PSSTWorld

School Safety Cloud ™

User Manual - 2014/2015

PSSTWorld

**WINNER OF THE 2014/2015
CALIFORNIA SCHOOL BOARD ASSOCIATION
GOLDEN BELL AWARD
(SCHOOL SAFETY)**

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Introduction

Welcome to the PSSTWorld School Safety Cloud™ program. Thank you for committing to improved communication in your school or school district, and to safety in your community. At PSSTWorld, we strive to bring safety, respect, creativity and efficient action to students, parents, staff, administrators and learning institutions around the world.

Chapter 1 will familiarize you with the general structure of the PSSTWorld program so that you may easily introduce and—where necessary—customize PSSTWorld to the structure of your school or district. We strongly suggest that you follow this step-by-step set up procedure as closely as possible, as all functional parts are important to the whole.

PSSTWorld brings daily attention to safety tip reporting, recording, and corrective action—and to core culture change within your school or in all schools within your district. PSSTWorld streamlines the entire process.

Visit www.psstworld.com/about-psst to view our informative videos.

Our PSSTWorld User Manual is updated regularly to reflect edits, improvements and/or additions to the program and is available online in your *Designate's Area* (refer to Chapter 2).

Helpful Tips

ICON KEY
🗁 Valuable information
✐ Key PR Strategy

Keep an eye on our helpful tip icons where we will emphasize special instruction throughout the manual. Every effort will be made to clarify and classify priority steps that should not be overlooked or omitted.

PSSTWorld is a program that motivates students, staff and parents in your school or district to participate equally in creating an improved school culture based on caring, respect and communication.

The PSSTWorld program expands on the ground-breaking work of Theresa Campbell, an internationally recognized safety expert who formerly managed the safe schools program in one of the largest (and once most crime-ridden) school districts in Canada. PSSTWorld uniquely encourages students, staff and parents to access an easy-to-use communication and safety program, one that ultimately popularizes action and participation.

Through PSSTWorld's proven strategy, students become active in their culture—and school district safety staff gain access to grass roots safety information (tips/reports) that only students can provide. The result is better communication and early detection of safety challenges such as bullying, cyberbullying, abuse, suicidal thoughts, sex/drug/weapons/gang crimes, vandalism and school attack planning. The result is a more streamlined incident prevention, intervention and resolution process—and a safer, more caring and more connected school culture.

The PSSTWorld program consists of 3 distinct sections, all of which will be covered in the current manual. Visit **www.psstworld.com** to become familiar with the location and structure of each program section on our website. For clarity, these features will be underlined and italicized whenever they appear in the PSSTWorld User Manual.

At PSSTWorld, we are constantly working with our partner schools and school districts to better our program and to share and convey success stories and strategies that develop.

The 3 distinct sections of the PSSTWorld program are:

1) _Report It!_

2) _Submit an Article_

3) _Designate's Area_

The manual to follow explains how to launch PSSTWorld in your school or district, as well as how to best utilize and understand each section of the PSSTWorld program and cloud.

Getting Started

📁 Valuable information

1. Register Your Safety Staff

Once again, congratulations! You have received your PSSTWorld promotional posters. You have received your PSSTWorld User Manual. Now what?

Your next step is to contact your PSSTWorld representative (by email or by phone) with the following information:

- **Appoint Your Primary Safety Liaison (PSL)** – Who will be the main school district safety contact person responsible for receiving the safety reports from students, staff and parents (i.e. the *Report It!* reports)? **Name, phone number and email address are required.** Your PSL is responsible for receiving reports and initiating/delegating the appropriate action. Suggested PSL may be a school safety liaison, student resource officer, law enforcement official, principal, etc. and is to be determined by the school district.

- **Appoint Your Secondary Safety Liaison (SSL)** – It is a wise strategy to appoint at least one (1) or two (2) SSLs in your school district to concurrently receive safety reports & tips—along with the PSL. In cases where holidays, sickness, emergency, computer problems or similar inevitable situations occur, the SSL is already in place to take over the PSL's duties. In cases where there are two (2) or more SSLs, be sure to appoint the next in command as SSL-1, SSL-2, etc. This strategy will eliminate responsibility confusion, and must be discussed by each district individually. Appoint a maximum of four (4) SSL's. Again name, phone number and email address are required.

- **Determine Safety Designates** – Each school or school district may invite safety-related professionals and leading community members to be 'Safety Designates' who will receive password-protected access to PSSTWorld's *Designate's Area*. Your safety designate list may include school safety

professionals, superintendents, principals (assistant-, associate-, vice-), law enforcement officials, counselors, lawyers, medical professionals, emergency response leaders, PTO/PTA members, etc—anyone who is considered to be a safety expert or is closely connected to the safety issues in your district.

The *'Designate's Area'* serves as a devoted online location to **brainstorm**—to learn, share, and discuss events, experiences, opinions and safety protocols/outcomes—between school safety professionals and community members from various districts around the world. ***The names of your safety designates are all we require***. *See 'Record Designate's Area Login Information' below to record your designate names and usernames. Record your district safety designate password in a safe location.*

2. Receive a *Report It!* Test Report

Once we have received contact information regarding your school or district PSL and SSL(s), our staff will register you into the PSSTWorld system. You will then receive a *'Report It!'* test report that will appear exactly as a real report, yet acts simply to ensure that your information is registered in our system correctly.

When you receive the *'Report It!'* test report, follow the instructions included and contact your PSSTWorld representative to notify them that you have received the report, including the time that it was received.

3. Record *Designate's Area* Login Password

Your PSSTWorld representative will send you a password to be used by each safety designate that you enlist from your district. Each safety designate will receive an individual username. Record usernames of your safety designates in a safe location and record community password below:

Password:_____

Ensure that only reputable members are enlisted. Inappropriate activity may interrupt access for all members if a new password needs to be issued due to misuse.

4. Explore the *Designate's Area*

The *Designate's Area* can be accessed by visiting **www.psstworld.com** and clicking 'Login' at the top right hand corner of the home page. Simply enter the username and password supplied to you by your PSSTWorld representative and you are in! Begin to explore the 'Private Area' section regularly. This is your professional safety information exchange area. Read about the experiences and suggested resources of others and share your own. Better communication means better safety programs for everyone.

- **Safety Designate Posts** - Read comments, articles, experiences, resources, and suggestions posted by safety professionals from other

schools and school districts. Keep informed and in touch. Post your own comments, articles & resources at 'Write a New Post.'

- **Safety Designate Protocols** – Access safety protocols posted by other school district safety designates. Post a safety protocol from your own district at 'Submit a Protocol.pdf'

- **Write a New Post** – Post your own experiences, opinions, questions, important resources, and/or stories of interest relating to school safety. Share and learn by discussing relevant events and insights.

- **Submit a Protocol .pdf** – Have you been through a school safety challenge or event and had a positive outcome? Other safety staff should learn from your experience! Submit your protocol in a .pdf format. Isolation produces slow evolution and poor safety results. Share, share, share…

PR & Promotion

✎ Key PR Strategy

Promotion is a vital aspect of the PSSTWorld program. By this we mean promotion to your students, your staff AND your community (including parents). The many and diverse challenges to improving school safety can only be addressed when school safety is popularized among your entire community—and reasonable modes of action are offered to students, staff and parents.

FIGURE 1 PSSTWorld's success is based on the ability of its schools and school districts to popularize school safety to let bullies, bystanders and the bullied know that harmful/disrespectful behavior will not be tolerated. PSSTWorld strives to allow schools around the world to easily and affordably access a popularized safety program that will deter, interrupt or minimize bullying and abuse, and reduce school district exposure to vandalism, and risk of school closure, attack and future legal litigation.

1. Intra-School Promotion

✎ Key PR Strategy

- **Poster Program –** PSSTWorld posters are to be distributed to each school and to be hung in high traffic and high *safety-challenged* areas. Your staff and students know where these areas are! Consider approaching student clubs, teams, leadership groups, and/or safety groups in your schools to carry out poster hanging. Poster hanging can bond these vital groups with the PSSTWorld program. Your students have the greatest access to grass roots safety information. They are the key to the program. When bystanders and bullied students know about the PSSTWorld program and its popularity they are instantly *more* likely to act. When bullies, perpetrators and vandals learn about the presence of

the PSSTWorld program they are *less* likely to act. Involve school staff members where possible in poster-hanging. Display posters in prominent and appropriate locations throughout your community as well, as is covered in *Community Promotion* (to follow).

- **Website Links –** Instruct the webmaster(s) in your school or district to set up links between the PSSTWorld website and the district/school website(s). The link should be in clearly defined (Reporting Tool) and easy to find. Students, staff and parents should be able to navigate easily.

- **School Computer Homepages –** All school computers that are available for staff and students should be set onto www.psstworld.com home landing page to familiarize all involved with the site.

- **School Policies/Resources Update –** Be sure to update your school policy and resource area information—a great way to inform students, staff and parents about the presence and benefits of the PSSTWorld program. Provide an online link to www.psstworld.com where policies are presented online.

- **Student Leadership/Safety Groups –** Set aside time to meet with student leadership, safety, and mentoring groups to introduce the PSSTWorld program. Let them know that anonymous reporting is available to all students who have experienced, witnessed or heard of bullying, cyberbullying, abuse, drug/sex/weapons/gang crime, vandalism, suicidal thoughts, or threats of school attack. Let them know that they have access to a website where they can share ideas and opinions safely—and contribute to their culture! These groups are key difference makers!

- **PSSTWorld Class Assignment Project (CAP)** – Introduce the CAP program to all teachers in your district. PSSTWorld CAP program allows teachers to create a class project to be posted online at www.psstworld.com. The CAP program is innovative and gets students to the website—they, in turn, become aware of their ability to participate and report safety concerns. See our 'How To' Launch CAP Program video at: http://psstworld.com/about-psst. *(See also Chapter 7 – CAP Templates)*

- **Bus Posters –** PSSTWorld offers promotional posters for placement inside school buses. The posters emphasize that the bus driver and student passengers will report any bullying or abuse that occurs on the bus. Your bus drivers and safety conscious students are favored immediately. Bullies are disadvantaged! School buses are another example of setting up a 'strength in numbers' situation that can be used

in promoting respect and school safety (Note: Delivery time may be required).

- **Student Calendar/Day-Timer Advertisement** – Discuss with your student calendar/day-timer printer the inclusion of a PSSTWorld ad within the body of the booklet or on the front or back cover. Placement has been easily attained by PSSTWorld-affiliated districts and acts as a constant reminder to students of their ability to act, participate, report and have an effect on their school culture. Incidentally, the ad should be free; printers are usually cooperative. Contact your PSSTWorld representative for more information… and for *free* graphics!

- **Intra-school Announcements** – How do the schools within your district communicate with their students? Make a written, voice (audio), or even a video announcement that the students will read, hear or see regularly that promotes PSSTWorld *(See Chapter 7 – Templates)*. In cases where specific worrisome acts have occurred (bullying, abuse, sex/drug/weapons/gang crime, vandalism, etc.), ask students directly for information… and give them the PSSTWorld website as an option to report anonymously *(See Chapter 7 – Templates – School Bullying/Violence/Vandalism Incident Announcement)*.

- **Introduction to School Staff & Administrators –** How do schools within your district communicate with their staff? When are staff and administrator meetings planned? Ethical and moral responsibility, expectations, potential for legal litigation and, in many cases, government regulations now place an enormous responsibility on district and school staff in the management of dangerous incidents observed. PSSTWorld is a central reporting tool/tip-line that staff members (counselors, nurses, teachers, workers (bus drivers, janitors, etc.) and administrators) can recommend to students, or utilize themselves. No more excuses! No more broken communication. No more disorganization. Reduced exposure to lawsuit. A safe (anonymous, if necessary), organized and popularized reporting tool is now in place—and we help you introduce it to your school and district staff *(See Chapter 7 – Templates)*.

- **Safe School Assemblies/Speakers** – An easy and powerful way to get the message across to students that safety, caring and respect are high priorities in your district is to organize safe school assemblies—a great way to get the students thinking and talking about their own role in student bullying, abuse, sex/drug/weapons/ gang crime, suicide, vandalism and school attack…and a great way to introduce students to the PSSTWorld program. Include safety staff members, law enforcement officers, counselors, local experts, etc. in your assemblies. Having a safe school speaker in your schools? Make sure they mention

the PSSTWorld program in their talk! PSSTWorld compliments other safety programs.

- **Student Promotional Giveaways** – Contact your PSSTWorld representative to purchase and organize an inventory of PSSTWorld logo'ed student promotional giveaways, such as flexible rulers, lanyards, fridge magnets, t-shirts and/or wristbands for your district schools—a great way to promote, educate and communicate directly with your students. Have another idea for a promotional student giveaway that may help other districts? Contact your PSSTWorld representative and discuss (Note: Delivery time required).

- **Fundraisers** – Contact your PSSTWorld representative regarding our T-shirt fundraiser program. Student groups sell PSSTWorld logo'ed T-shirts to other students and to community members to raise money for clubs, groups, trips, projects, charities and/or other ideas. Fundraisers raise both money AND PSSTWorld program awareness (Note: Delivery time required).

- **PSSTWorld Vehicle Wrap** – Draw attention to your school district's school safety program every time your district vehicle(s) is (are) parked or on the road. Contact your PSSTWorld representative for details on how to add a custom designed vehicle wrap to your vehicles.

- **Sporting/Social Events** - Utilize loud speakers and/or sound systems at school sporting/social events to regularly promote the presence of the PSSTWorld program in your schools. Event organizers welcome material to makes their event appear *lively, positive, relevant* and *school-connected.* Utilize your captive audience. Everybody wins! These events are often where your trend setters spend their spare time! Use our prepared templates or make up your own scripting *(See Chapter 7 – Templates).*

- **Blogs & Social Networking** – Consider speaking to students who are already actively using the internet to promote school activities. They know the ins and outs of promotional programs such as blogging, Facebook, Twitter, Instagram, Pinterest, etc. Online marketing can get the word out that PSSTWorld is in place and active in your school or district!

2. Community Promotion

Key PR Strategy

- **Poster Program** – PSSTWorld promotional posters are also to be distributed to prominent and appropriate community locations.

Examples of prominent locations may include city hall, community halls/arenas, and restaurants, especially fast food restaurants (such as McDonald's) that target to community-related programs for brand recognition. Examples of appropriate community locations are fitness facilities, pools, social service/counseling offices, and health care offices (psychologists, MD's, chiropractors, etc.) and centers. Use your imagination. Use your contacts! Where do students go? Who targets students? Who helps students? Place posters in their facility! They need to be aware of a student's ability to report dangerous school incidents.

- **Communicate with Parents** – A key contact for your school district safety program is the parents of your students. Let them know that PSSTWorld is in place and is active in their school district. Both *they and their children* have a voice. Parents should be prompted to speak to their children about open communication when a safety concern arises at school or online, whether in a victim, witness (bystander), or a perpetrator role. The largest student group involved in bullying and violence are *the bystanders*. PSSTWorld is designed to provide a safe and caring environment where victims and bystanders can report (anonymously, if necessary) bullying, cyberbullying, abuse, sex/drugs/weapons/gang crime, vandalism, suicidal thoughts, school attack planning—and any other safety concern—directly to district safety professionals, via PSSTWorld's Report It! button (See: *Chapter 4* & www.psstworld.com). See our Parent Introduction Template *(Chapter 7 – Templates)* for more information. Ask parents to hang PSSTWorld posters at their place of work and/or common leisure locations.

- **Community Groups** – Contacting community groups can be very beneficial for the promotion of your PSSTWorld affiliation. Consider parent groups, business groups, church groups, etc… how can they help get your program and message popularized? The greater the community awareness and support, the more likely your students, staff and parents are to participate…and the more quickly and more likely your culture is to change. Again, posters, posters, posters…

3. Media Promotion

- **Newspaper (Introduction & Feature)** – Contact the editors of your local and area newspapers. This is a great way to tell the community that the safety staff in their district not only cares, but is proactive. Editors are open to news-worthy, positive community stories related to anti-bullying and school safety, a win–win situation! Additionally, when PSSTWorld is in place in your district, use your success stories to remind your newspaper editors—and your community—that the

PSSTWorld program is making a difference! We make it easy—just follow our sample news release *(See Chapter 7 - Templates)* or develop your own!

- **Radio (Introduction & Feature)** – Contact your local radio station program producer to set up an announcement introducing the PSSTWorld program in your district. And once again, follow up and share your success stories *(See Chapter 7 - Templates)*!

- **Television (Introduction & Feature)** – Television is the strongest mode through which to have your PSSTWorld program presence known and popularized. Local news stories are a hit—and connect and identify the television station with the community. Another win-win situation! Introduce a PSSTWorld launch story or have your safety leader featured *in-studio* during the broadcast. Which is best in your district? *(See: Chapter 7 - Templates).*

- **PSSTWorld Website** - Let us know about your successful PR efforts, exposure and stories and we will post you in our *'News'* area on the PSSTWorld website homepage.

- **Internet (Blogs/Social networking)** - Who are the individuals that are involved with blogging & social networking online in your community? They may be a wonderful resource through which to introduce the PSSTWorld program, especially in this challenging age of cyberbullying.

Report It!

The PSSTWorld *Report It!* function is the central focus of the PSSTWorld Safe School Cloud™. It is a voice for all students, staff and parents, and can be used anonymously if desired. All PR and promotional efforts are geared towards getting your students to the website where the *Report It!* button is in clear view on all pages—no matter where a student is on the website. Students are encouraged to *Submit an Article* (see next Chapter), which empowers them to become part of their school culture - and also gets them in front of the *Report It!* button.

See our 'How To' Report Safety Tips video at: http://psstworld.com/about-psst

- **How Does the *Report It!* Function Work?** – Students report safety concerns that they have seen, heard or experienced. The reports can be submitted anonymously if desired. Each report has required fields that must be filled including what, where, when and who was involved, as well as who the incident has been reported to.

- **What situations are reported? –** Students are encouraged to report situations of bullying, cyberbullying, abuse, sex/drugs/weapons/gang crimes, suicidal thoughts, vandalism, school attack and/or suspicious behavior that they have seen, heard or experienced.

- **Who receives the report?** – The reports are sent directly to the school- or district-appointed **primary safety liaison (PSL)** and secondary safety liaison(s) (SSL(s)) via PSSTWorld technology. In the case that the district's PSL is unable to receive reports, the SSL acts in the role of the PSL. In cases where two or more SSLs are appointed, clear status must be appointed to one SSL (SSL-1) to act in the PSL role. It is the district's responsibility to clearly determine PSL and SSL structure, order and set up.

- **What about false reporting or spam?** – Our legal consent agreement which appears at the top of the *Report It!* form is a huge barrier to false reporting. The user must acknowledge an agreement stating that he or she understands that false reporting is 'punishable by law.' This deters most false reporting and the

reporting of less serious issues. The _Report It!_ form also asks poignant questions that would reveal a spammer, such as 'At what school did this happen?'

Our 5-year pilot program received only 2% false reports as a result of our unique _Report It!_ form set up.

Submit Articles

The *Submit an Article* button on the website serves to: 1) involve students in a participatory nature, 2) allow students to safely and respectfully express themselves, and 3) allow students to connect with others that have like interests.

The result is a more positive and connected school culture—and a better chance that students will become familiar with the location of the *Report It!* button. When a student posts an article, they will know exactly where to go if they see, hear of, or experience unacceptable school behavior.

See our 'How To' Submit Articles video at: http://psstworld.com/about-psst

- **How Do Students Submit an Article?** – New students register once by clicking the 'Register' button at the top right corner of the PSSTWorld homepage (www.psstworld.com). Once registered, the student logs in to their account (Login is located at the top right of the PSSTWorld homepage) and clicks *Submit an Article*. They will be led to an article page where they fill in the title and category of their creative work and post the body of their work. The student can even upload a graphic (or in the case of an artist, the artwork image itself) to make their work stand out on the site. Easy as pie!

- **How Do Students Read Articles? -** Articles are posted on the main PSSTWorld home page in chronological order as they are created and posted. Articles are also archived categorically for easy access. Students can use the 'Search' function on the PSSTWorld homepage to search for specific keywords, articles or authors.

- **What Types of Articles Are Submitted?** – Students can post songs, stories, poems, art, photography, opinions, reviews, club announcements, cartoons, recaps of sporting movie or music events, etc… anything creative—as long as it is their original work! All creative works are copyrighted on behalf of the author. All language must be free of cyberbullying, abuse, taunting and advertising or it will be removed. Articles are categorized by subject.

- **Staff Filtering & Language Spiders** – PSSTWorld staff review articles and comments that are posted on the site. Language spiders detect offensive language and/or phrases immediately. Students are encouraged to 'Report as offensive' any article that may cross this line. Comments containing spam can be reported directly to Mollom (spam filter and spam reporting program). The result is a safe and respectful place for students to connect and share creative works, ideas and opinions.

📁 Valuable information

Students also have the ability to be a subject leader online by utilizing PSSTWorld's *Start a Page* function. Students can submit regular articles within their ***Start a Page*** area(s) of expertise—**just like having their own personal e-magazine column. They become a leader. They become connected to school culture.**

For more information, see our 'How To' Start a Page video at: http://psstworld.com/about-psst

Benefits to the School District

📁 Valuable information

Budget concerns and appropriation of funding are always a focus of schools and school districts, especially in difficult financial times. At PSSTWorld, we are keenly aware of the concerns of school districts around the world. Your return on investment (ROI) is important to you—and to us! At PSSTWorld we feel strongly that school districts are putting their money in the proper place. And here is why:

- **Safer school environments (ROI in goodwill)** – Students are empowered through participation, through feeling connected and through their ability to act when confronted with unacceptable behavior. The result is an improved student participation rate in school safety.

- **Improved cohesiveness within your school or district (ROI in goodwill)** – All schools fall under one common core safety program resulting in cohesiveness and order within your district. Schools unite and understand each other's safety goals and strategies.

- **Improved culture within schools (ROI in goodwill)** – Student participation and cooperation results in an improved culture for students, parents, teachers & staff, administration and community.

- **Improved perception of the school administration by the community (ROI in goodwill)** – Communities (especially parents) need to know that students are safe and that the school board and administration cares and holds safety as a high priority goal. PSSTWorld program promotion will brighten your board's/administration's perception within your community.

- **Reduced risk of school attack (ROI financially & in goodwill)** – School attack/catastrophe is one of the greatest fears of administration, staff, parents and students. PSSTWorld reduces the likelihood of anyone in the district experiencing such an event. PSSTWorld improves core communication within your school or district. Many studies have shown that other students knew about the attack plans in instances where these types of attacks have occurred.

- ***Reduction in vandalism costs (ROI financial)** – Vandalism costs in school districts have been shown to be $5-10 per student per year (PSSTWorld costs less than $1 per student per year in most districts). Preventing one incident of vandalism may be enough to pay for the PSSTWorld program alone. To stop one vandal in a school district means that the district reaps cumulative financial benefits for as long as that former vandal is in the district system. PSSTWorld can pay for itself—and more—in vandalism savings alone! Vandals are less likely to act when the PSSTWorld reporting system is active and popularized in your district.

- ***Reduced exposure to legal litigation (ROI directly financial)** - Civil litigation against schools and school districts has become commonplace in communities across North America and Europe. Bullying, abuse and harassment events often lead to deep emotional trauma (and in some cases, suicide—i.e. *bullycide*) and accusations of liability on the part of the school and/or school district. Liability proven can lead to huge settlements! Liability unproven leads to expense and stress.

  Having PSSTWorld's visible safety and communication program in place means that school districts have made more than a palpable effort to create a safe and caring school environment—and have given bullied students and bystanders a viable and anonymous mode for action (via our popularized *Report It!* function).

  It is much more difficult to bring about legal accusation when the school district has clearly gone to great lengths in supplying a mode for reporting and initiating reasonable corrective action.

Practical Benefits of PSSTWorld to the School or School District:

- School district safety staff gain access to grass roots safety information to which only students are exposed - an invaluable asset!

- Speedy program launch. Our proven PSSTWorld participation, communication and grass roots school safety program can be up-and-running within 2 weeks. The pilot program took 4 years to fully develop!

- Strength in numbers! PSSTWorld provides structure and order in support of the safety efforts and visions of your district's largest group—*the students, staff and parents that desire a safe and caring learning environment.*

- Strength in numbers x2! PSSTWorld's staff manages the program and website cost-effectively. Our use of scale allows our staff to efficiently monitor, maintain and popularize the PSSTWorld website for all districts… and to update and upgrade the program regularly.

- PSSTWorld streamlines your **safety tip collection and delegation** process by creating a central tip management hub (PSL) for each district. No more delays and disorganization.

- PSSTWorld connects school districts in their common communication and safety efforts. We look for successful ideas and protocols that can be passed on to all districts. No more separation! No more operating in a vacuum! You, your students and other districts are connected. School safety is recognized *and* popularized!

- Bullies, bystanders and bullied students lives are likely to change for the better—a healthy reflection on the district now and in the future.

Note

If your safety staff, teacher's association, administration, PTO/PTA and/or school board trustees have questions regarding the PSSTWorld program, refer them to our informative videos at http://psstworld.com/about-psst

Templates

📁 Valuable information

✏️ Key PR Strategy

PSSTWorld makes it easy for partner school districts to launch quickly utilizing standardized templates. All templates are provided as an example and/or guide and can be modified to create a message specific to your school district. The sooner each district gets the PSSTWorld message alive and popularized in school hallways and in the community, the sooner each district taps into student grass-roots safety tips—and the sooner school culture and safety can improve.

📁 Valuable information

Our PSSTWorld User Manual is updated regularly to reflect edits, improvements and additions to the program.

Visit your *Designate's Area* 'Documents' board to view updated documents.

To follow are a series of current Templates at the time of current printing:

1. PSSTWorld Sample Media Press Release Template

<Edit < > areas with appropriate information>

FOR IMMEDIATE RELEASE

<Name of your district> is Proud to Announce Its Partnership with PSSTWorld in Launching a Cutting-Edge Anti-Bullying & School Safety Initiative within District Schools.

<Name of District> is committed to creating safe and caring school. We have partnered with PSSTWorld in launching a cutting-edge school safety program that allows district students to: 1) report safety concerns/tips directly & anonymously to school district safety officials, and 2) participate in safe opinion sharing, article writing and posting of creative works via PSSTWorld's safe social website. The presence of PSSTWorld's safety tip reporting function empowers victimized & mainstream students to act and deters student offenders. PSSTWorld gets grass-roots safety information into the hands of district safety officials permitting early intervention. The program reduces the likelihood of bullying, abuse, crime and school attack/catastrophe in our schools.

<City, State or Province> –<Date **> -** <Name of your district> is proud to announce its partnership with PSSTWorld, launching a cutting-edge school safety program into district schools. School hallway posters encourage students to: 1) report safety concerns and tips directly (& anonymously if necessary) to school district safety officials PSSTWorld's Report It! function, and 2) participate in safe opinion sharing, article writing and posting of creative works via PSSTWorld's unique social website. Safety tips regarding bullying, cyberbullying, abuse, crime, suicidal thoughts, vandalism and even potential for school attack are sent directly to district safety officials resulting in early intervention of corrective action. Mainstream and victimized students are empowered and student offenders are deterred. Students, staff, administration and parents now have a simple, known and popularized mode of action to report dangerous school incidents or concerns.

PSSTWorld (**www.psstworld.com**) has offices in Surrey, BC, Canada and Blaine, WA, USA and is based on the successful 4-year program developed by Theresa Campbell in Surrey, BC Canada. PSSTWorld improves communication between: 1) students, 2) students and district safety staff, and 3) school safety professionals. Vital grass roots safety information is known first by students, in most cases. PSSTWorld gives districts a better chance of getting this information into the hands of its safety professionals for appropriate investigation/action/delegation. PSSTWorld strives to improve school culture and maximize conflict prevention, intervention and resolution in school districts around the world. PSSTWorld can be up and running in most school district within weeks.

For more information, for interview or for community exposure, please contact: <your name, district name and district contact information here>

For PSSTWorld corporate information, please contact Terry Zachary Phone: 604-629-7975
Email: **terry@psstworld.com** Website: **www.psstworld.com** Info: **www.psstworld.com/about-psst**

2. PSSTWorld Student Introduction Template

<This announcement serves as a template & should be customized (especially where <>) to individual school needs & goals. Customize & announce to students in all district schools.>

<Name of your district> encourages students to become familiar with PSSTWorld, a new cutting-edge school safety & communication program that is now available to all <district or school> students.

PSSTWorld allows students to send safety-tips via email directly to school district safety staff. Bullied and bystander students are empowered to act and bullies are deterred. Safety-tip reports may be sent anonymously.

PSSTWorld also allows students to safely connect, share opinions and post creative works within a unique social web site. PSSTWorld is your student e-magazine where students contribute the content.

The administration at <name of school or district> encourages all students to visit the PSSTWorld website at www.psstworld.com to become familiar with this very important safety and communication program.

School safety is the responsibility of both the staff and the *entire* student body.

For more information about the PSSTWorld program, please contact <name and contact information of district safety leader/designate>.

3. PSSTWorld Staff Introduction Template

<Name of your district> is proud to announce its new partnership with PSSTWorld, launching a new cutting-edge school safety program into district schools. The PSSTWorld program is based on a proven 5-year pilot project designed by international safety expert, Theresa Campbell in Surrey, BC, Canada.

The program encourages student participation as a core factor in the improvement of school safety and culture. To become familiar with the PSSTWorld program, please visit: http://psstworld.com/about-psst

PSSTWorld has supplied our district with school hallway posters and a simple marketing strategy to attract students to the PSSTWorld website. At the site, students have a popularized venue to: 1) report safety tips/concerns—seen, heard or experienced—directly & anonymously to school district safety staff, via PSSTWorld's Report It! button, and 2) participate in opinion sharing, article writing and posting of creative works on PSSTWorld's safe social website.

Parents and school staff may also use PSSTWorld's Report It! button to report witnessed or suspected dangerous school incidents.

Tips and reports regarding bullying, cyberbullying, abuse, sex/drug/weapons/gang crime, suicidal thoughts, vandalism, and potential for school attack are sent directly to district safety officials. The result is streamlined safety tip reporting & improved conflict intervention and resolution.

Bystander and victimized students are empowered to act. Student offenders are deterred. Students, staff and parents within our district now have a safe, organized and popularized mode of action to report dangerous school incidents.

Speak to your students about the importance of respecting themselves and others, and of sharing safety concerns and tips with school district safety professionals. Be sure they know that they can report safety concerns anonymously.

For more information about the PSSTWorld program, please contact <name and contact information of district safety leader>.

4. PSSTWorld Parent Introduction Template

<This announcement serves as a template & should be customized (especially where <>) to individual school needs & goals. Customize & set on school district letterhead. Send to parents via mail, email and/or voice message according to the parent communication system in place in your district.>

<Name of your district> is proud to announce its new partnership with PSSTWorld, launching a cutting-edge school safety program into district schools. The PSSTWorld program is based on a proven 5-year pilot project designed by international safety expert, Theresa Campbell, in Surrey, BC. The program encourages student participation as a core factor in the improvement of school safety and culture. To become familiar with the PSSTWorld program, please visit: http://psstworld.com/about-psst.

PSSTWorld has supplied our district with school hallway posters and a simple marketing strategy to attract students to the PSSTWorld website. At the site, students have a popularized venue to: 1) **report safety concerns**—whether seen, heard or experienced—directly & anonymously to school district safety staff, and 2) participate in opinion sharing, article writing and posting of creative works in their area of interest.

Tips and reports regarding bullying, cyberbullying, abuse, sex/drug/weapons/gang crime, suicidal thoughts, vandalism and even potential for school attack are sent directly to district safety officials. The result is an improved potential for early conflict prevention, intervention and efficient resolution. Bystander and victimized students are empowered to act. Student offenders are deterred. Students, staff, administration and parents now have a safe (anonymous, if necessary), organized and popularized mode of action for reporting dangerous school incidents and concerns.

Speak to your children about the importance of respecting themselves and others. Encourage your kids to talk to you about problems at school and be sure that they know they can now easily report safety concerns anonymously.

Together, we can minimize all forms of bullying, abuse and violence in our schools.

For more information about the PSSTWorld program, please contact <name and contact information of district safety leader>. Ask about hanging PSSTWorld posters in a high traffic areas in your leisure or work locations.

5. PSSTWorld Sporting/Social Event Announcement Template

Announcement at a Sporting/Social Event

<This announcement serves as a template and should be customized (especially where <>) to individual school needs and goals. Customize and send to whoever is in charge of organizing announcements at school sporting events/pep rallies/assemblies, etc.>

'The <male team name>s and the <female team name>s <sport> programs are proud to support the PSSTWorld safety program in <School Name> where all students have a voice and a right to be safe in school. Visit **www.psstworld.com** to report dangerous school behavior directly and anonymously to your school district safety staff.

School safety is the responsibility of the *entire* student body.'

Example announcement – Sporting Event:

'The Vikings and the Chinooks basketball programs are proud to support the PSSTWorld safety program in Crescent Heights High School, where all students have a voice and a right to feel safe in school. Visit **www.psstworld.com** to report dangerous school behavior directly and anonymously to your school district safety staff.

School safety is a responsibility of the *entire* student body.'

Example announcement – Other Event:

'The Eddin Valley Debate Club is proud to support the PSSTWorld safety program in Eddin Valley High School, where all students have a voice and a right to feel safe in school. Visit **www.psstworld.com** to report dangerous school behavior directly and anonymously to your school district safety staff.

School safety is a responsibility of the *entire* student body.'

6. PSSTWorld School Bullying/Violence/Vandalism Incident Announcement Template

<This announcement serves as template and should be customized (especially where <>) to individual school needs and goals. Customize and send to whoever is in charge of organizing school announcements.>

Template:

'The staff & student body of <your school> are currently seeking any information that students may have regarding <event, where, when>. Your school takes episodes such as this very seriously and is committed to providing a safe and caring environment for all students. If you have any information regarding this event, please contact <direct contact> or visit www.psstworld.com to report anonymously

School safety is the responsibility of both the staff and the *entire* student body.'

Example announcement 1 - final

'The staff & student body of Greta Lake High School are currently seeking any information that students may have regarding the physical attack on a Greta Lake student that occurred in the east side alley on Friday, May 14, 2010. Your school takes episodes such as this very seriously and is committed to providing a safe and caring environment for all students. If you have any information regarding this event, please contact Mrs. Smith directly or visit www.psstworld.com to report anonymously.

School safety is the responsibility of both the staff and the *entire* student body.'

Example announcement 2 - final

'The staff & student body of Bonny East Valley High School are seeking any information that students may have regarding a recent episode of vandalism of a school statue that occurred on school grounds on Friday, May 21, 2010. Your school takes episodes such as this very seriously and is committed to providing a safe and caring environment for all students. If you have any information regarding this event, please contact Mr. Jones directly or visit www.psstworld.com to report anonymously.

School safety is the responsibility of both the staff and the *entire* student body.'

7. PSSTWorld Class Assignment Project (CAP) Program – Administrator Introduction to Teachers

<(Note: Delete this paragraph before issuing correspondence. To be printed on District Letterhead, this form allows district safety staff to introduce the PSSTWorld CAP (Class Assignment Project) program to teachers. In turn, students are led to discover their ability to participate in school culture & report safety concerns. Customize the announcement where necessary including within <> symbols)>

Re: PSSTWorld's CAP (Class Assignment Project) Program – For Teachers

<Date> :
Attn: All Teachers
<School Name>
From:
<Name of School District Primary Safety Liaison (PSL) or Staff Member>
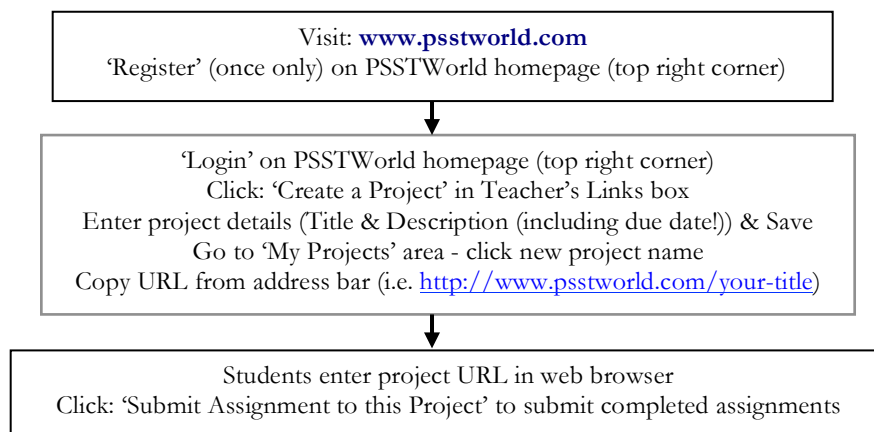*< Contact information>*

Dear Valued Teacher:

<District Name> has recently partnered with PSSTWorld to launch a cutting-edge school safety and communication initiative that encourages student participation in safety within our schools.

We encourage all teachers to become aware of the PSSTWorld site & CAP program that enables teachers to design & manage a class project to be posted on the PSSTWorld site.

Add creativity & excitement to your classroom & encourage students & other teachers to become familiar with our safety-based partner program, PSSTWorld. Your students can make a difference!

View PSSTWorld's 'How To' Launch CAP Program video at: http://psstworld.com/about-psst

To set up an online CAP program for your class:

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Visit: www.psstworld.com
'Register' (once only) on PSSTWorld homepage (top right corner)
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↓
```
'Login' on PSSTWorld homepage (top right corner)
Click: 'Create a Project' in Teacher's Links box
Enter project details (Title & Description (including due date!)) & Save
Go to 'My Projects' area - click new project name
Copy URL from address bar (i.e. http://www.psstworld.com/your-title)
```
↓
```
Students enter project URL in web browser
Click: 'Submit Assignment to this Project' to submit completed assignments
```

Ask for our 'CAP Introduction Template' to easily launch a PSSTWorld CAP program in class.
View PSSTWorld instructional/educational videos at: http://psstworld.com/about-psst

8. PSSTWorld CAP Program for Teachers – Teacher Introduction to Students

*<This template allows teachers to quickly and easily introduce their Class Assignment Project (CAP) idea to their students.
Provide this template to teachers for customization.>*

PSSTWorld CAP (Class Assignment Project) Program

Date: _____

Class: _____

Teacher: _____

Assignment Description:

Due Date: _____

*Project URL: _____

Hard Copy Turn-In Required: Yes ____
No ____

How Students Post PSSTWorld CAP Assignments Online:

1. Enter *Project URL in web browser address bar
2. Click 'Submit Assignment to this Project'
3. Fill in required fields
4. Click 'Submit'

Miscellaneous Information:

PSSTWorld is a student e-magazine & safety program that gives students a voice. Students post creative articles & projects in their area of expertise & report dangerous incidents directly to school district safety professionals via PSSTWorld's Report It! button. All students deserve a safe learning environment.

CAP Introduction Template (Filled Out as Example)

This sample show template filled in and used to introduce a Class Assignment Project (CAP) idea to the students in the class.

PSSTWorld Class Assignment Introduction

Date: November 7, 20**

Class: English 11

Teacher: Mrs. Smith

Assignment Description:

Develop an original short story of your desired theme. Be creative! Stories are to be a maximum of 1500 words and will be graded on structure, grammar, spelling & creativity.

Project will be worth 5% of your final grade

Due Date: December 16, 20**

*Project URL: http://psstworld.com/projects/your-project-url

Hard Copy Turn-In Required: Yes __x__
                                             No ___

How to Post Your Assignment Online:

1. Enter *Project URL in web browser address bar
2. Click 'Submit Assignment to this Project'
3. Fill in required fields
4. Click 'Submit'

Miscellaneous Information:

PSSTWorld is a student e-magazine & safety program that gives students a voice. Students post creative articles & projects in their area of expertise & report dangerous incidents directly to school district safety professionals via PSSTWorld's Report It! button. All students deserve a safe learning environment.

PSSTWorld documents and templates are available in the *Designates Area*. Visit www.psstworld.com, click 'Login' at the top right of the home page and view side panel to the right under the heading 'Documents.'

PSSTWorld Offices are located in Surrey, BC, Canada and Blaine, WA USA. Please contact PSSTWorld at email: **info@psstworld.com**, or call 604-560--2285 for more information regarding the PSSTWorld School Safety Cloud™ program.