



Say Something Week Planning Guide

October 24 - 28, 2016

An Initiative from Sandy Hook Promise

www.sandyhookpromise.org

For questions, please email:

saysomething@sandyhookpromise.org

Say Something Week
October 24 - 28, 2016
Planning Guide

Table of Contents

Welcome Letter	Page 2
Say Something Week Planning Guide	Pages 3 - 12
• Step 1: Getting Started	
• Step 2: Ideas for Student Participation	
• Step 3: Ideas for Student Spirit, Creativity and Ownership	
• Step 4: Ideas for Community Reach	
• Step 5: Ideas for Sustainability	
• Step 6: Reporting Back and the Say Something Awards	
Say Something Week Resources	Pages 13 - 22
• Sample Say Something in a Day Template	
• Sample Say Something in a Week Template	
• Sample Say Something Week Press Release	
• Sample Say Something Week Email/Letter to Parents/Caregivers	
• Sample Say Something Week Social Media Posts	
• Sample Say Something Week Proclamation for Community Leaders	
• Say Something Poster	

Welcome Letter and Purpose of Say Something Week 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, 7 out of 10 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 Week to your school or youth organization this October 24-28, you are helping empower young people to Say Something and save lives. Say Something Week raises awareness and educates students and the community through training, media events, advertising, public proclamations, contests and school awards. Say Something Week reinforces the power young people have to prevent tragedies and protect a friend from hurting them self or others!

This Say Something Week Planning Guide was created to give you ideas on how to plan and implement your Say Something Week activities. We have compiled ideas and best practices – many of which have come from schools and youth across the country – to make your planning and implementation easier. Whether you are able to dedicate an hour or two during Say Something Week or implement Say Something activities every day throughout the week, this 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 Say Something Awards 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 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

Sandy Hook Promise Managing Director

Daniel's Dad

Nicole Hockley

Sandy Hook Promise Managing Director

Dylan's Mom

Say Something Week Planning Guide

Step 1: Getting Started

The first step is to make sure your school or youth organization is officially registered at <http://www.sandyhookpromise.org/saysomethingweek>. This will assure you get timely Say Something Week updates and access to tools, materials and activities.

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 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 both during Say Something 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 Week and throughout the year to carry Say Something forward.
- **Say Something PowerPoint Presentation and Video:** The Say Something PowerPoint Presentation and Video are created to be used together. The presentation and video accompanies the Educators and Student Resource Guide. The presentation can be delivered in as little as 20-minute or as long as 45-minutes depending on your time and competing demands during the Say Something Week and beyond.
- **Say Something Promotional Video:** This short, three-minute video is designed to help promote the Say Something program and can be shared with school staff, parents, students and community members.
- **Say Something Sustainability Checklist and Promise Club Success Stories and Calendar:** These resources will help you sustain Say Something throughout the year and empower your students to play a leadership role in building a student culture of looking out for each other.
- **Say Something Poster:** Encourage your staff to display this Say Something poster in their classrooms and offices.

Say Something 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 cannot. 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 Week planning and implementation. If you and the young people you work with have additional ideas, please share them with 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 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 during Say Something Week.

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.
- Incorporate Say Something messages into classroom instruction. For example, encourage the art class to make Say Something posters, media class to create a Say Something video, drama classes to act out a Say Something skit, writing class to write a poem or essay about Say Something, computer class to find examples of where Say Something worked as a homework assignment and share back with the class, or language classes to interpret the steps to Say Something in Spanish, French, Chinese, etc.
- Organize a "Wear Green Day" (Sandy Hook Promise colors) during Say Something Week to further promote awareness.
- Encourage students and staff to create Say Something posters and display the posters around the school/youth organization
- Place Say Something messages and articles in the school newspaper.

Say Something Week Student Participation Success Story Steele Canyon Charter High School, Spring Valley California

The Safe School Ambassador Club at Steele Canyon Charter High School is made up of students and teachers. The Club worked together to coach and prepare students to deliver the Say Something presentation to the entire student body during Say Something Week. In addition to the Say Something presentation, the Club created and executed a daily live broadcast that led to classroom discussions during Say Something Week. Students were able to improve their public speaking skills while also helping protect their friends.

The Club also organized lunch time activities each day during Say Something Week to further engage students around Say Something. The lunch time activities included a poster making contest on Monday, an Instagram contest on Tuesday, a Say Something pledge wall on Wednesday, a DJ who played music and answered questions about Say Something on Thursday, and Wear Green (Sandy Hook Promise colors) on Friday. In addition to the Wear Green festivities, the Club also organized a pie eating contest. The Club wrote a Say Something message on the bottom of the pie tins and when students finished eating the pie, they yelled out their message to remind other students to Say Something.

Steele Canyon Charter High School administrators and staff also shared their favorite moments and recognized the students for their leadership and participation in Say Something Week the following Monday.

Say Something Week Planning Guide

Step 3: Ideas for Student Spirit, 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 Week.

The following ideas are here to help you encourage youth spirit, creativity and ownership into your Say Something Week planning and implementation. If you and the young people you work with have additional ideas, please share them with 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 events.
- 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 efforts.
- Let students plan your Say Something Week activities. Solicit their creative ideas and ask them to take the lead in carrying out the activities during the week.

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

- Have youth organize "Selfie Stations" or create a Say Something pledge wall where they can work directly with their peers to take the pledge and share why they will Say Something.
- 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.
- Ask students to organize and lead a social media campaign, sharing tweets, posts and photos of why they will Say Something and ask them to tag your school or organization and #SaySomething
- If you invite media, First Responders, parents or community leaders to your Say Something Week activities, ask students to prepare a presentation and talk to them about why they will Say Something and how the adults can support them.

Say Something Week Student Spirit and Ownership Success Story Chardon Schools, Chardon Ohio

Chardon Schools, along with neighboring school, Orange City Schools, co-hosted a Youth Summit during Say Something Week. They invited middle and high school students from their two school districts, along with students from four other local schools to participate.

During this half-day event, students participated in the Say Something presentation. Following the Say Something presentation, the students broke into smaller work groups according to their school. In the work groups, students brainstormed how they would take Say Something back to their schools. At the end of the breakout sessions, students shared their ideas with each other.

The Chardon Schools team continued to come together after the Youth Summit and developed a timeline for implementation in both the middle and high school. The students decided to begin creating a "buzz" about Say Something by creating a variety of videos that were shared online, in classes and at school events.

Three months after the Youth Summit, the Chardon Schools team delivered the Say Something presentation at an all school assembly so all students at their school could learn about Say Something. The team also has identified key themes they want to promote monthly as a part of Say Something. These include mental health awareness, suicide prevention, substance abuse, gun violence, and bullying. The Chardon student groups have continued to meet together once a month since Say Something Week to organize monthly awareness building events around Say Something.

Say Something Week Planning Guide

Step 4: Ideas for Community Reach

Expanding Say Something within your community, and especially to the staff of your school/youth organization and the parents and caregivers of the young people you work with, is a critical component of a successful Say Something Week. The following ideas are here to help you reach parents, caregivers 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 please share them with us at saysomething@sandyhookpromise.org

Events

- Invite speakers, such as law enforcement, First Responders, health care professionals and others who can share first-hand about the importance of Say Something, to come and talk with students.
- Have city and civic leaders present certificates 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.
- Invite your local media to come to your school or youth organization to cover your Say Something presentation or activities.

Promote & Recognize

- Change your school or youth organization's social media avatar to the Say Something logo during Say Something 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 letters/emails to parents and caregivers and share what is happening in your school or youth organization during Say Something 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, pizza place or community recreation center 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 caregivers 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 Week Student Spirit and Ownership Success Story **Moore High School, Moore Oklahoma**

Moore High School Say Something Week activities involved their student body, parents, alumni and community leaders.

During Say Something Week, Moore High School changed their school marquee to include a Say Something message. The school invited First Responders to visit their students and talk about Say Something and how these two simple words can save a life. Moore High School teachers posted bright green "Say Something to Me" signs on their doors and sent letters home to parents, inviting parents to learn more and to talk to their children about Say Something.

Moore High School also invited members of the local press, School Board, City Government and the Chairperson of the Oklahoma Department of Homeland Security to visit the school and sign Moore's Say Something pledge wall.

Moore High School filmed many of the Say Something Week activities and created a YouTube video showcasing their Say Something Week. The video was shared throughout the school and local community and with Moore High School alumni. Moore's Say Something Week video received over 7,000 views in just one week.

Say Something Week Planning Guide

Step 5: Ideas for Sustainability

While Say Something 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 and save lives. 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 Say Something Week is over. If you and the young people you work with have additional ideas, please share them with 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.
- More information and tips on starting a Promise Club can be found in the Say Something Week registration materials or by emailing: programs@sandyhookpromise.org

Events:

- Host a Say Something event or informational tables during parent conferences, sports, music and theater events at different times throughout the year.
- Designate additional 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.
- Tie Say Something into holidays or key events, such as New Year Resolutions to Say Something, Back to School themes and orientation, or Spring Dance, Homecoming or Prom.

Say Something Week Sustainability Success Story **Broadview Middle School, Danbury Connecticut**

Broadview Middle School initially brought Say Something to their school during Say Something Week, but with the support of the school Guidance Counselor and enthusiastic youth leaders, they formed a “Promise Club” to carry the Say Something message forward and infuse it into their school activities throughout the entire year.

Well after Say Something Week past, Broadview’s Promise Club continues to train their peers and neighboring schools and youth groups in Say Something and hosts Say Something activities for parents so they can reinforce the Say Something message at home. The Guidance Counselor supports the students and reinforces the efficacy of the program by sharing Say Something success stories in school announcements and social media.

Together, the Promise Club and Guidance Counselor integrate small, yet powerful ways to carry on and reinforce Say Something. This includes encouraging Spanish classes to practice writing the names of their trusted adults in Spanish and art classes to create Say Something banners and posters. Broadview Middle School staff - including teachers, support staff and administrators - also created Say Something posters that they display year-round in their classrooms and offices that say, "I am a trusted adult. You can Say Something to me."

Members of the Promise Club continue to volunteer at school events and serve as ambassadors and role models for Say Something.

Say Something Week Planning Guide

Step 6: Reporting Back and the Say Something Awards

Lastly, an important part of your school or youth organization's Say Something 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 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 Week, we must be able to collect your school/youth organization's reach to share back and celebrate.

After Say Something Week takes place this October 24 – 28, you will receive a very short electronic survey to complete. In addition to this short online survey, we strongly encourage your school or youth organization to apply for Sandy Hook Promise's Say Something Awards. **For more information on the Say Something Awards, including a timeline for submitting your application, complete rules and award criteria and the Say Something Awards application, please visit:**

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

Say Something Week Resources

Sample Say Something in a Day Template

This sample Say Something in a Day template provides examples of how your school or youth organization can participate in Say Something Week in just one day. Many of the activities can be implemented in only a few minutes as part of regularly scheduled activities. While taking very little time to implement, these activities 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 Week.
- Encourage art class students to create Say Something posters and display them around the school. Ask your staff to display the Say Something signs available in this planning guide.
- Change the school 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.
- Present the Say Something presentation during an all school assembly or within the classroom. Remember, the initial Say Something presentation can be accomplished in as little as 20 minutes.
- Build a “Say Something” pledge wall and ask students to sign it over their lunch or free period.
- 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 them self with a tweet, Instagram or post telling everyone, “I made the promise to #Say Something”. Ask them to tag your school.
- Send a letter or email home to parents and caregivers. 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 Week Resources

Sample Say Something Week Template

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

Monday:

- Kick off Say Something Week by playing the Say Something video or making a Say Something announcement in the morning.
- Present the Say Something program during an all school assembly or within the classroom.
- Change your school's avatar or marquee to the Say Something logo and post information about Say Something on your website and social media sites each day throughout Say Something Week.
- Kick off an Instagram or Twitter contest and encourage students to post Say Something messages and tag your school and #SaySomething.

Tuesday

- Host a Say Something poster making or video contest over the lunch hours, study halls or after school or incorporate it as part of art classes or video, technology and communications classes.
- Set up a Say Something table at school activities, such as athletic events and school concerts.
- Ask your drama club or theater group to perform a Say Something skit.

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 caregivers.
- Send home a letter to parents/caregivers or email parents/caregivers 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, First Responders, parents or other community leaders to attend an assembly where youth read, play or act out the Say Something poems, videos or skits they created. Encourage them to sign the Say Something pledge wall.
- Have the school board, local elected officials, law enforcement or other community leaders present a Say Something recognition certificate or issue a Say Something proclamation.
- Invite the local media to cover the Say Something activity.
- 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 Week Resources

Sample Say Something Week Press Release

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

MEDIA ADVISORY

[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 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 Week, October 24 - 28, 2016.

Say Something teaches students in Middle School and High School 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 takes place. In fact, in 4 out of 5 school shootings, the attacker told people of his/her plans ahead of time. Additionally, 7 out of 10 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?

Say Something Week raises awareness and educates students and the community through training, media events, advertising, public proclamations, contests and awards. Say Something 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 *Say Something* in their schools, homes and community.

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 is a nonprofit organization led by several family members who lost loved ones at the Sandy Hook Elementary School shooting on December 14, 2012. Our sole purpose is to prevent gun violence so that no other parent experiences the senseless, horrific and preventable loss of their child.

Sandy Hook Promise prevents gun violence *BEFORE* it happens by teaching adults and youth how to recognize the signs and signals of individuals who may be at-risk of hurting themselves or others and intervene to get them help. We train youth and adults, *at no cost*, in four research-based “*Know the Signs*” programs. For more information on Sandy Hook Promise, please visit: www.sandyhookpromise.org



Say Something Week Resources

Sample Say Something Week Email/Letter to Parents/Caregivers

Dear Parents/Caregivers,

During the week of October 24 – 28, your child will be taking part in Say Something Week at [insert the name of your school/youth organization]. 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/caregiver, 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 Say Something and share what they have learned. Not only will this conversation 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 Say Something will help keep our young people and community safe. For more information on Say Something, please visit: <http://www.sandyhookpromise.org>.

Thank you,

[Insert name of your school or youth organization]

Say Something Week Resources

Sample Say Something Week Social Media Posts

1. FB: "I just participated in Sandy Hook Promise's Say Something training and know that my #SaySomething Trusted Adult is my mom. Click here to learn more about Say Something: <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 and to Say Something, 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 learn how to safely report threats of violence before it's too late: <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. Bring @Sandyhook #SaySomething training to your school, youth organization or home 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, your friends 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/1JHpd71>"
13. Tweet: "Looking for a simple way to #ProtectOurKids? Sign up for a #SaySomething 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 #SaySomething: <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.
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 tell a trusted adult/report a threat of violence I may see or hear at school or online to better #ProtectOurKids. @SandyHookPromise"

Say Something Week Resources

Sample Say Something Week Proclamation for Community Leaders: This sample Say Something Week 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 7 out of 10 people who complete suicide told someone of their plans or gave some type of warning or indication; and

Whereas, Say Something teaches students in Middle and High School 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, Sandy Hook Promise's Say Something Program, is being celebrated as part of National Say Something Week, October 24 – 28, 2016 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.

I would be honored to be
your **TRUSTED ADULT.**

IF YOU SEE OR HEAR A WARNING SIGN,
SIGNAL or THREAT...



I WILL LISTEN.

Together, we can stop violence before it happens.

www.sandyhookpromise.org/bringsaysomething

#SaySomething

