



November is National Runaway Prevention Month (NRPM), a public awareness campaign designed to “Shine a Light” on the experiences of runaway and homeless youth (RHY) that too often remain invisible. It is also an opportunity to spotlight the resources available to support youth in crisis throughout the nation.



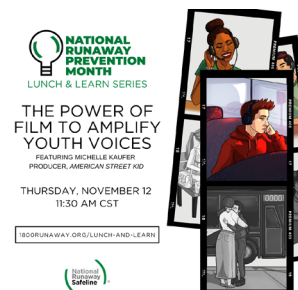
*“Light The Night”, Niagara Falls*

Spearheaded by the National Runaway Safeline (NRS), with support from partner organizations and Youth Ambassadors from around the country, NRPM combines a variety of in-person and virtual events, social media activities, digital media, traditional media outreach, landmarks and buildings being lit green (the official color representing NRPM) and more. Each year, NRS organizes events, including a Twitter Chat, Education Week, Wear Green Day, Green Light Projects and webinars to shine a light on issues facing the RHY community.

In 2020, more than 120 partner organizations and 10 Youth Ambassadors educated their communities about issues affecting runaway and homeless youth. They hosted webinars and documentary screenings/Q&A, and many partners provided direct support to vulnerable youth. For example, some organizations distributed resource and hygiene kits while others hosted clothing drives. Partners and Youth Ambassadors used social media to drive support for the cause, raise awareness of key issues surrounding homeless youth and share the campaign hashtag: #NRPM2020. Lastly, reinforcing the importance of NRPM and the ultimate goal of ending youth homelessness, several organizations secured proclamations from their local government officials.



*“Wear Green Day”, OneHeart Rapid City*



*Lunch & Learn Series Marketing Material*