SCHOOL SAFETY AND SECURITY

CYBER   Kicking   SMOKING   E CIGARETTES   REVENGE   KNIVES   ASSAULTS   CUTTING
TEASING   Name calling   Threats   DRUGS   PILLS   GUNS   WEAPONS   SUICIDE
BULLYING
Hitting   WEED   SEXTING   BOMB THREATS

Text2Them for Text-a-Tip

2-Way Text Tips

Overview

Everyone knows that our younger generation enjoys texting over all forms of communication. Nowhere is this exposed more than text tip programs that allow them to anonymously text and report harmful activities. These activities can be school related issues such as bullying, drugs, suicide and violence. In 2013 Text2Them launched a program in Maryland that allowed students to anonymously report these activities. After one year of implementation the schools enrolled experienced a 33% drop in bullying reports while the entire state was heading in the opposite direction. In addition, Text 2 Stop it! was successful in exposing drug dealers in half of the schools and stopped three students from committing suicide. This also included a student suicide pack. Text2Them's text-a-tip program is a valuable tool for those looking to gain

Features:

➢ Two-way anonymous text chat to obtain critical information and follow-up from students
➢ Effective Text 2 Stop it! Posters and student cards
➢ Ability to send pictures and video of the incident
➢ Effective marketing program, posters and student cards to encourage use
➢ Call/Text center management
➢ Progress reports
➢ Transcripts of student conversation sent directly to school counselor
➢ Customized to meet school needs

TEXT 2 STOP IT!™

Redacted Student Transcript:

Text2Stopit!: Hello This is Text 2 Stop it! Did you want to report an incident? 1:38 PM
MDMA04211335: There are four kids that I know that smoke weed 1:39 PM
Text2Stopit!: Thanks for the tip, who are the kids that you are referring to?
MDMA04211335: ███████, ███████, ███████ and ███████ 1:41 PM
Text2Stopit!: Ok have you witness them smoking weed before? 1:42 PM
MDMA04211335: Yes and I have proof 1:44 PM
Text2Stopit!: Has anyone else seen them? 1:42 PM
Text2Stopit!: Ok what proof do you have? …

Text2Stopit!: Ok I want to confirm that you sent one picture with a brief text conversation with ███████. Is that everything? 2:00 PM
MDMA04211335: Yes 2:01 PM
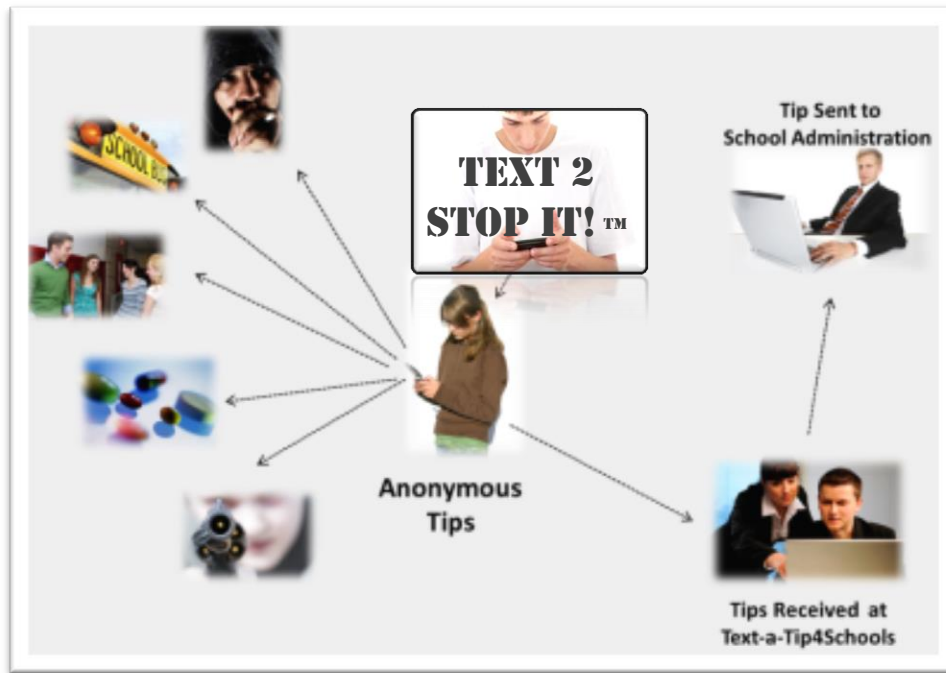MDMA04211335: But all of the others offerd it to my and I said no 2:01 PM
Text2Stopit!: Are ███████ and ███████ brothers? You reference █████ earlier as one of the individuals that smoke weed. 2:37 PM
MDMA04211335: Yeah 2:37 PM
Text2Stopit!: Ok which High School does ████ go to? 2:38 PM
MDMA04211335: ███████ High School 2:39 PM

How does it Work?

Step to Reporting Incidences:

1. Posters, cards and other materials are distributed to the facility to promote the Text-2-Stop it! program.
2. When a student witnesses unsafe or suspicious activities, the student sends an anonymous text message using the school's unique KEYWORD to 68398.
3. Student receives auto response that their message has been received. Further information is obtained (names of witnesses, time, date, location of the incident, etc.) through two-way text chat.
4. If a student has pictures or video they will receive instructions for sending it to Text 2 Stop It!
5. An email will be sent to the designated school administrator, providing a recap of the actual conversation we have had with the student. A picture/video will be sent if available.
6. If this is a life threatening emergency situation, a text messages will also be sent to the administrator's cell phone urging them to check their email for the full message.
7. School administrator will follow-up as appropriate.

Case Study

In a pilot program in Queen Anne's County Maryland:
- ➤ Program 2013-14 (renewed 2014-15 each year)
- ➤ 7,500 Students
- ➤ 12 Schools (2 high schools, 4 middle schools, 6 elementary schools)

Results:
- ➤ Bullying down 33% in first year
- ➤ Drugs dealer exposed in 50% of middle and high schools
- ➤ Four suicide interventions, including suicide pact
- ➤ Numerous other reports (smoking, fights and cyberbullying)