

DeRay Mckesson, Johnetta Elzie and Co. Launch Campaign Zero To End Police Brutality

The "data-informed" platform was launched at the end of last week by prominent black activists, presenting a 10-point platform for eliminating police brutality.

Sameer Rao Aug 24, 2015 12:14PM EDT



Colorlines Screenshot of Campaign Zero's platform graphic, taken August 24, 2015. Colorlines Screenshot

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DeRay Mckesson and Johnetta Elzie teamed up with activist/Ferguson Commission appointee [Brittany Packnett](#) and data scientist [Samuel Sinyangwe](#) to launch [Campaign Zero](#) at the end of last week, offering a formalized and accessible new tool in the fight against police brutality.

Campaign Zero acts as a data-driven platform for the broader struggle against police violence and offers policy points for how to ultimately reform the problematic structures that have resulted in law enforcement violence for so long. The ten points, as outlined in the graphic attached to Mckesson's Twitter post (and which can be seen [here](#)) are as follows:

- 1) End Broken Windows Policing
- 2) Community Oversight
- 3) Limit Use of Force
- 4) Independently Investigate & Prosecute
- 5) Community Representation
- 6) Body Cams/Film the Police
- 7) Training
- 8) End For-Profit Policing
- 9) Demilitarization
- 10) Fair Police Union Contracts

Campaign Zero also offers a [tracking tool](#) for the 2016 presidential election, outlining where various candidates from both parties stand on the ten policy points, among other graphic tools outlining the statistical impact and story of contemporary police violence.

Visit [Campaign Zero's website](#) to see more.