**INITIATIVE REQUEST FORM**

**CHAMPION(S):** TBD or LG Member

**SUPPORT:** TBD

**FOCUS:** Justice Positive Public Relations Campaign

**DESCRIPTION:** Educate AIA, clients, and public on terminology related to justice facilities. Explain differences between justice facility types and their intended purpose, how they function within the criminal justice system.

**OUTCOMES:** Clarify justice terminology through enhanced facility descriptions and examples. Locate information on AAJ website, consider knowledge share opportunities to program into yearly calendar. Identify justice facility stakeholders and explore testimonials of stakeholders for various facility types. Focus testimonials on user experience in building and how architecture can negatively or positively affect that experience.

**SCHEDULE:**

September 2023 – Justice Terminology and Examples on Website

January 2024 – Justice Stakeholder Testimonials on Website

Potential for multi-year initiative to expand outcomes or explore new strategies to promote a “justice positive” campaign.

**RESOURCE REQUEST:** *(Check all that apply)*

**Funds in the amount of: $** TBD – Possible funds required for video testimonials

**Access to current contact information for all community members**

**An online space to support on-going knowledge identification, creation and sharing.**

**Other (please briefly describe below):** Staff support for editing, reviews, and hosting content on website.