STUDENT LEADER GUIDE
for GRADES 6-12
#saysomething #sandyhookpromise
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Copyright © 2016 Sandy Hook Promise. All Rights Reserved.
This easy-to-use guide is designed to assist youth ambassadors or peer leaders in delivering the Say Something program. It includes tips for getting started, key action steps and messages to emphasize and ideas, activities and resources that young people can use during Say Something Week and throughout the year to carry Say Something forward.

This workbook features information to help you learn how to recognize the warning signs, signals & threats – especially in social media – from individuals who may want to hurt themselves or others. Say Something also teaches you to take immediate action and go to a trusted adult to get help and the importance of doing so. You will also find activities, checklists and worksheets you can use to spread the message and teach others about Say Something:

1. Recognize the warning signs, signals and threats.
2. Act immediately. Take it seriously.
3. Say something to a trusted adult.

Student Resource Guide includes:

- Getting Started Checklist
- Kick Off Meeting Agenda
- Proposal Template
- Planning Committees Map
- Daily Planner
- Task List
- Budget Form
- Spirit Day Suggestions
- Activities
- Reflection
- Sustainability Plan
- Promise Club Success Stories
- Social Media Resources

We’ve also included ready-to-go resources:

- Icebreaker Cards
- Printable Name Tags
- “Say Something” Selfie Cards
- Human Scavenger Hunt

Thank you for your leadership and commitment to Say Something! We couldn’t do it without you.

Sincerely,

Mark Barden (Daniel’s Dad) & Nicole Hockley (Dylan’s Mom)
Managing Directors, Sandy Hook Promise
ABOUT SANDY HOOK PROMISE

Sandy Hook Promise is a national non-profit organization founded and led by several family members whose loved ones were killed at Sandy Hook School on December 14, 2012.

The organization is focused on preventing gun violence (and all violence) BEFORE it happens by educating and mobilizing parents, schools and communities on mental health and wellness programs that identify, intervene and help at-risk individuals.
OVERVIEW

In 4 out of 5 shootings, the attacker told other people of his plans ahead of time.  

70% of people who complete suicide tell someone of their plans or give warning signs.  

7% of students in grades 9-12 reported not going to school 1 or more days in the previous 30 days because they felt unsafe.

1 LEARN: Why Say Something?

Research supports that in many instances of violence, suicide and making threats, kids often show warning signs or even tell others what they are feeling and/or what they want to do BEFORE they do it. By learning how to look for these warning signs, act immediately and “Say Something” to an adult, we can and will get better at reducing violence, threats and tragic consequences.

Why should I care?

We can all help keep our school safe – this is the main point of Say Something. No student should feel helpless – we can all be observant, look out for each other especially on social media and tell a trusted adult if we see or hear anything that makes us uncomfortable or frightened.

Why should I “Say Something”?

• To create a more safer, healthier school community
• To inspire others and create lasting change by building a culture of “looking out for one another” and reporting possible threats of violence when someone sees, reads or hears something (especially within social media)
• To make a difference in someone’s life and get help for a classmate or friend who needs it
• To stop someone from possibly hurting themselves or others
2 Look: Are any of our classmates or friends showing warning signs, signals or making threats?

Here are some examples of warning signs, signals and threats:

- Withdrawal from others
- Thoughts or plans of hurting self or others
- Bullying or hitting
- Fascination with death, violence or school shootings
- Bragging about access to guns or an upcoming attack
- Threatening to hurt someone in person or online

What are some examples of warning signs, signals and threats that you have witnessed at your school?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Where do you see warning signs, signals and threats happening in school and online?
(check off locations below)

☐ Lunch  ☐ Video Game Communities
☐ Hallways  ☐ Classrooms
☐ Gym / Sports  ☐ Other _________________
☐ Social Media

How do these images, messages and words make us feel?
________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

What if everyone at your school looked out for each other? What would that look like? How would it feel?
________________________________________________________________________

________________________________________________________________________
Organize a “Say Something” week or club at your school or youth organization. Bring attention to the importance of identifying warning signs and threats and getting help by saying something to a trusted adult. Sharing the three steps of Say Something can save lives and create a culture of caring.

Use the following resources to bring your ideas to life and to take action in your school and community.

“You cannot get through a single day without having an impact on the world around you. What you do makes a difference and you have to decide what kind of difference you want to make.”

- Jane Goodall
SAY SOMETHING: GETTING STARTED CHECKLIST

☐ Find an adult within your school or youth organization who will help and support your ongoing Say Something efforts. Your Say Something adult champion can sign up and register your group here: www.sandyhookpromise.org/.

☐ Look at Spirit Day and activity suggestions (pgs. 16-18) for inspiration

☐ Set up a Say Something Kick Off meeting - Kick Off Meeting Agenda (pg. 10)

☐ Complete a project proposal and get administrative approval - Proposal Template (pg. 11)

☐ Create committees to divide the work efficiently - Planning Committees Map (pg. 13)

☐ Plan week-long activities and events – Daily Planner (pg. 20)

☐ Assign responsibilities - Task List (pg. 21)

☐ Assemble a list of important materials and budget - Budget (pg. 22)

☐ Go!

SAY SOMETHING TIPS:

• Make sure you get approval from a school administrator or club leader before finalizing your plans.

• Once Say Something Week at your school is complete, plan a closing meeting to debrief the event and complete the reflection sheet and sustainability plan.*

*Sandy Hook Promise organizes a national Say Something Week every year in the fall and all schools are encouraged to participate. But schools can organize a Say Something Week anytime throughout the year.
SAY SOMETHING WEEK - planning guides
SAY SOMETHING: KICKOFF MEETING AGENDA

Icebreaker:
- Kick off the meeting with one of the icebreakers on the icebreaker cards.

Introduction:
- What is Say Something? Why does it matter?
- Share Say Something success stories to inspire and motivate your group.

Planning:
- Make sure everyone is on the same page by completing the project proposal template as a team.
- See what other youth like you are doing to promote Say Something in their schools by reviewing our Promise Club Success Stories.
- Select a project leader and use the Planning Committees Map to divide responsibilities.

Committees:
- Break into planning committees and begin brainstorming ideas for the week. Look at the Spirit Day suggestions and activities for inspiration and use the daily planner, task list and budget form to organize your thoughts and begin planning.

Wrap Up:
- Invite everyone to reflect on why they are interested in participating and commit to the project by filling out the Why I "Say Something" Selfie Card and taking a photo.
- Schedule your next meeting.

"Do what you can, with what you have, where you are."
- Theodore Roosevelt
# Say Something Week

## PROPOSAL TEMPLATE

Submitted by ___________________________  Submission date ____________

<table>
<thead>
<tr>
<th>DATES:</th>
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<tr>
<th>PROJECT TEAM:</th>
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</table>

<table>
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<tr>
<th>DESCRIPTION OF PROJECT:</th>
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</thead>
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<table>
<thead>
<tr>
<th>EVENTS AND ACTIVITIES:</th>
</tr>
</thead>
</table>

## PROPOSAL REVIEW  Comments:  

Approved by: ___________________________  Date: ____________________________
# PROPOSAL TEMPLATE SAMPLE

## Dates:
October 24-28

## Project Team:
Devon Brown, Renee Smith, Sean Green, Bailey Stevens, John Jacobs, Breonna Kim, Stacey Aro

## Description of Project:
Say Something Week is a week of events and activities to raise awareness and reinforce the power that young people have to prevent tragedies and protect a friend from hurting themselves or others.

## Events and Activities:
- Say Something morning announcements
- Say Something Week Pep Rally
- Green Out! Day
- Say Something lunch & learn
- Say Something informational table at lunch

## Proposal Review

**Comments:**
Great work! Can we meet next week to talk about reserving the gym for the pep rally?

**Approved by:** Principal Jones  
**Date:** October 5
Say Something Week

PLANNING COMMITTEES MAP

You can't do it alone! Use committees to help divide responsibilities and plan an awesome Say Something week.

<table>
<thead>
<tr>
<th>PROMOTION COMMITTEE</th>
<th>EVENTS + ACTIVITIES COMMITTEE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spread the word about Say Something Week.</strong></td>
<td><strong>Plan fun and engaging Say Something Week events.</strong></td>
</tr>
<tr>
<td><strong>Responsibilities:</strong></td>
<td><strong>Responsibilities:</strong></td>
</tr>
<tr>
<td>• Manage social media</td>
<td>• Plan school-wide assembly</td>
</tr>
<tr>
<td>• Create posters</td>
<td>• Organize lunchtime activities</td>
</tr>
<tr>
<td>• Distribute flyers</td>
<td></td>
</tr>
<tr>
<td>• Make school-wide announcements</td>
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</tr>
<tr>
<td><strong>Team Members:</strong></td>
<td><strong>Team Members:</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EDUCATION COMMITTEE</th>
<th>COMMUNITY ENGAGEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Share information about warning signs, signals and threats during Say Something Week. Teach about the importance of Say Something to prevent tragedies and create a safer, healthier school and community.</strong></td>
<td><strong>Engage community members in Say Something Week.</strong></td>
</tr>
<tr>
<td><strong>Responsibilities:</strong></td>
<td><strong>Responsibilities:</strong></td>
</tr>
<tr>
<td>• Give informational presentations to school teachers and staff</td>
<td>• Communicate with parents and family members</td>
</tr>
<tr>
<td>• Make and share fact sheets with students</td>
<td>• Give presentations at local schools</td>
</tr>
<tr>
<td>• Create public service announcement videos or posters</td>
<td>• Arrange partnerships with local businesses</td>
</tr>
<tr>
<td></td>
<td>• Invite community members to events</td>
</tr>
<tr>
<td></td>
<td>• Plan guest speakers</td>
</tr>
<tr>
<td><strong>Team Members:</strong></td>
<td><strong>Team Members:</strong></td>
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</table>

<table>
<thead>
<tr>
<th>OTHER</th>
<th>(ideas here)</th>
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<tbody>
<tr>
<td><strong>Responsibilities:</strong></td>
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<tr>
<td><strong>Team Members:</strong></td>
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</table>


SAY SOMETHING tips:

- Change your school or organization’s social media avatar to the Say Something logo.
- Send a press release or a letter to the editor to your local newspaper or news station to let them know about Say Something week.
- Use the hashtags #saysomething and #sandyhookpromise to share your Say Something activities with the rest of the world!
- Distribute Say Something stickers and wristbands. Order online from Sandy Hook Promise at no-cost while supplies last.

“We are only as strong as we are united, as weak as we are divided.”

- J.K. Rowling
SAY SOMETHING WEEK - activity GUIDES
Say Something Week

SPIRIT DAY SUGGESTIONS

#saysomething Day

- Encourage everyone to meet someone new and have a conversation about topics they find on index cards spread throughout the lunchroom. Use popular hashtags and invite students to share a positive thought about the person, the school or the community that relates to the hashtag. Examples include #schoolspirit, #bff, #newfriend, #backtoschool, #dosomething, #goteam.

SAY SOMETHING TIPS:

- Recruit Say Something ambassadors to encourage and promote conversations about Say Something, digital citizenship and being an upstander during lunch.
- Print out and put the Say Something icebreaker cards on each table as conversation starters.

Green Out

Show support for the Sandy Hook community and honor lives lost to gun violence AND show your pledge to prevent violence by wearing green, the color of Sandy Hook School.

SAY SOMETHING TIP:

- Hold a Say Something green t-shirt design contest. Collect student designs for a shirt, then hold a school wide vote for the favorite shirt. The Say Something logo is available to download at www.sandyhookpromise.org/saysomethingweek and can be included in the designs. Sell shirts to help cover the cost for Say Something week materials or donate to Sandy Hook Promise.

Show You Care Day

- Encourage students and staff to sign the pledge to “Say Something” and post their commitment to care for each other on their favorite social media sites. Sample messages are available on page 35. Or invite students to create their own message; i.e. “I care for my friends on ___________ (Twitter, Facebook, Instagram, etc.) so I promise to ‘Say Something.’” You can create a message for your school and spread the word. Teachers and staff can display Trusted Adult signs in their classrooms.

“Teach this triple truth to all: A generous heart, kind speech and a life of service and compassion are the things that renew humanity.”

- Buddha
Warm Welcome
Kick off the week with a team of students and adults at the entrance to your school to cheer on students and "Say Something" positive that acknowledges students as they walk into school. "It's nice to see you today!" and "Hope you have a great day!" Make it a celebration with party whistles and kazoos!

Mock Social Media Posters
Invite students to create posters that represent social media messages, i.e. mock Instagram, Snapchat, Facebook posts, that celebrate being an upstander, digital citizenship and responsible use and/or social media for social good. Display these posters all around the school and the community.

Mixed Grade Mixers
Plan mixers between grade levels to help students reach out to one another and serve as friends, mentors and advisers.

Say Something Storyboard
Post a giant sheet of banner paper in the hall or cafeteria. Highlight Say Something stories from the news, Promise Clubs or the Sandy Hook Promise website about everyday heroes who said something to save a life or get help for a friend. Then invite students to write a short thank you/acknowledgement on a post-it or card that can be attached to the story. These letters could then be shared with people from the stories. Visit the Sandy Hook Promise website to find stories to share with your community.

Say Something Group Photos
Create a photo booth with fun props and ask groups of students to pose for photos with trusted adults. Students can hold up a Say Something message or adults can hold the "Say Something I Am Proud to Be a Trusted Adult" poster to show how Say Something brings everyone closer together.

Say Something Scavenger Hunt
Create a scavenger hunt with different clues (e.g. find a person who was born in another state, find a person who is new to the school, etc.) and have students fill their sheet with different signatures from students or adults who fit the criteria. Make sure to include clues that lead students to find important information like the name of a trusted adult, the Guidance Counselor’s office, a community resource website and/or helpline information. Offer a prize for each person who turns the sheet in by the end of the day. A sample Human Scavenger sheet is available in the Resource section.
**Time Capsule**
At the end of the week ask students to write their favorite activity or memory from the week and add to a time capsule.

**Letter Writing**
Provide students with blank notecards and envelopes to write letters to students from another grade or class with an inspirational message about what Say Something means to them and how they chose their trusted adult.

**Say Something Hall of Fame**
Celebrate trusted adults by creating posters with each person’s picture, contact information (name, office #) and a fun fact to display on bulletin boards for students and parents to see. Create name tags for trusted adults in the school community to wear around school during Say Something events.

**Create a Video**
Why not show your school spirit by including students across the school in a Say Something video? Be creative and have some fun. Draw inspiration from the Say Something Week social media post messages (pg. 35).

**Guest Speakers**
Invite guest speakers who can talk first-hand about the importance of Say Something to speak at a school-wide assembly. Think about local physicians, mental health providers, law enforcement, elected officials, business owners or civic leaders.

**Design Social Media Posts**
Use photo/video editing apps to create original content that promotes Say Something on social media.

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**SAY SOMETHING tips:**

- Keep your audience in mind! You know what will work best at your school. What activities would students like? What would encourage them to participate?

- Reach out to the clubs at your school to get their ideas and identify ways they want to use their talents to promote Say Something Week.
SAY SOMETHING WEEK - leader RESOURCES
## Daily Planner

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<thead>
<tr>
<th></th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
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<td><strong>Date:</strong></td>
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<td><strong>Theme:</strong></td>
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<td><strong>Activities:</strong></td>
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**Resource #1**
Resource #2

**TASK LIST**

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<th>TASK</th>
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Resource #3

**BUDGET FORM**

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**SAY SOMETHING tip:**

- Reach out to local businesses and see if they would be willing to donate money or materials.
Now that Say Something week is over, take time to reflect on what went well, what didn’t and what you can do to make next year even better!

WHAT WAS YOUR FAVORITE PART OF THE WEEK? WHY?

WHAT WAS AN IMPORTANT LESSON YOU LEARNED?

WHAT WAS YOUR LEAST FAVORITE PART OF THE WEEK? WHY?

WHAT WOULD YOU DO DIFFERENTLY NEXT YEAR?
Resource #5

SUSTAINABILITY PLAN – KEEP THE MOMENTUM GOING!

Looking out for each other and being an upstander continues to take place year round. Make a plan to carry the momentum of Say Something into the rest of the school year. Use the ideas below or create your own!

- Create a Say Something club tasked with promoting awareness about recognizing warning signs, signals and threats all school year; or bring Say Something to an existing club by having a Student Leader present at your next meeting.

- Start a sign-up sheet to recruit students to help plan next year’s Say Something Week.

- Have a Say Something informational table at events through the year such as parent teacher conferences, sporting events and music or theatre performances.

- Designate Say Something days throughout the year to renew your pledge and update contact information for a trusted adult. Does your school practice safety drills or lockdowns? Why not use the time right after that to remind everyone about Say Something and how they can prevent tragedies? For more ideas, read the Promise Club Success Stories.

- Write a newspaper article or blog post to recap Say Something week.

- Work with student government to create a Say Something student advisory board to promote digital citizenship and your school’s acceptable use policies.

- Create social media posts to spread the message and share on your school’s social media sites.

- Include a reminder to “Say Something” in your school’s morning announcements.

- Make public announcements or host award ceremonies to acknowledge the trusted adults, upstanders, model digital citizens, student leaders and volunteers in your school.
Resource #5

**OUR SUSTAINABILITY PLAN**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>TIME FRAME</th>
<th>PERSON RESPONSIBLE</th>
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## ICEBREAKER CARDS

<table>
<thead>
<tr>
<th>“SOCIAL MEDIA REMIX”</th>
<th>FAVORITE UPSTANDERS</th>
<th>“SAY SOMETHING EMOJI”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Which social media tools do you use the most? How would you combine your favorite tools to create the ideal tool or app for you and your friends?</td>
<td>Who is your favorite upstander? Why? This can be a real person or a character in a story or movie.</td>
<td>Draw a unique emoji to remind friends to “Say Something”.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>“PREFERENCES”</th>
<th>“TWEET ABOUT ______”</th>
<th>#MONDAYMOTIVATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>What do you prefer... -emojis or hashtags? -video games or video streaming? -selfies or playlists? -snapchat or text?</td>
<td>Describe yourself, a trusted adult or someone you admire in 140 characters or less. Share personality traits, interests and hobbies. Include hashtags as well.</td>
<td>Share a quote that motivates you to be an upstander.</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>“T-R-U-S-T”</th>
<th>“2-MINUTE INTERVIEW”</th>
<th>YOUR FAVORITE THROWBACK!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Write an acrostic poem about the meaning of trust. For inspiration, think of your trusted adult.</td>
<td>-What’s your favorite social media site? Why? -How do you use social media/online resources? -What is one thing you do for fun offline? -How can social media be used for good? -Who do you admire? Why?</td>
<td>List 3 favorite items considered blasts from the past. See what you have in common with others. -Song -Cartoon Character -TV Show -Fashion accessory -Book</td>
</tr>
</tbody>
</table>

Create your own
Resource #7

**BULLETIN BOARD IDEAS**

Say Something is powerful because it creates a culture of caring for one another and celebrates the trusted adults, upstanders and everyday heros who “Say Something” to prevent violence/suicide and create safer, healthier schools and communities. Student leaders can play an important role by encouraging their peers to look out and recognize warning signs and signals. Signage on bulletin boards, displays and posters around school is a great way to spread the message and share resources on how to communicate with trusted adults and where to turn for help.

- **A trusted adult…**

  Invite students to write verbs that describe the actions of trusted adults in their lives. Write the verb and then a sentence describing the trusted adult on a sign. Each student can write one sign to share with the group. The group can then select the signs that they agree best describe a trusted adult. Display the selected signs on a bulletin board to help students identify trusted adults in their lives. You can decorate with pictures of classrooms, sports teams, school clubs, students and trusted adults.

- **Community Resource Collage…**

  Work with your school counselor and/or psychologist to develop a collage of local resources, contact information, trusted adults, community organizations, health clinics and helplines that can be displayed in a prominent location. Make sure to regularly update the information and continue adding resources as you learn more about caring for each other and keeping your community healthy and safe.

- **Say Something Bulletin Board**

  Keep the entire school community informed of all the Say Something activities taking place throughout the school year. Display a calendar of events, meeting times and locations, contact information for trusted adults, Say Something success stories and news and information for how to become involved in your school, community and/or national Say Something efforts.
<table>
<thead>
<tr>
<th>Hello! MY NAME IS...</th>
<th>Hello! MY NAME IS...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hello! MY NAME IS...</td>
<td>Hello! MY NAME IS...</td>
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<td>Hello! MY NAME IS...</td>
<td>Hello! MY NAME IS...</td>
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<td>Hello! MY NAME IS...</td>
<td>Hello! MY NAME IS...</td>
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</table>
Resource #9

SAY SOMETHING SELFIE CARDS

why i “SAY SOMETHING”

MY PLEDGE CARD:
Resource #10

SAMPLe - "HUMAN SCAVENGER HUNT" QUESTIONS

1. Find a trusted adult in your school. (Look for the “Say Something I’m Honored to Be a Trusted Adult” sign on their door.)

   NAME: _____________________  ANSWER: _____________________

2. Find someone who is new in your school.

   NAME: _____________________  ANSWER: _____________________

3. Find someone who speaks two or more languages.

   NAME: _____________________  ANSWER: _____________________

4. Find someone who uses social media.

   NAME: _____________________  ANSWER: _____________________

5. Find someone who participates in a school club or sport.

   NAME: _____________________  ANSWER: _____________________

6. Find someone who can get help for you or a friend in need. (School nurse, principal, advisor, guidance counselor). Write down their office number.

   NAME: _____________________  ANSWER: _____________________

7. Find someone who is good at playing video games.

   NAME: _____________________  ANSWER: _____________________

8. Find someone who signed the Say Something pledge.

   NAME: _____________________  ANSWER: _____________________
What is a Promise Club?

A Promise Club is made up of a designated adult champion(s) and youth leaders. A Promise Club can be a unique, stand-alone club or embedded into an existing student club, such as SADD, Student Council or another student leadership, civic or kindness club. Promise Clubs agree to help lead and sustain Sandy Hook Promise’s no-cost, easy to implement violence prevention programs - Say Something and/or Start with Hello. Both programs can be customized to fit within the unique culture of your school or youth organization and sustained in just a couple hours per month. Promise Clubs play a key leadership role in reinforcing and sustaining these lifesaving programs through a variety of simple, yet powerful activities.

Promise Club In Action: Moore High School, Moore Oklahoma

Inspired by Sandy Hook Promise’s Say Something program, 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.”

In addition to the Say Something program, the FUSE Student Leadership Club also implemented Start With Hello, with the goal of building a more inclusive school. Youth leaders delivered the initial Start With Hello presentation to their peers and organized community and inclusivity building activities during the entire month of February. The FUSE Club created videos that promoted connectedness and profiled students reaching out to each other. These videos were shown in their school and throughout the school district and broader community throughout the year. The FUSE Club captured the attention of their local television station who interviewed the Club members and gave them a platform to further spread Say Something and Start With Hello within their community. This media coverage gave youth leaders a chance to practice public speaking skills and have their efforts recognized and celebrated publicly. To date, Moore High School’s Say Something and Start With Hello activities have been 100% self-led and implemented through the FUSE Student Club with the help of their adult champion.

“Say Something brought a profound and tangible shift in student’s awareness and sensitivity to school safety issues.”

- Victor Rook, Teacher, Moore High School, Moore, OK
Promise Club in Action: Broadview Middle School, Danbury Connecticut

Broadview Middle School initially trained their students in Say Something with the help of a certified Promise Presenter, provided at no-cost by Sandy Hook Promise. Following the presentation, Broadview Middle School developed a Youth Club to help sustain the program. Broadview’s Youth Club continues to train their peers in Say Something and hosts Say Something activities for parents so they can reinforce the Say Something message at home. The Guidance 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 Youth Club and Guidance 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.”

The Guidance Counselor also trained members of the Youth Club in Start With Hello and coached the student leaders how to deliver the Start With Hello presentation to area elementary schools. In addition to training younger students, Broadview’s Youth Club organizes activities to reinforce Start With Hello’s message of inclusivity. One activity is an annual Valentine card-making event where students make and deliver Valentine cards for the staff and patients at a nearby hospital. The Youth Club also leads Start With Hello icebreaker activities before school and during lunch periods to ensure that students and staff alike know how to recognize chronic social isolation and are equipped to reach out and connect. The Youth Club volunteers at school events and serves as ambassadors and role models for both programs.

“Our school has seen a marked increase in the number of students coming forward with concerns. Most of these are about friends with troubles, such as feeling sad or depressed, self-harm or concerns about peer conflicts and bullying. We’ve also had cases where students were brought to our concern for things like making threatening gestures during school or posting threats and have been able to work with those students to address the reasons behind their behavior. We truly believe that because of Say Something and Start With Hello we have been able to address issues we would not have otherwise.”

-Christine Miller, Counselor, Broadview Middle School, Danbury, CT
SAMPLE – PROMISE CLUB CALENDAR

This sample Promise Club Calendar is a calendar of ideas to promote Say Something throughout the year. It is only a guide – Promise Clubs can implement the Say Something and /or Start With Hello presentation and follow-up activities at any time and tap into their creativity to create their own sustainability plan.

- **August / September: Back to School**

  Work with your Promise Club to incorporate Say Something or Start With Hello messaging in your back to school activities. This could include a poster or video making contest, activities at open houses orientation or sporting/musical events or building a pledge wall or “selfie station” where students commit to looking out for each other during the school year.

  Approximate time commitment: 2 to 3 hours

- **October: National Say Something Week, October 24-28, 2016**

  Join hundreds of schools and youth organizations across the country by participating in Sandy Hook Promise’s National Say Something Week. Host your Say Something presentation this week and work with your Promise Club to plan contests, activities and events. To sign up for Say Something Week and access the Say Something Week planning guide, please visit: www.sandyhookpromise.org/saysomethingweek.

  Approximate time commitment: 3 to 5 hours

- **November: Thanks and Giving**

  Leverage the Thanksgiving holiday and encourage students, staff and parents/caregivers to share messages of gratitude to one another, highlighting what they do to create safe and connected classrooms, schools and communities.

  Approximate time commitment: 1 to 2 hours

- **January: Resolutions to “Say Something” and “Start With Hello”**

  Ask students to write or draw a resolution to Say Something or Start With Hello in the New Year. Consider making the resolution either a group or homework assignment so that students can work on their resolution with their parents/caregivers or with others in their classroom. Display resolutions around the school or share in school communications and social media.

  Approximate time commitment: 1 to 2 hours

- **February: National Start With Hello Week, February 6-10, 2017**

  Host your Start With Hello presentation this week and work with your Promise Club to plan contests, activities and events in concert with hundreds of other schools across the country. To sign up for Start With Hello Week, please visit: www.sandyhookpromise.org/startwithhelloweek.

  Approximate time commitment: 3 to 5 hours
• **March / April: Spring into Action!**

   Ask your Promise Club to come up with one to three ideas that bring Say Something or Start With Hello into action. This could include incorporating Start With Hello icebreakers into lunchroom conversations or advisory activities, asking your Promise Club to present to a neighboring school or having students share Say Something and Start With Hello examples and success stories over the morning announcements or social media.

   Approximate time commitment: 1 to 5 hours

• **May / June: Looking Out for One Another Over the Summer**

   Challenge students to find one to three ways where they will continue to practice Say Something or Start With Hello over the summer as part of an advisory activity or creative writing assignment. As available, share resources that youth can access over the summer months, such as the library, community center, youth organizations or crisis lines where students can continue to build connections or reach out for help.

   Approximate time commitment: 1 to 3 hours

**Additional Resources**

For more ideas on how schools and youth organizations across the country are incorporating Say Something and Start With Hello into their unique culture, please visit:

- Say Something tumblr: http://saysomethingweek.tumblr.com
- Start With Hello tumblr: http://startwithhelloweek.tumblr.com
- Promise In Action in Our Communities: https://youtu.be/DhiXa9zng4
- Promise Leaders in Action: https://www.youtube.com/watch?v=zBDrpLB78J4
- Promise Youth in Action: https://youtu.be/G0WZzUO_YQ

For questions or support, please email programs@sandyhookpromise.org.
SAMPLE – SAY SOMETHING WEEK SOCIAL MEDIA POSTS

1. FACEBOOK:
   "I just participated in Sandy Hook Promise’s Say Something training and know that my #SaySomething Trusted Adult is my mom. Click here to learn more about Say Something: http://bit.ly/1JbML27"

2. FACEBOOK:
   "I just took the #SaySomething Pledge to tell a trusted adult if I see or hear a threat of violence in person or online. For more info on how to make the Sandy Hook Promise and to Say Something, visit: www.sandyhookpromise.org"

3. FACEBOOK:
   "I pledge to #SaySomething if I ever hear or see a threat of violence, in person or online and I promise to do my part to keep my school/community/neighborhood safe." To make the promise, visit: www.sandyhookpromise.org.

4. TWEET:
   "I pledge to #SaySomething if I ever hear, see or read a threat of violence. Learn how you can too, here: http://bit.ly/1JbML27 @SandyHook"

5. TWEET:
   "Protect. Prevent. #SaySomething. http://bit.ly/1JbML27 @SandyHook"

6. TWEET:
   "I took the #SaySomething Pledge with @SandyHook. Will you pledge too? Start here: http://bit.ly/1JHpd7I"

7. INSTAGRAM:
   "I took the #SaySomething Pledge with @SandyHookPromise to tell a trusted adult if I see or hear a threat of violence in person or online. This keeps our schools, communities and neighborhoods safer for everyone! #ProtectOurKids"

8. INSTAGRAM:
   "Completed my #SaySomething training and now know how to tell a trusted adult/report a threat of violence I may see or hear at school or online to better #ProtectOurKids. @SandyHookPromise"
TWO SIMPLE words with POWER to SAVE LIVES

SAY SOMETHING
take the PLEDGE
i promise to...

1. LOOK for WARNING SIGNS
   SIGNALS & THREATS

2. ACT IMMEDIATELY. take it
   SERIOUSLY.

3. say something to a TRUSTED ADULT
   to help CREATE a SAFER, HEALTHIER school
A youth violence prevention program from Sandy Hook PROMISE

SANDYHOOKPROMISE.ORG/SAYSOMETHING