

PRESS RELEASE

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Take Charge Juvenile Diversion Program ~ “Pull ‘Em Up” Campaign

With today’s fads, many of our youth are wearing their pants in a sagging manner displaying their underwear. Many in the community including elders and potential employers consider this behavior disrespectful and degrading. In order to deter such behavior, the Take Charge Juvenile Diversion Program and a host of community stakeholders initiated a “Pull ‘Em Up” Campaign and Belt Drive. Looking at today’s high unemployment rate among young minority males in urban areas and the propensity for them to be negatively stereotyped, this campaign reminds them and their family to be diligent regarding their image.

The campaign ran from September 4, 2012, through November 7, 2012. Belt collection boxes were placed at various locations throughout Prince George’s County, Maryland. A total of 715 have been collected so far with more promised to be delivered this week. The belts are currently being distributed throughout the County to schools and youth organizations.

The “Pull ‘Em Up” Campaign was a huge success because of the collaborative effort between the Take Charge Program, our partners, and the community. Mr. Jerrod Mustaf said, “I would like to thank everyone involved. We could not have reached these goals without the support of the “Village”.

The “Pull ‘Em Up” Campaign brought much community attention to a negative issue facing our youth, and has triggered other jurisdictions to follow this lead to highlight this all-too-frequent offensive and degrading behavior. Currently, plans are in place to extend the “Pull ‘Em Up” Campaign to Washington, DC and Baltimore City.

Take Charge Juvenile Diversion Program is a 501c3 non-profit specializing in juvenile gang and crime prevention, intervention, anti-bullying and family strengthening. Created as an alternative to detention, school expulsion and suspension, the program focuses on self-pride, family and cultural pride, and academic enhancement. Take Charge has been providing services to at-risk youth and their families in the Washington D.C. Metropolitan Area for over 20 years – assisting over 500 families annually.

For more information on the Take Charge Juvenile Diversion Program and the “Pull ‘Em Up” campaign, please contact the office: (301) 420-7395.