

YOUTH VIOLENCE PREVENTION WEEK

April 7-11

National Youth Violence Prevention Week, held this year from April 7th to 11th, is a week to **STAND UP, SPEAK OUT** and **TAKE ACTION** against youth violence.

Check out some of the activities below for ideas and for help planning your National Youth Violence Prevention Week campaign. We also invite you to visit our website at www.speakup.com for a variety of resources to use this April—and all throughout the year—to inspire, educate and get others to join the movement and prevent violence.

In The Classroom

Hold a poster contest: Sponsor a SPEAK UP themed poster contest in which students design a poster promoting the anonymous and free 1-866-SPEAK-UP hotline.

Create your own PSA: Have students work in teams to research, write, film and edit their own public service announcements promoting SPEAK UP. Post the finished PSAs on YouTube to spread the SPEAK UP message to others.

Organize a pledge drive: Ask students to sign a pledge to “SPEAK UP” against violence and display the pledges within the school.

Make an announcement: Start off each day of National Youth Violence Prevention Week with information about SPEAK UP and other tools for violence prevention.

In Your Community

Use social media: Reach out through Twitter, Tumblr, Facebook, Instagram and Pinterest to spread the SPEAK UP message.

Launch an email campaign: Send an email to friends, family, colleagues and others to raise awareness about youth violence prevention and the SPEAK UP campaign. Be sure to include the www.speakup.com website in the email.

Plan an event: Organize activities throughout the week to provide youth a safe and positive way to spend the out-of-school hours. Hosting a basketball tournament or other sporting event, movie or game night is a great way to get kids involved.

Involve local businesses: Local retailers are great partners in Youth Violence Prevention Week efforts. Ask local businesses to post SPEAK UP posters in their store windows during the week and after.

Write a letter to the editor: Submitting a letter to the editor at your local newspaper is a great way to raise awareness of the importance of violence prevention in your community. Be sure to include local statistics and feature personal stories.

DID YOU KNOW?

4 OUT OF 5

school shootings, the attackers told someone about their plans beforehand.

83%

of middle schoolers would be willing to report another student with a weapon at school if they could so anonymously.

2/3

of cases, more than one person was told of the shooters' plans, many of them friends, classmates, or siblings.

**MANY THREATS
GO UNREPORTED**

because students don't want to be labeled a "snitch" or are fearful of retaliation.

It's time to stop the silence and put an end to violence in our schools and communities.

SPEAK UP is a groundbreaking initiative, launched in 2002 by The Center to Prevent Youth Violence, dedicated to empowering students to take a lead role in preventing violence. The centerpiece of the program is 1-866-SPEAK-UP, the first and only national hotline for students to safely and anonymously report weapon threats at school and in their community. Our goal is to remove the barriers that prevent students from sharing potentially life-saving information. Since the hotline launched nationally, it has received nearly 40,000 calls.

1-866-SPEAK-UP

1-866-SPEAK-UP is the first and only national hotline for students to safely and anonymously report weapon threats in their school or community. Trained counselors are available 24 hours a day, 7 days a week and capable of providing services in over 140 languages.

“Is this call an Emergency?”

YES

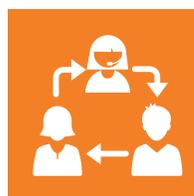
“Please hang up and dial 911.”

NO

“Do you have information about a weapon threat or threat of violence?”

YES

- 1 The SPEAK UP counselor **asks a series of questions** about the threat, collecting relevant information.
- 2 The counselor **records information** and creates a written threat report.
- 3 The counselor **uses a database** to identify relevant contacts (school administrators and/or law enforcement).
- 4 The counselor immediately **relays threat information** to contacts via phone and faxes a written report.



NO

If the call is not regarding a weapon threat or threat of violence, **callers are referred to appropriate local or national resources.**



1-866-SPEAK-UP
SPEAK UP. SAVE LIVES.

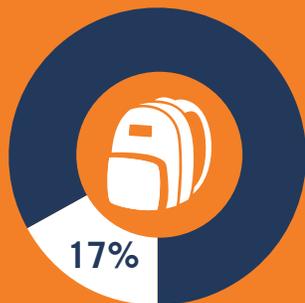
www.speakup.com

SPEAK UP: Help Prevent School Violence

Students want to help prevent school violence, but they need a safe and anonymous way to be part of the solution.



Access to weapons



2.5M

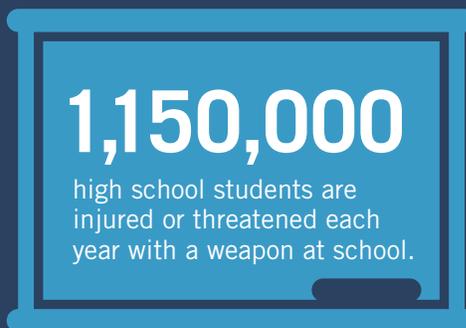
high school students carried a weapon at least once in the past 30 days.

Unreported threats

Many threats aren't taken seriously. Students are fearful of retaliation or being labeled a "snitch".



Lessons in violence



nearly 1 Million

high school students stayed home at least once in the past 30 days because they felt unsafe at school.



90K

Each year school violence lands nearly 90,000 school children in the emergency room.

The signs are usually there



4 OUT OF 5

school shootings, at least one other person had prior knowledge of the attack.

Will they tell?



83% of middle school students say they are willing to report another student with a weapon at school if they could do so anonymously.

Students are speaking up

40,000

calls to the hotline have been received from students across the country, helping to prevent tragedies and make our schools and communities safer.



1-866-SPEAK UP is available 24 hours a day, 7 days a week for students to report weapon threats at school and in our community.