



Say Something Week Planning Guide February 25-March 1, 2019

A Youth Violence Prevention Program
www.sandyhookpromise.org

For questions, please email: saysomething@sandyhookpromise.org

**Say Something Week
Planning Guide**

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Welcome Letter

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 February 25-March 1, 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* Overview**

Say Something is a free program offered by Sandy Hook Promise that trains middle and high school students how to identify warning signs, intervene, and get help for individuals before they hurt themselves or others. The primary objectives of *Say Something* are to teach students how to:

- *Look* for warning signs, signals and threats
- *Act* immediately and take signs, signals and threats seriously
- *Say Something* to a trusted adult **before** someone hurts himself or others

Each year, Sandy Hook Promise sponsors a *Say Something* Call to Action Week—this is year it is February 25 through March 1— where thousands of schools and youth organizations from across the United States participate in the *Say Something* program, which is comprised of the following three components:

***Say Something* Student Training**

During the February 25-March 1 Call to Action Week, students attend the *Say Something* training, which is delivered in one of two ways:

1. In-person by a teacher or staff member who has watched the *Say Something* Online Train the Trainer Video
2. Through the Interactive Digital Training Platform



Call to Action Week Activities

After the *Say Something* training, schools engage in a Call to Action Week during February 25-March 1. During the Call the Action Week, schools or youth organizations implement activities that promote the *Say Something* message and its primary objectives. Read the *Say Something* Toolkit for examples of activities.

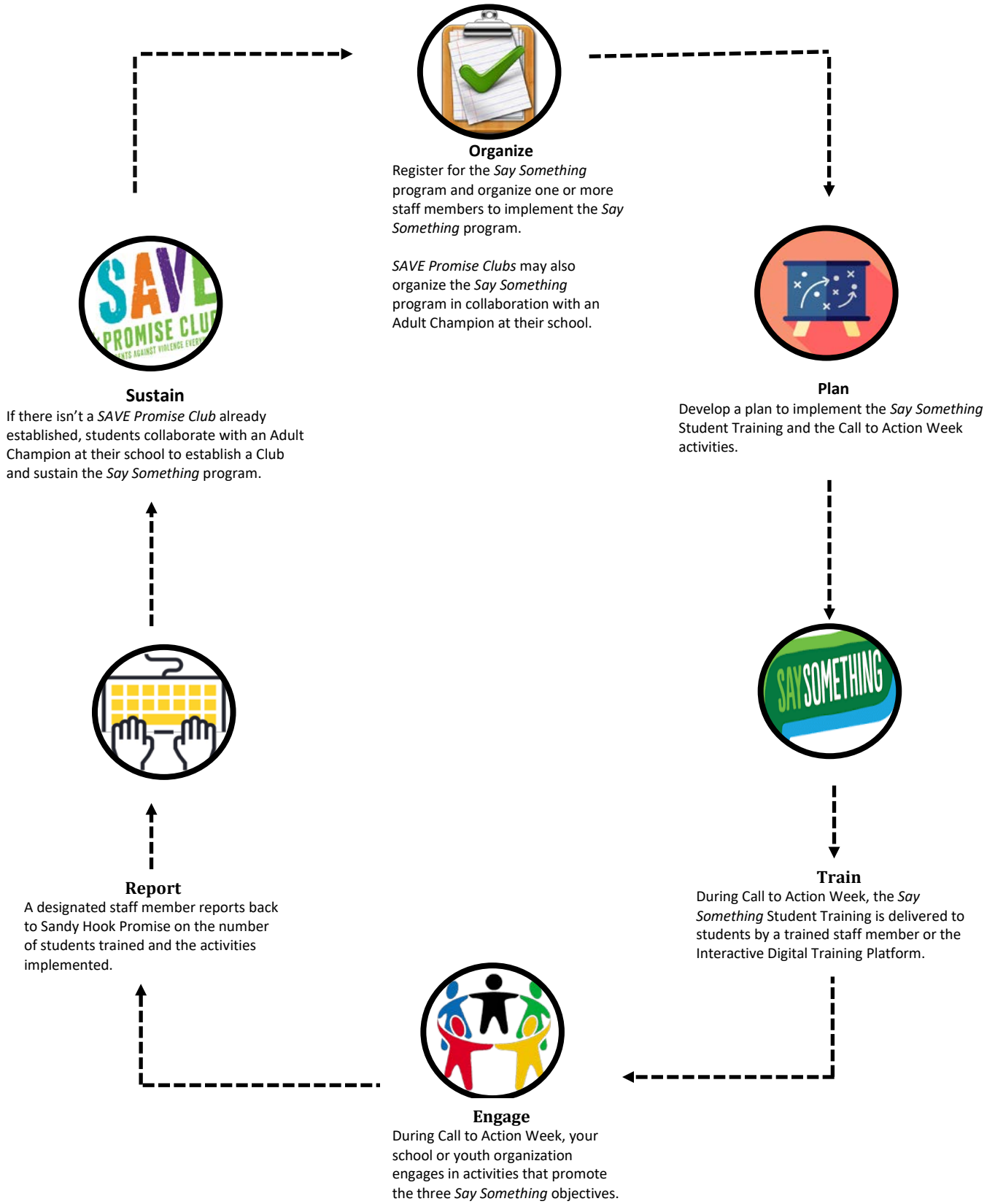


***SAVE* Promise Clubs**

During February 25-March 1 or in the weeks afterwards, we strongly encourage schools and youth organizations to establish a *SAVE (Students Against Violence Everywhere) Promise Club*. *SAVE Promise Clubs* are student-led and work to protect their communities by preventing violence **before** it happens. As part of their work, *SAVE Promise Clubs* lead activities that promote the *Say Something* program (as well as other Sandy Promise *Know the Signs* programs).



The Say Something 6 Step Process



Say Something Checklist



Organize

- Register your school or youth organization at [Say Something Registration](#)
- Organize one or more staff members to implement the *Say Something* Student Training and Call to Action Week activities; or *Save Promise Club* members organize a team to collaborate with school staff to implement the *Say Something* Student Training and Call to Action Week activities.

Plan



Students and/or staff members collaborate to plan:

- When** the *Say Something* Student Training will occur during February 25- March 1.
- How** the *Say Something* training will be delivered:
 - In-person by a staff member who has watched the *Say Something* Online Train the Trainer Video or
 - Through the Interactive Digital Training Platform
- Which** students will attend the *Say Something* Student Training
- Where** the *Say Something* Student Training will occur
- What** Call to Action Week activities you will implement throughout the week. Read the *Say Something* Toolkit for examples of activities.



Train

- Implement the *Say Something* Student Training either 1) in-person by a trained staff member or 2) using the Interactive Digital Training Platform



Engage

- Throughout February 25- March 1, students and staff engage in Call to Action Week activities. Implement activities that raise awareness throughout your school about the *Say Something* program. Read the *Say Something* Toolkit for examples of activities.
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Sustain

- To sustain the *Say Something* program, Sandy Hook Promise supports the establishment and implementation of *SAVE (Students Against Violence Everywhere) Clubs*. *SAVE Promise Clubs* are student-led and committed to stopping violence before it happens. *SAVE Promise Clubs* organize events and activities that help to sustain the messages and practices of *Say Something* within their schools. [Click here for more information.](#)

Report



- After Call to Action Week, a staff member will receive a text asking if your school or youth organization has implemented the *Say Something* program. Please respond. "Yes" or "No".

The text will also include a link to an **optional** survey where schools can provide additional information. Schools that complete the optional survey will be entered in a Sandy Hook Promise lottery.

Call to Action Week

The *Say Something* Call to Action Week—February 25-March 1, 2019— is an opportunity for schools across the United States to engage their students in the *Say Something* Student Training as well as engage their school community in activities that promote the *Say Something* objectives.

While this *Say Something* Guide provides many examples of activities for schools to engage in, the quantity and scope of these activities are entirely up to each school. As a result, Call to Action Week activities will look different from school to school.

Below are examples of Call to Action Week activities, which are divided into three categories:

1. *Classroom Activities* that educators can implement during one class or multiple classes.
2. *Student Activities* that students can lead on their own.
3. *School-wide Activities* that students, school leadership, and community members can implement collaboratively.

1. Classroom Activities

- **Say Something Interactive Digital Training Platform**

For students who were trained by a teacher or staff member, augment the training by showing students the Interactive Digital Training Platform. Afterwards, facilitate a discussion about: 1) how to identify if individuals are showing signs they may hurt themselves or others and the importance of saying something to a trusted adult.

- **Evan Video**

Show students the Evan Video two times. After the first time, ask students for their initial reaction and what stood out. Show students the video again to reinforce the signs they may have missed in the first showing.

- **Identify a Trusted Adult**

Ask students to write down who they consider to be a Trusted Adult(s). These are adults they would say something to if they saw the warning signs that individuals might hurt themselves or others.

- **Say Something Poster**

Create a large poster with butcher paper that reads, "If this person needed help, I would want you to *Say Something*." Students then write the names of family members, friends, classmates, and teachers.

- **Research Historical Upstanders**

Have students to research and present the origin and meaning of Upstander as well as the role of Upstanders throughout history (e.g., during the Holocaust or during the Civil Rights movements in the United States, India or South Africa).

- **Research Student Upstanders**

Have students research and present the origin and meaning of an Upstander as well as students who have said something to a Trusted Adult and, consequently, averted a tragedy.

- **Creative Writing**

Have students demonstrate their creativity through poems, raps, and fictional stories that demonstrate the importance of saying something to a Trusted Adult when individuals show the signs they may hurt themselves or others.

- **Say Something Contests**

Organize classroom contests where students develop a piece of writing, a video, or a piece of art that exemplifies the *Say Something* themes. Establish a student panel to evaluate the submissions and choose the winners in each category.

2. Student Activities

- **Selfie Station or Instagram Photo Booths**
Students organize Selfie-Stations or Instagram Photo Booths where students can show the importance of being an Upstander as well as promote the reasons for *Saying Something*, e.g., using the sentence starter “I will *Say Something* because...” and describing the reasons they will look out for their classmates.
- **Letter Writing**
Students organize letter writing campaigns to other schools to introduce *Say Something*. Students describe the importance of identifying the signs that individuals may hurt themselves or others as well as the importance of telling a Trusted Adult.
- **Student Displays**
Students collaborate with school leaders to display artwork, posters, short stories or poems throughout the school that describes the importance of *Say Something*.
- **Social Media**
Students post photos on social media with messages that promote the *Say Something* program, e.g., “I made the promise to #Say Something”, “I am a #Upstander, or #Say Something.” Students also tag their school and invite parents and community members to join them.
- **Tabling Event**
Students collaborate with school leaders to set up a *Say Something* table before school, during lunch or after school. The table has *Say Something* literature as well as student-created messages that promote the *Say Something* program.
- **Editorials**
Students write an editorial to their student newspaper describing the *Say Something* program as well as the importance of saying something to a Trusted Adult.
- **Student Contests**
Students collaborate with school leaders to organize *Say Something* contests before school, during lunch or after school that promote *Say Something*, e.g., poster making contests, Selfie or Instagram contests, video contests, or pie eating contests (with the *Say Something* logo at the bottom of the pie tin).
- **Morning Announcements**
Students collaborate with school leaders to give school-wide morning announcements to promote the *Say Something* program, remind students how to identify warning signs, intervene, and get help for individuals before they hurt themselves or others.

3. School and Community Activities

- **Wear Green Day**
School leadership organizes a “Wear Green Day” (Green is the Sandy Hook Promise color) during *Say Something* Call to Action Week to raise awareness for the *Say Something* program.
- **Website and Media Sites**
School leadership posts the *Say Something* video as well as *Say Something* key messages on their school’s website and social media sites.

- **Avatar**
School leadership changes its social media avatar to the *Say Something* logo during *Say Something* Call to Action week as well as provides a link to a webpage with more information about *Say Something*.
- **Parent Outreach**
School leadership sends letters and/or emails to parents and caregivers that describes the *Say Something* program as well as the activities occurring during *Say Something* Call to Action Week. In addition, the correspondence provides parents guidance on how to continue the *Say Something* conversation at home.
- **Lockdown Drill**
Teachers and staff use lockdown drills as an opportunity to discuss the *Say Something* program, remind students how to identify warnings signs, intervene, and get help for individuals before they hurt themselves or others.
- **Proclamation**
School leadership invites their city or town's school board, city council, mayor, or police chief to sign a proclamation that promotes the *Say Something* program. The proclamation is then shared with the local media.
- **Community Presentations**
School leadership invites guest speakers, e.g., law enforcement officials, fire fighters, and health care professionals to share their first-hand experience about the importance of saying something in order to prevent a tragedy.
- **Media Day**
School leadership invites local media to their school to cover *Say Something* Call to Action Week activities.