



Say Something Week Planning Guide

October 16 -20, 2017

A Youth Violence Prevention Program

www.sandyhookpromise.org

For questions, please email:

saysomething@sandyhookpromise.org

Say Something Week
October 16 – 20, 2017
Planning Guide

Table of Contents

Welcome Letter	Page 2
Say Something Week Planning Guide	Pages 3 - 18
• Step 1: Getting Started	
• Step 2: Ideas & Success Stories for Student Participation	
• Step 3: Ideas & Success Stories for Student Spirit, Creativity and Ownership	
• Step 4: Ideas & Success Stories for Community Reach	
• Step 5: SAVE Promise Clubs: Sustaining Say Something throughout the Year	
• Step 6: Reporting Back and the Say Something Awards	
Say Something Week Resources	Pages 19 - 30
• Sample Say Something in a Week: Daily Themes and Ideas	
• Tips and Best Practices for Making Your Say Something Video	
• 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, 80% of school shooters told someone of their violent plans prior to the event. 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 16 - 20, 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 organizations 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, 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 your school or youth organization can continue to carry Say Something forward after the week is over through a SAVE Promise Club. We believe that the best way to implement sustained change is to let young people lead the charge.

Finally, this guide outlines how your school or youth organization can apply for Say Something Awards by using the ideas from the four Say Something best practice areas of student participation, creativity and ownership, community reach, and sustainability.

Thank you for joining thousands of schools and youth organizations 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 Countdown emails 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:** The goal of Say Something Week is to help schools train as many students as possible during Say Something Week. This easy-to-use guide is designed to assist adult educators in delivering and sustaining Say Something 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; ideas, activities and resources for supporting young people in carrying out Say Something during Say Something Week and throughout the year through a SAVE Promise Club.
- **Say Something Student Resource Guide:** This easy-to-use guide is designed to assist youth ambassadors, peer leaders and SAVE Promise Club members in sustaining Say Something. 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 through their SAVE Promise Clubs to carry Say Something forward and create a culture of “upstanders.”
- **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. It can also be broken up during the week and used in classroom discussions.
- **Coming in early October: A NEW digital interactive training platform!** This online platform allows you to train students in Say Something via an interactive digital learning experience. This tool will be available in early October and Sandy Hook Promise will share it with all schools and youth organizations who have signed up for Say Something Week at that time. You can use this as your primary or supplemental training during Say Something week, perhaps during a free period or as homework. To sustain the lessons from Say Something, your students can also use this tool as a reinforcement exercise, a few weeks or months after the initial Say Something training.

- **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 Poster:** Encourage your staff to display this Say Something poster in their classrooms and offices.
- **SAVE Promise Club:** For additional ideas on how to sustain Say Something and empower your students to be upstanders and leaders, visit: <http://www.sandyhookpromise.org/savepromiseclub> to learn more.

Say Something Week Planning Guide

Step 2: Ideas for Student Participation

Young people are the eyes and ears of their schools and youth organizations, and are 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 prevent violence 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 training events throughout the week, this could include using the interactive digital Say Something platform during class or as a homework assignment, classroom discussions related to Say Something, lunch conversations that encourage dialogue about being an Upstander and what being an Upstander means to students, all school assemblies with a guest speaker or where the Say Something presentation takes place, or daily morning announcements where students share messages that reinforce looking out for one another.
- Encourage students to participate in individual or small group reflection activities around Say Something. This could include writing a rap, poem or essay, or making a YouTube video.
- Play the '[Evan video](#)' (link available at <https://www.youtube.com/watch?v=A8syQeFtBKc>) during study halls or advisory periods. Ask students to identify the signs in the video and the opportunities to 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

- Create and pass out individual cards with the steps to Say Something, the number of your school's anonymous reporting hotline and where students can write the name(s) and contact information for their trusted adults. Encourage students take the cards home and fill them out in privacy.

- Create a large poster or wall with butcher paper that reads, “If this person needed help, I would want you to Say Something”, where students can write the names of the people they love and care about – their family member, friends, classmates and teachers.
- Ask students to research the origin or meaning of being an “Upstander” and find examples of Upstander throughout history, including the Holocaust and the Civil Rights movement. Encourage students to write raps, essays, poems or create posters or videos about the Upstanders.
- Display the Upstander posters around your school or youth organization or publish the poems and essays in the school newspaper. Invite students to perform their raps or read their poems during morning announcements or at assemblies. Consider turning it into a contest that relates to Say Something.
- 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 color) during Say Something Week to further promote awareness.

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 Student Participation 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.

Inspired by their Say Something Week efforts, students at Moore High School created a video to help them continue a student-centered dialogue around the important role youth play in preventing violence when they Say Something. Energized by this powerful message, Moore High School's FUSE Student Leadership Club launched a year-round campaign: "Because we '*Say Something*' we can do MOORE!" Moore High School is required by law to practice lockdown drills with their students throughout the year. With the help of their advisor, the student club uses the lockdown drills as an opportunity to reinforce the key steps to Say Something and remind their peers that they can prevent a tragedy *before* it takes place when they Say Something.

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 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

- Use the digital interactive Say Something training platform to teach students the steps to Say Something as part of classroom instruction, as a small group activity or as a homework assignment. Ask students to lead a discussion about what they learned or what impacted them from the digital training platform.
- 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.
- Ask students to reflect on the reasons they might be hesitant to Say Something and write a counter point to it.
- 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 be an “Upstander.” Highlight and celebrate the unique role young people can play in preventing violence or self-harm, looking out for one another, and saving lives.

Promote & Recognize

- Have youth organize “Selfie Stations” or Instagram photo booths where they can talk about being an “Upstander” or use the caption “I will Say Something because ...” with their reasons for looking out for one another.
- 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.
- Ask youth to find examples in the news of when a young person said something and averted a tragedy. Talk about the examples in class, advisory period or in facilitated lunch conversations. Link this activity back to important examples of Upstanders from history.
- Have youth create a wall on butcher paper where students can write examples trusted adults. Create and print out signs that read, "I am a trusted adult. You can Say Something to me. I will listen." Encourage the students to ask the adults within your school or youth organization to display these signs within their classrooms, offices or work stations.

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 Student Spirit and Ownership Success Story

John A. Ferguson High School, Miami Florida

The SAVE Promise Club at John A. Ferguson High School in Miami, FL organized themes for each day during Say Something Week.

On Monday, the student-led club kicked off Say Something Week by playing the Say Something video within classrooms. Students were encouraged to write a "Say Something Gram" to someone they cared about or who they knew was having a difficult day. On Tuesday, students tied green ribbons as bracelets on each other's wrists to spread the word about Say Something. On Wednesday, students organized a stress-free day and put together "anti-stress kits" for other students. The kits contained rubber bands as a symbol to stretch beyond their limits and be Upstanders, a string as encouragement to hold themselves together when things feel like they are falling apart and a feather to lighten their heavy load. Thursday became "Tag 'em Thursday" where students were encouraged to post a picture of something or someone they love or who makes them feel special with the caption, "I promise to #SaySomething." Students posted their pictures on Instagram, Twitter and Snapchat. On Friday, students were encouraged to make posters that read, "I pledge to Say Something" and signed their names on a huge banner."

Say Something Week Planning Guide

Step 4: Ideas for Community Reach

Expanding Say Something within your community, especially to the staff of your school or 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.
- Ask youth to identify trusted adults and host a “Trusted Adults” day, where parents and caregivers, teachers, administrators, coaches, bus drivers, School Resource Officers, youth leaders, members of the local faith community, Boy Scout/Girl Scout leaders, YMCA/YWCA, the Boys and Girls Club or other youth-centered organizations can visit the school or youth organization for the day and listen to the Say Something presentation. Ask youth to present these adults with a sign that reads, “You can Say Something to me. I will listen.” that they can display in their places of work.
- Have city, civic or school leaders present a certificate or proclamation 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. You can use the downloadable Say Something parent brochure provided to you when you registered for Say Something Week.

- Ask popular student hangout places like the local coffee shop, pizza place or community recreation center to hang Say Something or Upstander 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” or “I am an #Upstander. #SaySomething.” Ask them to tag your school and track and promote how many parents and community members join you. Consider turning this into a contest or media event.

Say Something Week Community Reach Success Story

Clark Lane Middle School, Waterford Connecticut

In preparation for Say Something Week, Clark Lane Middle School in Waterford, CT informed parents about their Say Something Week events. They share the Say Something Parent Brochure and reminded parents and caregivers how to get in touch with the school if additional support is needed.

The 8th Grade SAFE Mentors, approximately 35 student leaders, invited the Waterford Police Department to participate in their Say Something Week activities. The Police Chief attended the Say Something presentation and was joined by the School Resource Officer. They also joined the students for a Say Something themed lunch day and hand painting project. The Superintendent of Schools and the School District’s Special Services Director also attended the Say Something presentation and spoke to the students.

As a result of Clark Lane Middle School’s Say Something Week efforts, there has been increased collaboration in prevention between Waterford Public Schools and the Waterford Police Department. The Police Chief, Waterford Youth Services and a representative from Clark Land School Counseling Department developed a mentoring program for the students.

Say Something Week Community Reach Success Story

Harvest Middle School, Napa California

At Harvest Middle School in Napa, CA, students organized Say Something tables at the Harvest Fall Festival that all community members were able to attend. The students taught parents and community members about Say Something.

Within their school, students held a Say Something Rally where students shared examples of being an Upstander, how to Say Something and led their peers through an exercise to identify their trusted adults. Students recorded their responses to the Say Something presentation and these videos were shown throughout the week on iPads.

Harvest Middle School students wanted Say Something Week to be their own. They planned all the events and activities. Administrators and teachers supported and approved their activities, but the ideas were all created and led by the students themselves. Students talked to other students to learn what they really liked or wanted, and from these conversations, they invented the Say Something photo booth, where students could share their thoughts about Say Something, being an Upstander and looking out for one another. The students documented all their Say Something Week activities on Instagram and involved parents, local media and community groups by tagging them in their posts.

Say Something Week Planning Guide

Step 5: SAVE Promise Clubs: Sustaining Say Something throughout the Year

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.

Sandy Hook Promise’s SAVE (Students Against Violence Everywhere) Promise Clubs provide an opportune place for young people across the country to show their leadership, creativity and passion for sustaining Say Something and creating a culture of looking out for one another and being Upstanders.

[SAVE Promise Clubs](#) are established and led by students and are a powerful approach to preventing violence because they recognize the unique role that young people play in making their schools and communities safer.

A SAVE Promise Club can be a stand-alone club or embedded into an existing club, such as SADD, Student Council, FCCLA, or another student leadership, civic or kindness club. Many SAVE Promise Clubs are successful meeting only once or twice a month and organizing 4 activities throughout the year.

To officially register your school or youth organization as a SAVE Promise Club, visit:
<http://www.sandyhookpromise.org/savepromiseclub>

The benefits of registering as an official SAVE Promise Club include:

- No-cost access to Sandy Hook Promise’s no-cost Know the Signs Programs, including Say Something, Start With Hello, Signs of Suicide and Safety Assessment & Intervention. More information is available at http://www.sandyhookpromise.org/prevention_programs
- Eligibility to have your students and club apply for special SAVE Promise Club awards and recognition and attend the annual SAVE Promise Club Summit.
- A certificate recognizing your school or youth organization as an official SAVE Promise Club and recognition as an official SAVE Promise Club on the Sandy Hook Promise SAVE Promise Club website.
- Informative monthly newsletters and communications with tips, ideas and best practices for organizing SAVE Promise Club activities within your school or youth organization.
- A chance to have your SAVE Promise Club featured in Sandy Hook Promise and SAVE Promise Clubs communications, social media and media events.
- Access to one-on-one support from Sandy Hook Promise.

Say Something Week Sustainability Success Story
Dutchtown High School, Hampton Georgia

After participating in Sandy Hook Promise's Say Something Week, Dutchtown High School in Hampton, GA embedded their SAVE Promise Club and Say Something efforts within their Peer Mediation Team. The Peer Mediation Team conducted a '13 Reasons Why to Choose Life' workshop alongside school and community mental health workers. Together, they lead a discussion on the power of the bystander and how students can move from bystanders to Upstanders.

Working together, the SAVE Promise Club at Dutchtown High School has continued conversations and activities that build a culture of Say Something, being an Upstander, and looking out for one another within their school and community. Each month the Club organizes different activities, including performing a Say Something rap at school sporting events, poster making contests, and even baking homemade cookies to hand out before school as a way to show they care about their entire student body.

With support from their adult champion and Peer Mediation advisor, the students have also written essays and poems about their passion for preventing violence and looking out for one another and have participated in local, state and national public speaking events.

Say Something Week Sustainability Success Story
High School, Los Angeles California

The 11th graders from a Los Angeles area high school took on the Say Something program as their Junior Project. They presented the Say Something presentation to their school and organized lunch time fundraisers, facilitated various school wide activities and administered a student safety survey in an effort to learn how the students viewed their school culture. For their End of Year Project, the students presented all the steps they took to make Say Something a success to their teachers. This coming September, they will train the current sophomores in Say Something and these students will then grab the baton and reintroduce the program to the student body, as their Junior project. The goal is to the Juniors lead the SAVE Promise Club and "pass the baton" to the next class down year to year, so that Say Something becomes part of the school's culture.

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 Counselor and enthusiastic youth leaders, they formed a SAVE Promise Club to carry the Say Something message forward and infuse it into their school activities throughout the entire year.

Broadview's SAVE 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 School 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 SAVE Promise Club and School 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 SAVE 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 thousands of other schools and youth organizations from 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 16th -20th, Sandy Hook Promise will ask you to report your Say Something Week efforts back to us via text message or a short electronic survey. **Each school and youth organization who reports their Say Something Week efforts back to Sandy Hook Promise will receive 100 Say Something wristbands and no-cost!** The wristbands can be used for your SAVE Promise Club and to help continue your Say Something efforts.

Finally, we strongly encourage your school or youth organization to apply for Sandy Hook Promise's Say Something Awards. The Say Something Awards are a great way to recognize young people for their leadership and lift up their efforts to look out for one another, be an Upstander and save lives.

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 Week Template

This sample Say Something Week template provides an example on how you can organize your Say Something Week, along with ideas on themes for each day.

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. We encourage you to come up with your own ideas and share them back with us at saysomething@sandyhookpromise.org.

Monday, October 16, 2017: Say Something Kick-Off

- Kick off Say Something Week with having students use the Say Something digital training platform during free periods or as a homework assignment. You can also lead the Say Something presentation in classrooms or larger assemblies. As needed, and depending on the time you have available, you can break out the Say Something presentation throughout the week.
- Play the Say Something video or make a Say Something announcement in the morning.
- Ask student leaders to arrive to school early and tie green string or ribbon around each student's wrists to kick off Say Something Week.
- Change your school's avatar or marquee to the Say Something logo and post information about your Say Something Week activities on your website, social media sites and student newsletter so students know what to expect each day and how they can participate.
- Send the Say Something parent brochures home with students or email parents and caregivers with an attachment to the brochure. Share your Say Something Week activities with parents and caregivers and invite them to participate. Encourage parents to talk with their children about what they are learning about Say Something. A sample letter to parents and caregivers is included in this planning guide.

Tuesday, October 17, 2017: "Tag 'Em Tuesday" – Say Something Social Media Day

- Kick off an Instagram or Twitter contest and encourage students to post Say Something messages and tag your school and #SaySomething.
- Create a Say Something or "I am an Upstander because..." wall using butcher paper. Encourage students to write the names of people they love or care about on the wall and take selfies with the wall in the background. Encourage students to tag your school and #SaySomething. Have a challenge about how many #SaySomething hashtags your school or youth organization can generate on this day or throughout the week.

- Organize a Say Something video making event or contest. Invite your drama students and technology and communications students to help. This could be one video that your school or youth organization works together to create or you could ask students to use their phones to create their own videos that they post on YouTube and share via social media. Consider having a contest and sharing the Say Something videos during morning announcements or over lunch throughout the week.
- Sample social media posts and tips and best practices for creating your videos are included in this planning guide.

Wednesday, October 18, 2017: [National SAVE Promise Club Day!](#)

Wednesday, October 18 is National SAVE Promise Club Day. Incorporate National SAVE Promise Club Day into your Say Something Week using the following ideas:

- Convene a discussion with the existing youth clubs within your school, such as SADD, Student Council, FCCLA, or another student leadership, civic or kindness club. Ask them to consider embedding a SAVE Promise Club. If a student club does not exist, ask interested students to participate in a discussion about forming a SAVE Promise Club. Share and discuss how the Club can take on the message of Say Something and reinforce it throughout the year to build a culture of looking out for one another and being an Upstander within your school or youth organization. More information can be found at <http://www.sandyhookpromise.org/savepromiseclub>
- Sign your school or youth organization's Club up to become a SAVE Promise Club at <http://www.sandyhookpromise.org/savepromiseclub>. **Each club that signs up during Say Something Week, October 16 – 20, will be entered into a drawing for special merchandise and free registration to the SAVE Promise Club Annual Summit in April!**
- Set up a SAVE Promise Club table before and after school, over lunch, and at school activities such as athletic events and school concerts, where students can learn more about your SAVE Promise Club and sign up to become a member of the Club.
- Determine how your school or youth organization will carry Say Something forward through the SAVE Promise Club, and sketch out a calendar that could include small, yet meaningful Say Something activities on a monthly or quarterly basis. Include this in your school or youth organization's application to the at <http://www.sandyhookpromise.org/saysomethingaward>

Thursday, October 19, 2017: Know the Signs

- Watch the [Evan video](https://www.youtube.com/watch?v=A8syQeFtBKc) (link available at <https://www.youtube.com/watch?v=A8syQeFtBKc>) as part of the morning announcements, during advisory period or as part of a civics, psychology or health class. Facilitate a discussion about the signs displayed in the video, where they were found and the opportunities to Say Something.
- Ask your drama club or theater group to perform a skit inspired by Say Something or the Evan video.
- Create a homework assignment based off of Say Something and the Evan video, such as a creating writing assignment or poem. Ask students to work on it with their parents or caregivers. Visit the Say Something Educator's Guide for more ideas on Say Something homework or discussion ideas.
- Host a Say Something or Know the Signs poster making contest or activity before or after school or over the lunch hours, study halls or after school. Consider asking your art students to lead the efforts. Display the posters throughout the school and within popular student hangout places or community institutions, such as the public library or community center.

Friday, October 20, 2017: Trusted Adult Day

- End your Say Something Week activities by organizing a Wear Green day in Sandy Hook Promise's colors.
- 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. A sample Say Something proclamation is included in this planning guide.
- Invite the local media to cover the Say Something activity. A sample press release is included in this planning guide.
- Encourage students or your SAVE Promise Club to make posters or signs saying, "I am a trusted adult. You can Say Something to me. I will listen." and ask the staff and faculty within your school, youth organization or community to display them in their place of work. A sample Trusted adult sign is included in this planning guide.

Say Something Week Resources

Video Best Practices

Use these tips and best practices to create your Say Something video.

1. You don't need fancy equipment to make your Say Something video. In fact, your cell phone will work just fine. However, if your school has audio and video equipment or a media class or club, take advantage and ask for help.
2. When creating your video, be sure to keep the phone or camera still, prop it up against a still object or use a tripod.
3. Stay close to the camera when making your video, especially if you're using a smart phone, so that the microphone can pick up your voices and your message comes across clear and audible.
4. Have notes or a script nearby in case you need a little hint.
5. Use AirDrop to email yourself the video if it's long, then you can download it to your computer or a USB drive like any normal file.
6. Be sure to include your Say Something video in your Say Something Award application. You can also share your video with us during Say Something Week. We'd love to share it on our social media! Email it to saysomething@sandyhookpromise.org, tweet us at @SandyHook, or tag us on Instagram @SandyHookPromise.

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 16 to 20, 2017.

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, 80% of school shooters told someone of their violent plan prior to the event. 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 evidence-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 16th – 20th, 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, and their anxieties and personal feelings. Some even go as far as hinting at hurting them self or someone else. Their friends and peers are the eyes and ears of a school and community, and may see and hear these communications, but may not always understand 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

Facebook:

(With video): Each year there are 2 million acts of violence in schools. When you #SaySomething, you can help prevent them.

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

#SaySomething Week is October 16-20. To sign up your school or community, please visit <http://www.sandyhookpromise.org/bringsaysomething>

#SaySomething Week is almost here! Have you signed up your school or community organization to participate yet? <http://www.sandyhookpromise.org/bringsaysomething>

Often after tragedies like Sandy Hook, Aurora, Tucson, and the countless horrors we've witnessed, we hold a moment of silence. But, the time for silence is over. Learn to speak out and up, to #SaySomething, and help prevent gun violence before it can start: <http://www.sandyhookpromise.org/bringsaysomething>

Before many acts of violence there are texts, tweets, posts. There are warning signs. Bring #SaySomething to your community October 16-20th. <http://www.sandyhookpromise.org/bringsaysomething>

Before many acts of violence there are texts, tweets, posts. There are warning signs. Bring #SaySomething to your community October 16-20th. <http://bit.ly/2vMArHM>

Every act of gun violence is a preventable one. Learn how to recognize warning signs and train youth to report threats of violence by signing up your school or community for #SaySomething Week: <http://www.sandyhookpromise.org/bringsaysomething>

Twitter:

Each year there are 2 million acts of violence in schools. When you #SaySomething, you can help prevent them. <http://bit.ly/2vMArHM>

#SaySomething Week is October 16-20th. To sign up your school or community, please visit <http://www.sandyhookpromise.org/saysomethingweek>.

Please watch and RT: <http://bit.ly/1G2r2cW> #SaySomething

Watch and RT to spread the word about #SaySomething Week this Oct. 16-20th!
<http://bit.ly/2vMArHM>

Learn how to recognize warning signs & train youth to report threats of violence by participating in #SaySomething

Week: <http://www.sandyhookpromise.org/bringsaysomething>

Before many acts of violence there are texts, tweets, posts. There are warning signs. <http://bit.ly/2vMArHM> #SaySomething

Sign up your school or community organization for #SaySomething week Oct 16-20 at <http://www.sandyhookpromise.org/bringsaysomething>

Together we CAN #ProtectOurKids from gun violence by teaching them to spot threats and #SaySomething: <http://www.sandyhookpromise.org/bringsaysomething>

In 4 out of 5 acts of gun violence, another person was told about the plan. Teach your kids to #SaySomething: <http://www.sandyhookpromise.org/bringsaysomething>

"You cannot go wrong by saying something if you feel uneasy." -@veryhaley
<http://bit.ly/2feapcg> #SaySomething

We're taking a stand against gun violence. Join us and bring #SaySomething programs to your community: <http://www.sandyhookpromise.org/bringsaysomething>

Of the young ppl in CO who died by suicide from 2008-2012, more than 1/3 told someone of their plans. #SaySomething <http://bit.ly/2uC11VK>

Do your students know the signs & when to #SaySomething to prevent violence? Join #SaySomething Week in October:

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

Sign up your school or youth organization for #SaySomething Week, Oct 16-20th!
<http://www.sandyhookpromise.org/bringsaysomething>

Learn how to recognize warning signs & train youth to report threats of violence by joining #SaySomething Week: <http://www.sandyhookpromise.org/bringsaysomething>

#SaySomething Week starts October 16th! Have you signed up your school or youth organization!? <http://www.sandyhookpromise.org/bringsaysomething>

Check out how to bring #SaySomething Week to your community:
<http://www.sandyhookpromise.org/bringsaysomething>

What's 1 way to prevent gun violence? By teaching ourselves & our children to spot potential threats: <http://www.sandyhookpromise.org/bringsaysomething>
#SaySomething

Tweet for October 15, 2017: #SaySomething Week starts tomorrow! Be sure to tweet your pics & activities to @SandyHook!

THEME DAYS

Monday: TODAY is the first day of #SaySomething Call to Action Week! Follow & use the #SaySomething hashtag to keep up with this week's activities!

Tuesday: Today is #SaySomething Social Media Day! Tweet or tag us on Instagram to show us what you're doing today!

Tuesday: Tag 'em Tuesday is here! How are you taking part in #SaySomething Week? Tag your school, friends, teachers & let us know!

Wednesday: Sign your school or org up to start a SAVE Promise Club at <http://www.sandyhookpromise.org/savepromiseclub>! #SaySomething

Thursday: #KnowTheSigns: Watch and share "Evan"
<https://www.youtube.com/watch?v=A8syQeFtBKc&t> #SaySomething

Thursday: When you know the signs, you can #SaySomething to help prevent violence:
<https://www.youtube.com/watch?v=A8syQeFtBKc&t>

Friday: Who is the trusted adult in your life that you know you can #SaySomething to? Look around and connect with a teacher, parent, or counselor.

Friday: When you #SaySomething to a trusted adult, you can help prevent violence. Who is that person to you?

Short Links

Bring Say Something: <http://bit.ly/bringSS>

YouTube SS Video Link: <http://bit.ly/2vMArHM>

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, 80% of school shooters told someone of their violent plans prior to the event. 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.

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 16 - 20, 2017 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