

UPF USA: US Expert Outlines Community Approach to Prevent Violence

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Washington, D.C., United States – The July 29, 2028 biweekly UPF Stopping the Violence in America webinar featured **Mr. Robert Williams**, founder and executive director of Keeping Communities On Guard (KCOG), a grassroots organization based in Kansas City, Missouri.

The webinar opened with an overview of UPF's four-year initiative to address gun violence and the evolution of the National Stopping the Violence Best Practices Task Force. Participants were reminded of the initiative's mission to identify and promote best practices that strengthen families, reduce violence, and build safer communities.

Mr. Williams delivered a powerful presentation grounded in his decades of community service, mental-health advocacy, and civic engagement. He shared his guiding philosophy – "Help someone, somehow, every day" – and described how KCOG mobilizes residents, nonprofits, businesses and faith leaders to work together as one unified voice.

He outlined KCOG's mission to promote love, honor and respect throughout the community by working creatively with at-risk youth, and its vision to serve as a national model for collaborative grassroots leadership. Participants engaged actively through questions and reflections, expressing appreciation for his authenticity and practical insights.

Attendees noted that his message was "grounded, real, and deeply inspiring." Many expressed interest in future collaboration and requested follow-up materials and contact information.