

RAISE the AGE | NY

Raise the Age New York Social Media Mobilizing Toolkit

Raise the Age New York

The Raise the Age NY campaign urges legislators to prioritize legislation to raise the age of criminal responsibility in New York *this year*.

New York State remains one of only two states that continues to automatically prosecute all 16- and 17-year-olds as adults, for even minor offenses. It's time for New York policy to promote effective interventions and diversion programs that hold youth accountable for their actions while also ensuring pathways to productive citizenship.

Background: Despite strong recommendations from the Governor-appointed task force to raise the age, money in last year's budget and serious negotiations, the Legislature failed to pass legislation last session. In December 2015, Governor Cuomo issued [executive orders](#) to move most 16- and 17-year-olds in adult prisons to a juvenile facility. The Raise the Age New York campaign calls on the governor and legislature to pass comprehensive "raise the age" legislation in 2016.

About this Toolkit

This toolkit is designed to make it easy for Raise the Age New York campaign members and allies to effectively use social media to build awareness of the issue, amplify shared messages and calls to action, and inform and engage key stakeholders.

It includes the following resources:

- [Key Info: Hashtags & Links](#)
- [Sample Social Media Posts](#)
- [Images + Videos](#)
- [Messaging + Talking Points](#)
- [Who's Who: Quick Guide to Key Campaign Handles](#)

2017 Call-In Campaign: on the 16th of every month to symbolize the importance of raising the age above 16.
One-click alert [LINK COMING SOON] to get numbers and script to call the elected officials who represent you in Albany.

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#RaisetheAgeNY

Hashtag(s)

Additional Tags:

#RaisetheAge
#RaisetheAgeLI



raisetheagency.com

Website(s)

Additional sites:

- Gov. Cuomo's site: [Raise the Age](#)
- CDF NY [Campaign: Raise the Age](#)
- Correctional Association: [Raise the Age](#)
- Families Together New York State [Raise the Age](#)
- Westchester Children's Association: [Raise the Age](#)
- Youth Represent: [Raise the Age](#)



bit.ly/
raisetheagency

Bitly

Additional bitly:

bit.ly/raisetheageNY
(NY in caps; both go to the coalition site)

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Sample Social Media Posts

These general messages can be scheduled in advance to help keep a steady drumbeat of messaging to supporters



Twitter

- New York is one of only two states that prosecute all 16- and 17- year-olds as adults. It's time to #RaiseTheAgeNY <http://bit.ly/raisetheagency>
- .@TARGETPERSONHERE prosecuting kids as adults increases crime, including violent crime. #RaiseTheAgeNY [link/pic]
- .@TARGETPERSONHERE #RaiseTheAgeNY for safer, healthier & more effective outcomes for youth [link or photo]
- .@TARGETPERSONHERE charging youth as adults does more harm than good. This year, we need #RaiseTheAgeNY legislation [link or photo]
- .@TARGETPERSONHERE youth in the adult system is cost ineffective and reduces public safety. [link or photo]
- New brain science proves the adolescent brain is still developing & responds to supports. [#RaiseTheAgeNY](#) is safer for youth and communities.
- Couldn't agree more @ManhattanDA: "By raising the age which teens are tried as adults public safety really will be enhanced." [#RaiseTheAgeNY](#)
- Charging youth as adults actually hurts public safety. This is why we must [#RaiseTheAgeNY](#). <http://bit.ly/raisetheagency>
- Young people sent to the adult justice system have 34% more felony re-arrests than in the [#juvenilejustice](#) system (CDC data) [#RaiseTheAgeNY](#)
- Data show that youth & communities are safer with supports not lockup. It's time to [#RaiseTheAgeNY](#) <http://bit.ly/raisetheagency>
- Vanessa, sent to Rikers at 16: "Am I going to die in here?" Hear her story and act to #RaiseTheAgeNY: <http://bit.ly/1ESxQrf>
- [#RaiseTheAgeNY](#) is cost-effective compared to detention and out of home placement. Do what's best for children, youth & communities.
- A comprehensive approach to [#RaiseTheAge](#) of criminal responsibility is in the best interest of New York's children, youth, & communities. [#RaiseTheAgeNY](#)
- It's time for New York State to do better for young people AND be smart on crime and safety [#RaiseTheAgeNY](#)
- Youth are 36x more likely to commit suicide in an adult facility than in a juvenile facility bit.ly/raisetheagency [#RaiseTheAgeNY](#)

Tips for Engagement:

Provide sample social media posts for all of your releases, events & publications

Include clear calls to action, tailored to target audiences: ("JOIN US in thanking Sen. X...")

Close the loop on calls to action

Aim for no more than three hashtags and @handle mentions per post (one or two is better)

Ideally, put links 3/4 into the Tweet

Shorter Tweets (120 characters) get more engagement

Use visuals (photos, videos, infographics)

Call attention to video: "VIDEO: Watch X testify for [#RaiseTheAgeNY](#)"

Don't just "push out" information, interact with friends, followers and like-minded organizations

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Sample Social Media Posts, Continued

These general messages can be scheduled in advance to help keep a steady drumbeat of messaging to supporters



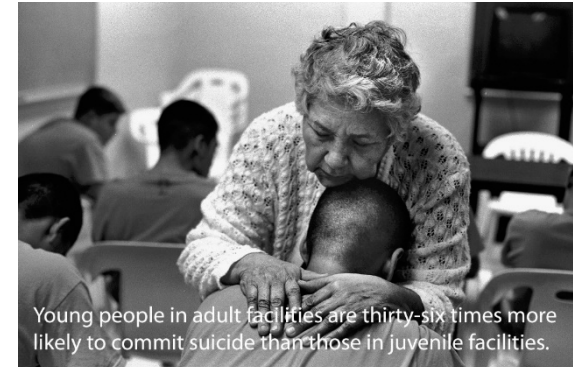
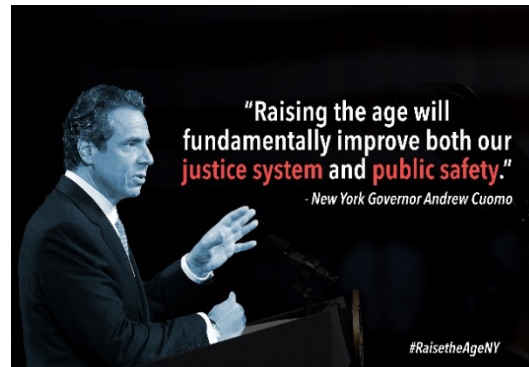
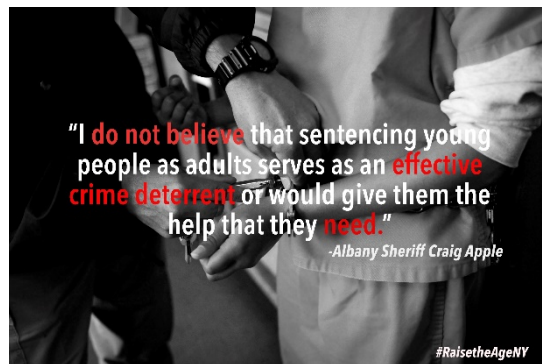
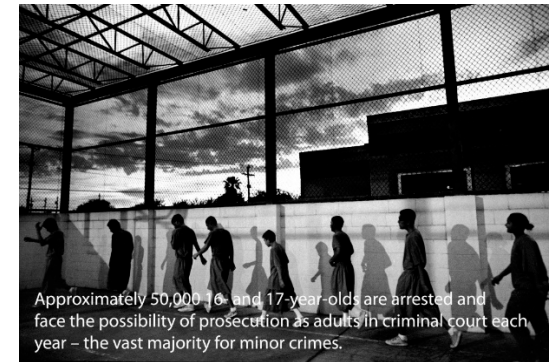
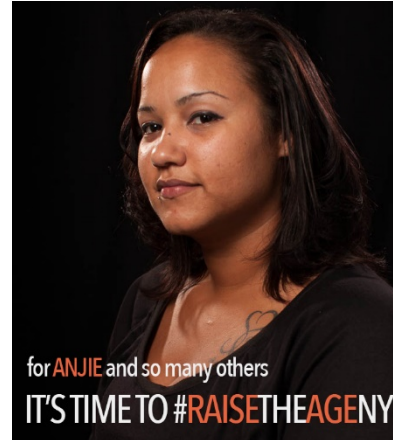
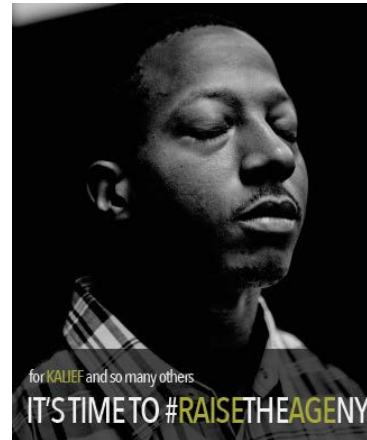
Facebook:

- New York is one of only two states that fail to recognize what research and science have confirmed – adolescents are children, and prosecuting and placing them in the adult criminal justice system doesn't work for them and doesn't work for public safety. It's time to #RaiseTheAgeNY so 16-year-olds are not automatically prosecuted as adults.
- [#RaiseTheAgeNY](http://bit.ly/raisetheageny) isn't just about giving youth rehabilitative supports so they can turn their lives around, it's also about making our communities safer. Youth in adult facilities are 34% more likely to be re-arrested for a felony than youth who are placed in juvenile facilities. The time is now to Raise the Age. <http://bit.ly/raisetheageny>
- Studies have found that young people transferred to the adult criminal justice system have approximately 34% more re-arrests for felony crimes than youth retained in the youth justice system. #RaiseTheAgeNY supports youth and improves public safety. We have to be smart on crime and protect our children and communities. <http://bit.ly/raisetheageny>
- Young people in adult prisons are often placed in isolation. This is destructive to their mental health and can cause irreparable harm. Comprehensive raise the age legislation can have better outcomes for youth. Now is the time to #RaiseTheAgeNY. <http://bit.ly/raisetheageny>
- In addition to protecting youth and increasing public safety, raising the age will foster economic opportunity and community-based interventions that are cost-effective compared to detention and out of home placement. #RaiseTheAgeNY <http://bit.ly/raisetheageny>
- "Raising the age will fundamentally improve both our justice system and public safety. It's time for the legislature to raise the age." – Governor Andrew Cuomo #RaiseTheAgeNY [insert image] <http://bit.ly/raisetheageny>

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Images & Video Assets

Use images in your posts to boost visibility and engagement. We will compile existing assets and provide additional images and media files that can be used by the coalition. Find full size images, and additional images, infographics and videos [here \(link coming soon\)](#).



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Raise the Age New York Messaging & Talking Points

Use the coalition's agreed-upon messaging to craft your messages and calls to action.

Raising the age will result in **safer communities, a fairer system, and better outcomes** for young people.

Safer Communities.

Studies have found that young people transferred to the adult criminal justice system have approximately 34% more re-arrests for felony crimes than youth retained in the youth justice system.

Around 80% of youth released from adult prisons reoffend, often going on to commit more serious crimes.

A study comparing New York youth to young people in New Jersey who had committed similar felonies but were treated in different systems, found that the New York youth were more likely to recidivate. New York youth had higher re-arrest rates, higher re-incarceration rates, and a shorter time period to re-arrest than their New Jersey peers.

Fairer System.

Research into brain development underscores that the human brain is not fully formed until the age of 25; adolescents' behavior is often impulsive and adolescents lack the ability to focus on the consequences of their behavior.

Because the adolescent brain is still developing, the character, personality traits and behavior of adolescents are highly receptive to change; adolescents respond well to interventions, learn to make responsible choices, and are likely to grow out of negative or delinquent behavior.

Youth of color are disproportionately impacted by the current system: Over 70% of the children and youth arrested are black or Latino. Of those sentenced to incarceration, 80% are black and Latino.

Better Outcomes for Young People.

Studies show that youth in adult prisons are twice as likely to report being beaten by staff, and nearly 50% more likely to be attacked with a weapon than children placed in youth facilities.

Youth in adult prisons face the highest risk of sexual assault.

Youth in adult prisons are often placed in isolation. The isolation young people face in adult facilities is destructive to their mental health and can cause irreparable harm.

Youth are 36 times more likely to commit suicide in an adult facility than in a juvenile facility.

- 1. Charging adolescents as adults doesn't work for youth.** Brain science and research has proven that at age 17, the adolescent brain is still developing, making behaviors more impulsive.
 - Being prosecuted as an adult means that children are subject to having their teen-age actions on their lifelong records—which can inhibit their future access to education, employment, housing and immigration.
 - It is critical for New York to ensure that that youth involved in the criminal justice system are provided with court processes, services and placement options that are developmentally appropriate.
- 2. Treating youth in the justice system with age-appropriate, evidence-based ways such as intervention diversion reduces recidivism.** Research shows that adolescent brains respond better to interventions and rehabilitation where they can learn to make responsible choices and are more likely to grow out of negative and delinquent behavior.
 - Around 80% of youth released from adult prisons reoffend often going on to commit more serious crimes.

RAISE the AGE | NY

- In their final report, the Commission on Youth, Public Safety and Justice projected that implementation of a range of evidence-based services for New York's population of 16- and 17-year-old offenders would eliminate between 1,500 and 2,400 crime victimizations every five years.
- 3. Raising the age is economically smart.** In addition to protecting youth and increasing public safety, Raising the Age fosters economic opportunity.
- Community-based interventions are cost effective compared to detention and out of home placement. Diversion can be provided for an average cost of \$3,000 per case while the cost of out of home placement can reach over \$200,000 a year per child.
 - The Raise the Age proposal offers a number of ways for young people to access Youthful Offender Status or have records sealed if certain conditions are met. The opportunity eliminates barriers to successful contribution to the community by allowing access to higher education, job opportunities, and immigration status otherwise unavailable due to a public criminal history.
- 4. Raising the Age improves public safety.** In 2013, the Illinois Juvenile Justice Commission found that when the state began prosecuting 17-year-olds as juveniles, juvenile crime continued to decline.
- Between 2010 when the law changed, until 2013, the state experienced a 14% decrease in violent crime. Contrary to what opponents had predicted, including 17-year-olds did not overload the juvenile justice system, nor did it increase juvenile offenses.
- 5. Putting youth offenders in the adult criminal justice system puts them in danger.**
- Youth in adult prisons are twice as likely to report being beaten by staff, and nearly 50% more likely to be attacked with a weapon than children placed in youth facilities.
 - Youth in adult prisons face the highest risk of sexual assault.
 - Youth in adult prisons are often placed in solitary confinement. The isolation young people face in adult facilities is destructive to their mental health and can cause irreparable harm.
 - Youth are 36 times more likely to commit suicide in an adult facility than in a juvenile facility.
- 6. A comprehensive approach to raising the age of criminal responsibility in New York State is in the best interest of New York's children and youth, communities and community safety.** The legal process must respond to all children as children, with an emphasis on meeting the rehabilitative needs of adolescents.
- Key components of meaningful reform include diversion, alternatives to placement, record sealing, parental notice, and age-appropriate court processing.
 - Move the majority of cases for 16- and 17-year-olds to Family Court and create a new Youth Part in the adult system for youth who allegedly committed more violent crimes.
 - Expand services, including alternatives to detention and incarceration, to keep youth in their communities and not locked up.
 - Increase the age for youthful offender status to 21 and broaden eligible crimes, to better address the collateral consequences of court involvement and help youth become more successful adults.

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Quick Guide to Key Handles & Accounts

Tag relevant individuals and organizations (including partners, media, legislators) using their @handles; at events, keep this list of @handles handy for live tweeting.

Social Media Handles for Campaign Lead Group Members

Organization	Facebook	Twitter
Main: Raise the Age NY	<u>@RaiseTheAgeNy</u>	<u>@RaisetheAgeNY</u>
Center for Community Alternatives	<u>@CommunityAlternatives</u>	<u>@CCA_NY</u>
Citizens' Committee for Children	<u>@CCCNewYork</u>	<u>@CCCNewYork</u>
Correctional Association of New York	<u>@CorrectionalAssociation</u>	<u>@CANY_1844</u>
Families Together New York State	<u>@FamiliesTogetherinNewYorkState</u>	<u>@ftnys</u>
Federation of Protestant Welfare Agencies	<u>@followFPWA</u>	<u>@FPWA</u>
HerStory Writers Workshop	<u>@HerStoryWritersWorkshop</u>	<u>@HerstoryWriters</u>
Schuyler Center for Analysis and Advocacy	<u>@SchuylerCenter</u>	<u>@SchuylerCenter</u>
The Children's Agenda	<u>@TheChildrensAgenda</u>	<u>@ChildrensAgenda</u>
The Children's Defense Fund – New York	<u>@ChildrensDefenseFund</u>	<u>@CDFNewYork</u>
The Fund for Modern Courts	<u>@TheFundforModernCourts</u>	<u>@ModernCourts</u>
Westchester Children's Association	<u>@wca4kids</u>	<u>@wca4kids</u>
Youth Represent	<u>@YouthRepresent</u>	<u>@YouthRepresent</u>
SparkAction	<u>@SparkAction</u>	<u>@SparkAction</u>
Campaign for Youth Justice	<u>@CampaignforYouthJustice</u>	<u>@justiceforyouth</u>

For a full list of the organizations involved in Raise the Age New York, visit RaisetheAgeNY.com

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Governor & Key Legislators [to be updated for 2017]

Governor Andrew Cuomo

Twitter: [@NYGovCuomo](https://twitter.com/NYGovCuomo)

Facebook: [@GovernorAndrewCuomo](https://www.facebook.com/GovernorAndrewCuomo)

KEY LEGISLATORS

@AssemblymanJosephLentol

@AssemblymanCarlHeastie

@SenatorMichaelNozzolio

@SenatorJefferyKlein

@AssemblywomanDonnaLupardo

@waltermosley

@michaellesolage

@franciscopmoya

@GeorgeAmedore

@PhilBoyleNY

@tomcroci

@JohnDeFrancisco

@senatorgallivan

Key Reporters/Media

Vivian Yee (NYT)

[@VivianHYe](https://twitter.com/VivianHYe)

Susanne Craig (NYT)

[@susannecraig](https://twitter.com/susannecraig)

Brent Staples (NYT)

[@BrentNYT](https://twitter.com/BrentNYT)

David Klepper (AP)

[@davidklepper](https://twitter.com/davidklepper)

John Cambell (Gannett)

[@JonCampbellGAN](https://twitter.com/JonCampbellGAN)

Joe Specter (Gannett)

[@GannettAlbany](https://twitter.com/GannettAlbany)

Other Key Influentials to Follow/Tag

Albany County Sheriff Craig D Apple

[@CraigDApplesr](https://twitter.com/CraigDApplesr)