

PeaceBuilders Program Implementation



case study – day camp

Salvation Army – Kroc Center Day Camp Builds Peaceful Camp Culture One Week at a Time

Problem:

The Salvation Army Kroc Center Day Camp serves children and young teens in an economically disadvantaged region in San Diego, Calif. Because of the typical week-long day camp experience, youth often lacked connection to each other and staff, which resulted in disrespectful behavior. According to Day Camp Manager Andrea Sanford, “Our day camp seemed like it was in need of a common tool for creating a positive community and a tone of respect and peacefulness.”

Solution:

Since 2006, new day camp staff has been trained each year by PeaceBuilders professionals to maintain a common language and common identity using the PeaceBuilders pledge and six principles. Camp counselors and youth engage in daily PeaceBuilders activities that increase pro-social skills and build a sense of tradition and cooperation for campers and counselors alike. A strong focus on recognizing and rewarding positive behavior has made the difference.

Results:

Staff and campers now enjoy a culture of respect and cooperation. Since implementing PeaceBuilders, campers feel like part of a cohesive community and their behavior reflects their sense of belonging. Andrea Sanford says, “I received many comments from colleagues in other departments/venues in regards to how well behaved and respectful the campers (and counselors) were in comparison to previous summers (before the implementation of PeaceBuilders). I truly believe utilizing the PeaceBuilders principles and activities throughout the summer facilitated this turnaround.”

results:

- An ongoing sense of community and tradition has been developed.
- Respectful, cooperative behavior of both campers and counselors has significantly increased.
- Physical and emotional put-downs have drastically decreased.

“PeaceBuilders offered a common tool for creating a positive community, and in a way that even the most inexperienced counselor could implement and support.”

About PeaceBuilders:

PeaceBuilders is the science-based, research-validated character education and violence prevention youth program approved for the federally funded Safe and Drug-Free Schools Act. It is a culture/curriculum hybrid program that shifts the entire climate to a peaceful, productive and safe place for children, parents and the community. Our experienced corporate team manages the PeaceBuilders program to work seamlessly with any organization seeking peaceful solutions.

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