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**Understanding How to Stop the Killing**

*In This Issue:*

*Violence Prevention Edition*

# S.A.V.E

Published by Cedric Dean

Special Violence Prevention Edition - 2014

**Changing the  
World  
One Child at a  
Time**

# NEWS LETTER

# SAFE GUARD ATONE VALIDATE EDUCATE

## Special Violence Prevention Edition – 2014

<p style="text-align: center;"><b>ABOUT SAFE GUARD ATONE VALIDATE EDUCATE (SAVE)</b></p> <p style="text-align: center;"><b>MISSION STATEMENT</b></p> <p style="text-align: center;"><i>We make children job-ready instead of jail-ready.</i></p> <p style="text-align: center;"><b>FOUNDATIONAL BELIEFS</b></p> <p style="text-align: center;"><i>We believe –</i></p> <ol style="list-style-type: none"> <li>1. Children are priceless, worthy of being saved and have the capability to change.</li> <li>2. Character education is the crux and is essential for eternal effectiveness.</li> <li>3. Parenting is a responsibility, built on a foundation of character. Principled parents promote passionate positivism.</li> <li>4. Engaged and involved parenting provides prevention.</li> <li>5. Safeguarding, atoning, validating and educating are the essential elements of retooling the minds of the misguided.</li> </ol> <p style="text-align: center;"><b>VALUES</b></p> <ol style="list-style-type: none"> <li>1. <b>SAFE GUARD:</b> WE organize to end the genocidal level of violence within urban communities.</li> <li>2. <b>ATONE:</b> WE strive to help misguided young people make amends to their communities and families.</li> <li>3. <b>VALIDATE:</b> WE unite to reduce high-risk behavior associated with low self-esteem, peer-pressure and bullying.</li> <li>4. <b>EDUCATE:</b> WE promote educational empowerment and positive growth and development.</li> </ol> <p>SAVE is the prison-based global leader in character building, marketable skills, and social services for incarcerated children and parents. Recipients include thousands of federal prisoners, as well as numerous government entities and educational departments. Organizations and individuals access SAVE books and programs through leadership training, motivational speeches, one-on-one mentoring, educational workshops, curriculum, classes and <a href="http://www.cedricdean.com">www.cedricdean.com</a>. To learn more about Cedric Dean's books and services go to <a href="http://www.cedricdean.com">www.cedricdean.com</a>.</p>	<p style="text-align: center;"><b>3 – Editor's Desk</b></p> <p style="text-align: center;"><b>BRIEFING</b></p> <p>4 – Milestones of Cedric Dean</p> <p>5 – About How to Stop the Killing Campaign</p> <p>10 – About SAVE Institute</p> <p style="text-align: center;"><b>FEATURES</b></p> <p>6 – FAQ in the Aftermath of Sandy Hook</p> <p>7 – Cedric Dean helps transform gangsters</p> <p>8 – Cedric Dean answers questions</p> <p style="text-align: center;"><b>PUBLISHED BY</b></p> <p style="text-align: center;">Cedric Dean, Editor-in-Chief and Sponsor, LYNNK Public Relations</p>
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## Editor's Desk

I would like to share with you one of my dreams. Please clear your mind of everything except what I am about to reveal. Please focus with me and really open your mind.

In my mind's eye, I saw myself going to the homegoing of a loved one. I saw myself riding in a limo and getting out. As I walked inside the packed church, I noticed the most beautiful flowers I'd ever seen; I heard my favorite gospel song: Precious Lord – the vocals were perfect over the soft organ music. I saw the faces of friends and family as I passed along the way. I felt the unconditional love, the uniform sorrow, which radiated from the hearts of the people there.

As I walked to the front of the sanctuary and looked inside the decorative casket, I suddenly came face to face with myself. This was my homegoing. Everyone was there to honor me, to express feelings of love and appreciation for my life.

As I took a seat and waited for the service to begin, I looked at the program in my hand. There were several speakers, but the first was me. I sat and thought deeply. What could I possibly say? What kind of man robbed drug dealers and sold crack to his own people? What kind of example had I been to the younger generation, many of whom aspired to be a thug like me?

What character did people see in me? What contributions, what achievements could I point out? Whose life had I made a difference in?

The more I thought about it, the more I realized that I was scheduled to speak first because there was nothing good anyone could say about me – nothing good I could even say about myself.

Suddenly, God woke me up. It had all been a dream. But I began to think about the real thing. I really would want the speakers' words to represent a life that epitomized the love of Jesus over a period of years rather than the deeds of the devil. I would want their hearts and minds to be filled with the pleasant memories of deep, meaningful times together. I would want them to remember me as a humanitarian who served the needs of others, as a testament of God's redemptive power who learned from the pain of growing up in prison. I would want them to remember the times they came to me with their problems and concerns and I didn't hesitate to listen, labor, and love. I would want them to declare – Cedric Lamonte Dean – never neglected to help them.

Yes, I would want them all to admit that I wasn't perfect, but that I had tried with everything I had. And that, perhaps more than anybody in the world, I loved them. I valued them. I safeguarded, atoned, validated and educated them.

At the calling of President Obama, SAVE and its affiliates officially launched in January 2012 *Save a Child Month* (SACM) along with participating localities and other community organizations. We created SACM as a context for participating localities to share challenges and promising strategies with each other and to explore how communities can have a positive impact in reducing violence.

January 2014 marks the 3<sup>rd</sup> annual SACM initiative. I am calling on all distressed communities to participate by sharing information and experience about what works in preventing youth and gang violence. I am calling on you to pledge to develop or enhance comprehensive plans to prevent youth and gang violence in your city. I am begging you to apply the *How to Stop the Killing* plan to use multi-disciplinary partnerships, balanced approaches, and data-driven strategies.

We know that if young people aren't safe, they can't excel. We all have a stake in their future and a responsibility to keep them out of harm's way. SAVE is committed to working with community and school leaders to address core causes of crime and violence in and around our communities and to implement the most effective solutions. SACM is an opportunity to better learn how we can provide the tools and resources that communities, administrators, teachers, parents, and students need to keep our young people safe.

Sincerely,  
Cedric Dean

## Milestones in the life of Cedric Dean

- 1972 – Born Cedric Lamonte Dean in Charlotte, N.C.
- 1988 – Sentenced to 14 years for robbery with a dangerous weapon.
- 1990 – Earns General Education Diploma
- 1994 – Released from prison after serving 66 months
- 1996 – Sentenced to Life plus 5 years for selling crack and carrying a gun
- 2002 – Writes *first* book: *For the Love of the Streets*
- 2004 – Appointed Executive Director of NAACP Prison Branch 5135 and becomes GED and Creative Writing teacher
- 2005 – Appears in written word before members of Congressional Black Caucus
- 2008 – Becomes *first* federal prisoner to publish (5) books from prison in 1 year
- 2009 – Federal judge reduces his sentence to 35 years pursuant to sentencing guideline changes. Dean found *Safeguard Alone Validate Educate (SAVE)* to combat juvenile delinquency.
- 2010 – Receives Teacher's Assistant certification from U.S. Department of Labor
- 2011 – Becomes *first* federal prisoner to simultaneously receive *Civil Service* and *Call-to-Service* Awards
- 2012 – Found *Save a child Month*, an annual New Year's initiative to dismantle the juvenile pipeline to premature death and imprisonment. Fair Sentencing Act reduces his sentence to 27 years
- 2013 – Found SAVE Institute and Incarceration Prevention Class (IPC) model. Publishes 17<sup>th</sup> book: *How to Stop the Killing*

# ABOUT HOW TO STOP THE KILLING CAMPAIGN

## MISSION STATEMENT

*We enable peace in people and communities everywhere.*

## FOUNDATIONAL BELIEFS

*We believe –*

1. People are inherently capable, able to succeed and have the power to be peaceful.
2. Principles are priceless and timeless, and are the foundation for lasting peace.
3. Serving is a choice, built inside out on a foundation of love. God has blessed us to be patient, positive, and purposeful with all people at all times
4. Efforts of effectiveness come only from the committed practice of integrated ideas and initiatives.
5. Professional profitable performance requires a physical, mental, social/emotional and spiritual balance – a focus on results, not methods.

## VALUES

1. **Commitment to Principles:** WE are passionate about our mission, and aspire to be examples of the principles and practices we promote.
2. **Lasting Community Impact:** WE are relentless about delivering on our promises to create community peace. Our success comes only with universal peace.
3. **Respect for the Whole Person:** WE value each other and treat each human being with whom we serve as true partners.
4. **Profitable Progression:** WE embrace profitability and progression as the lifeblood of our movement; they give us the liberty to live our mission and vision.

*How to Stop the Killing Campaign is an all-inclusive movement to end the genocidal levels of senseless violence. Our violence prevention efforts are coordinated with participating localities and organizations, and are a context for all involved participants to share challenges and promising strategies with each other and to identify ways communities can have a positive impact in reducing violence.*

*To learn more about the How to Stop the Killing Campaign go to [www.cedricdelean.com](http://www.cedricdelean.com).*

# Frequently Asked Questions (FAQ) In the Aftermath of Sandy Hook

*Safeguard Alone Validate Educate (SAVE)* is a nonprofit prisoner-led campaign that seeks to make the 135,000 schools in America safer. SAVE provides the general information below in an effort to respond to questions that we have received since the attack by gunman Adam Lanza killed 20 children and six staff members at the Newtown, Connecticut Sandy Hook Elementary School. Please remember that each student responds to exposure to violence differently. Crisis intervention must be tailored to the individual and should be provided with love, kindness, and care.

**1. I am a teenage mom who quit school to raise my child. What can I do to prevent my son from joining a gang?**

Many teenage mothers – who are single like you – feel that they are helpless. Perhaps others told you that you are unfit to be a mother. Just because you are young doesn't mean you can't learn to be a parent. Find you a mentor. You need a life coach who can teach you the ins and outs of parenting. Take etiquette classes and parenting training. Also, join parenting support groups. These groups can help you stay focused and faithful to involved and engaged parenting, as well as share information about effective parenting styles. Lead by example, and go back to school to get your diploma. Lastly, spend quality and quantity time with your son. For a step-by-step blueprint on how to stop your son from joining a gang, please get a copy of *How to Stop Your Children from Going to Prison*, which is available via [www.Amazon.com](http://www.Amazon.com).

**2. What's the best way to connect with a disruptive child?**

Disrespect is devastating and violates a parent's mind, body and spirit. Discipline is the only dose for disrespect. Tough love! You must root out the disrespect completely. Zero tolerance! Children don't have to like what you say, but they must respect and obey it. The same way you give you can take – phones, games, activities, etc. Whatever it takes! Connect through your child's disconnect to these things you take away.

**3. I was bullied and I feel like taking a gun to school. Am I wrong for feeling this way?**

Two wrongs can never be right. Don't be so right that you're wrong. You may feel like this is your only way to get some respect. But it's not. This is a for sure way to go to jail. You don't have to do wrong to make matters right. You have a school resource officer or principal who can and will hold your bully accountable. The only way to right a wrong is by doing what's right. Let the principal or police deal with your bully instead of dealing with you for bringing a gun to school.

For more free information visit [www.cedricdean.com](http://www.cedricdean.com). We wish you the best.

# A not-so-impossible goal to retool, reform criminals

## Cedric Dean helps transform gangsters from around the world

FEDERAL BUREAU OF PRISONS – While being imprisoned since 1995, Cedric Dean founded Safeguard Atone Validate Educate (SAVE), a non-partisan campaign that promotes global peace. He is known affectionately by many prisoners as: Save the World.

It's a moniker he's truly proud of.

The nickname was the result of his exemplary work in stemming prison violence, and courtesy of his insistent and incessant proclamation that inmates such as drug dealers and gang members could be engineers of a new community development project.

"I was convinced the next Don King or Charles Dutton could hail from the Federal Bureau of Prisons, if they were only given a chance," says Dean, 41, a mountain of focused determination in his tiny prison cell, where never-ending noise mixes with unwavering studies and writing.

"There was willpower, but there was no willingness to trust" among prison officials, he recalls. "Assembling 150 inmates in the prison chapel for a prisoner-taught seminar was unheard of. It was a lot of fear – no faith."

Dean is all about having faith over fear. In the past 4 years, his non-partisan brainchild – SAVE – has gone from being mistaken for a front to helping thousands of federal prisoners rise up from promising-but-limited potential to, in many cases, real father's and real men.

SAVE has partners nationwide, and in countries that include the Netherlands and Great Britain. Each was a major contributor to the January 2012 launch of Save a Child Month, an annual global initiative to safeguard young people from premature death and imprisonment.

SAVE's formula is simple:

1. Encourage law enforcement officials to help young people safeguard themselves from crime, drugs, guns, and violence.
2. Invite clergy and help them atone for their misgivings.
3. Enlist professionals to act as life coaches and assist youngsters in the development of life plans.
4. Recruit educators to meet with dropouts and potential dropouts and redirect them back to school.

Ultimately, this creates mentors to nurture the next generation of law-abiding citizens. Larry Marlow Chambers, a pioneer of the crack cocaine epidemic, is SAVE's Peace Ambassador, and thanks to his intervention and prevention outreach, more and more gangsters have become gentlemen. Chambers is helping rebuild the men who tore down families and communities.

Dean's greatest example, however, is himself. In 1996, he was sentenced to life plus 5 years for his role as a gun-toting crack dealer. He started a holistic, integrated, principle-centered approach for reforming himself. With penetrating insights and pointed, powerful lessons in personal change, by fellow prisoners, he was directed to a step-by-step pathway for living with fairness, integrity, service, and human dignity. Once he connected with Lawrence Little in 2003, a former NAACP Prison Branch president and model prisoner, Dean never looked back. He served as Chairman of the Community Connections Committee under Little's leadership, and Executive Director, under Johnny Stuart, Little's Successor.

(Continued on page 11)

## QUESTIONS I AM OFTEN ASKED

**Q:** *How to Stop Your Children from Going to Prison* was published in 2008. Given the rise in incarceration rates for young people that have followed, what would you change, add, or subtract?

**A:** I'm not answering arrogantly, but honestly I wouldn't change anything. I would probably use more personal experiences and those of others but I have had the opportunity to do that in some of the books since then.

For example, over 500 of my GED students have earned their diplomas. So the *How to Save Our Children from Crime Drugs and Violence* book (published 2010) showcased my evidence-based effective teaching model but also added more substance and solutions for juvenile delinquency.

Also, SAVE applied the framework to the unique needs, interests and challenges of challenges of young people in a very visually attractive, educational, and edifying way in the *Cedric Dean New Life Curriculum* workbook series.

We have also had countless people worldwide tell us of the transformational impact our *Leaders Breed Leaders* workshops have had on their own lives through internalizing the 7 keys of leadership.

**Q:** What have you learned about your self-help books since your debut as in author in 2008?

**A:** I have learned too much to mention it all. I'll briefly share some more significant lessons.

First, the importance of living, not just existing. Anyone can make a difference from a place of indifference. I value the positive feedback of the people who have shared the details of their fascinating stories of courage and inspiration in all of my *How to* books – showing the transforming power of the solutions in all manners of personal, family, and correctional settings regardless of their circumstances, status, or prior life experiences.

Second, from communications all over the world about my work I have come to appreciate the universal nature of the solutions I've presented in my writings. Customs and conventions may vary and are culturally diverse, but the problems are the same. I have found the solutions contained in my books are applicable worldwide. All countries, small and large alike, face similar problems, have similar needs, and uniformly relate with the simplistic solutions.

Third, I have come to see the institutional implications of the solutions, although, in the strict technical sense, a prison has far more problems than a public learning institution. Its culture has politics and convict codes, which represent problems. A prison also has established programs, processes, and procedures. These represent problems. In fact, in the last analysis, one in six high security federal prisoners were in a gang. I have worked with thousands of prisoners from every ethnicity and background and have found that the same simplistic solutions contained in my books apply and define effectiveness.

Finally, you can implement all of the solutions by starting with any one. And you can also implement one solution in a way that leads to the implementation of them all. It's like a math problem where the solution is contained in the problem and the problem is contained in the solution.

(Continued on page 9)



**QUESTIONS I AM OFTEN ASKED (Continued from page 8)**

**Q:** You're the founder of *Save a Child Month (SACM)*. Is *Save a Child Month Working?*

**A:** It is. I've been able to inspire others to partner with me and share our most fundamental values. But it hasn't been perfect. Like any other campaign, we're challenged by changing cultural realities. *Save a Child Month* started in January 2012. It takes time, patience, and perseverance in applying the principles and the real test of SACM's success will be in the long run. No snapshot will portray an accurate picture.  
Any observance month takes time to grow, but eventually it expands to its fullest potential. This is true with SACM. The main thing is we are committed to success and we are open to public feedback and public involvement.

**Q:** Why four weeks? Why not one day or one week? What is so significant about a month?

**A:** Actually, it just so happens that the four elements of SAVE's mission (*Safeguard, Alone Validate, Educate*) coincide with the four weeks of a month.

When asked this question, I've always pointed out the correlation of the 4 Ps – (*police, preachers, professionals, professors*). Each element corresponds with its human counterpart. *Police, preachers, professors*, and professors educate. So they are very significant, safeguard, preachers alone, professionals validate, and professors educate. And each is given a week to make a significant contribution.

**Q:** How does notoriety affect you?

**A:** It affects me in various ways. From a prisoner standpoint, it's respected. From an activist standpoint, it's appreciated, but I must candidly admit that I didn't come up with these solutions on my own and deserve no credit. I have been truly blessed by God to meet some extraordinary viewpoints and insights that the willingly shared with me. They had the methods and I had the means. I am not a superstar; I am a super servant. I don't want any followers. I am trying to influence people to follow God's word, *will and way*.

**Q:** How is social media going to affect crime in the future?

**A:** When the platform expands, everything expands, and I think the social media platform is a double-edge sword. On one end it can cause serious bodily harm and on the other end it can prevent it. It will accelerate all good and bad behavior. I'm also convinced that it is for these very reasons that character education becomes even more important. Positive parenting without practicing what you preach does not work, and, the more influential Social Media becomes, particularly in early childhood development criteria in the access and use of that platform.

*(Conclusion on page 12)*

When learners graduate from SAVE Institute, our expectations is that they will be community assets, critical thinkers, effective communicators, and responsible leaders.

These normative principle-centered values are integral to the development, maturity, and education of ethical and morally respectable citizens who continue on the path of infinite learning. Each element or objective of the SAVE Institute mission statement is uniquely addressed in the SAVE curriculum and by the SAVE culture, which shapes a rich learning environment from which students graduate with principles and purpose.

In addition, the curriculum fosters character development so that students realize within themselves the elements of compassion and accountability. A uniquely important element of the SAVE Institute mission statement is the defining attribute of its human rights heritage. The SAVE community defines its culture by the way its members reflect a commitment to social justice and creates the SAVE experience in a manner that reflects civil service to support students and graduates through successful life journey.

The curriculum at SAVE Institute is designed to prepare students with the character and knowledge needed to be a difference maker in the world. Students are challenged to develop these tools and to expand their intellectual boundaries in order to become successful in their pursuits.

SAVE Institute prepares learners to become community assets, critical thinkers, effective communicators, and responsible leaders by providing academically challenging, principle-centered curriculum from the context of our human rights heritage.

## MISSION

*SAVE Institute is a premier principle-centered institute educating children and adults to lead and serve.*

## VISION

# MISSION & VISION AT SAVE INSTITUTE

**Cedric Dean helps transform gangsters from around the world (Continued from page 7)**

Dean is philosophically for the trend of prisoners-reforming-prisoners; he sees true change resulting only from inmates accepting responsibility for each other. As a result, SAVE "is not in the short-term game, we're about long-term," he says, adding that prisoners looking for his support typically are sick and tired of living to die.

"Leading by example is what makes other inmates say, 'Hey, if Dean can do it, so can I,'" Dean says, adding that real repentances comes from within.

"Prisoners in high and medium security facilities live in constant chaos. Out of that often come opportunities," he says. "Secondly, prisoners in many of these penitentiaries and institutions don't have much support from family and friends, so they turn to positive peers like me for that support."

By all accounts, SAVE's uncompromising personalized service and track record is directed to the unique force of nature that is Dean. Although the acclaimed author of 17 published books is married to his mission and wouldn't look out of place with literary stars, doing something else would be out of the question.

"Cedric loves helping people, especially prisoners," says his mother, Betty Dean Baker, who started BDB Publishing, LLC in 2008 to make her son's dream of becoming a published author come true. "He has helped over 500 inmates get their GED. And thousands more have graduated from his many reentry preparation classes. He even started an online SAVE Institute. If those things don't represent change, I don't know what does." Baker has helped with the financing of SAVE's programs, which includes *Rehabilitate Integrate Educate (RISE)* and *Legions of Victim Empowerment (LOVE)*, two programs which demonstrates Dean's commitment to human rights.

"The exciting thing about my son is that he has given his life to Christ," says Baker, who was thankful, after years of fervent prayer, when Dean's sentence was reduced to 27 years in 2012. "God saved my son."

Baker's appreciation for the *Fair Sentencing Act*, which President Obama signed into law, aside, she adds that Dean's "tireless, unwavering effort had much to do with the significant sentence reduction. "He's passionately makes a way to help all people, particularly prisoners and young people."

That will never change.

"God saved me and it's my duty to help save the savable," Dean says flashing a grateful smile. "I am forever indebted to doing His will."

Dean now has a new project dedicated to the victims of the Sandy Hook school shooting. It's the absolute solution to reducing violence titled: *How to Stop the Killing*. Much of the book is confessions from convicts who contributed to creating the problem. Now, they, like Dean, are committed to solving it. "This book is my gift to America," says Dean. "It will help ensure the violence gets reduced for good."

Between his expanding global footprint (Dean is constantly online, either counseling or mentoring via the prison's email program), the demands of a cherished public life (SAVE dominate his days) and the ever-present stressors of prison life, (teaching classes, listening to problems, keeping the peace), it's a surprise the man has any free time for himself.

So of course, he's ready to be released.

"I think about going home everyday," Dean says. "And I'll be the happiest person in the world when I get there."

Second happiest, says his mother.

## QUESTIONS I AM OFTEN ASKED (Continued from page 9)

Q: Are you surprised or astounded at the popularity of cyber bullying and cyber gangbanging?

A: Yes and no. Yes, in that I had no idea it would become so common and that the damage has been so devastating. No, in the sense that the more access means the more problems, and I know firsthand the bigger the floor, the bigger the foolishness.

Q: What is your background and how did you come to write life-changing books?

A: I was a menace to society and it was implicitly understood that I would end up dead or in jail. However, once I went to jail, I found that I enjoyed teaching and transforming gangsters into gentlemen even more than crime. I became deeply interested and involved in the humane side of prison when I served as the executive director of a NACCP Prison Branch. Later I taught adult continuing education courses for various prison education departments throughout the country and did consulting, advising, and training on the side for several years. During that time, I became interested in creating integrated leadership and life-skills development programs around a sequential and balanced set of principles. These eventually evolved into the formation of SAVE and then while applying it to correctional settings it evolved into the free world. I decided to expand my activism and work with organizations and Houses of Worship globally. After, a few years of following a very carefully developed mission statement came the development of *Save a Child Month* and a movement that has enabled us to take the outreach to people throughout the world.

Q: What is your response to people who claim to have the real solution to senseless killing?

A: I say let's work together and compliment each other instead of competing. We might have the same solution and may be offering it in different words. I am about results, not recognition.

Q: Are you afraid for your life, speaking about against criminals, while being one?

A: I am afraid that if I don't do something, God will hold me accountable. I do believe that no weapon formed against me shall prosper. If you focus on your fears, you'll lose sight of your future. My ultimate destination is to be with the Lord. Whether I get there sooner or later, it doesn't matter much to me -- as long as I make it.

## ABOUT CEDRIC DEAN

CEDRIC DEAN is an internationally respected human rights activist, criminal justice expert, teacher, motivational speaker and author who has dedicated his life to teaching character education and parenting to build both families and communities. He is founder and president of Safeguard Alone Validate Educate (SAVE), the largest prisoner-led movement in America dedicated to saving the misguidedly from premature death and imprisonment and also started Save a Child Month in January 2012, which is an annual national initiative to educate, empower and emancipate troubled young people.