



CITY OF CHICAGO • OFFICE OF THE MAYOR



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**MAYOR LIGHTFOOT AND THE COMMUNITY SAFETY COORDINATION CENTER
LAUNCH "RIPPLE EFFECT" CAMPAIGN FOR GUN VIOLENCE AWARENESS
MONTH**

CHICAGO – In recognition of Gun Violence Awareness Month, Mayor Lori E. Lightfoot and the City's Community Safety Coordination Center (CSCC) launched an awareness campaign to highlight the secondary effects of gun violence and show the ripple effect violence has in communities and across Chicago. As part of the campaign, the City unveiled walkway installations of 1.5 miles—the distance a bullet can travel—in three high-foot-traffic areas across the South, West, and North Sides of Chicago. The full stretch of each trail includes 747 sets of footprints representing the 747 individuals who took their last steps in 2021.

"The impact of gun violence is immediate—in lives both lost and upended," said Mayor Lightfoot. "Its repercussions are also felt deeply by entire communities and multiple generations, which means its trauma touches all of us and we must all work together to heal and prevent it. It will take every one of us to make our city into one that is filled with thriving, safe neighborhoods where every resident feels protected and able to maximize their potential."

An audio companion and educational signage explain the ripple effects of community violence and highlight actions community groups and the City of Chicago are taking to address gun violence. The nearly 40 minute long guided audio experience features the voices of survivors, experts, and leaders in the fight of gun violence. The topics, which represent a trail sign, include the following:

- How gun violence affects mental health?
- How green spaces prevent gun violence?
- How gun violence affects health and wellness?
- How gun violence affects jobs and education?
- How violence begets violence?

Each sign includes a QR code that connects individuals to the [Ripple Effect landing page](#), complete with the audio companion, links to City resources and programs to help reduce violence and heal communities.



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"This campaign is part of ongoing City efforts to bring awareness to the complexities of violence. With it, we pay tribute to the resilience and strength of all survivors, outreach workers, and community leaders who work tirelessly to heal communities, create safe spaces, and provide opportunities," said CSCC CCO Tamara Mahal. "We are committed to working in service of community to support those who are impacted by violence and address the root causes to prevent violence from happening in the first place."

Later in June, the City will release three videos following the footsteps of survivors and community leaders from the north side, south side, and west side as they walk the trails and talk about all the ways gun violence has impacted their lives and how we can work to change the future of gun violence in Chicago. The campaign also includes out-of-home billboards, social media ads, and radio spots.

The trails are located in high-foot-traffic areas where family and friends come together to enjoy some of the city's unique and beloved features, such as the lakefront and expansive public parks. Chicagoans and visitors to the city will find much to learn and contemplate at the three trail locations. Residents can take this knowledge back to their own communities, share it with neighbors, and commit to actively taking part, on their own and with others, in ridding the city of violence. Residents and others can visit each of the trails through the end of June at the following locations:

- The North Side: 1.5-mile trail from Belmont Harbor to Fullerton Beach along the Lakefront Trail.
- The South Side: 1.5-mile trail from the 31st Street Beach to Oakwood Beach along the Lakefront Trail.
- The West Side: 1.5-mile trail from Ann and Douglass Park along Douglas Park Boulevard.

The campaign was developed by local creative agency Havas, who have experience driving impactful, strategic campaigns that create a meaningful difference for partners by leveraging creativity as a force for good—including prior work with the City of Chicago.

"The Ripple Effect campaign is not just about bringing awareness of gun violence—we are all aware—it's about bringing our city together to process the impact to mental and physical health that these horrible acts cause," shared Michelle Underwood, campaign Creative Director. "Our team has been incredibly fortunate to work with the City of Chicago officials, alongside activists, survivors, community



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leaders and experts to spotlight the programs and solutions that are put into action 365 days a year to reduce and prevent gun violence throughout Chicago.”

Learn more about Chicago’s Community Safety Coordination Center’s Ripple Effect campaign for Gun Violence Awareness Month at [Chicago.gov/RippleEffect](https://chicago.gov/RippleEffect).

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