

Do you know of a weapon threat at school?



Call 1-866-SPEAK-UP

Dear PSA Director,

**Did you know?**

- **In 4 out of 5 school shootings**, the attackers told someone about their plans beforehand.
- **In two-thirds 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.
- **83% of middle schoolers** would be willing to report another student with a weapon at school if they could so anonymously.

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

This spring, as part of National Youth Violence Prevention Week (April 7-11), SPEAK UP will launch the 'Signs' PSA campaign to remind students of the important role they have to play in preventing violence. **Enclosed please find a beta tape with five :30 versions of the 'Signs' PSAs. Please join us in this effort by scheduling the PSAs at key times when they are most likely to reach students and their families.**

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. It was created in collaboration with leading education and law enforcement experts, and has been implemented in school districts and communities across the country. The hotline is supported by a comprehensive public awareness campaign that works to combat destructive social norms, such as the pervasive 'stop snitching' culture. Since the hotline launched nationally, it has received nearly 40,000 calls.

If you have any questions or would like additional information, please contact Jennie Lintz, Deputy Director of The Center to Prevent Youth Violence, at (212) 269-5100. To learn more about SPEAK UP, please visit our website at [www.speakup.com](http://www.speakup.com).

Thank you for your kind consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Jennie Lintz". The signature is fluid and cursive, written over a light blue horizontal line.

Jennie Lintz  
Deputy Director  
The Center to Prevent Youth Violence