



# **Safety Starts With Us**

***Abuse, Suicide, and Substance Use Prevention in Secondary Schools***

**@characterstrong**




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 Jr. Curriculum  
Specialist

# Objectives



**What's new at CS?** New Safe and Supported Curriculum and key resources



Explore strategies to make **policy programming** implementation memorable and impactful



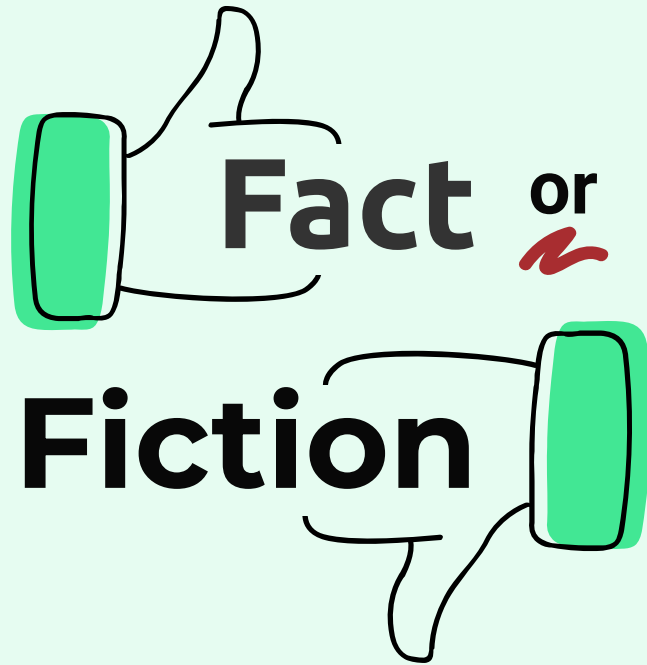
## **With a partner**

What “policy programming” are you responsible for delivering?

# just a few...

- ❑ Child Abuse Prevention
- ❑ Personal Safety
- ❑ Human Trafficking
- ❑ Sexual Abuse (e.g., Erin's Law)
- ❑ Bullying Prevention

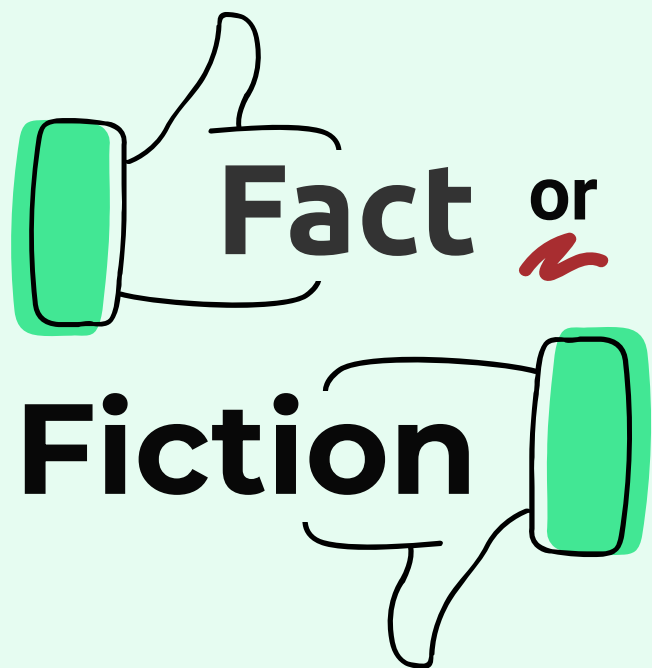
- ❑ Suicide Prevention
- ❑ Substance Use and Abuse
- ❑ Tobacco and Vaping
- ❑ Digital Citizenship
- ❑ Internet Safety
- ❑ Violence Prevention
- ❑ Healthy Relationships



Reveal Answer

## Round #1

There are too many initiatives and state-mandated policies to cover everything effectively in 1 year.



Next

**Fiction**

But I'm pretty sure it's  
a fact.



“Hey Mr. Bakke, what are  
you doing for \_\_\_\_?”




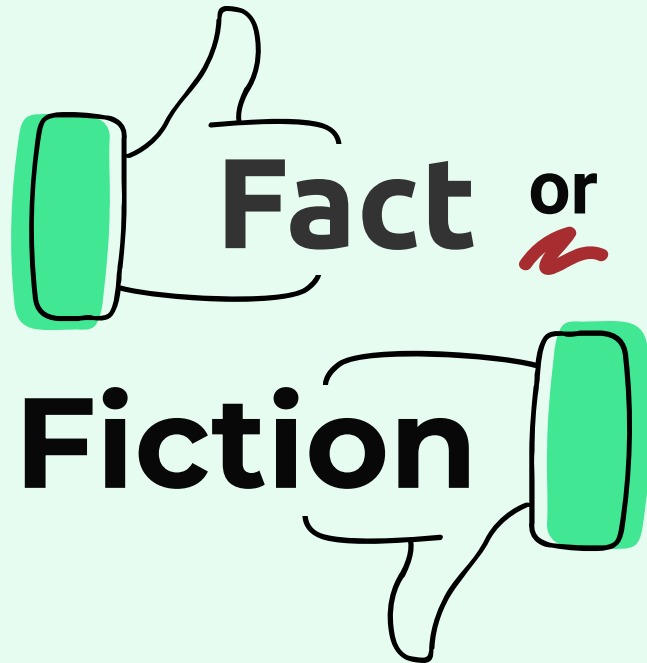


## **With a partner**

How do you deliver lessons on these required topics?

What pain points do you experience trying to meet these mandates?

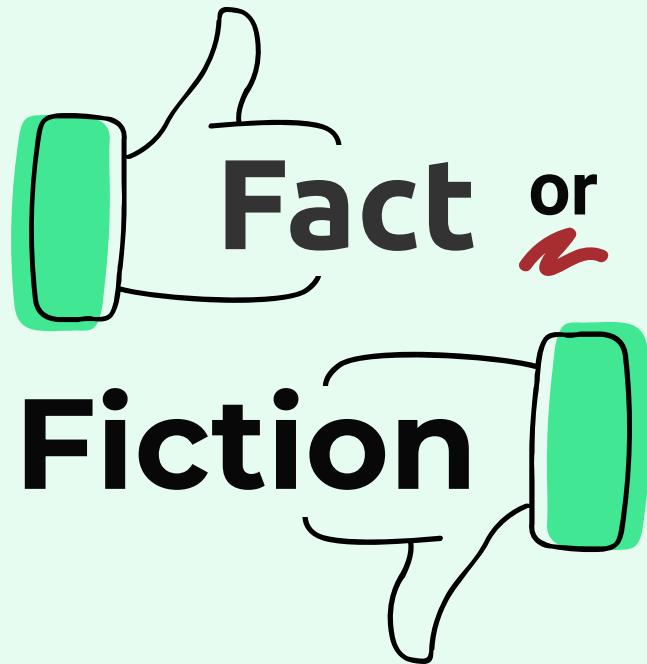
A yellow squiggly line is located at the bottom left of the gray text box, below the second question.



Reveal Answer

## Round #2

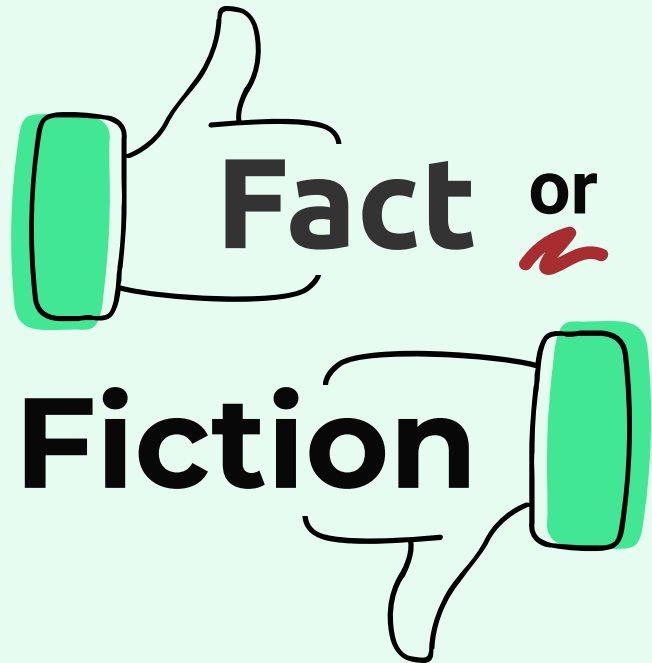
Talking about  
suicide prevention  
increases student  
suicide attempts



Next

## **Fiction**

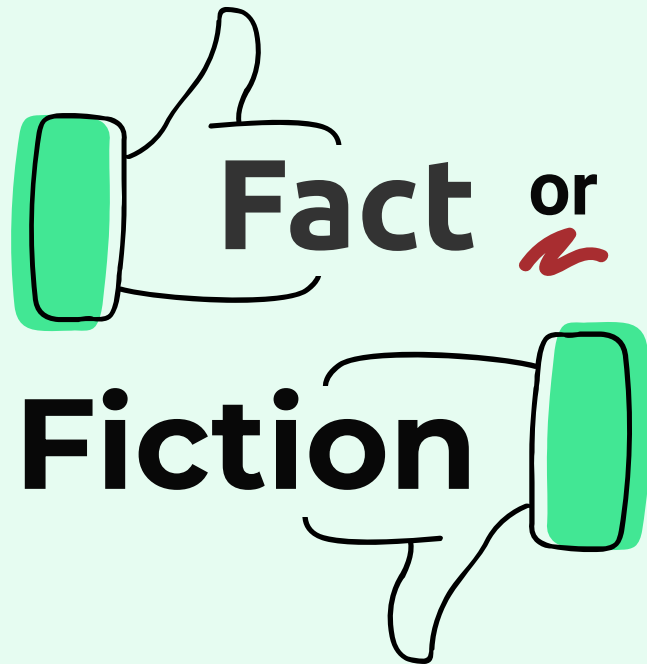
**Suicide prevention interventions significantly reduced suicidal ideation and suicide attempts among youths—not increased them**



Reveal Answer

## Round #3

Policy programming, by nature, can be boring and hard to deliver. Students won't retain the information that is given to them.



Next

## Fact

- **Low Fidelity** (teacher confidence)
- **One-Year Window Too Short**
- **Lack of Coordinated Support:**  
Effective programs need training, resources,, and designated staff.

## 2 Pain Points



**Content and resources that can be challenging to prioritize, prep, and teach**



**Make it compelling**



# **Pain Point: *Content***

**Safe and Supported**

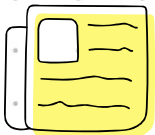
# Safe and Supported



**Personal Safety** (Abuse prevention, Erin's Law, Trafficking)



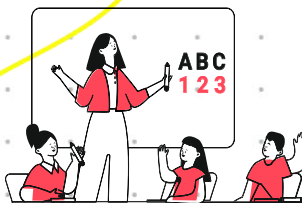
**Mental Health** (Suicide prevention, Online Wellness)



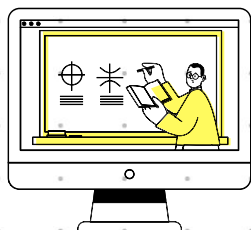
**Substance Abuse** (Impact, Health, Vaping)



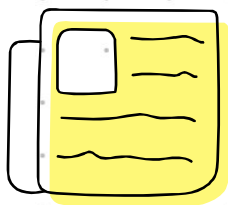
# Safe and Supported



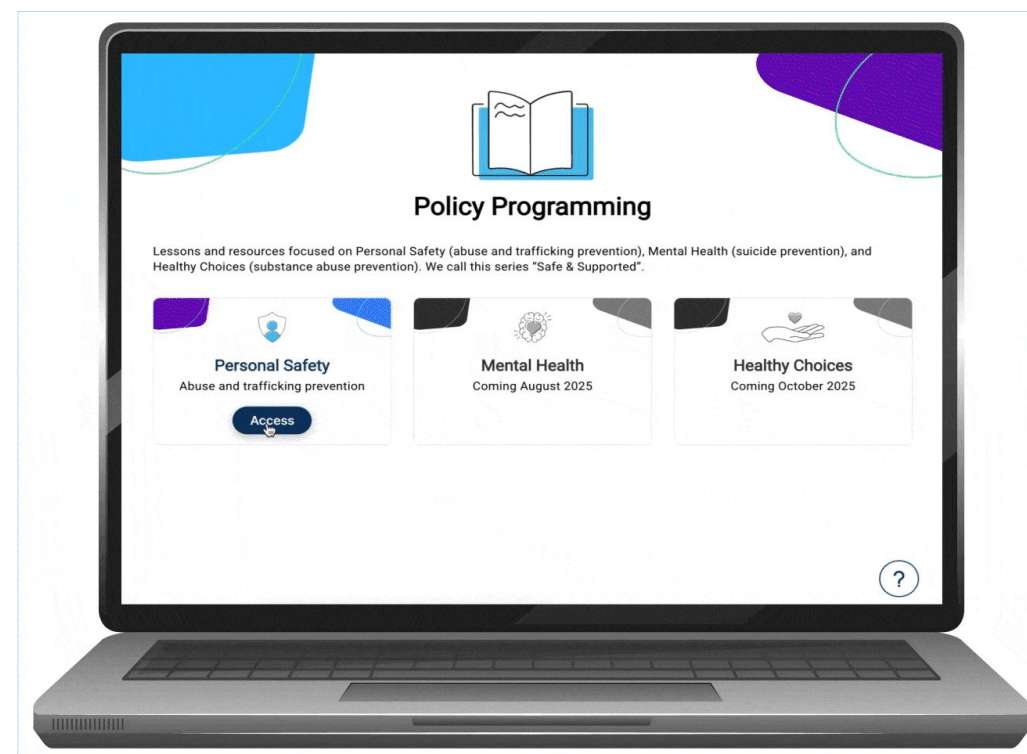
Lessons: 30 minutes  
with extension



Staff Training



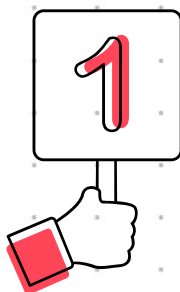
Resources



# Personal Safety

## 4 Individual Sessions

Abuse Prevention, Erin's Law



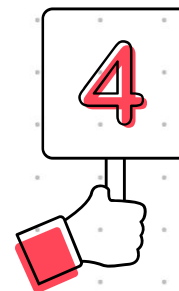
**Chapter 1:**  
Healthy Relationships  
*i.e. abuse prevention*



**Chapter 3:**  
Recognizing Risks  
*Including human trafficking*



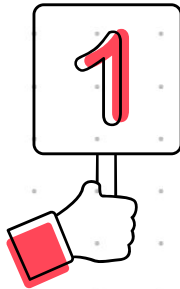
**Chapter 2:**  
Personal Boundaries



**Chapter 4:**  
Online Safety

# Mental Health

## *3 Individual Sessions*



**Chapter 1:**  
Mental Health 101



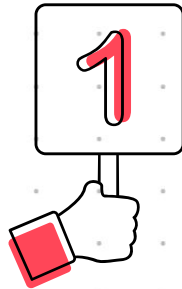
**Chapter 3:**  
Online Wellness



**Chapter 2:**  
Suicide Prevention

# Substance Misuse

## *3 Individual Sessions*



**Chapter 1:**  
Impact on the  
Brain and Body



**Chapter 3:**  
Vaping Prevention



**Chapter 2:**  
Making Healthy Choices

## 2 Pain Points

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**Content and Resources that can be challenging to prioritize, prep, and teach**



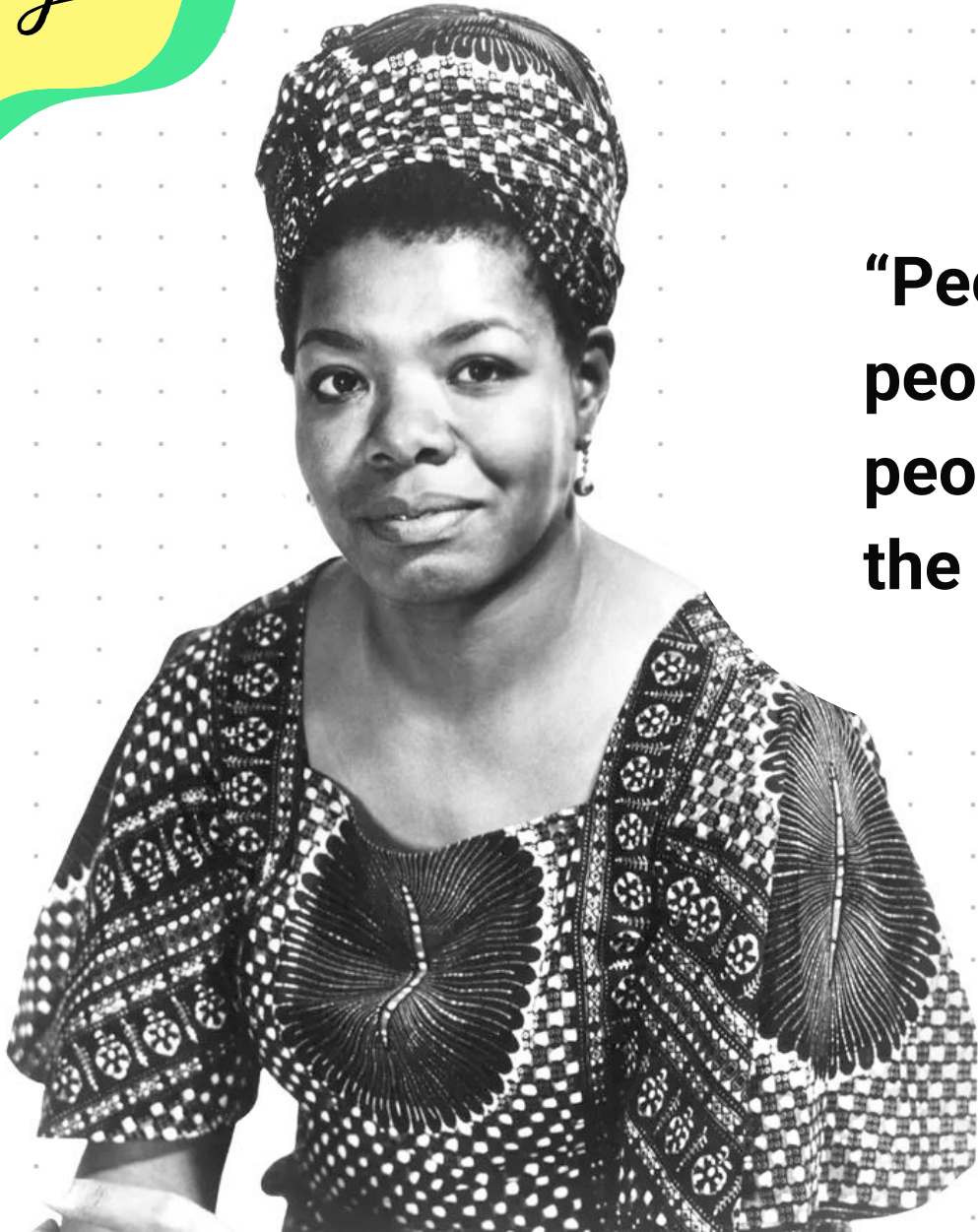
**Making it compelling**



**Pain Point:** *Compelling*

# **Awareness Campaign**



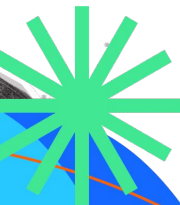


**“People will forget what you say,  
people will forget what you do, but  
people will never forget  
the way you made them feel.”**

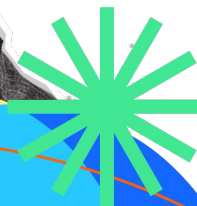


**Maya Angelou**

American Poet



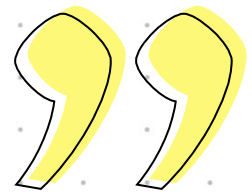
**Climate:** It is something you  
can actually feel.







**“Awareness campaigns are associated with positive changes in the attitudes, beliefs, and intentions of young people and positive changes in behaviors”**

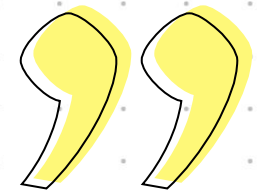


Tam, M. T., Wu, J. M., Zhang, C. C., Pawliuk, C., & Robillard, J. M. (2024). A systematic review of the impacts of media mental health awareness campaigns on young people.

# Culture = Behavior



**Culture is how group members actually  
behave, repeatedly and habitually.**



**- James C. Hunter**





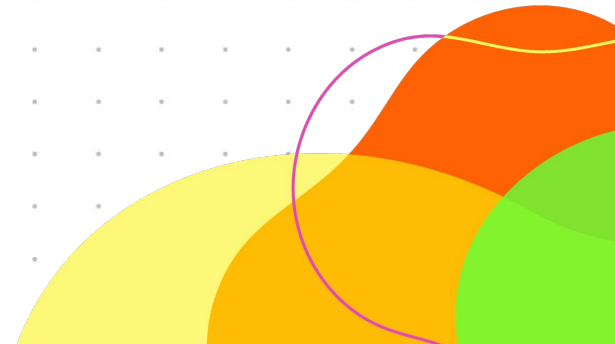
# The I Know Campaign

**3 Campaigns to *Build Awareness,  
Strengthen Culture, Improve Climate,  
and Foster Collective Support***



**With a partner**

What makes a campaign?



# What Makes a Campaign



**Theme and Branding**



**Imagery and Emotion**



**Communication and Community**



**Call to Action**



# Theme & Branding

*Character Strong*

THE I KNOW  
CAMPAIGN 

# Imagery & Emotion

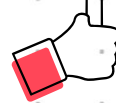


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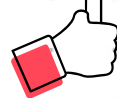


## Compelling Posters

2

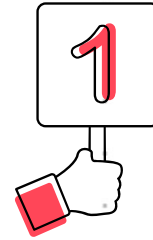
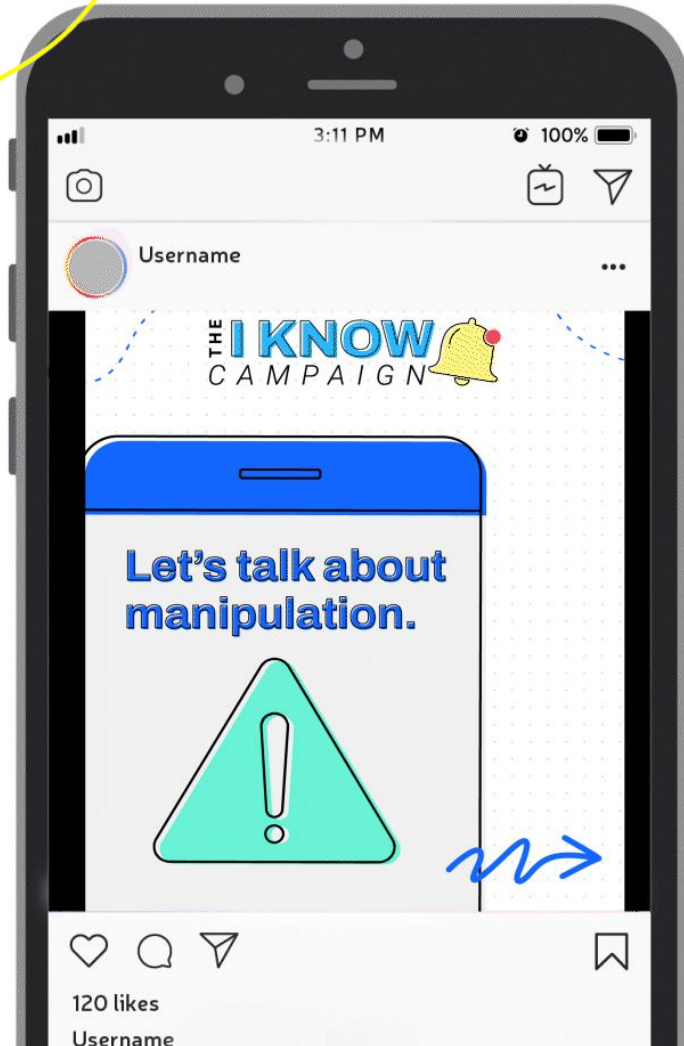


3





# Imagery & Emotion



**Compelling Posters**



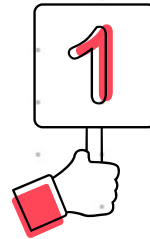
**Social Media Posts**





# Imagery & Emotion

*letter to  
myself*



**Compelling Posters**



**Social Media Posts**



**Impactful Stories**





# Discuss

Were you moved? Why?





# Communication



## Personal Safety: Family Newsletters

### **Campaign Kickoff Family Newsletter**

Dear Families,

At [School Name], we are committed to fostering a safe, supportive, and informed school community. As a part of this commitment, we are launching the *I Know Campaign for Personal Safety*—a school-wide effort to help students recognize risks, set healthy boundaries, and stay safe in everyday situations. Topics covered will include healthy personal relationships, consent, personal boundaries, human trafficking awareness, and online safety.

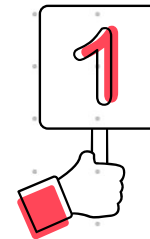
Students will engage in short lessons and class discussions to introduce these important topics, and we invite you to continue these conversations beyond the classroom. Throughout the campaign, we will send home information related to each topic, along with follow-up discussion questions that your family can explore together.

Thank you for partnering with us in our ongoing effort to keep our students informed, safe, and supported. For additional questions or resources, please don't hesitate to reach out.

Sincerely,

### **Chapter 1: Personal Safety Family Newsletter**

Dear Families,



## Family Newsletter Templates



# Communication

*Character Strong*  
**THE I KNOW**   
CAMPAIGN

### Personal Safety Campaign: Morning Announcements

Good morning [School Name],

**Campaign Kickoff**

Today, we're launching the I Know Campaign for Personal Safety—a school-wide effort to raise awareness about important topics that help keep us safe and informed. Over the next few weeks, we'll be learning about healthy and unhealthy relationships, online safety, boundaries, consent, and recognizing risks like human trafficking.

This campaign is about knowing how to protect yourself and support others. Each lesson we cover will help us be able to say, 'I know my feelings. I know what to say. I know where to go for help.' This knowledge makes us stronger and safer as individuals and as a community.

We encourage everyone to listen, reflect, and take these lessons seriously. Because when you know more, you can do more.

---

Good morning, [School Name],

**Chapter 1 Relationships**

As part of the *I Know Campaign for Personal Safety*, this week we're focusing on what healthy and unhealthy relationships look like. Studies show that 1 in 3 people will experience an unhealthy or abusive relationship before the age of 18, so it's important to know the warning signs, know how you feel, and know where to go to get support.

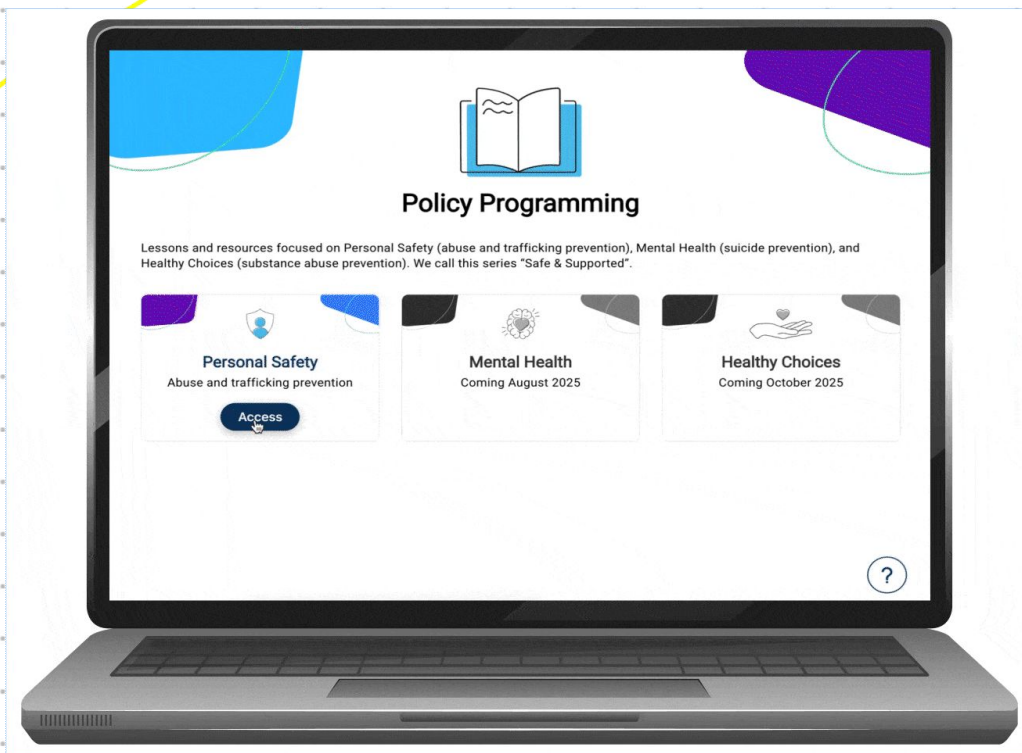
Trust, respect, and feeling safe are key in any relationship—whether it's with friends, family, or someone you're dating. Remember that when we know more, we can do more to take care of ourselves and the people we care about.

Let's keep building a school where everyone feels safe and supported.



## Morning Announcements


# Communication

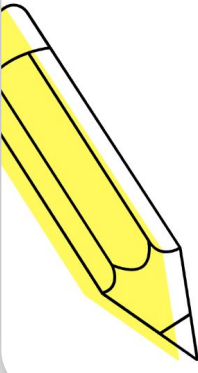


**Even More Resources  
are Available**



# Call to Action

 **Create a Safety Plan**




Fill in the prompts below to complete your safety plan:

Trusted Adult #1: \_\_\_\_\_  
Trusted Adult #2: \_\_\_\_\_

Exit Strategy: \_\_\_\_\_  
**Example:** "1 thing I can say to stop a situation I feel uncomfortable with is..." or "1 excuse I can use to get out of a situation I don't like is..."

1 safe location I can go to next is \_\_\_\_\_  
**Example:** Classroom, the office, friend's house, etc.

 4

I **know** how I'm feeling

I **know** what to say

I **know** where to go

# Call to Action

**I KNOW**  
WHERE TO GO



**Adults I Can Trust**

**1** \_\_\_\_\_

**2** \_\_\_\_\_



**Domestic Violence Hotline:** Text "LOVEIS" to 22522  
**Human Trafficking Hotline:** Text "HELP" or "INFO" to 233-733  
**Suicide or Crisis Hotline:** Call or Text 988

**Student Resource Card**

**YOU ARE MY  
TRUSTED ADULT**

\_\_\_\_\_, I have identified you  
as an adult in my life that I trust. You can keep this card  
for helpful resources. *Thank you for being someone I can  
come to if I ever need help.*



**Domestic Violence Hotline:** Text "LOVEIS" to 22522  
**Human Trafficking Hotline:** Text "HELP" or "INFO" to 233-733  
**Suicide or Crisis Hotline:** Call or Text 988

**Trusted Adult Resource Card**



**Where do you start?**

# Finding the Time

**Align the I Know Campaign with other existing initiatives.**

- **Personal Safety:** April – National Child Abuse Prevention Month
- **Mental Health:** Every May is National Mental Health Awareness Month
- **Substance Abuse:** Every October is National Substance Abuse Prevention Month

**How long is a  
campaign?**

# Flexible Content

- **Weekly:** Daily lessons + daily reminders
- **Monthly:** One lesson/week + start-of-month kickoff
- **Flexible:** Teach anytime + session specific communication tied to I know campaign days

**Which sessions to teach?**

# Choosing the Content



**Safe and Supported is flexible**



**Sessions can be delivered stand-alone**



**Use scope and sequence documents to choose sessions that meet your requirements**



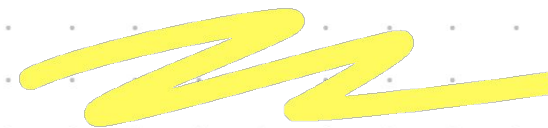
# **Safety Starts with Us**

**Responding to Crisis**

***QR Code Give Away***



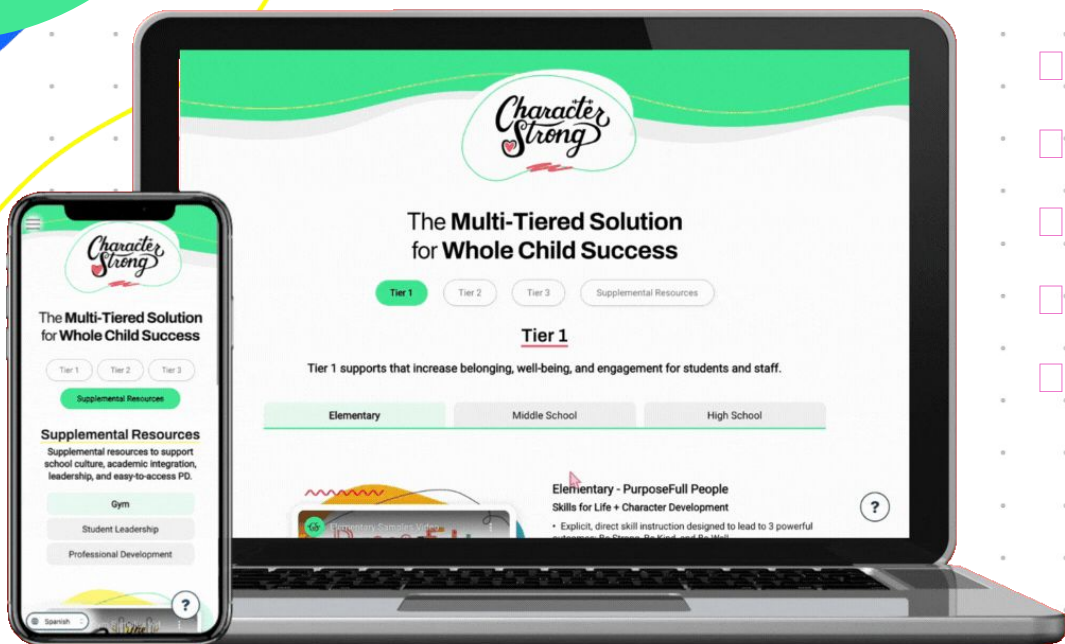
# 60 Second Feedback







# Tier 1 Curriculum



- PreK - 12th Grade Vertically Aligned Curriculum
- Designed by Educators for Educators
- Every lesson is unique and does not repeat
- Research-Based Lessons
- Plug and Play Resources

Scan to  
Learn More





# LoHi Toolkit

## The LoHi TOOLKIT

**Low-Burden, High-Impact**  
Resources for Your Daily Work

- 100+ videos & activities
- 5 student sessions
- 8 virtual assemblies
- 8 downloadable posters
- 100+ CharacterDares

**Scan to Learn More:**

