



Sandy Hook  
**PROMISE**

**Creating Safer  
Schools & Communities**







# WHO is Sandy Hook Promise

Sandy Hook Promise (SHP) is a nonprofit organization led by several family members who lost loved ones at the Sandy Hook Elementary School shooting on December 14, 2012.





# WHAT we do

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

- Identifying, intervening and getting help for individuals who may be at-risk of hurting themselves or others



# HOW do we do it

- **EDUCATE** and empower, at no cost, youth and adults in our *Know the Signs* prevention programs



- **DELIVER** and sustain via multiple platforms
  - Direct Training through National & Local Trainers
  - Digital Curriculum Download / Interactive Training Video
  - English and Spanish materials; multilingual presenters
  - Sustain by embedding programs in student clubs and empowering youth to change culture



# A Little Background...



# After the shooting ...

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

# There are almost always signs ...

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







**KNOW THE SIGNS**

## Violence and Victimization Prevention Programs



# Start With Hello™ (SWH)



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

Key outcomes:

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

# Signs of Suicide™ (SOS)



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

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



# Safety Assessment & Intervention <sup>TM</sup> (SAI)



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

Key outcomes:

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

# Say Something™ (SS)

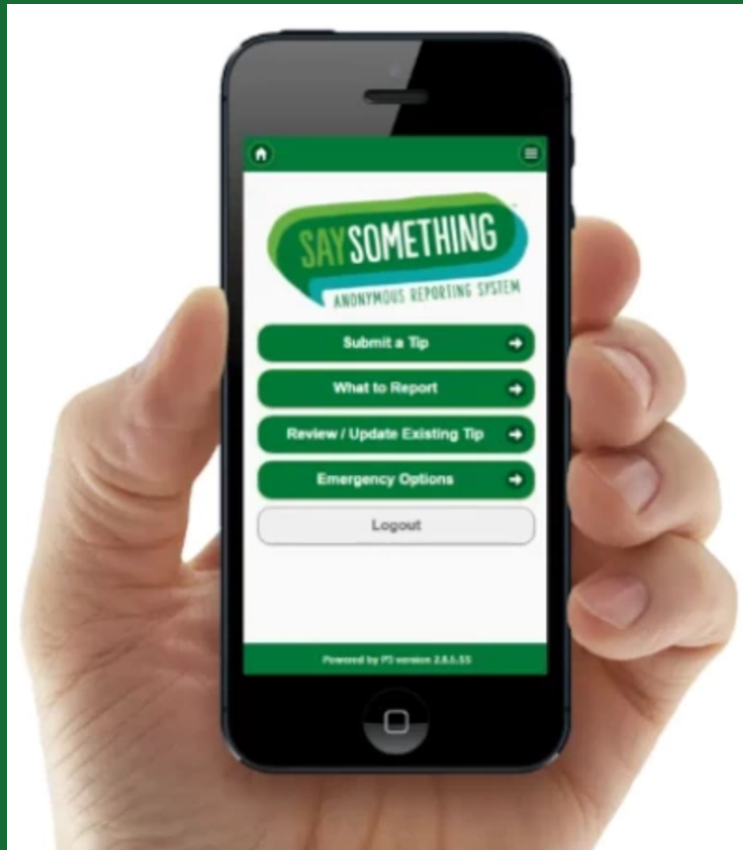


Teaches students on how to recognize signs, especially in social media, of an individual who may be a threat to themselves or others and say something to a trusted adult or report it using our Anonymous Reporting System. Key outcomes:

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

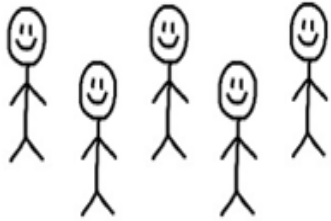
# Anonymous Reporting System

- Offers Phone, Web/PC, Mobile App Anonymous Reporting



A screenshot of the SAY SOMETHING Anonymous Reporting System website. The website has a teal background with a white navigation bar at the top containing the SAY logo and links for 'WHAT TO REPORT', 'FOLLOW-UP ON A TIP', 'WHAT IS SAY SOMETHING', and 'ABOUT US'. The main content area features the SAY SOMETHING logo and the text 'ANONYMOUS REPORTING SYSTEM'. Below this is the headline 'SEE IT. REPORT IT.' and a paragraph: 'Say Something Anonymous Reporting System allows you to submit secure &amp; anonymous safety concerns to help identify and intervene upon at-risk individuals BEFORE they hurt themselves or others.' At the bottom, there are three circular icons: a laptop for 'SUBMIT A TIP', a telephone for 'CALL THE HOTLINE 1-844-5-SAYNOW', and a smartphone for 'GET THE APP'. The 'GET THE APP' section includes logos for Google Play and the App Store.

# Anonymous Reporting System



**Step 1: Submit an  
Anonymous Tip**



**Step 2: All Calls and Tips sent to  
24/7 MULTI-LINGUAL CRISIS CENTER**



**Step 3: School Officials & Law Enforcement  
Intervene and Help Individual(s)**

- All tips forwarded to law enforcement (as needed) and directly to assigned individuals in a school / school district (via text, email and/or phone call)
- Turnkey backend support for schools - Real time tracking, reporting until case is resolved and closed



# SHP Delivery and Impact

# Program delivery and sustainability...

## Delivery - AT NO COST

- Direct Training – National and Local trainers
- Say Something Interactive Learning Video

## Sustainability -

- SHP-funded School Outreach Coordinator
- Embed youth programs in existing clubs or SHP SAVE Club
- SHP annual call-to-action weeks
- Materials, collateral for students, community and parents

# SHP Impact ...

- Intervened and stopped multiple school shooting, suicide, and gun threats across the US
- Stopped/reduced cutting, bullying, and other acts of violence and victimization
- Helped hundreds of youth get mental health and wellness assistance
- 5,500,000 youth and adults in 10,000+ schools have been trained in our programs in every state



# SHP In Ohio...

- OH was the first state SHP introduced its school safety programs.
- We've delivered 950 in-school Know the Signs programs and have trained over 1 million youth and adults in Ohio.
- In December, SHP hosted a Safety Assessment and Intervention (SAI) training here in Independence for schools in Northeast Ohio--hopefully some of you were able to attend!

# SHP In Ohio...

- Given our history in the state, we see potential for Ohio to become the shining example of best practices for training in school safety for the rest of the country.
- This year, we're excited to take our multi-faceted approach to school safety statewide, and we're working to introduce legislation that would train students across OH to identify, intervene and help at-risk individuals by knowing the signs.

