



INSTITUTE OF MEDICINE

OF THE NATIONAL ACADEMIES

Board on Global Health
Forum on Global Violence Prevention

mPreventViolence: Communication and Technology for Violence Prevention—A Workshop

Youth Violence Prevention and ICT

Kim Scott, Child Resiliency Programme, Hope Counseling and Wellness Center
Scott Goodstein, Revolution Messaging
Courtney Sieloff, Revolution Messaging

Kim Scott, MBBS, MPH, is founder and director of the Child Resiliency Programme, an after school program in Jamaica for children at risk for violence who are referred from primary schools. Previously, she has worked in private general practice and at university and public clinics, including the Women Centre of Jamaica for 5 years with a predominant youth clientele. Additionally, she has worked for the Academy for Educational Development in Washington, DC, where she designed and conducted adolescent resiliency research and developed and implemented a home visiting parenting program for adolescents. She has conducted multiple training seminars for various private and public sectors around parenting and adolescent health risk and resiliency (specifically sexuality, HIV/pregnancy, drugs, violence, depression, suicide) including coaches, pastors, guidance counsellors, teachers and health service personnel. Dr. Scott is a member of the International Association of Adolescent Health, the Society of Adolescent Health and Medicine, and the Medical Association of Jamaica.

Scott Goodstein was External Online Director for Obama for America, and developed the campaign's social networking platforms. His pioneering work included running the first political campaign effort to launch niche based social networks like BlackPlanet, Eons, MiGente, AsianAve, Disaboom, etc. He built the campaign's lifestyle marketing strategy and developed the "street team" materials used in battleground states. Goodstein also created and implemented Obama Mobile, an advanced communication strategy that included text messaging, downloads, interactive voice response communication, a mobile web site (WAP), and an iPhone application. Prior to his work at Obama for America, Goodstein worked for the Democratic Legislative Campaign Committee, Democratic Congressional Campaign Committee, and over two dozen progressive political initiatives. In 2004, Goodstein co-founded Punkvoter.com and Rock Against Bush which became a \$4 million young voter mobilization effort. He has conducted political trainings for the National Democratic Institute, UNICEF, Democracy for America, the Campaign Management Institute, and the New Organizing Institute.

Courtney Sieloff, M.A., is an organizer, political strategist and connector. She is the Senior Strategist at Revolution Messaging, a mobile communications and social media consulting firm in Washington, D.C. Previously, she was the Executive Director for the V3 Campaign. Sieloff worked for The Harbour Group, where she applied her extensive strategic development and issue advocacy experience to develop new media strategies for clients. She has worked with the Natural Products Association and for a large gaming corporation, acting as the Political Action Committee Manager. Courtney spent two years as a Regional Field Coordinator for the National Association of Letter Carriers (AFL-CIO) where she developed and executed strategies to educate and mobilize the membership of a ten-state region. Courtney successfully trained and recruited activists in the nation during a key education campaign and held a leadership role in Pennsylvania for the Labor2004 Presidential campaign program. Sieloff worked for Congressman Cummings' (MD-07) 2002 reelection campaign and for a number of other campaigns as either paid or volunteer staff. Courtney is a founder of WIPT (Women in Political Technology) and is also the founder and principal of JobsthatareLEFT, a nationwide job bank and networking organization serving 16,000+ members.

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