CITY OF WEST DES MOINES
CITY COUNCIL MEETING COMMUNICATION

ITEM: Approval of Proclamation
Profriend Week - October 17-21, 2016

DATE: October 3, 2016

FINANCIAL IMPACT: None

BACKGROUND:

Students from the West Des Moines Community Schools involved in service learning wanted to create a new movement to positively impact the conversation around bullying. Instead of anti-bully, their focus is on "profriend," and they have started a social awareness campaign designed to promote friendship in action.

OUTSTANDING ISSUES (if any): None

RECOMMENDATION:

Approval of Proclamation declaring October 17-21, 2016, as "Profriend Week"

Lead Staff Member: Ryan T. Jacobson, City Clerk

STAFF REVIEWS

Department Director	Ryan T. Jacobson, City Clerk
Appropriations/Finance	
Legal	
Agenda Acceptance	

PUBLICATION(S) (if applicable)

Published In	
Dates(s) Published	

SUBCOMMITTEE REVIEW (if applicable)

Committee			
Date Reviewed			
Recommendation	Yes	No	Split

A Proclamation

Profriend Week

October 17-21, 2016

Whereas, students from the West Des Moines Community Schools involved in service learning wanted to create a new movement to positively impact the conversation around bullying. The students wanted to focus on solutions that empower their peers with positive actions. Students identified friendship as a powerful way to prevent bullying. Instead of anti-bully, their focus is on profriend; and

Whereas, their work has inspired other students in the West Des Moines Community Schools (WDMCS) to unite and join the grassroots movement. Students from each district building will serve as profriend ambassadors to engage their peers to be a caring community of positive leaders; and

Whereas, our students are asking adults to join them in this movement. They want families, members of the business community, city leaders, retirees, and all citizens of our community to:

- get to know someone new
- understand other people as individuals
- appreciate differences
- accept people for who they are
- listen to someone's point of view
- be nice
- help each other
- support each other
- have fun together
- send a positive message
- and so much more!

Whereas, our students have started a movement for friends, by friends—a Profriend social awareness campaign designed to promote friendship in action.

Now, therefore, be it proclaimed that the week of October 17-21, 2016 will be designated Profriend Week in West Des Moines, Iowa, to bring people together and encourage them to connect with one another to prevent bullying in our schools and our community.

Signed this 3rd day of October, 2016

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Steven K. Gaer, Mayor

ATTEST:

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Ryan T. Jacobson, City Clerk