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**FOR IMMEDIATE RELEASE**  
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**Johns Hopkins University Undergraduates Compete in Department of  
Homeland Security's Invent2Prevent Program**

**Baltimore, MD**—For the 2023 Spring semester, students in the Johns Hopkins University Advertising & Integrated Marketing Communication class have joined The Department of Homeland Security's (DHS) Invent2Prevent (I2P) program and formed an in-class marketing agency, Homewood Strategies. This program is an initiative undertaken by the DHS's Center for Prevention Programs and Partnerships (CP3). As an I2P participant, Homewood Strategies will develop and promote a unique tool, product, or initiative for the client with the goal of countering targeted violence. Through this opportunity, I2P is building a nationwide community of students who are passionate about making a difference and building a better world. Participating universities nationwide are competing to present to the client in Washington D.C in June and for monetary awards totaling \$18,000.

*Homewood Strategies* will begin by conducting primary and secondary research including surveys and in-depth interviews to learn about the target market. Based on the findings, the agency will design an integrated marketing campaign to fulfill both the mission of the I2P program and client objectives: preventing targeted violence and terrorism while building social awareness, responsibility, and connectivity. Nikki Ucheya, a senior in the class, said "I'm very excited to take on the challenge our client has presented us with. I feel there are a lot of bright minds in this class, and I have faith that we'll achieve the goals we've set." Students will work to leverage social media and other platforms to spread awareness about the campaign. At the end of the semester, the effectiveness of the campaign will be measured through social media metrics and post-campaign research. A final portfolio will be submitted reflecting the work done by the agency-from planning through implementation. The top three finalists, as determined by the client, will be invited to give a formal presentation in Washington, D.C.

**About Invent2Prevent:** Invent2Prevent, a Department of Homeland Security Center for Prevention Programs and Partnerships (CP3) funded initiative, is an experiential learning program that challenges students at the high school and collegiate levels to create and implement peer-developed initiatives, products, or tools to address targeted violence and acts of hate or terrorism in their specific communities. Since Invent2Prevent's inception in Spring 2021, more than 700 students in 111 collegiate programs across 32 states and Washington D.C. and 54 high school programs across 20 states have participated.

**About the Center for Prevention Programs and Partnerships:** CP3 works with communities to prevent acts of targeted violence and terrorism, including attacks on schools, workplaces, public gatherings, and other settings. CP3 seeks to ensure that the leaders of tomorrow play an active role in designing innovative solutions to build more resilient communities today through programs such as Invent2Prevent.