

# Jump Start the New Year in 2023 with Global Traveler Dynamo Shonda Scott, Creator of 12 New Things™ Life Journey Challenge

*Do Something New And Different Each Month For A Year!*

**G**lobal traveler Shonda Scott is just what the doctor ordered.

The mastermind behind the infectious 12 New Things™ Journey Challenge, Shonda is one of the most influential women travelers who you want to follow if you are looking to kick start your life and adventure for 2023 check out [12newthings.com](https://12newthings.com).



Shonda Scott

Do something new and different each month for a year with the 12 New Things™ Challenge.

“The list could be anything you would like for it to be, maybe horseback riding, hiking in Yosemite, taking in a concert of a new genre, or taking up painting (the sky is the limit) - whatever you’ve been wanting to do and just haven’t done, you can begin your own personal 12 New Things™ adventure by jumping in and going for it,” says Shonda.

“My 12 New Things™ list includes different experiences,” Shonda enthusiastically states “It just so happens that I love to travel,” she says. “I’m

able to unwind, explore, and enjoy different destinations when traveling and immerse myself in the culture, cuisine, and nature of every place I visit.” “Traveling also provides me with new ideas and perspectives on different subjects, as I learn more about the places I visit (and even myself).”

Visiting Davies Symphony Hall recently in San Francisco to check out “The Colors of Christmas” concert was a first for Shonda and she soon added the experience to her 12 New Things Holiday check list.

When asked what led to her creating 12 New Things™ Challenge, she shared what started as a personal goal, spring-boarded into thousands

deciding to join the challenge with her to make an on-going lifestyle change.

“As part of my birthday celebrations in 2019, I created the 12 New Things™ campaign, to do something new and different each month for a year, forcing me out of my comfort zone and embracing change in a fun, positive way.” “12 New Things™ has now become a lifestyle of evolution and renewal for me and others,” she says.

Challenging yourself is one of the most important aspects of self-growth. Without challenge and change, there can be no progress or improvement.

Shonda 12 New Things diving in Tulum (Mexico) Cenotes.

“We often talk about things that we want out of life, things we dream about, and that’s where it ends – with us talking about it. We’re not always willing to challenge ourselves, to step out of our comfort zone and actually make things happen. Change and challenge, doing things that scare or intimidate us might seem difficult, but it doesn’t have to be,” Shonda added.

Join Shonda on 12 New Things™ lifestyle journey! You can watch for tips on 12 New Things™ for you to try, hear her lessons learned, and learn how to share your 12 New Things™ journey. When sharing on social media, use hashtag #12newthings.

To join the 12 New Things™ Journey Challenge, sign up at [12newthings.com](https://12newthings.com).

About Shonda Scott

In 2006, CEO Shonda Scott created 360 Total Concept as part of the solution by providing management services to organizations needing support in public relations, monitoring and compliance, logistics, and facilities management. 360 is headquartered in Oakland/Bay Area, with a national footprint.

360 has a portfolio of mega projects, which includes giants such as Uber, Kaiser Permanente, major transportation agencies, airports, and stadiums. 360 has provided support services such as creating diversity spending strategies, which has helped generate over \$200 million reinvestment back into historically



underserved communities and increase the utilization for small businesses.

In 2012, Shonda was appointed to President Obama’s Platform Committee. Based on her civic and community leadership, in 2006 Congresswoman Barbara Lee recognized Shonda as a CBC Young Leader. Shonda was inducted into Alameda County’s Women’s Hall of Fame in 2018 for her business acumen.

In addition to her entrepreneurial and civic work, Ms. Scott is the executive producer and host of a talk show “Spotlight with Shonda Scott,” a lifestyle show, highlighting local and national influencers and unsung heroes.

**Shonda is a lifetime member of CAL/UCLA Alumni Association, and an active member of UCLA Bay Area Black Bruins Alumni Association.**

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likely to have force used against them compared to white individuals, while Asian and other individuals were less likely.

Specifically, the odds of having force used during a stop were 1.32 times and 1.16 times as high for Black and Hispanic individuals, respectively.

Asian and other individuals whom officers stopped had lower odds of having force used against them (0.80 and 0.82, respectively) relative to the odds for those perceived as white.

Search discovery rate analyses showed that, when officers searched individuals, all races, or ethnic groups of color, except for Asian and Middle Eastern/South Asian individuals, had higher search rates despite having lower rates of discovering contraband than individuals perceived as white.

Furthermore, a search and discovery rate analysis

show that officers searched people perceived to have a mental health disability 4.8 times more often and people perceived to have other types of disabilities 2.7 times more often than people perceived to have no disability.

Still, they discovered contraband or evidence at a lower rate during stops and searches of people with disabilities.

Officers used force against individuals perceived to have mental health disabilities at 5.2 times the rate at which they used force against individuals they perceived to have no disabilities.

The data show that Black and Hispanic/Latinx individuals are asked for consent to search at higher rates than white individuals.

Officers searched Black, Hispanic/Latinx, and multiracial individuals at higher rates for consent-only searches than all other racial/ethnic groups.

These consent-only searches resulted in lower rates of discovery of contraband (8.5%, 11.3%, and 13.0%, respectively) than searches of all other racial and ethnic groups.

The reason for the stop was a traffic violation in more than half of the stops where officers conducted a consent-only search (consent being the only reason for the search) of black, Hispanic/Latinx, and Middle Eastern/South Asian individuals.

On the other hand, less than 30% of the consent-only searches of white people happened during traffic stops.

The people who wrote the report said that searches based on consent alone lead to fewer discoveries than searches based on reasonable suspicion or probable cause.

With consent-only searches, the rate of finding something was 9.2 percentage points lower for Black people than for white people.

“Given the disparities in the data on consent searches, the board questions whether consent searches are truly voluntary,” the authors wrote.

While the data show that most people consent to a search when asked by an officer, research from the report reflects that this “consent” is not necessarily voluntary because of the inherent power inequality between a law enforcement officer and a member of the public.

The research shows that this natural power imbalance is evident in vulnerable groups, such as people with mental health problems or young people, who may be more likely to give in to authority.

“Indeed,” the authors wrote, “RIPA data reflects that for both people with mental health disabilities and youth, a larger proportion of their stops that began as consensual encounters resulted in searches, as compared to people without mental health disabilities or adults.”

Board members said they carefully looked at the data about people who were stopped and searched because of their status as people under supervision.

The Board’s analyses reveal significant disparities that warrant further examination of law enforcement practices.

For example, officers performed supervision-only searches – where supervision status is the only basis for the search – of individuals perceived as Black at 2.8 times the rate at which they performed supervision-only searches of individuals they perceived as white.

Similarly, officers also performed supervision plus searches – where the officer had some other basis to search the person – of Black individuals at 3.3 times the rate they performed supervision plus searches of white individuals.

The rates of discovering contraband for supervision-only searches were lower for all

racial/ethnic groups than white individuals; Black individuals had the most considerable difference in their discovery rate (-11.4 percentage points) compared to whites.

Officers also reported a higher proportion of supervision-only searches during stops for traffic violations (46.9%) than during reasonable suspicion stops (24.6%).

“These were just a few of the many disparities discussed in the report,” board members noted.

“Given the large disparities observed, the Board reviewed efforts by various law enforcement agencies to limit inquiries into supervision status as well as stops and searches on the basis of supervision status.

**“The RIPA data further indicates that the practice of conducting supervision-only searches shows racial disparities that result in low yield rates of contraband or evidence.”**