





Upstream Violence Prevention: A Critical Component for Keeping Kids Safe

August 5, 2025



About Us

Sandy Hook Promise is a nonpartisan, nonprofit organization led by several family members whose loved ones were killed at the Sandy Hook Elementary School shooting on December 14, 2012.





Protecting Youth

Sandy Hook Promise envisions a future where children are free from shootings and acts of violence in their schools, homes, and communities.

What We Do

- Applying a holistic approach to end a public health epidemic.
- Teaching the warning signs of potential violence and how to get help.
- Researching how to create more inclusive, supportive school environments.
- Sensible bipartisan policies designed to increase students' safety in their schools, homes, and communities.



Gun Violence is Preventable When You Know the Signs



Youth in Crisis

Violence and suicide are national problems for school-aged youth

32%

Parents with children in K-12 said they were extremely or very worried about a shooting happening at their child's school.

70%

Teens said anxiety and depression was a major problem among peers.

42%

Teens experienced persistent feelings of sadness or hopelessness.

55%

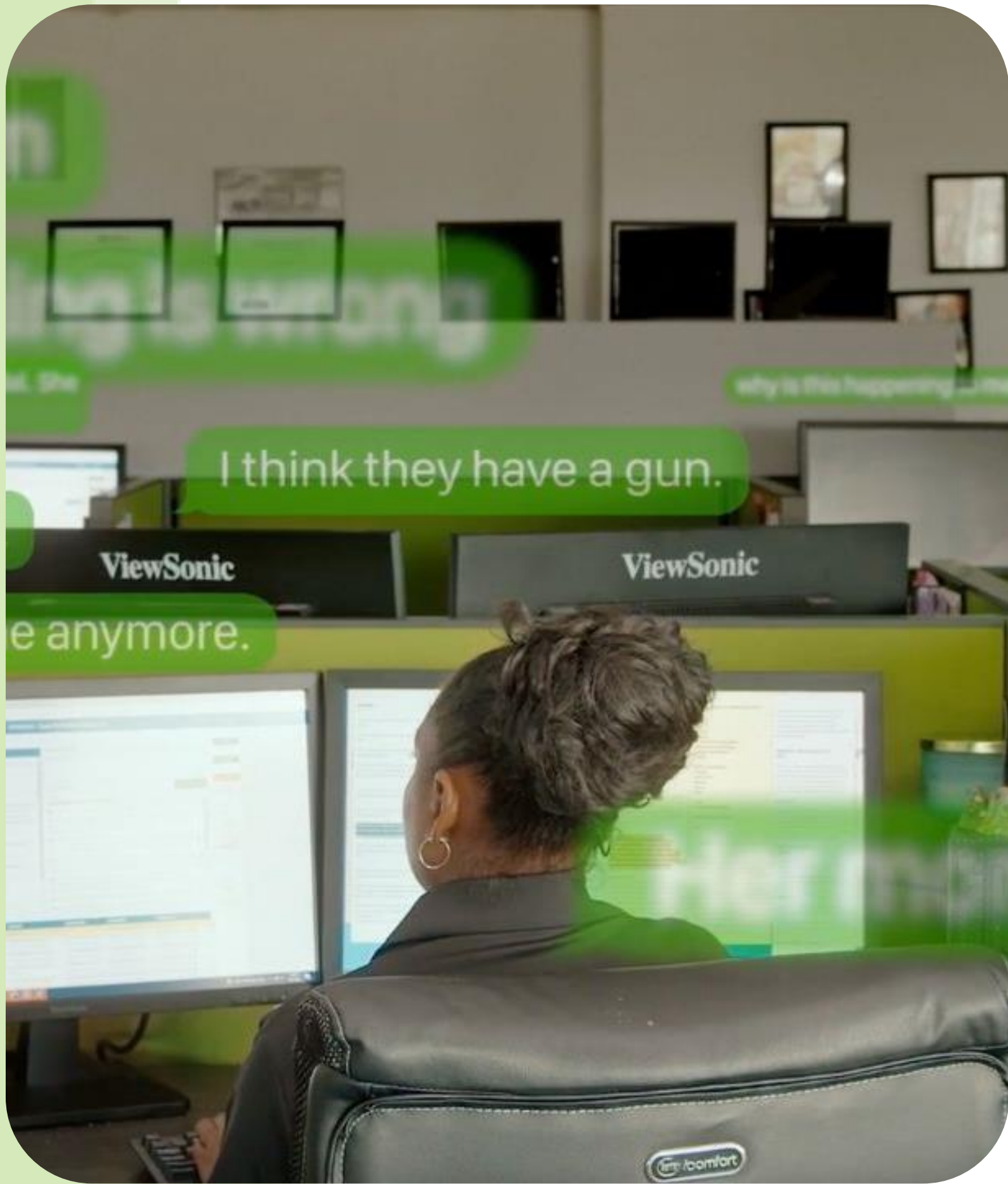
Teens said bullying was a major problem among peers.

22%

Teens considered attempting suicide. 10% attempted suicide.

\$122B

The annual estimated cost of youth violence in 2020.



Protecting Children

National Tip Types
from SHP's Say Something Anonymous Reporting System

15% Firearm/School Shooting Tips

12% Suicide Tips

25% Bullying Tips

6% School Fight Tips



Upstream Prevention

Prevent tragedies and systemically reduce the harm caused by related problems.



“There comes a point
where we need to stop
just pulling people out
of the river.

We need to go upstream
and find out why they’re
falling in.”

~ARCHBISHOP DESMOND TUTU ~

Evidence for School Safety

Mixed & Under Developed

Limited / No Evidence Base

Hardening measures, including video cameras & metal detectors

Hemorrhage control measures

Armed teachers & staff (non-SROs)

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Active shooter training & other lockdown drills

School Resource Officers (SROs)

Door lock policies and other forms of building security

Coordination with law enforcement

Anonymous Reporting Systems

Upstream Prevention has the Strongest Body of Evidence

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Clear & Consistent Evidence Bases

School climate, social skills development/life skills and anti-bullying programs

Threat assessment and related screening programs

Restorative practices/non-exclusionary discipline

Trauma-informed responses and resiliency orientation

Non-remedial after-school and youth empowerment programs

Prevention and Preparation

Think about safety from the perspective of a student:

- What do they need to feel safe in their community?
 - Walking to and from school
 - Processing events from the day at home
- How safe do they feel:
 - Walking into a school through metal detectors?
 - Participating in an active shooter drills or simulations?
 - Being punitively policed by SROs?

Listen to Youth.



Connectedness is Safety

Students who perceive greater connectedness at school:

- Less likely to engage in violence
- More likely to demonstrate higher levels of well-being

Schools with less violence have a more positive school climate:

- Students are aware of school's rules
- Believe them to be fair
- Have positive relationships with their teachers
- Feel a sense of ownership at their school
- Believe the environment is positive & focused on learning
- Feel school safety interventions reduced a chaotic physical school environment

Support Youth. Invest in Upstream Prevention.

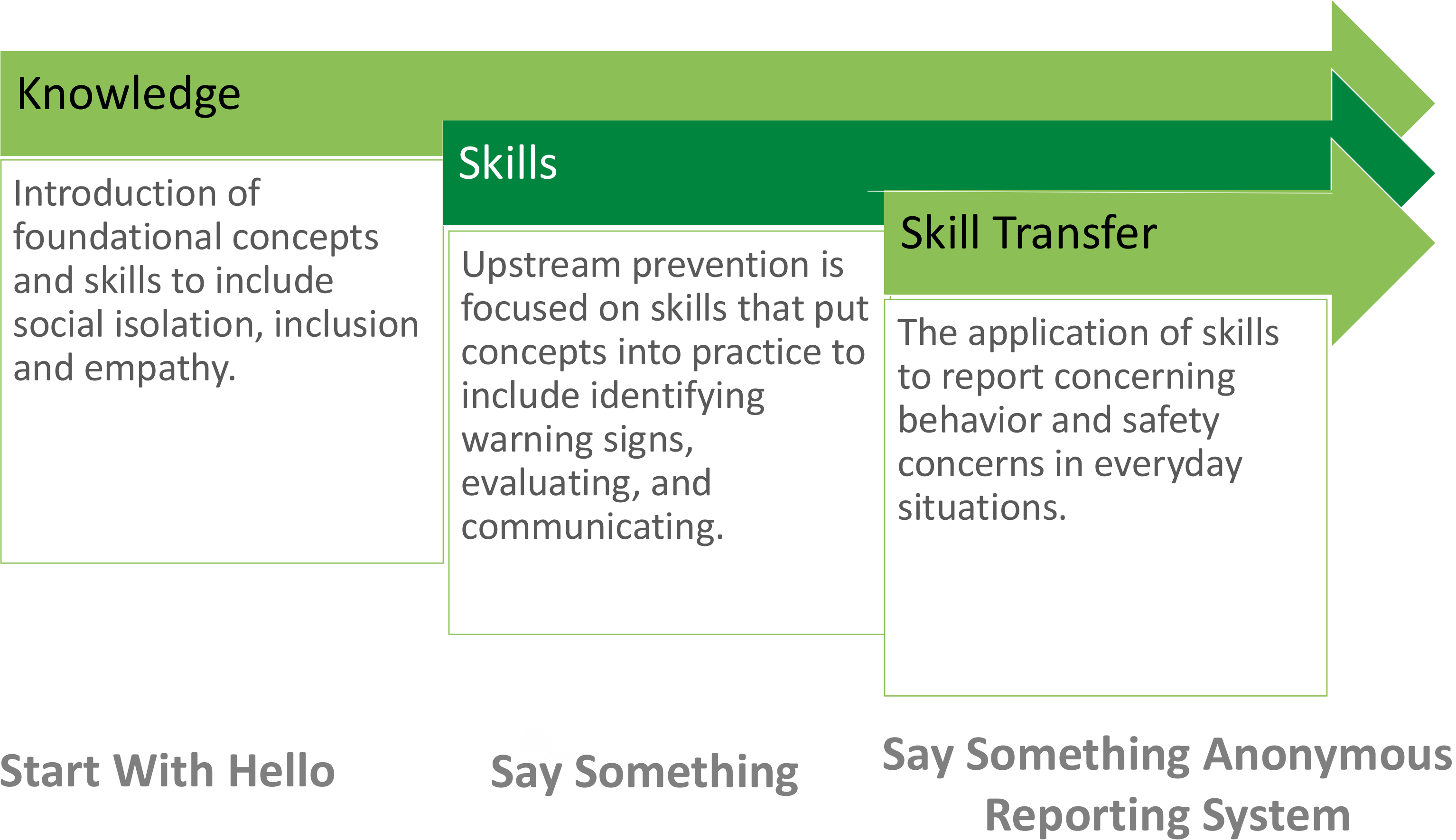


How We Educate & Empower



- Evidence-informed
- Aligned with CASEL standards
- Age-appropriate scaffolding for K-12 in both school and community-based settings
- Support a positive school and community culture
- Training & resources available on-demand
- Sustained & supported with student-led Clubs and activities

Program Methodology



Students Against Violence Everywhere (SAVE) Promise Clubs K-12

Start With Hello

Teach children and youth how to minimize social isolation, empathize with others, and create a more inclusive and connected school culture.



UNDER THE ARMOUR #startwithhello #radicallyinclusive
ELSTRONG #MAST2223 #JMMASTcounselorsRock!!
SMATTERMIAMI #RESPECT

Say Something

Train students to recognize warning signs and threats – especially on social media – of someone at risk of hurting themselves or others, and when and how to tell a Trusted Adult.





How It Works



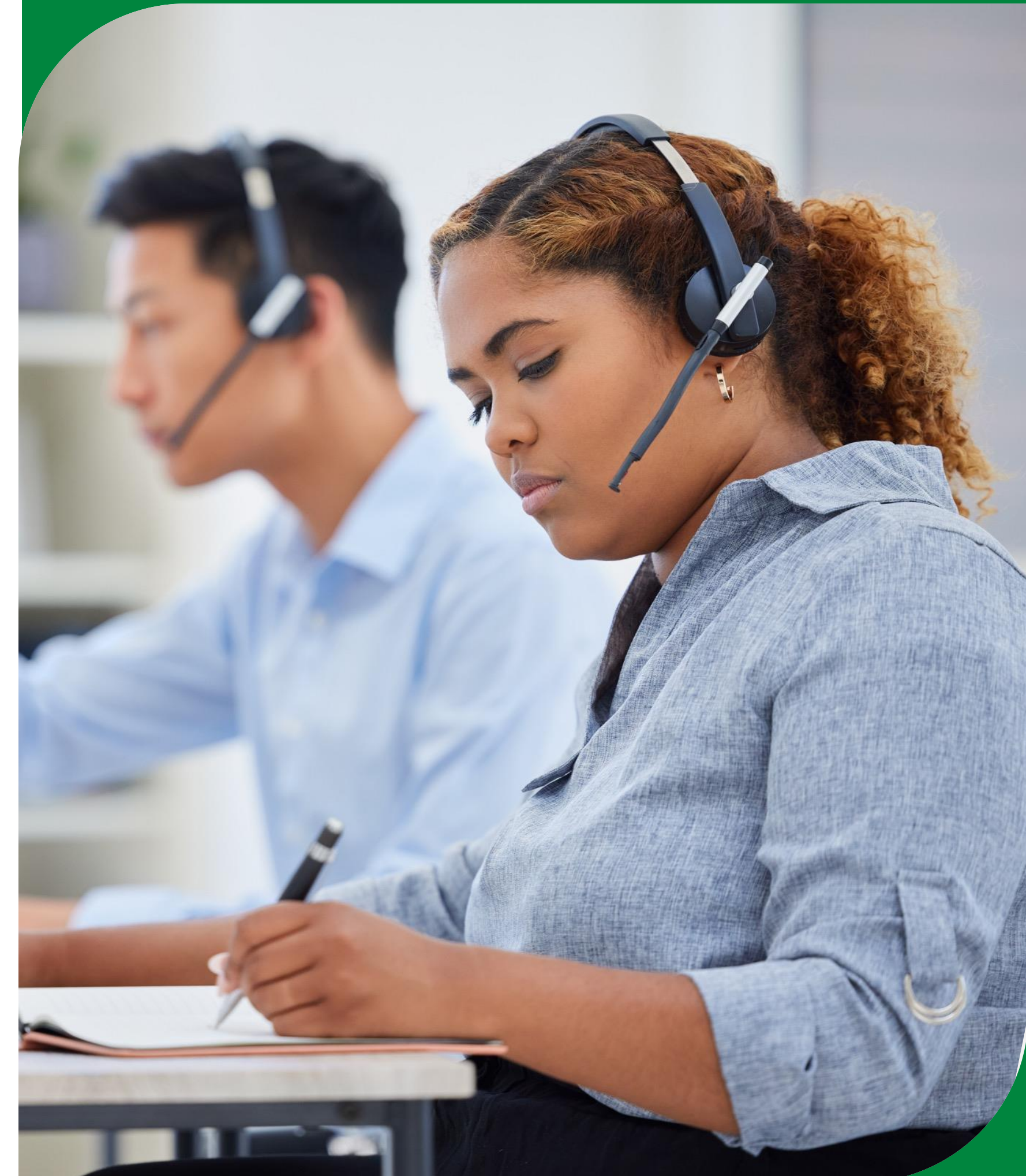
Youth or adult submit a tip using our app, website, or hotline

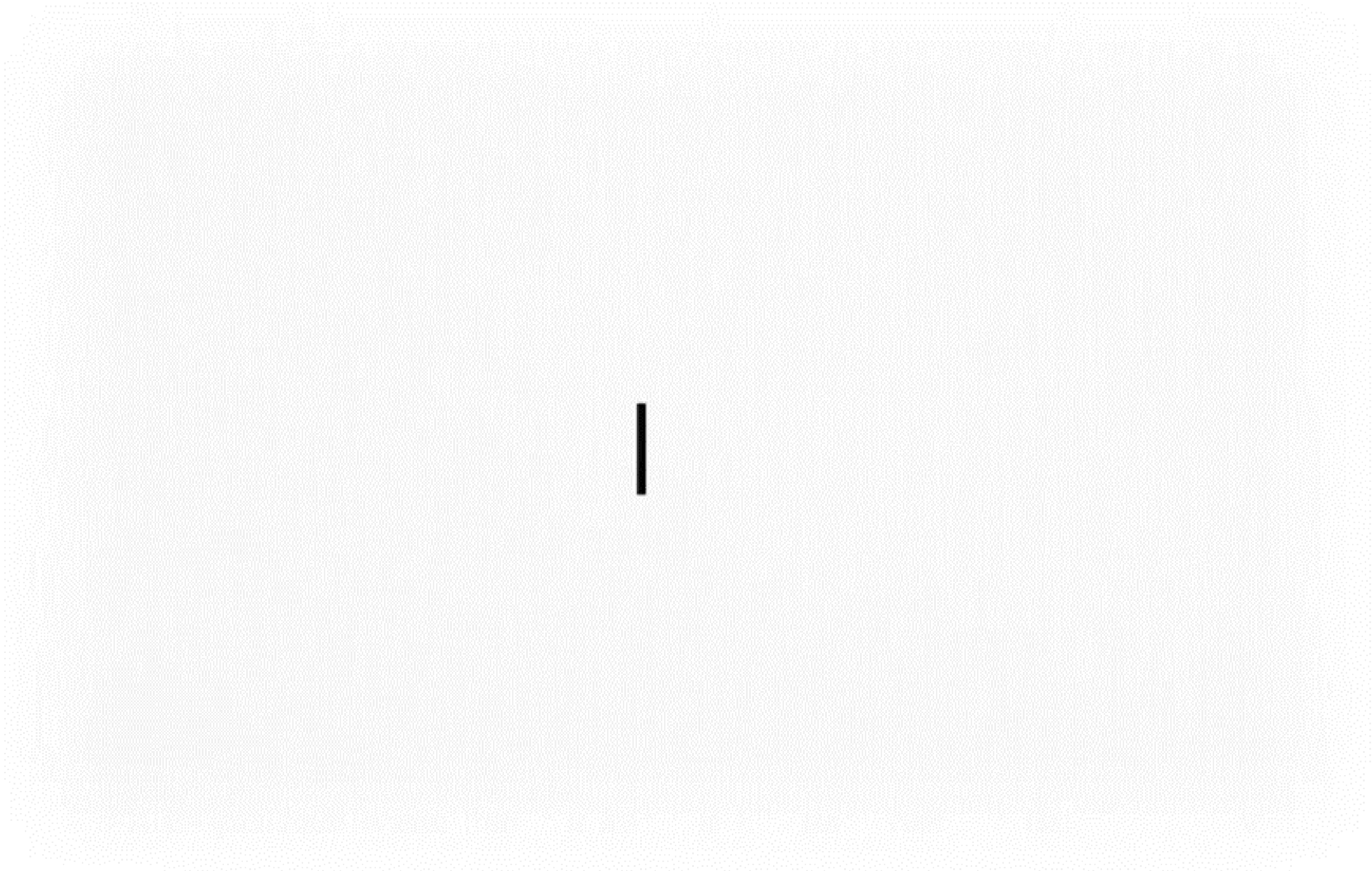
Tips are triaged, categorized, and delivered to the district by our National Crisis Center

School and/or law enforcement assess and intervene, as needed

CRISIS COUNSELORS:

- Undergrad Degree
- 500+ Hours Training







SAVE Promise Club



A chance for young people to show their **leadership**, **creativity**, and **passion** from protecting their friends, schools, and communities from violence.

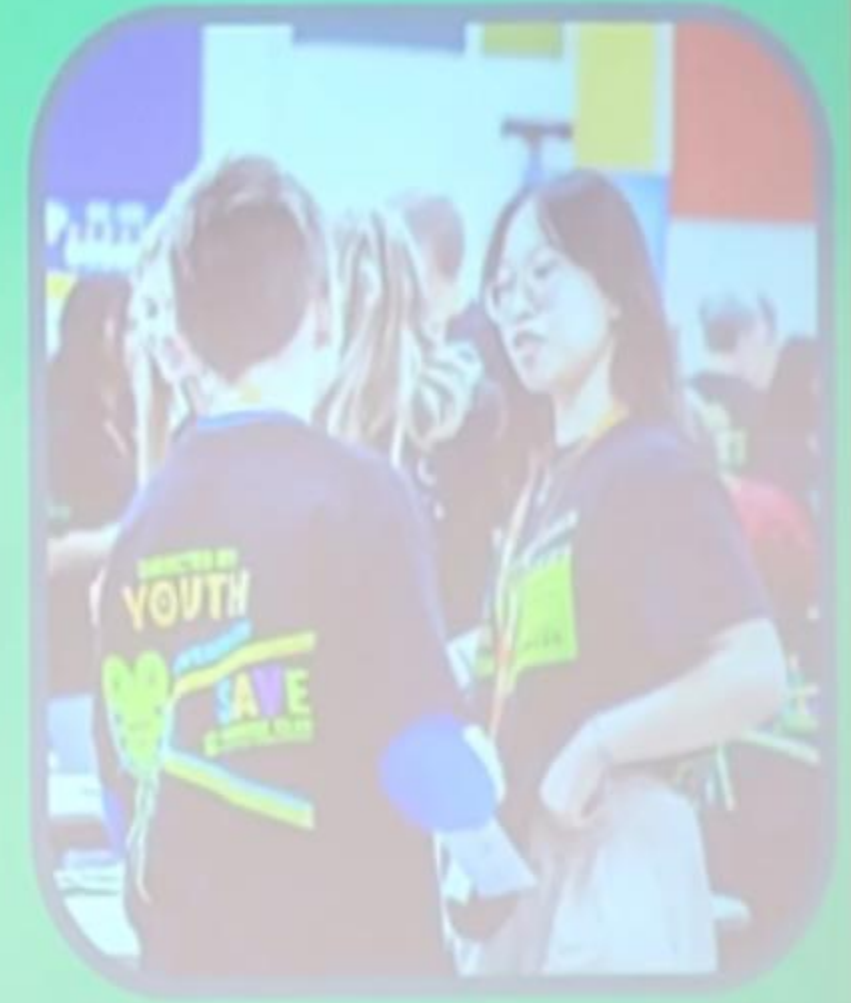
Run by and for elementary, middle and high school students.

Continuous learning & quality improvement

- One size does not fit all
- Youth define safety and their needs differently depending where they live and their experiences

BIG ACTIONS

- ✓ Give a compliment
- ✓ Icebreaker
- ✓ Introduce yourself and start a conversation
- ✓ Ask a question to learn about someone
- ✓ Help someone





Our Impact

35M

More than 35 million have participated in *Know the Signs* programs.

5k

More than 5,000 SAVE Promise Clubs nationwide in elementary, middle, and high schools.

327k

327,000+ anonymous tips received from students and adults.

5.9k

Nearly 6,000 students helped during mental health crisis interventions.

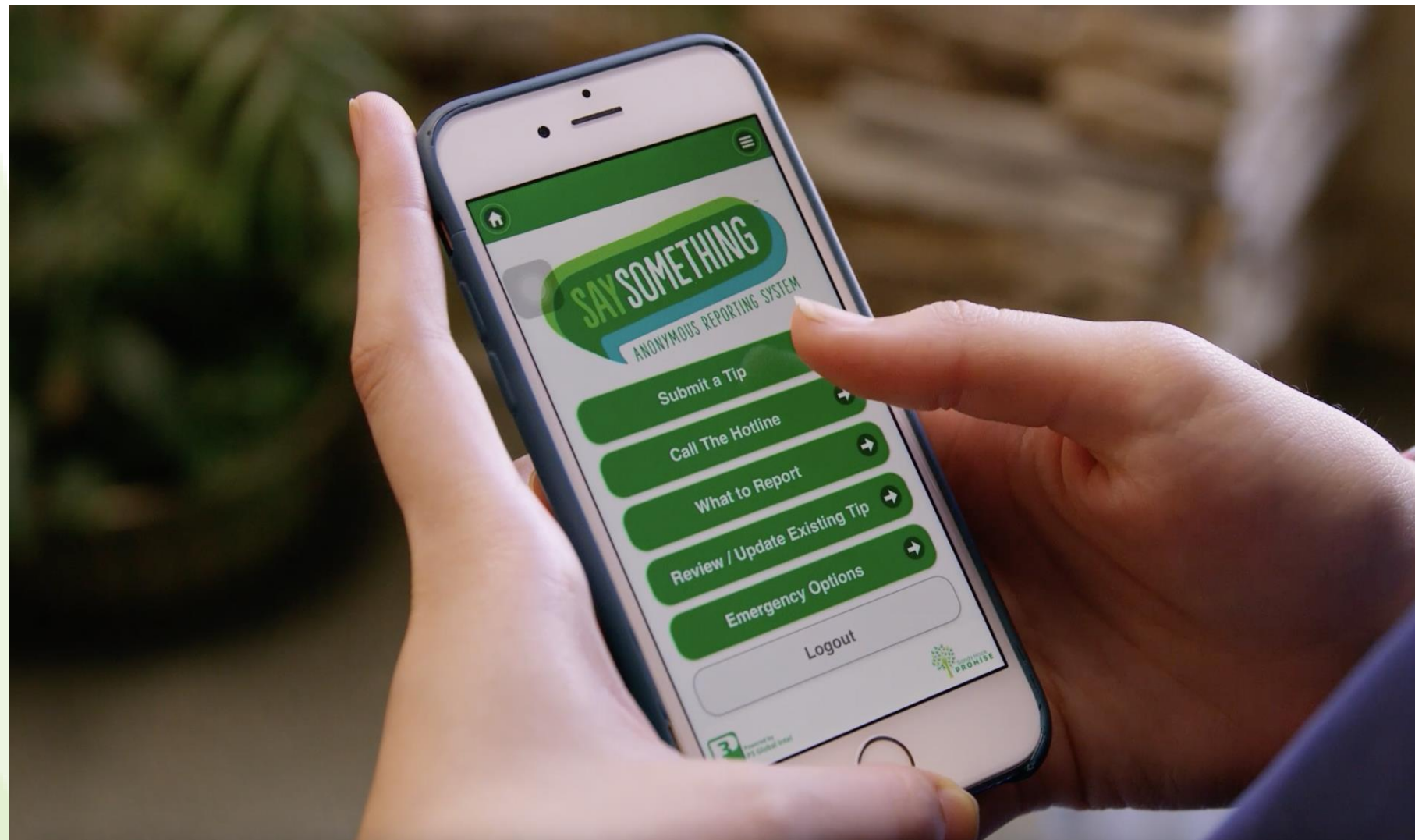
1K

At least 1000 youth saved from suicide.

18

At least 18 credible planned school shooting attacks prevented.

Self-Harm Averted



“Following the formal training, 10 students came forward to report their concerns about classmates that included suicidal ideation with one actual posted threat of self-harm and eating disorder concerns.”

– *Broadview Middle School, Social Worker*

“I wanted to share that after having the *Say Something* ARS activated at our school for just one weekend, we have already helped two students who are struggling with suicidal ideation. The tips were real and both students are now able to receive the help they need. This is a great program that is already worth its weight in gold.” – *High School Counselor*

Tragedy Averted



“If it wasn’t for those students speaking up, the day could have ended a lot differently. I believe that Say Something was an important ingredient in the students deciding to take action. The program allowed our students and staff to safely navigate the situation.” – *Blaine Hess, Jackson County Schools Superintendent*

Pinellas County Schools

130 schools; thousands of tips; hundreds of lives saved



Report from a student concerned their friend was preparing to die by suicide. The friend told the student that they had a weapon and were planning to die by suicide later that afternoon. The National Crisis Center alerted the district team.

When the local law enforcement's mobile crisis team was able to locate the student, they admitted their plans. Because of the report, the student was able to get the help they needed.

“Because a student saw the (warning) signs and reached out for help, we were able to save their friend’s life.” - *Sgt. Bill Connell*







Thank you!



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