

Racial Justice-Social Media Campaign



Social Action Group 12

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Partnership with:

newh^our

Our planning and process

- Steps and planning
 - Identifying a need in the community that builds partnership
- Challenges
 - Communication
- Successes
 - Creativity
- Impact
 - Partnering with a local not for profit whose focus is racial justice will allow the campaign to maximize reach with access to New Hour's followers as well as the schools followers.

What is New Hour for Women and Children?

Caption: New Hour is a Long Island based agency that seeks to support current and previously incarcerated women as well as their families. New Hour works with the community to enact changes in the prison system as well as unjust treatment of incarcerated individuals. A group of Adelphi University Social Work students partnered with New Hour to create a social media campaign to bring more attention to the work their organization provides to the community.

[#AdelphiSWSocialAction2021](#)

[#JusticeImpactedWomen](#) [#ThisIsMyNewHour](#)

[#IncarceratedWomen](#) [#WomenInPrison](#) [#Freeher](#)

[@newhourforwomen](#) [@AdelphiSW](#)

The logo for 'new hour' is displayed in a white rectangular box. The word 'new' is in a dark blue, lowercase sans-serif font, and the word 'hour' is in a bright yellow, lowercase sans-serif font. The 'o' in 'hour' has a small yellow dot above it, resembling a sun or a drop.

What is new hour?

- New Hour seeks to reform unjust criminal justice policies
- It enacts services for formerly incarcerated women, by formerly incarcerated women

Lauren- Policy Changes

Caption: New Hour for Women and Children works to advocate for women who have been incarcerated to help them overcome systemic barriers such as long term sentences and other legal changes such as seeking to close Riker's Island, and creating policies to protect rights of incarcerated individuals

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[#Freeher](#) [@newhourforwomen](#) [@AdelphiSW](#)

**New Hour advocates
to remove barriers
and create a pattern
of rehabilitation
instead of
punishment and
cruelty.**

Clare- Covid behind bars for women

Caption: As a vast majority of the women who remain locked up behind bars are pregnant or mothers with children, a majority of women behind bars remain at high risk to COVID-19. The way the institutions are set up also put these women's health more at risk as the CDC guidelines are ignored within these facilities. This unethical disturbance requires social action immediately.

#AdelphiSWSocialAction2021 #NewHour
#JusticeImpactedWomen
#ThisIsMyNewHour #WomensReality
#WomenInPrison #Freeher #secondchances

@newhourforwomen @AdelphiSW

COVID BEHIND BARS.

Hand soap is very limited.
Hand sanitizer is not permitted.



One pregnant woman was ordered to report to a prison facility 900 miles away days before giving birth. She died from COVID-19.

**3/4 of women behind bars are mothers.
Pregnant women and mothers with children in prison nurseries are at high risk.**



Trauma and Incarceration



**INCARCERATION
OF WOMEN IS ON
THE RISE!!!**

newhour

"As the population of women incarcerated in the U.S. grows, so does the dire need for services that address trauma and victimization."



Caption: Did you know the rate of incarcerated women, predominantly women of color is on the rise??? "Between 1980 and 2017, the number of women incarcerated in the United States increased 750 percent, and African American women were incarcerated at twice the rate of white women." Majority of women in jail are victims of abuse with nonviolent offense charges. Prison and jail systems are not equipped to help people who experienced victimization and trauma. In fact, incarceration will more likely add another layer of trauma in ways that include long periods of isolation, sexual violence, and physical violence.

#AdelphiSWSocialAction2021 #NewHour

#JusticeImpactedWomen #ThisIsMyNewHour #WomensReality

#WomenInPrison #Freeher #endsolitaryconfinement

#endprisonrape #secondchances #programsnotprisons

@newhourforwomen @AdelphiSW @LI_socialjustice_action_ntwrk

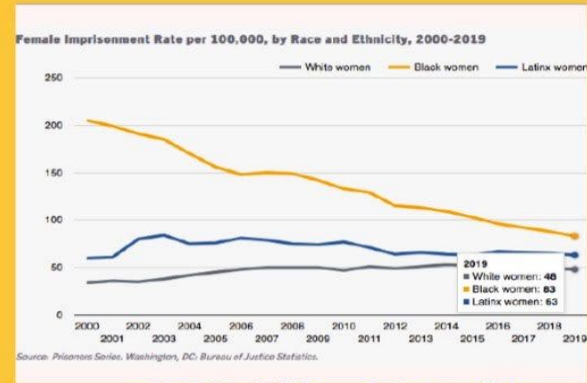
Wanita - Imprisonment Rates

#Racialdisparities #AdelphiSWSocialAction2021
#Lcriminaljusticereform @newhourforwomen
@li_socialjustice_action_ntwrk

Dramatic shifts have been experienced in the racial and ethnic disparities of women's prison population. Between 2000 and 2019, the rate of imprisonment in state and federal prisons declined by 60% for black women, while the rate of imprisonment for white women rose by 41%.

We need to establish statewide racial disparity task forces

The imprisonment rate for African American women was over 1.7 times the imprisonment rate for white women.



Latinx women were imprisoned at 1.3 times the rate of white women.



Jenna- New Hour and LISJAN Meeting

Caption: New Hour and Long Island Social Justice Action Network (LISJAN) host monthly meetings to discuss and fight social justice and criminal justice reform! Sign up and join LISJAN and New Hour on Wednesday May 12th from 12:00pm-1:30pm virtually. Register now!

[#AdelphiSWSocialAction2021](#)

[#Llcriminaljusticereform](#)

[@newhourforwomen](#)

[@li_socialjustice_action_ntwrk](#)



long island
**SOCIAL
JUSTICE
ACTION
NETWORK**
monthly meeting

newhour

- **New Hour and LISJAN convene with over 30 different organizations and campaigns**
- **Fight for criminal justice reform and social justice.**

**JOIN NEW HOUR AND
LISJAN ON THE SECOND
WEDNESDAY OF EVERY
MONTH**

Next meeting:
05/12/2021
at 12:00pm - 1:30pm

Register here:
bit.ly/LISJANRegistration

Kimi- Moms Behind Bars Matter

Caption: Every Mother's Day, New Hour is supporting women behind bars. This holiday can be difficult for many mother's and may be especially difficult this year with COVID visiting restrictions on the facilities. New Hour is sending women behind bars a mother's day card and \$10 to each women to help brighten their holiday! To help support a mom, you can donate at [newhourli.org/donate!](https://newhourli.org/donate/)

#mothersbehindbarsbmatter
#supportamomformothersday
#justiceimpactedwomen
#justiceimpactedchildren
##AdelphiSWSocialAction2021

@newhourforwomen @AdelphiSW

New Hour has organized a fundraiser for mother's incarcerated this Mother's Day.

newhour

Moms Behind Bars Matter.

Would you like to support a woman behind bars this Mother's Day?

Help us reach our goal of \$1,500 by donating at newhourli.org/donate. All donations will go directly to the women in the Long Island jails!

Call us at: (631) 273-3300 www.newhourli.org

Support a mother by donating at [newhourli.org/donate!](https://newhourli.org/donate/)

References

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Thank you!

