



Sandy Hook **PROMISE**

**Creating Safer, Healthier
Schools and Communities**

Purpose in speaking with you ...

- Provide an overview of Sandy Hook Promise (SHP)
 - Who are we, What do we do, How do we do it
 - Background on how we arrived at “What we do”
 - *Share our Know the Signs* programs
 - Delivery and Impact of our *Know the Signs* programs
- How you can bring our no cost Know the Signs programs to your state
- Answer your questions on SHP and School Safety

WHO is Sandy Hook Promise

National nonprofit organization led by several family members who lost loved ones at the Sandy Hook Elementary School shooting on December 14, 2012.



Sandy Hook Promise - WHAT we do

Prevent gun violence BEFORE it happens by creating a culture engaged and committed to:

- Identifying, intervening and getting help for individuals who may be at-risk of hurting themselves or others through school-based programs
- Human-side policy ... Mental health, wellness, school safety program support / funding, limiting identified at-risk youth and adults ownership of/access to firearms until they are deemed fit (ERPO, Red Flag Laws)

HOW do we do it

- **EDUCATE** and empower, at no cost, middle/high school youth and the adults around them in our *Know the Signs* prevention programs



“We create connected communities who watch out for one another and use their voice to get help for at-risk individuals”

HOW do we do it

- **DELIVER** and sustain our programs via multiple platforms
 - In-district program coordinator to on-board/sustain programs
 - Direct Training through National & Local Trainers
 - Digital Curriculum Download / Interactive Training Video
 - Embed programs in student clubs to sustain post-training
 - Call-to- Action Weeks and Awareness Materials



SHP Impact ...

- ~3,500,000 youth and adults in 7,000+ schools have been trained in our programs ... we will train an additional 3 million in the 2018-19 school year alone!
- Intervened and stopped hundreds of school shooting, suicide/ideation, and gun threats across the US
- Stopped/reduced cutting, bullying, and other acts of violence and victimization
- Helped hundreds of youth get mental health and wellness assistance

A Little Background...

After the shooting ...

- Conducted qualitative and quantitative research with
 - Academics – violence and victimization fields
 - Law enforcement
 - Educators, Superintendents, School Boards
 - Mental health professionals
 - Social movement experts
- Core learnings that helped form what we do to minimize pathway behaviors/prevent violence
- How best to deliver and sustain identified solutions in schools across the US

1. Schools ARE safe from gun violence



However ...

Schools ARE NOT
immune to
violence, suicide
or threats.



Each year, there are hundreds of thousands of acts of youth violence and victimization

749,000 students
were victims of violence

876,000 students were
afraid of attack or harm at
school

1,000,000 students
were threatened or
injured with a weapon
on school property

250,000 students seriously
considered attempting suicide

5% of school teachers reported
that they had been physically
attacked by a student from their
school

1,000,000 students were
harassed, threatened or subject
to other forms of cyberbullying

These acts have and continue to undermine individual and school safety and well-being

- Disruption of learning and safety
- Stressful school environment
- Trauma and mental illness
- Loss of teaching time and days at school
- At its extreme, loss of life via suicide or homicide



2. (Gun) violence and victimization caused by lack of mental wellness, NOT mental illness



**Lack
Mental
Wellness**

**Mental
Illness**

Coping, Anger Management,
Empathy, Social Development,
Problem Solving

3. There are almost always signs ...

- Individuals often show warning signs/share information BEFORE they are violent, attempt suicide or make threats
 - 37% of threats of violence, bullying, etc. are sent electronically. 28% used social media
 - 80% of school shooters tell someone of their violent plans. 69% tell more than one person
 - Most mass shootings are planned for 6+ months
 - Up to 70% of people who complete suicide tell someone their plans or give some other warning sign
- Youth display/present these signs between the ages of 13-17
 - Creating a petri-dish or breeding ground in schools
 - Creating opportunities for early identification and intervention

4. No national programs and schools under resourced to train on knowing the signs...

- There is no national organization or program delivering and sustaining schools in identifying signs and signals
 - Programs are not comprehensive, fragmented and regional
 - Lack measurement, evidence of impact
 - “One and done” – awareness low and not sustained
- Schools challenged in delivering programs nationwide
 - Lack resources to manage and pay for programs
 - Teaching time limitations given classroom priorities
 - Training time for educators and administrators limited
 - Inability to measure impact and effectiveness

Conclusion ... SHP will be the organization to

- Educate youth and adults to recognize the signs and signals of individuals who may want to hurt themselves or others
- Deliver programs in schools at no cost and with multiple platforms to meet the time constraints of students and educators
- Sustain programs through SHP in-district support and empowerment of youth by supporting and embedding our youth programs in existing or newly formed student clubs / in-school awareness materials



KNOW THE SIGNS

Violence and Victimization Prevention Programs



Start With Hello TM (SWH)



Teaches youth how to identify and minimize social isolation, marginalization and rejection in order to create an inclusive, connected community.

Key outcomes:

- Connected community
- Bullying reduction
- Fosters socialization, up-standers
- Changes culture from within
- New engagement levels

Signs of Suicide™ (SOS)



Trains youth and adults how to identify, intervene and get help for people who may be depressed or suicidal. Key outcomes:

- Reduce suicide and ideology
- Better understand signs and signals of suicide and depression
- Get help for students in need
- Speak and act with credibility
- Breaks down stigmas

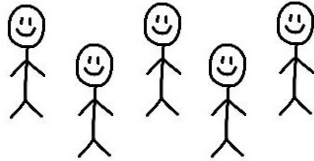
Say Something™ (SS)



Teaches students on how to recognize signs, especially in social media, of an individual who may be a threat to themselves or others and say something to a trusted adult, call 911 or report it using our Anonymous Reporting System. Key outcomes:

- Educate on signs and signals – especially in social media
- Fosters “up-stander” culture
- Reduction in violence, suicide and cutting, bullying
- More students getting help
- Well informed school / school district

Anonymous Reporting - HOW does it work?



Step 1:
**Youth or Adult
Submit a Tip
using the App,
Website or Phone**



Crisis Center

Step 2:
**Tips Received,
Triageed and
Dispositioned
By Crisis Center**

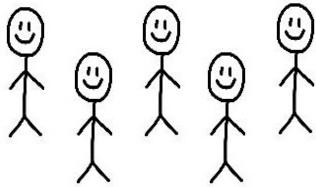


Step 3:
**School and/or
Law Enforcement
Assess and
Intervene as
needed**

Crisis Counselors:

- Undergrad Degree
- 3-5 years experience
- 500+ Hours Training

Step 1: Tip Submission



Step 1:
Youth or Adult
Submit a Tip
using the App,
Website or Phone

App



Website



24/7 Hotline



Download the App at Apple and Android
App Store – search Say Something
Anonymous Reporting System

Step 2: Tip Management at Crisis Center



Step 2: **Tips Received, Triage and Dispositioned By Crisis Center**

Action 1: In-take Tip

Crisis counselor gathers caller tip information and/or receives website and app submission(s). Conducts two-way anonymous dialog as needed with tipster as needed to capture as much information as possible.

Step 2: Tip Management at Crisis Center



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Action 2: Triage Tip

Crisis counselor triages tip and categorizes it as either “life safety” or “non-life safety” incident/concern/threat based on district approved definitions

Step 2: District Defined Events

Life Safety and Non-Life Safety Definitions <i>(* Denotes Possible Imminent Danger)</i>	
Life-Safety	Non-Life Safety
Have attempted suicide and are requesting help*	Bullying / Cyber-Bullying / General Teasing
Intend/threaten/ideate to commit suicide*	Sexting – words and/or photos
Intend/threaten/ideate to harm another person*	Distribution of inappropriate photos
Intend/threaten/ideate to harm building/property	Anger issues / management
Bodily injury and/or emergency condition*	Depression / anxiety
Active shooter or presence of explosive device*	Discrimination
Presence of weapons*	Truancy / Skipping School
Drug use, distribution/sale and/or substance abuse	Graffiti and/or other defacing of property
Physical and/or verbal abuse	Planned parties
Terrorism threat and/or ideation*	General school complaint
Human Trafficking	Theft – NOT active/in progress
Dating violence	Breaks District Code of Conduct
Individual is unconscious / unresponsive*	In appropriate behavior, language, gestures
Planned attack, shooting, fight/assault*	General harassment students, staff
Reckless driving*	Inappropriate bus behavior
Drunk and/or disorderly/dangerous conduct	Inappropriate use of technology / school equipment
Emergency building condition – fire, collapse, explosion*	Forgery / falsifying documents
Theft – active/in progress	Inappropriate / intimidating physical contact
Animal cruelty	Mean/cruel behavior toward others
Eating Disorder / Anorexic / Bulimia	Possession of lighter, matches
Domestic violence / victimization/Abuse or Neglect	Threat / ideation of performing false alarm
Gang violence / formation / threats	Cannabis / Other Drug Paraphernalia
Sexual assault – Rape*	Smoking tobacco, e-cigs, vapes
Alcohol possession or use	Vandalism
Intention, discussion and/or planning of any hazing	Sexual harassment
	Creating a hostile environment

Step 2: Tip Management at Crisis Center



Step 2: Tips Received, Triage and Dispositioned By Crisis Center

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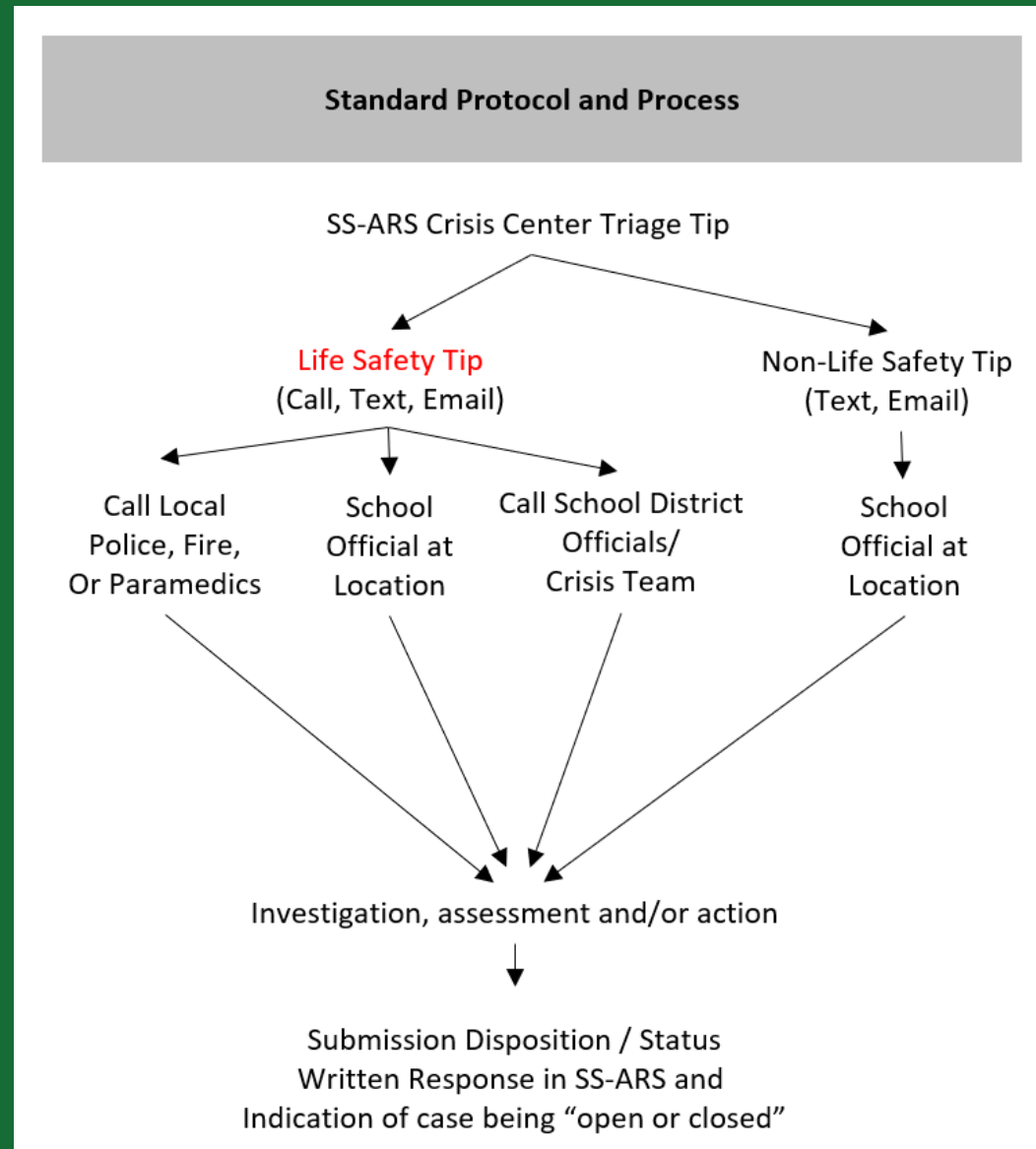
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Action 3: Disposition Tip to District

Forward tip via text, email and/or phone call to assigned school officials and/or law enforcement (as needed) based on district approved process and protocols

Step 2: District Defined Events



Step 3: Assess and Intervene



Step 3:
School and/or
Law Enforcement
Assess and
Intervene as
needed

- 1) School Officials and law enforcement (as needed) assess, intervene, and take protective action per school policy and procedures
- 2) School closes out tip once complete documenting that action was taken to investigate the tip

Safety Assessment & Intervention TM (SAI)



Trains a multi-disciplinary team how to identify, assess and respond to threats and observed at-risk behavior.

Key outcomes:

- Safer, more open school environment
- Violence, bullying, threats reduction
- Educator fear, anxiety reduction
- Short, long term suspension reduction
- More positive view of teachers and staff by students



Thank You and Questions?