

## City Says 'Thou Shall Not Kill'

by Liz Medhin  
Published Oct 18, 2005

Change behaviors before they become deadly. That's the goal of a new campaign in response to the recent string of killings involving young people in Rochester.



McFadden says children need more options

Pretty soon, the words "thou shall not kill" will make their way out of churches and into the streets.

"The 'Thou Shall Not Kill Campaign' is basically a social message that we want to send to people. That's going to be billboards, ads, radio spots, television commercials, bumper stickers, t-shirts," Rochester City Councilman Adam McFadden said.

It's a simple message many of us have heard before, but community leaders say young people are apparently missing it.

The "Thou Shall Not Kill Campaign" will work in partnership with the Urban League. Councilman McFadden say it's more than just another plan. "This isn't about competing with anybody," McFadden explained. "The chief gave a call to all of us to step up to the plate and we are answering that call."

The campaign will bring together other non-violence efforts already planned by the city, police, and community. Places where young people go will double as non-violence education hubs.

At barbershops and hair salons, they'll "cut the violence" by cutting children's hair for free while community leaders speak to them. Churches will launch new parenting classes and daycare for parents who work early morning or late-hour shifts.

"This is a mental war. It goes much further than any policy that I can get through to city council," McFadden said.

He will present the plan to the public Wednesday night at City Hall. The campaign will hold a town meeting for young people next month where they talk and community leaders listen.