



Say Something Call-to-Action Week October 19-23, 2015 Planning Guide

An Initiative from Sandy Hook Promise
www.sandyhookpromise.org

For questions, please email:
saysomething@sandyhookpromise.org

Say Something Call-to-Action Week
October 19-23, 2015
Planning Guide

Table of Contents

Welcome Letter	Page 3
Say Something Call-to-Action Week Planning Guide	Pages 4 - 10
• Step 1: Getting Started	
• Step 2: Ideas for Student Participation	
• Step 3: Ideas for Creativity and Ownership	
• Step 4: Ideas for Community Reach	
• Step 5: Ideas for Sustainability	
• Step 6: Reporting back and Say Something Award	
Say Something Call-to-Action Week Resources	Pages 11 - 19
• Sample Say Something Call-to-Action in a Day Plan	
• Sample Say Something Call-to-Action in a Week Plan	
• Sample Say Something Call-to-Action Press Release	
• Sample Say Something Call-to-Action Email/Letter to Parents/Caretakers	
• Sample Say Something Call-to-Action Social Media Posts	
• Sample Say Something Proclamation for Community Leaders	

Welcome Letter and Purpose of Say Something Call-to-Action Planning Guide

Too often after an act of youth violence, facts come out that friends suspected or knew something was going to happen, but didn't know what to do with that information. In fact, in 7 out of 10 acts of gun violence, at least one other person knew of the shooter's intent, but said nothing. Additionally, 70% of people who complete suicide told someone of their plans or gave some type of warning or indication. *Imagine how much tragedy could be averted if these individuals said something?*

By bringing Say Something Call-to-Action Week to your school, youth organization or home this October 19 – 23, you are helping empower young people to Say Something and save lives. Say Something Call-to-Action Week raises awareness and educates students and the community through training, media events, advertising, public proclamations, contests and school awards. Say Something Call-to-Action Week reinforces the power young people have to prevent tragedies and Say Something to a trusted adult to protect a friend from hurting them self or others!

This Say Something Call-to-Action Planning Guide was created to help give you ideas on how to plan and implement your Say Something Call-to-Action Week activities. We have compiled ideas and best practices – many of which have come from schools and youth organizations like yours from across the country – to make your planning and implementation easier. Whether you are able to dedicate an hour or two during Say Something Call-to-Action Week or implement Say Something activities every day throughout the week, this Call-to-Action Planning Guide offers easy to implement and no-cost ideas that can help you reach students and community members alike, as well as incorporate the energy, creativity and ownership of young people. Along with samples and templates, we have included ideas on how you and your school or youth organization can continue to carry Say Something forward and we believe that the best way to implement sustained change is to let young people lead the charge.

Finally, this guide outlines how you and your school or youth organization can apply for a \$10,000 award by using the ideas from the four Say Something best practices of student participation, creativity and ownership, community reach, and sustainability. We encourage you to add your own ideas as well!

Thank you for joining hundreds of schools and youth organizations from across the country to bring Say Something Call-to-Action Week and the power of Say Something to more young people. Your efforts will benefit young people, educators, administrators, community based organizations, and parents. By building a culture of looking out for one another and reporting possible threats of violence when someone sees, reads or hears something, entire communities will become safer and lives will be saved.

Sincerely,
Mark Barden & Nicole Hockley
Managing Directors, Sandy Hook Promise

Say Something Call-to-Action Week Planning Guide

Step 1: Getting Started

The first step to planning your Say Something Call-to-Action Week is making sure your school or youth organization is officially registered with Sandy Hook Promise. This will assure you get timely Say Something Call-to-Action updates and access to tools, materials and activities. If you haven't yet, please register at:

<http://www.sandyhookpromise.org/saysomethingweek>

Once you are officially registered, you will receive an email with access to the following downloadable Say Something resource guides, presentations and tools. These tools are available at no cost to help you teach young people how to Say Something.

- **Say Something Educators Resource Guide:** This easy-to-use guide is designed to assist adult educators in delivering the Say Something program during Say Something Call-to-Action Week and beyond. It includes tips for getting started; key messages and action steps to emphasize in the classroom or at an assembly; and ideas, activities and resources for supporting young people in carrying out Say Something during the Call-to-Action Week and throughout the year.
- **Say Something Student Resource Guide:** This easy-to-use guide is designed to assist youth ambassador or peer leaders in delivering the Say Something program. It includes tips for getting started; key action steps and messages to emphasize; and ideas, activities and resources that young people can do during Say Something Call-to-Action Week and throughout the year to carry Say Something forward.
- **Say Something Parent Resource Guide:** The Say Something Parent Resource Guide is a tool that parents and caretakers can use – and that schools and youth organizations can give to parents – to help continue the Say Something conversation at home.
- **Say Something PowerPoint Presentation:** The Say Something PowerPoint Presentation accompanies the Educators and Student Resource Guide. It can be delivered in a 20-minute or 40-minute presentation depending on your time and competing demands during the Say Something Call-to-Action Week and beyond.
- **Say Something Video:** The Say Something video accompanies the Say Something PowerPoint Presentation. It can also be used throughout Say Something Call-to-Action Week, at events, or shared with parents, on social media, and in other formats to help build awareness about your school or youth organization's Say Something Call-to-Action activities.

Say Something Call-to-Action Week Planning Guide

Step 2: Ideas for Student Participation

Young people are the eyes and ears of schools and protective of friends and classmates. They see and hear things in ways that adults and parents cant. As such it's important that Say Something reaches every young person in your school or youth organization, as each young person has the power to reduce violence and threats and save lives!

The following ideas are here to help you incorporate student participation as a vital part of your Say Something Call-to-Action Week planning and implementation. If you and the young people you work with have additional ideas, we'd love to hear them and share them with others! Please email us at: saysomething@sandyhookpromise.org

Events

- Host big and small events throughout the week, this could include classroom discussions, lunch conversations, all school assemblies or daily morning announcements about the importance of Say Something.
- Involve and encourage staff and youth leaders to incorporate Say Something key messages and stories into extracurricular activities during Say Something Call-to-Action Week, such as messages from coaches, band instructors, drama teachers, student council, national honor society, and other student clubs.
- Set up informational tables at already scheduled school events.

Promote & Recognize

- Ask teachers, administrators or other students to write quick thank-you notes to students in recognition of their efforts to Say Something and protect others.
- Encourage students to sign a pledge card declaring their commitment to Say Something and be an Upstander.
- Create a Say Something pledge wall where every student can sign their name as a reminder of their pledge.
- Organize a "Wear Green Day" during Say Something Call-to-Action Week to further promote awareness.
- Hang Say Something posters around the school/youth organization. Students can create their own Say Something posters or you can download and print Say Something posters from Sandy Hook Promise at: <http://www.sandyhookpromise.org/saysomethingweek>
- Order Say Something stickers or wristbands for students to wear. You can order Say Something stickers and wristbands online from Sandy Hook Promise while supplies last at: <http://www.sandyhookpromise.org/requestsaysomethingmaterials>
- Ask students to find examples of where Say Something worked as a homework assignment and share back with the class.
- Place Say Something ads and articles in the school newspaper.

Say Something Call-to-Action Week Planning Guide

Step 3: Ideas for Creativity and Ownership

One of the best ways to empower young people to Say Something and to be the catalyst of change in their schools, youth organizations and community is to let them lead the charge. Encourage young people to take the lead and add their own unique voice, stories and perspective to Say Something Call-to-Action Week.

The following ideas are here to help you encourage youth creativity and ownership into your Say Something Call-to-Action Week planning and implementation. If you and the young people you work with have additional ideas, we'd love to hear them and share them with others! Please email us at: saysomething@sandyhookpromise.org

Events

- Ask students to present portions of the Say Something program or lead Say Something discussions in the classroom or at an assembly or extracurricular event.
- Host a lunch 'n' learn discussion to get ideas from students and staff alike on how your school can support young people in their Say Something activities.

Incentives & Contests

- Organize contests for students, including posters, videos, rap songs, poems, skits or other creative writing or expression contests that let young people express why it's important to Say Something as a way of looking out for one another and saving lives.

Promote & Recognize

- Publish, display and share youth contest entries around the school grounds, school newspaper or website, at events and in morning announcements.
- Ask students to share their videos, rap songs, poems and other creative expressions about the importance of Say Something on social media or during lunch periods or free time.
- Encourage students and staff to take a picture of them self with a tweet, Instagram or post telling everyone, "I made the promise to #Say Something". Ask them to tag your school and track and promote how many students, teachers and administrators have made the promise.

Say Something Call-to-Action Week Planning Guide

Step 4: Ideas for Community Reach

Young people aren't the only people who don't always know or recognize threats or indications of potential violence and they certainly aren't the only people who have a responsibility to Say Something and help others.

Expanding Say Something within your community, and especially to the parents and caretakers of young people, is a critical component of a successful Say Something Call-to-Action Week. The following ideas are here to help you reach parents, caretakers and others from the community who can support young people in their Say Something efforts. If you and the young people you work with have additional ideas, we'd love to hear them and share them with others! Please email us at:

saysomething@sandyhookpromise.org

Events

- Invite speakers, such as law enforcement or others who can share first-hand about the importance of Say Something, to come and talk with students.
- Have city leaders or civic clubs, such as the Rotary, present certificates or plaques to students at an assembly or event in recognition of their Say Something efforts.
- Encourage students to write letters to other schools or make presentations at youth or civic events in the community about the need to Say Something.

Promote & Recognize

- Change your school or youth organization's social media avatar to the Say Something logo during Say Something Call-to-Action Week and include a link to how people can learn more about Say Something.
- Post the Say Something video and Say Something key messages on your school or youth organization's website and social media sites.
- Ask your school board, city council/mayor or chief of police to sign a proclamation and share with local media.
- Send a press release and ask local media to come to your school or youth organization to cover a Say Something event.
- Send letters/emails to parents and caretakers and share what is happening in your school or youth organization during Say Something Call-to-Action Week. Ask them to continue the Say Something conversation at home.
- Ask city leaders or notable people in your community to write thank you notes to students in recognition of their efforts to Say Something and protect others.
- Ask popular student hangout places, like the local coffee shop or pizza place, to hang Say Something posters or display poems, short stories or artwork created by the students about Say Something.

- Ask members of the community and parents and caretakers to join the students in their social media campaign by posting a photo of them with a message, “I made the promise to #Say Something”. Ask them to tag your school and track and promote how many parents and community members join you.

Say Something Call-to-Action Week Planning Guide

Step 5: Ideas for Sustainability

While Say Something Call-to-Action Week serves to raise awareness and generate energy and excitement for young people, the behavioral change and subsequent actions we need to see from young people must be sustained in order to create effective change that averts tragedies. One of the best ways to implement sustained activity is to let young people lead the change, looking to an adult champion for occasional support and guidance.

Here are some ideas to help you support young people in planning and leading their Say Something sustainability plan after the Call-to-Action Week is complete. If you and the young people you work with have additional ideas, we'd love to hear them and share them with others! Please email us at: saysomething@sandyhookpromise.org

Student Club:

- Create Say Something ambassadors who spread the message and remind other students of the importance to Say Something. This could be done through lunch 'n' learns or in open periods.
- Add a Say Something initiative or charter into an existing club, perhaps one related to school safety, mentoring or civic responsibility.
- Create an Upstander or School Community Club, perhaps led by older students who mentor and pass down club responsibilities to younger students.

Events:

- Create a Say Something event or informational table during parent conferences, sports, music and theater events.
- Designate Say Something days or weeks throughout the year. Tie in with fun activities, such as "dress like a Say Something superhero" or ask students to write poems, songs and short stories about the benefits of being an Upstander. Look for ways to share these within the school, such as social media and morning announcements, as well as within the larger community, such as community newspapers
- Assign a Say Something homework assignment 1-2 times throughout the year. Tie it with your curriculum.

Say Something Call-to-Action Week Planning Guide

Step 6: Reporting Back and Say Something Award

Lastly, an important part of your school or youth organization's Say Something Call-to-Action Week is that it is taking place in concert with hundreds of other schools across the country. The collective energy, reach and learning that happens during Say Something Call-to-Action Week builds upon each school and youth organization's efforts to reach and empower more young people and save more lives! To fully capture the reach of Say Something Call-to-Action Week, we must be able to collect data, information and stories to share back and celebrate.

After Say Something Call-to-Action Week takes place October 19 – 23, 2015, you will receive an electronic survey to complete. In addition to the online survey, we strongly encourage your school or youth organization to apply for the Say Something Award. One winner will be selected to win a \$10,000 award for your school or youth organization.

For more information on the Say Something Award, including a timeline for submitting your application, complete rules and award criteria and the award application, please visit: <http://www.sandyhookpromise.org/saysomethingaward>

Say Something Call-to-Action Week Resources

Sample Say Something Call-to-Action in a Day

This sample Say Something Call-to-Action in a Day template provides an example of how your school or youth organization can organize a Say Something Call-to-Action over the course of one day. Many of the activities can be implemented in just a few minutes as part of regularly scheduled activities. While taking very little time to implement, these activities still incorporate the best practices of student participation, creativity and ownership, community reach, and sustainability.

- Ask students and staff to wear green to bring greater awareness to Say Something Call-to-Action Week.
- Hang Say Something posters around the school/youth organization. Students can create their own Say Something posters or you can download and print Say Something posters from Sandy Hook Promise at: <http://www.sandyhookpromise.org/saysomethingweek>
- Change your school's avatar to the Say Something logo and post information about Say Something on your website and social media sites. You can download the Say Something logo at: <http://www.sandyhookpromise.org/saysomethingweek>
- Ask a small group of young people to share a Say Something message during the morning announcement. If your school or organization is equipped with video in each classroom, play the brief Say Something video.
- Depending on the time available, present either the 20-minute or 40-minute Say Something program during an all school assembly or within the classroom.
- Put Say Something conversation starters or key messages on lunchroom tables. Recruit youth ambassadors to help lead conversations over lunch.
- Encourage students and staff to take a picture of themselves with a tweet, Instagram or post telling everyone, "I made the promise to #Say Something". Ask them to tag your school and track and promote how many students, teachers and administrators have made the promise.
- Send a letter or email home to parents and caretakers and ask them to continue the Say Something conversation or ask their child what they learned about Say Something.
- Send a press release to your local media sharing what your school or youth organization is doing to empower young people and promote Say Something.
- Assign a Say Something homework assignment, such as a creative writing assignment. Schedule dates on the school calendar to incorporate a Say Something homework assignment 1-2 more times throughout the year. Tie it with your curriculum.

Say Something Call-to-Action Week Resources

Sample Say Something Call-to-Action in a Week

This sample Say Something Call-to-Action Week-long template provides an example of how your school or youth organization can implement Say Something activities throughout the week. While taking very little time to implement, these activities still incorporate the best practices of student participation, creativity and ownership, community reach and sustainability.

Monday:

- Kick off Say Something Call-to-Action Week by playing the Say Something video or making a Say Something announcement in the morning.
- Depending on time available, present either the 20-minute or 40-minute Say Something program during an all school assembly or within the classroom.
- Distribute Say Something stickers or wristbands to young people. Ask them to wear them throughout the week. You can order Say Something stickers and wristbands online from Sandy Hook Promise while supplies last at: <http://www.sandyhookpromise.org/requestsaysomethingmaterials>
- Change your schools avatar to the Say Something logo and post information about Say Something on your website and social media sites each day throughout Say Something Call-to-Action Week.

Tuesday

- Host a Say Something poster making contest, or other contest over the lunch hours, study halls, or after school.
- Set up a Say Something table at school activities, such as athletic events and school concerts.

Wednesday

- Create a Say Something homework assignment, such as a creating writing assignment or poem. Ask students to work on it with their parents or caretakers.
- Send home a letter to parents/care takers or email parents/caretakers about the Say Something activities happening in your school or youth organization this week. Encourage parents to read the Say Something parent resource guide and talk to their kids about Say Something.

Thursday

- Create a Say Something pledge wall. Encourage students and staff alike to take a picture of them in front of the pledge wall with a tweet, Instagram or post telling everyone, "I made the promise to #Say Something". Ask them to tag your school and track and promote how many students, teacher and administrators have made the promise.

Friday

- End the week's activities by organizing a Wear Green day.
- Invite the school board, local elected officials, law enforcement or other community leaders to attend an assembly where youth read, play or act out the Say Something poems, videos or skits they created.
- Have the school board, local elected officials, law enforcement or other community leaders present a Say Something recognition certificate or proclamation.
- Invite the local media to cover the Say Something assembly.
- Determine how your school or youth organization will carry Say Something forward and sketch out a calendar that could include small, yet meaningful Say Something activities on a monthly or quarterly basis.

Say Something Call-to-Action Week Resources

Sample Say Something Call-to-Action Press Release

[Insert Your School/Youth Organization and Say Something Logo Here]

MEDIAADVISORY

[Insert Date]

PRESS CONTACT

[Insert Contact name, phone number and email here]

[Insert Name of School/Youth Organization] Empowers Young People to Say Something and Save Lives!

Name of School/Youth Organizations Promotes National Say Something Call-to-Action Week

WHAT: [Insert name of school/youth organization] in partnership with Sandy Hook Promise, a national, nonprofit organization led by several family members whose loved ones were killed in the tragic mass shooting at Sandy Hook Elementary School is taking part in National Say Something Call-to-Action Week, October 19 – 25, 2015.

Say Something teaches students, grades 6 -12, how to look for warning signs, signals and threats, especially in social media, from individuals who may want to hurt themselves or others and to Say Something to a trusted adult to get them help. The program is based on research conducted by Dr. Dewey Cornell and Dr. Reid Meloy, two leading national experts in threat assessment and intervention.

The weeklong series of events includes [insert the Say Something training, events and activities your school/youth organization is planning].

When it comes to violence, suicide and threats, most are known by at least one other individual *before* the incident occurs. In fact, in 4 out of 5 school shootings, the attacker told people of his/her plans ahead of time. Additionally, 70% of people who commit suicide told someone of their plans or gave some type of warning or indication. Imagine how much tragedy could be averted if these individuals said something?

Say Something Call-to-Action Week raises awareness and educates students and the community through training, media events, advertising, public proclamations, contests and awards. Say Something Call-to-Action Week reinforces the power young people have to prevent tragedies and Say Something to a trusted adult to protect a friend from hurting them self or others!

[Insert name of school/youth organization] and Sandy Hook Promise is asking schools, student clubs, parents and community leaders to visit www.sandyhookpromise.org/bringSaySomething to learn how to begin using the *Say Something* program resources in their schools and homes.

WHEN: [Insert the date and time of your school/youth organization’s Say Something event(s)]

WHERE: [Insert your school/youth organization’s address]

WHO: [Insert the names of those participating in your school/youth organization Say Something events, such as “student leaders”, administrators or other notable people attending.]

Visual and Interview Opportunities Include:

- **Interview** – [Insert the names of those available to participate in an interview]
- **Capture** – [insert a description of the visual activity(ies) taking place, such as students, teachers/administrators discussing Say Something and asking questions or a Say Something pledge wall.]

About [Your School/Youth Organization]

Include your school or youth organization’s description or mission statement here.

About Sandy Hook Promise

Sandy Hook Promise, a national, nonprofit organization based in Newtown, Connecticut, is led by several families who lost loved ones in the tragic mass shooting at Sandy Hook Elementary School on December 14, 2012 that claimed the lives of 20 first-graders and 6 educators. The organization is focused on preventing gun violence (and all violence) *BEFORE* it happens by educating and mobilizing parents, schools and communities on mental health and wellness programs that identify, intervene and help at-risk individuals. SHP is a moderate, above-the-politics organization that supports sensible non-policy and policy solutions that protect children and prevent gun violence. Our intent is to honor all victims of gun violence by turning our tragedy into a moment of transformation. Learn how to get involved at www.sandyhookpromise.org.



Say Something Call-to-Action Week Resources

Sample Say Something Call-to-Action Email/Letter to Parents/Caretakers

Dear Parents/Caretakers,

This week/next week your child will be taking part in Say Something Call-to-Action Week at [insert the name of your school or youth organization]. As part of this week, your child will learn how to Say Something. We will be discussing how to recognize warning signs, signals and threats of potential violence and the importance of taking action by telling a trusted adult.

As a parent/caretaker, we know it can be hard to know how your child is feeling. Today, many teens and adolescents turn to print, video and online channels to express themselves – their thoughts and hopes, but also their anxieties and personal feelings. Some even go as far as hinting at hurting them self or someone else. Their friends and peers, the eyes and ears of a school and community, may see these communications, but may not always understand what they are seeing or know what to do with that information. Say Something teaches all of this.

We encourage you to talk to your child about the Say Something program and share what they have learned. Not only will that help you learn to recognize any signs in your own child’s expressions, but it demonstrates to them that you also take this subject seriously and can be one of the trusted adults your child turns to if they suspect someone may need help.

We know that schools are extremely safe places and this program will help keep our young people and community safe. For more information on Say Something and to sign up to receive the Parent Guide to Say Something, please visit:
<http://www.sandyhookpromise.org/bringsaysomething>

Thank you,

[Insert name of your school or youth organization]

Say Something Call-to-Action Week Resources

Sample Say Something Call-to-Action Social Media Posts

#SaySomething Facebook Status/Tweet/Instagram Share (Facebook posts will also work on Instagram, but links aren't click-able in Instagram captions)

1. FB: "I just took Sandy Hook Promise's Say Something training and know that my #SaySomethingSomeone is my mom. Click here to learn more about the program and download the training guide: <http://bit.ly/1JbML27>"
2. FB: "I just took the #SaySomething Pledge to tell a trusted adult if I see or hear a threat of violence in person or online. For more info on how to make the Sandy Hook Promise, visit: www.sandyhookpromise.org"
3. FB: "Individuals often show warning signs and share information BEFORE they are violent, attempt suicide or make threats. Learn how to #SaySomething with Sandy Hook Promise: <http://bit.ly/1JbML27>"
4. FB: "Don't wait until you're left wishing you had said something. Take Sandy Hook Promise's #SaySomething training to teach kids how to safely report threats of violence they see or hear: <http://bit.ly/1JbML27>"
5. FB: "Don't be the person who has to say, "I knew this would happen..." Pledge to #SaySomething with Sandy Hook Promise and learn how to effectively report threats of violence you see, hear, or read and prevent threats from turning into tragedies: <http://bit.ly/1JbML27>"
6. FB: "Looking for a simple way to #ProtectOurKids. Take @Sandyhook's #SaySomething training to learn how to report violence or threats before they become tragedies: <http://bit.ly/1JbML27>"
7. FB: "Protect. Prevent. #SaySomething. Telling a trusted adult when you see or hear a threat of violence can help you protect yourself and prevent tragedy: <http://bit.ly/1JbML27>"
8. FB: "I pledge to #SaySomething if I ever hear or see a threat of violence, in person or online and I promise to do my part to keep my school/community/neighborhood safe." To make the promise, visit: www.sandyhookpromise.org.

9. Tweet: "I pledge to #SaySomething if I ever hear, see or read a threat of violence. Learn how you can too, here: <http://bit.ly/1JbML27> @SandyHook"
10. Tweet: "Protect. Prevent. #SaySomething. <http://bit.ly/1JbML27@SandyHook>"
11. Tweet: "Act immediately. Take it seriously. #SaySomething: <http://bit.ly/1JbML27>"
12. Tweet: "I took the #SaySomething Pledge with @SandyHook. Will you pledge too? Start here: <http://bit.ly/1JHpd7I>"
13. Tweet: "Looking for a simple way to #ProtectOurKids? Sign up for a #SaySomething training at: <http://bit.ly/1JbML27@SandyHook>"
14. Tweet: "Don't wait until you'd wish you had said something. Learn how to safely report threats of violence with @SandyHook's #SaySomething training: <http://bit.ly/1JbML27>"
15. Instagram: "Don't be the one who has to say, "He said he was going to do that..." Learn how to effectively #SaySomething and stop potential threats from becoming tragedies with @SandyHookPromise. You can use the Say Something logo, made available for download at: http://www.sandyhookpromise.org/SHP_Say_Something_Logo.jpg"
16. Instagram: "I took the #SaySomething Pledge with @SandyHookPromise to tell a trusted adult if I see or hear a threat of violence in person or online. This keeps our schools, communities, and neighborhoods safer for everyone! #ProtectOurKids"
17. Instagram: "Completed my #SaySomething training and now know how to talk to my students/kids/family about how to tell a trusted adult/report a threat of violence they may see or hear at school or online to better #ProtectOurKids. @SandyHookPromise"

Say Something Call-to-Action Week Resources

Sample Say Something Proclamation for Community Leaders.

This sample Say Something proclamation can be used with Mayors/City Councils, Police Chiefs/Sheriffs, County Government, School Board, Governors or other elected officials.

Whereas, when it comes to violence, suicide and threats, most are known by at least one other individual before the incident occurs; and

Whereas, in 4 out of 5 school shootings, the attacker told people of his/her plans ahead of time and 70% of people who complete suicide told someone of their plans or gave some type of warning or indication; and

Whereas, Say Something teaches students, grades 6 -12, how to look for warning signs, signals and threats, especially in social media, from individuals who may want to hurt themselves or others and to Say Something to a trusted adult to get them help; and

Whereas, Say Something will benefit young people, educators, administrators, community based organizations and parents and caretakers by building a culture of looking out for one another; and

Whereas, by reporting possible threats of violence when someone sees, reads or hears something, entire communities will become safer and lives will be saved; and

Whereas, Sandy Hook Promise, a national, non-profit organization led by family members whose loved ones were killed in the tragic mass shooting at Sandy Hook Elementary School on December 14, 2012 supports sensible solutions that protect children and prevent gun violence by bringing individuals and communities together, to look out for and care for one another; and

Whereas, one of Sandy Hook Promise's core programs, Say Something, is being celebrated as part of Say Something Call-to-Action Week, October 19-23, 2015 at [insert the name of your school or youth organization]; and

Whereas, through Say Something, young people will see a positive change for everyone and save lives by looking out for one another.

Therefore, I, [Insert name and title of Elected Official] of [insert name of City and State], do recognize and commemorate the importance of this program and hereby proclaim [Insert Date] to be

Say Something Day

In the City of [Insert City Name] and encourage all our citizens to recognize Say Something's significance.