

**SAY SOMETHING**<sup>TM</sup>

ANONYMOUS REPORTING SYSTEM



Sandy Hook  
**PROMISE**



# What is the **PROBLEM?**

Each year in schools and communities across the United States, there are millions of youth who hurt themselves or others through verbal, physical and digital means.

These behaviors can cause youth to experience emotional trauma and physical injury, mental health or wellness issues, stress or anxiety, and/or feelings of being unsafe.

Too often the outcome results in self-harm, suicide, and homicide.

## THE FACTS

In a majority of these acts, youth and adults are witness to threats, warning signs or signals, especially on social media, but do nothing to intervene to help the at-risk youth. **In fact:**

- Over **1 million students** reported being harassed, threatened or subject to other forms of cyberbullying ([www.nveee.org/statistics/](http://www.nveee.org/statistics/), 2016)
- **80% of school shooters** told someone of their violent plans. 59% told more than one person (Vossekuil, B., et al., 2002)
- A national study found that **37% of threats** of violence, bullying, etc. were sent electronically and 28% used social media (Trump, K., 2015)

## THE REASONS

There are many reasons why youth and adults do not *Say Something* when they see a warning sign or signal. **They do not:**

- Understand or know how to recognize warning signs and signals of at-risk behavior
- Believe a threat to be true because “they would never say it publicly if they meant it”
- Want to be labeled, stigmatized and/or possibly physically threatened as a “snitch”
- Know who to tell or “believe that nothing will be done to help anyhow”
- Think they need to because someone else will say something



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# What is THE SOLUTION?

The *Say Something* Anonymous Reporting System (SS-ARS) teaches youth and adults how to recognize warning signs and signals, especially within social media, of individuals who may be a threat to themselves or others and *Say Something*, using our anonymous reporting system, **BEFORE** it is too late.

## The SS-ARS Program Teaches

- How to recognize the signs and signals of at-risk behaviors — especially within social media
- How to take every sign and signal seriously and act quickly to get help by talking to a trusted adult, calling 911, or using an anonymous reporting system
- How to anonymously report to SS-ARS 24/7/365 Crisis Center via mobile app, website, or telephone hotline
- How to respond to and manage tips within the SS-ARS tip-management system
- How to sustain the program through our robust suite of activities, lesson plans, and call-to-action weeks, with help from our account management team

## The SS-ARS Program

- Provides an app, website and 24/7/365 telephone hotline for youth and adults to submit anonymous tips
- Is supported by a 24/7/365 National Crisis Center
- Employs a team of highly-skilled, multilingual Crisis Counselors, trained in suicide and crisis management, who receive and triage tips
- Uses a proven process to triage all tips into "Life Safety" or "Non-Life Safety," for instant routing and prioritization by school officials and/or 911 Dispatch, via text, email, and phone calls
- Provides set-up and training of ALL students, school personnel, and 911 Dispatch

# How the

## SAY SOMETHING™

### ANONYMOUS REPORTING SYSTEM

# Works

## STEP 1

SUBMIT AN ANONYMOUS TIP



**Call the tipline:**  
1-844-5-SAYNOW



**Use the Website:**  
[www.saysomething.net](http://www.saysomething.net)



**Use the Mobile App:**  
Available for Apple  
and Android devices

## STEP 2

ALL CALLS AND TIPS SENT TO A 24/7/365  
MULTILINGUAL CRISIS CENTER

1

A Crisis counselor receives  
and reviews tip information

2

The tip is triaged and  
categorized as either Life  
Safety or Non-Life Safety

3

The tip is then sent to school  
officials and/or 911 Dispatch  
(as needed) via text, email  
and phone call within  
moments of being received

## STEP 3

SCHOOL OFFICIALS AND/OR 911 DISPATCH  
INTERVENE AND GET HELP FOR INDIVIDUALS

1

School officials and 911  
Dispatch (as needed) act  
immediately to investigate,  
assess, and intervene/provide  
support to reported at-risk  
individuals

2

The at-risk individual receives  
the help he or she needs  
BEFORE they ever get to the  
point of hurting themselves  
or others

3

School officials report their  
outcomes into the SS-ARS  
platform and close out the  
tip, ensuring accountability  
for every tip submitted

## How is the program DELIVERED & SUSTAINED?

### SS-ARS is delivered through our:

- Team of certified trainers who will train students, school personnel, and 911 Dispatch
- Interactive training video and support curriculum and resources available through the Sandy Hook Promise Digital Learning Center

### SS-ARS is sustained through our:

- Annual refresher trainings for students, along with annual call-to-action weeks
- Students Against Violence Everywhere (SAVE) Promise Clubs that reinforce program themes and empower students to carry them forward and keep awareness high within district schools
- Dedicated SS-ARS Sustainability Team that provides ongoing support, adult trainings, professional development opportunities, newsletters featuring best practices, and more
- In-school awareness materials — posters, floor stickers, table tops, etc., to gently remind students of the app, website and 24/7/365 telephone hotline



A black and white photograph of a young man with dark hair, smiling and looking towards the camera. He is wearing a plaid shirt and has a backpack strap visible over his shoulder. The background is slightly blurred.

# *why* SS-ARS WILL BE *successful...*

BECAUSE IT IS THE ONLY NATIONAL ANONYMOUS REPORTING SYSTEM TO...

- 1 Educate youth and adults to recognize warning signs of at-risk individuals
- 2 Provide a comprehensive 24/7/365 anonymous reporting platform so tips can be submitted and responded to via mobile app, website, and telephone hotline
- 3 Provide 24/7/365 Crisis Center support by our team of highly-skilled, multilingual Crisis Counselors who triage, categorize, and deliver tips to school personnel and/or 911 Dispatch teams
- 4 Feature a dedicated team of account managers and onboarding specialists who manage and sustain the program, ensuring acceptance and use by youth and adults
- 5 Provide student club set-up and all awareness materials for in-school activities and placement
- 6 Use a tip-management platform developed by industry's most comprehensive, secure, trusted, and confidential tip management system

# About Sandy Hook Promise

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**Sandy Hook Promise (SHP)** is a national nonprofit organization with a mission to end school shootings and create a culture change that prevents violence and other harmful acts that hurt children. Through its life-saving, evidence-informed Know the Signs prevention programs, SHP educates and empowers youth and adults to recognize, intervene, and get help for individuals who may be socially isolated and/or at risk of hurting themselves or others. SHP is a moderate, bipartisan organization that supports sensible policy solutions that address the human side of gun violence and make schools safer. SHP is led by several family members whose loved ones were killed in the tragic mass shooting at Sandy Hook Elementary School on December 14, 2012.

For more information about Sandy Hook Promise and our *Know the Signs* program, please visit [www.sandyhookpromise.org](http://www.sandyhookpromise.org).

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Sandy Hook  
**PROMISE**

**Gun violence is preventable when you Know the Signs.  
Learn how and stop it before it starts.**