

**SAY SOMETHING**

# SAY SOMETHING WEEK TOOLKIT

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February 25-March 1, 2019

A Youth Violence Prevention Program

[www.sandyhookpromise.org](http://www.sandyhookpromise.org)

For questions, please email:  
[saysomething@sandyhookpromise.org](mailto:saysomething@sandyhookpromise.org)



Sandy Hook  
**PROMISE**

# TABLE OF CONTENTS

Sample Call to Action Week School Schedule..... 3

Video Best Practices..... 4

Media Advisory Template..... 5-6

Parent Letter Template..... 7

Proclamation for Community Leaders Template..... 8

Social Media Posts Samples..... 9-10

Invitation to Participate Template..... 11

Spotlight Schools..... 12-15

# SAMPLE CALL TO ACTION WEEK SCHOOL SCHEDULE

Below is an example on how you can organize your *Say Something* Call to Action Week, along with ideas for daily themes. While Sandy Hook Promise encourages schools to engage in at least one activity each day, please note that schools should develop a Call to Action Week schedule and implement activities that best accommodates their individual school needs.

## MONDAY, SAY SOMETHING OPENING EVENTS

- Have students and teachers make *Say Something* announcements in the morning.
- Implement school-wide or classroom *Say Something* training.
- Change your school's avatar to the *Say Something* logo and post information about your *Say Something* Call to Action Week activities on your website and social media sites.
- Organize a Wear Green day (Green is Sandy Hook Promise's color) to promote *Say Something* Call to Action Week.

## TUESDAY, SAY SOMETHING SOCIAL MEDIA DAY

- Implement an Instagram or Twitter contest and encourage students to post *Say Something* messages and tag your school and #SaySomething. Sample social media posts are listed on pages 9-10.
- Create a *Say Something* wall using butcher paper and encourage students to write the names of people they care about on the wall.
- Organize a *Say Something* video-making contest that promotes the *Say Something* program. Sample best practices for creating your videos are on page 4.

## WEDNESDAY, SAVE PROMISE CLUB AWARENESS DAY

- School leadership convenes discussions with existing youth clubs within their school — for example, Students Against Drunk Driving or Student Council — and asks them to consider embedding a SAVE Promise Club. If a student club does not exist, ask interested students to consider forming a SAVE Promise Club. More information can be found at SAVE Promise Clubs.

- Students set up a SAVE Promise Club information table before school, during lunch and/or after school where their classmates can learn more about SAVE Promise Club and sign up to become a member.

## THURSDAY, EVAN VIDEO DAY

- Have students watch the Evan video and facilitate a discussion about the signs displayed in the video.
- Have students create a video, piece of art, or write a poem that represents the primary themes of the Evan video. Display the student work throughout the school to promote the *Say Something* program.

## FRIDAY, MARCH 1: TRUSTED ADULT DAY

- Ask students to create a pledge wall titled: "I am a trusted adult. You can *Say Something* to me. I will listen" and encourage staff and faculty to sign the wall and include a message.
- Send parents information about the *Say Something* program and Call to Action Week. Encourage parents to talk with their children about the *Say Something* program as well as how they will be a Trusted Adult for their child (page 7).
- Invite local community leaders (e.g., school board members, elected officials, and law enforcement officials) to issue a *Say Something* proclamation. A sample *Say Something* proclamation is included in this planning guide on page 8.

# 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. Cell phones 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 other 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 and we will share it on our social media! Email it to [saysomething@sandyhookpromise.org](mailto:saysomething@sandyhookpromise.org), tweet us at @SandyHook, or tag us on Instagram @SandyHookPromise.

# MEDIA ADVISORY TEMPLATE

[Click here to download an editable version of the Media Advisory Template!](#)

Be sure to customize all green fields below and remove the highlight before sending!

[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:** [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 the National *Say Something* Week, February 25 through March 1.

*Say Something* teaches students how to look for warning signs, signals, and threats – especially on 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 of the leading national experts in threat assessment and intervention.

The week-long 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 aware individuals said something?

*Say Something* Week raises awareness and reinforces the power young people have to prevent tragedies, when they “say something” to a trusted adult to protect a friend from hurting themselves or others.

# MEDIA ADVISORY TEMPLATE

[Click here to download an editable version of the Media Advisory Template!](#)

Be sure to customize all green fields below and remove the highlight before sending!

**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 national 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 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 how to 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](http://www.sandyhookpromise.org)

# PARENT LETTER TEMPLATE

[Click here to download an editable version of the Parent Letter Template!](#)

Be sure to customize all green fields below and remove the highlight before sending!

Dear Parents/Caregivers,

During the week of February 25 through March 1, 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 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 online channels to express themselves, their thoughts and hopes, and their anxieties and personal feelings. Some even go as far as hinting at hurting themselves 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 are learning. Not only will this conversation help you 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 meant to be safe places. *Say Something* will help equip our young people to do their part to keep our school community safe. For more information on *Say Something*, please visit: <http://www.sandyhookpromise.org/saysomething>.

Thank you,

[Insert name of your school or youth organization]

# PROCLAMATION FOR COMMUNITY LEADERS TEMPLATE

[Click here to download an editable version of the Proclamation for Community Leaders Template!](#)

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. Be sure to customize all green fields below and remove the highlight before sending.

## PROCLAMATION

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, 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, February 25 - March 1, 2019 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.

# SOCIAL MEDIA POSTS SAMPLES

[Click here to download an editable version of the Social Media Posts Samples!](#)

## FACEBOOK

- Each year there are 2 million acts of violence in schools. When students, teachers, and families #SaySomething, they can help prevent them. We're proud to take part in #SaySomething Week with Sandy Hook Promise, this Feb 25th- March 1st! <http://www.sandyhookpromise.org/saysomethingweek>
- #SaySomething Week starts February 25th! Join us by signing up your school or community organization at: <http://www.sandyhookpromise.org/saysomethingweek>
- #SaySomething Week is almost here! We're ready to go! Have you signed up your school or community organization to participate yet? <http://www.sandyhookpromise.org/saysomethingweek>
- Often after tragedies like Sandy Hook, Parkland, Santa Fe, and the countless horrors we've witnessed, we hold a moment of silence. But, the time for silence is over. We look forward to learning to speak out and up, to #SaySomething, and help prevent gun violence before it can start: <http://www.sandyhookpromise.org/saysomethingweek>
- Before many acts of violence there are texts, tweets, posts. There are warning signs. Join us and bring #SaySomething to your community this Feb 25th - March 1st. <http://bit.ly/2vMARHM>
- Every act of gun violence is a preventable one. Join us and learn how to recognize warning signs and train youth to report threats of violence by signing up for #SaySomething Week: <http://www.sandyhookpromise.org/saysomethingweek>

## 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 February 25th - March 1st. Join [YOUR SCHOOL NAME] and sign up your school or community at <http://www.sandyhookpromise.org/saysomethingweek>
- It is so important to #SaySomething to a trusted adult if you see, hear, or read a threat of violence. Please watch and RT: <http://bit.ly/1G2r2cW>
- Watch and RT to spread the word about #SaySomething Week the week of February 25th! <http://bit.ly/2vMARHM>
- We're looking forward to learning how to recognize warning signs & train youth to report threats of violence by participating in #SaySomething Week in February: <http://www.sandyhookpromise.org/saysomethingweek>
- 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 and join [YOUR SCHOOL NAME] for #SaySomething week Feb 25th - March 1st at <http://www.sandyhookpromise.org/saysomethingweek>
- Together we CAN #ProtectOurKids from gun violence by teaching them to spot threats and #SaySomething: <http://www.sandyhookpromise.org/saysomethingweek>
- In 4 out of 5 acts of gun violence, another person was told about the plan. In Feb., we'll teach our students to #SaySomething: <http://www.sandyhookpromise.org/saysomethingweek>

# SOCIAL MEDIA POSTS SAMPLES

[Click here to download an editable version of the Social Media Posts Samples!](#)

## TWITTER (CONTINUED)

- “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 this February: <http://www.sandyhookpromise.org/saysomethingweek>
- Of the young people in CO who died by suicide from 2008-2012, more than 1/3 told someone of their plans. #SaySomething <http://bit.ly/2uCl1VK>
- Do your students know the signs & when to #SaySomething to prevent violence? Join #SaySomething Week in February: <http://www.sandyhookpromise.org/saysomethingweek>
- Sign up your school or youth organization for #SaySomething Week, Feb. 25th to March 1st! <http://www.sandyhookpromise.org/saysomethingweek>
- Learn how to recognize warning signs & train youth to report threats of violence by joining #SaySomething Week: <http://www.sandyhookpromise.org/saysomethingweek>
- #SaySomething Week starts February 25th! Have you signed up your school or youth organization yet!? <http://www.sandyhookpromise.org/saysomethingweek>
- Check out how to bring #SaySomething Week to your community: <http://www.sandyhookpromise.org/saysomethingweek>
- What’s 1 way to prevent gun violence? By teaching ourselves & our children to spot potential threats: <http://www.sandyhookpromise.org/saysomethingweek> #SaySomething
- Tweet for Feb 24th, 2019: #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 [AT SCHOOL/ORG NAME]! Follow us & 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 *Say Something* Week info/sign up: <http://bit.ly/1MNFRe>

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

# INVITATION TO PARTICIPATE TEMPLATE

The template below provides language for districts to invite their schools to participate in *Say Something* Week. In addition, the template can be amended for other organizations or individuals to invite schools or youth organizations to participate in *Say Something* Week.

[Click here to download an editable version of the Invitation to Participate Template.](#)

As part of our district's partnership with Sandy Hook Promise, I wanted to let you know about a great opportunity for your school to participate in an important call to action during national *Say Something* Week coming up February 25 - March 1st, 2019.

*Say Something* is a free program for grades 6-12 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

During this week, schools can self-implement the *Say Something* Program, which is a 40-45 minute presentation, and/or participate in activities throughout the week that reinforce the messages of the Program. After registering, you will receive resources that will help you plan and implement a great *Say Something* Week. These resources include a Planning Guide, a Toolkit, the Student Presentation and Training Videos.

Schools can register here: [www.sandyhookpromise.org/saysomethingweek](http://www.sandyhookpromise.org/saysomethingweek)

If you have any questions, please do not hesitate to reach out to Sandy Hook Promise School Outreach Coordinator [Name of School Outreach Coordinator] at [Phone number] and [Email address].

Sincerely,

[District Representative]

# SPOTLIGHT SCHOOLS : STUDENT LEADERSHIP

## 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 to 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.

## 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.

# SPOTLIGHT SCHOOLS : STUDENT LEADERSHIP

## CHARDON SCHOOLS, CHARDON OHIO

Chardon Schools, along with a 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*.

# SPOTLIGHT SCHOOLS : COMMUNITY REACH

## 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*.

## 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 tablets.

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, the 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.

# SPOTLIGHT SCHOOLS : SUSTAINABILITY

## **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*.

## **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 that 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.