teen Line at 800-443-8336  
America's Pregnancy Help Line 888-672-2296  
CTIS Pregnancy Risk Information 800-532-3749

## **Websites**

[www.cfoc.org](http://www.cfoc.org)  
[www.etr.org/recapp](http://www.etr.org/recapp)  
[www.btio.com](http://www.btio.com)  
[www.teenpregnancy.org](http://www.teenpregnancy.org)  
[www.advocatesforyouth.org](http://www.advocatesforyouth.org)  
[www.teenbreaks.com](http://www.teenbreaks.com)

## **Project Ideas**

- Promote abstinence throughout your school.
- Hold a workshop after school about the results of unsafe sex and teen pregnancy.
- Give out brochures/fliers about how having a baby at a young age can affect your future (not completing high school or college, etc.).
- Take part in the "My Voice Counts Campaign." Visit <http://www.advocatesforyouth.org/> for more information.
- Hold a seminar to educate and commit to abstaining from sex until marriage.



## *Social Causes Awareness Campaign*



# Homelessness

## **Statistics**

- At least 30% of people living on the street live with mental illness.
- The existence of supportive housing and community mental health services has been shown to reduce hospitalization by up to 80 %.
- On any given night in America, anywhere from 700,000 to 2 million people are homeless.
- In the U.S.A. single men comprised 41 percent of the homeless population, families with children 41 percent, single women 13 percent, and unaccompanied youth five percent
- An estimation of 150,000 to 250,000 homeless people live in Canada.
- 48 percent of those requesting emergency food assistance were members of families with children and that 38 percent of adults requesting such assistance were employed.

## **Hotlines**

After hours Crisis Help: 905-272-7061  
Veterans Affairs, (toll-free) at 1-877-222-8387  
The Homeless Hotline (1-800-808-6444)

## **Websites**

[www.JustNeighbors.net](http://www.JustNeighbors.net)  
[www.va.gov](http://www.va.gov)  
[homelessness.samhsa.gov](http://homelessness.samhsa.gov)

## **Project Ideas**

- Help with the Out of the Cold program in your local community.
- Collect items that may be needed for a local shelter (food, toiletries, sleeping supplies, old clothing)
- Help with the local food bank.
- Hold a dinner where homeless people can come and have a dinner for the night.



