



Stop the Silence. Help End the Violence.



# 2016 ANNUAL REPORT





Dear Governor Snyder and Members of the Legislature:

OK2SAY was created in late 2013 as a four-year work project under the mandate of the Student Safety Act. This 2016 report is our final annual report to you before the Act's October 1, 2017 sunset.

In our first annual report, I shared a success story that highlights how crucial OK2SAY is for our students. It was about a brave student who was struggling and confidentially reached out to OK2SAY. A caring and skilled OK2SAY technician recognized the seriousness of the student's intent to take his life and alerted the school resource officer who located the student and prevented a suicide. At the time, I said that saving one student's life makes this program a success and worthy of our commitment to maintain it.

In just a few years, OK2SAY has become Michigan's most effective prevention-based reporting mechanism. Tips for calendar year 2016 increased more than 54% compared to 2015. And since it was launched, OK2SAY has logged more than 5,000 tips. OK2SAY empowers students to break the code of silence to get help to their struggling classmates before a situation turns into a tragedy.

Consider our latest 2016 success story with a tip about a high school student who was contemplating suicide by jumping off a bridge. That OK2SAY tip provided detail that allowed law enforcement to focus their search, locate the student on a bridge, and save his life.

Program successes result from the thousands of student "heroes in the hallway," committed schools, and local law enforcement who took action. It takes all of them to make OK2SAY work. Their efforts transcend jurisdictional and cultural boundaries and prevent potential threats from becoming real tragedies.

Our work is not done. There are more students who need our help. Their safety is not only worthy of our commitment to OK2SAY, it demands it.

We need your help to keep the program going to save more lives, stop violence, and make sure our students have a safe place to learn and grow. With your commitment, this mission and life-changing work can continue.

It's time to remove the sunset for this vital program so that it can continue beyond the 2017 Fiscal Year.

Sincerely,



Bill Schuette  
Attorney General





# TABLE OF CONTENTS

MICHIGAN STUDENT SAFETY ACT	3
WHAT IS OK2SAY?	5
METRICS/ANALYSIS	7
SUCCESS STORIES	15
WHAT'S NEW 2016	19
PROMOTIONAL MATERIAL	25
FINANCIALS	27
PARTNERS	28
STATUTORY REQUIREMENTS	31
APPENDIX A: WHY NOT 2-1-1 OR 9-1-1	37
APPENDIX B: 2016 MONTHLY OK2SAY TIPS	38
APPENDIX C: SPEAKING ENGAGEMENTS & MEETINGS	39
APPENDIX D: EXPOS ATTENDED IN 2016	40
RECOMMENDATION	43

# MICHIGAN STUDENT SAFETY ACT

## History; Purpose; Sunset:

The Michigan Student Safety Act (PA 183 of 2013) requires the Attorney General to collaborate with the Michigan State Police (MSP), the Michigan Department of Health and Human Services (MDHHS), and the Michigan Department of Education (MDE), to establish, operate, and staff a hotline that:

- Provides for confidential reports of potential harm or criminal activities directed at students, school employees, or schools;
- Protects the confidentiality of a reporter's identity;
- Operates 24-hours-a-day, 365-days-a-year; and
- Promptly provides tip information to appropriate school officials, law enforcement, or other agencies.

The United States Secret Service and the United States Department of Education, in a joint study on school violence, reported that perpetrators exhibited concerning behavior before the attack in 93% of the incidents. And in 81% of violent school incidents, someone other than the attacker knew about the plan but didn't report it. Noting that, Governor Snyder signed the Act into law in December 2013.

As bill sponsor Senator Judy Emmons stated: "The Michigan Student Safety Act is about enhancing our ability as a state to uncover violent activities before they occur and respond quickly." It gives a voice to students who might otherwise remain silent about potentially dangerous situations, out of fear of rejection or retaliation.

The purpose of OK2SAY is to stop harmful behavior before it occurs by encouraging anyone to report threatening behavior. The OK2SAY program is designed to empower Michigan students, parents, school personnel, community health service programs, and law enforcement to share and respond to safety threats.

The Department of Attorney General has primary responsibility for developing, implementing, and reporting on Michigan Student Safety Act initiatives. Unless the law is changed, this Act will sunset effective October 1, 2017.



Stop the Silence. Help End the Violence.

**The goal of OK2SAY is to knock down barriers so a student who is struggling can get needed help before a situation turns into a tragedy.**

## Annual Reports:

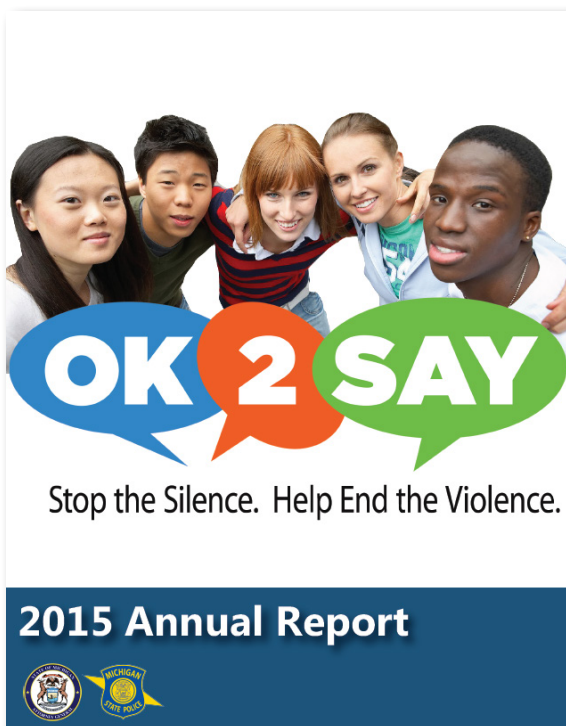
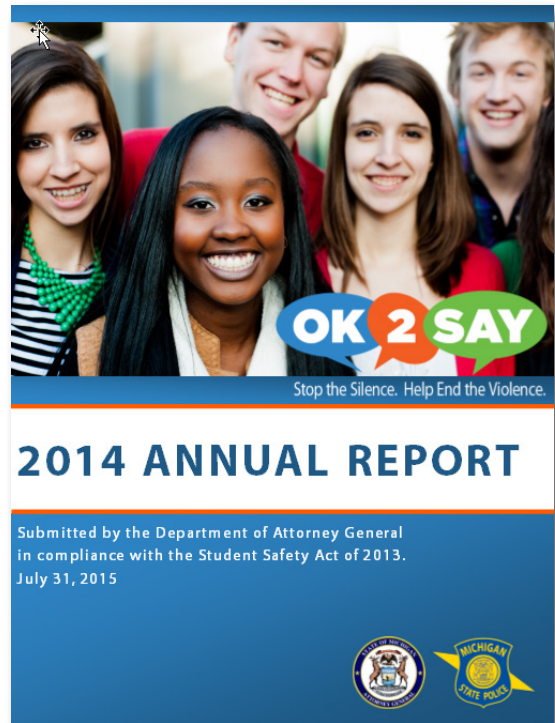
The Student Safety Act was signed into law mid-December 2013, and no monies from the Student Safety Fund were expended in the 2013 calendar year (the timeframe that would normally be covered by a 2013 annual report). Therefore, a [2014 Status Report](http://www.mi.gov/documents/ok2say/2014_Status_Report_464387_7.pdf) ([www.mi.gov/documents/ok2say/2014\\_Status\\_Report\\_464387\\_7.pdf](http://www.mi.gov/documents/ok2say/2014_Status_Report_464387_7.pdf)) for December 2013 through July 2014 was published.

The Status Report provides an overview of the program, including how it works, the timeline for its implementation, the potential for protecting students and school employees, and the network of statewide partners.

OK2SAY was officially launched in September 2014; therefore, the numbers reported in the [2014 Annual Report](http://www.mi.gov/documents/ok2say/2015_Status_Report_496556_7.pdf) ([www.mi.gov/documents/ok2say/2015\\_Status\\_Report\\_496556\\_7.pdf](http://www.mi.gov/documents/ok2say/2015_Status_Report_496556_7.pdf)) reflect activity for only the four months the hotline was operational—September through December 2014.

The [2015 Annual Report](http://www.mi.gov/documents/ok2say/2015_OK2SAY_Annual_Report_530634_7.pdf) ([www.mi.gov/documents/ok2say/2015\\_OK2SAY\\_Annual\\_Report\\_530634\\_7.pdf](http://www.mi.gov/documents/ok2say/2015_OK2SAY_Annual_Report_530634_7.pdf)) was the first report where OK2SAY was operational for the entire calendar year.

In compliance with the Act, reports are available on the [OK2SAY website](http://www.ok2say.com) ([www.ok2say.com](http://www.ok2say.com))



# WHAT IS OK2SAY?

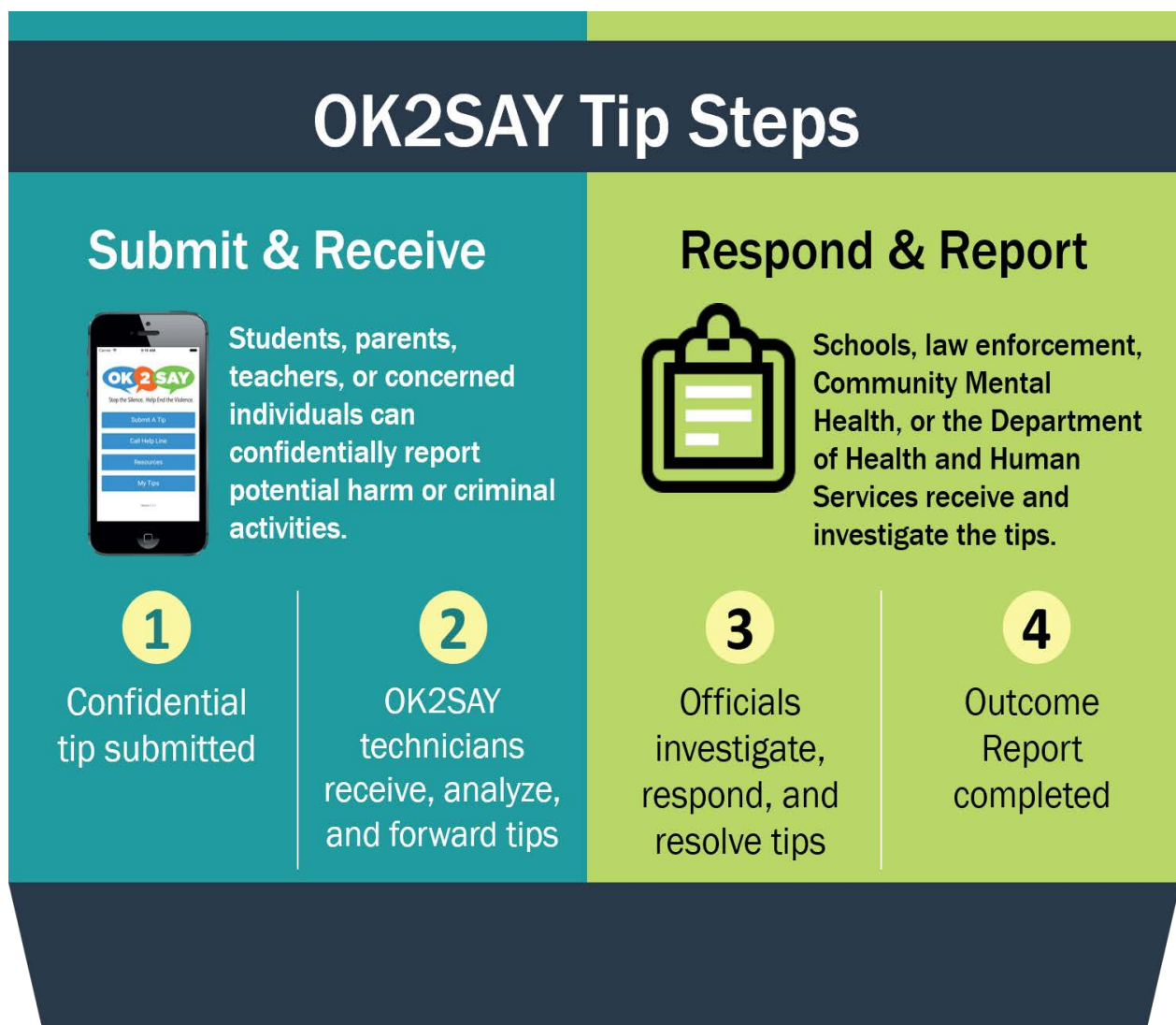
OK2SAY is the confidential reporting system established in response to the mandate of the Student Safety Act of 2013.

It is designed to empower Michigan students to help prevent violence and make their schools safe by confidentially reporting threatening behavior.

Anyone can confidentially report tips on criminal activities or potential harm directed at students, school employees, or schools. Tips can be submitted 24 hours a day, 7 days a week.



## How OK2SAY Works



See Appendix A for an explanation of how OK2SAY differs from 2-1-1 and 9-1-1.



## A Contact Saves Lives

OK2SAY is about communication, early intervention, and prevention. When students make the courageous decision to break the code of silence and speak out against harmful behavior or seek the help they need, they equip authorities with the information needed to respond to threats, avert tragedy, and provide help.

Getting students to open up can be a challenge. Many students disclose information incrementally, so building a positive rapport is essential.

"Our technicians have a great deal of empathy, finesse, and tenacity to assist students," says Mike Nevin, Michigan State Police Department Manager and OK2SAY Supervisor. "They are trained and skilled in opening up the lines of communication so we can help."

## OK2SAY Technicians

As an OK2SAY technician, I have the opportunity to take an active role in preventing school violence and tragedy. But I also deal with an array of tips that vary from bullying, depression and self-harm, to suicide.

The most critical aspect of our work is helping tipsters feel safe enough to open up about their concerns.

Tipsters sometimes struggle to provide us with the information necessary to act.

We have training that helps us identify some of the red flags for various situations and how to help tipsters come forward.

For example, one student was hesitant to talk to anyone about abuse at home. With the help of a friend, the student built up the courage to reach out to OK2SAY.

We contacted the school and Child Protective Services and the Outcome Report indicated that the student freely discussed the situation and was able to get help.



OK2SAY provides students the promise of hope and help, with caring adults ready to intervene and advocate for their support.



Stop the Silence. Help End the Violence.

# METRICS/ANALYSIS



**Tips for calendar year 2016 increased more than 54% compared to 2015.**

## Statutory Metrics

Section 8 of the Student Safety Act of 2013 requires that the annual report contain an “analysis of the overall effectiveness of the program in addressing potential self-harm and potential harm or criminal acts directed at schools, school employees, and school students.” Statutory metrics include the number of reports and other information reported to the hotline.

## Tips vs. Incidents

For metrics, analysis, and reporting purposes, OK2SAY technicians and the Department of Attorney General record and track incoming contacts with the hotline as “tips” and as “incidents.”

An OK2SAY “tip” is information provided through communication with OK2SAY technicians. Generally, when a tip is submitted it may involve multiple communications between the tipster and the technician to gather enough information to forward to the appropriate responding party. These multiple communications between the tipster and the OK2SAY technician are counted as a single tip.

An OK2SAY “incident” is a specific, singular event. Many tipsters report about the same incident. For example, OK2SAY received five separate tips from student athletes about the captain of a sports team who mistreated a teammate. Although it was five tips from five tipsters, it ultimately involved one incident. Thus, it is not surprising that in 2016, for example, OK2SAY logged 3,359 tips, but only 1,646 incidents. (In 2014 and 2015, the numbers were 601; 410 and 2,169; 1,006 respectively.)

## TOTAL TIP NUMBERS\*

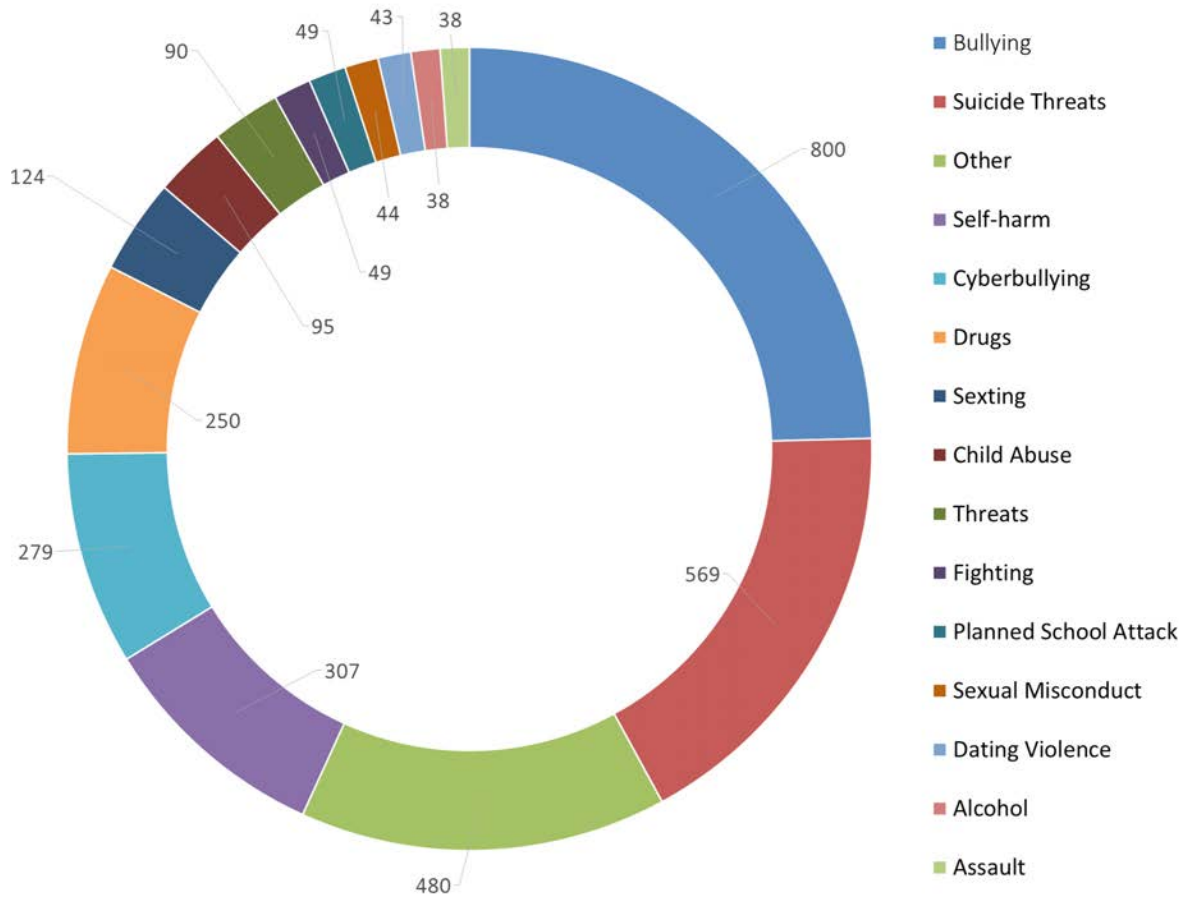
Total tips for calendar year 2016 increased more than 54% (nearly 1,200) compared to 2015 (from 2,169 to 3,359). The number of tips confirms the positive impact OK2SAY is having on breaking the culture of silence.

OK2SAY is changing attitudes about reporting unsafe behavior and situations. OK2SAY is empowering students to be the “heroes in the hallway” and get their struggling classmates the help they need. The following charts represent the:

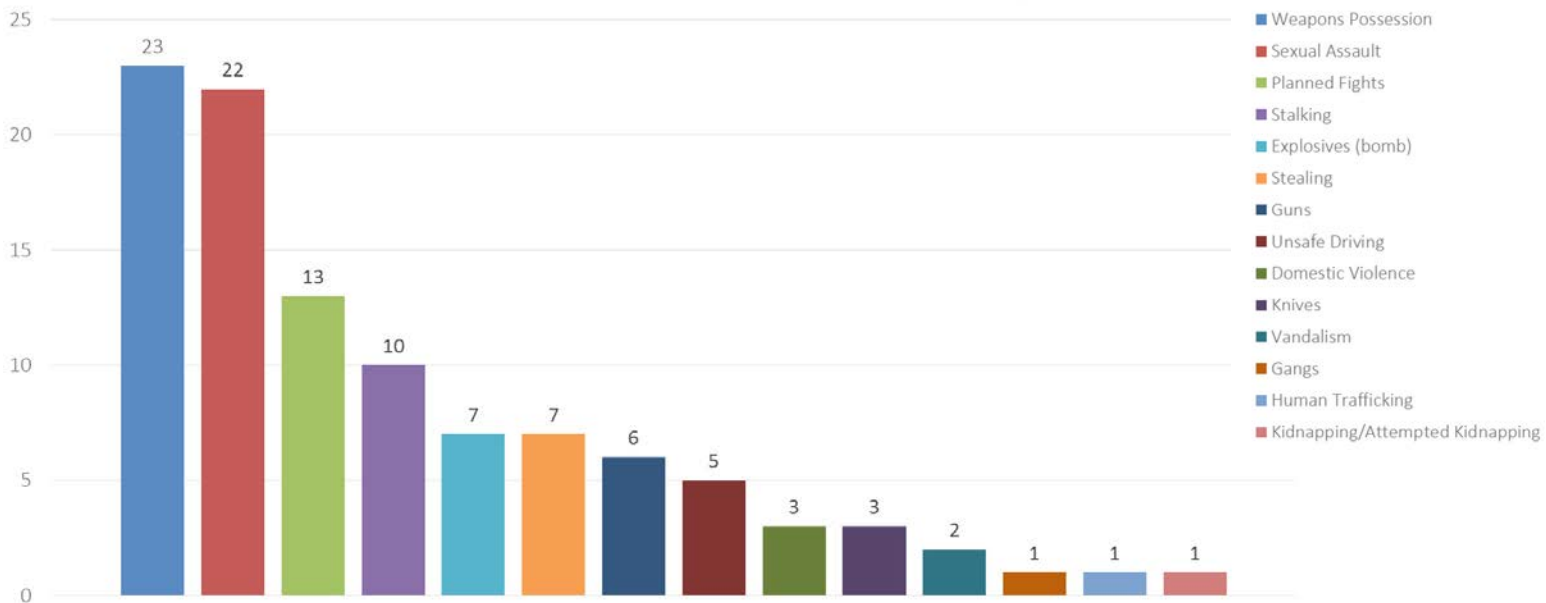
1. total number of 2016 tips in the top 15 tip categories;
2. total number of 2016 tips in categories receiving less than 25 tips;
3. total number of 2015 and 2016 tips in top 6 categories; and
4. top five tip categories for 2014; 2015; and 2016.

(\*See appendix B for 2016 Monthly OK2SAY Tips.)

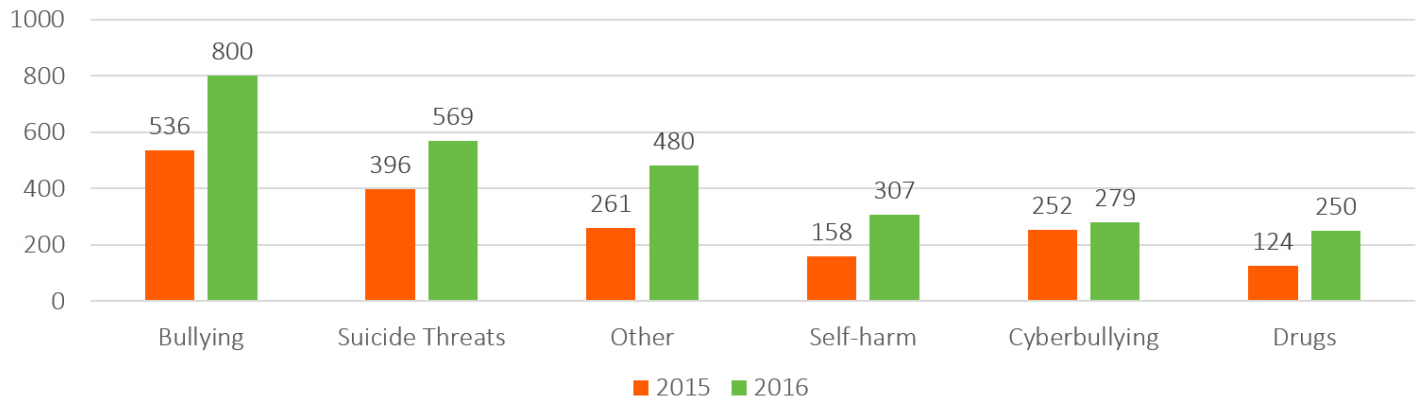
# Tip Numbers in Top 15 Categories



Number of OK2SAY Tips Receiving Less than 25 Tips



## Top 6 OK2SAY Tip Categories for Calendar Years 2015 & 2016



One benefit of a single point of contact for all tips is the ability in real time to become aware of shifting challenges facing Michigan's youth. In this regard, OK2SAY notes the increase in the "other" category.

## 2016 Referrals

Section 8 of the Student Safety Act of 2013 requires that the annual report contain:

- The number of reports and other information reported to the hotline that are forwarded to local law enforcement officials and school officials;
- The number of hotline reports resulting in referral to mental health services;
- The nature of the reports and information reported to the hotline in categories established by the department; and
- The responses to the reports and information reported to the hotline at the local level in categories established by the department.

When tip information comes in, OK2SAY technicians do their best to pass that information on to appropriate resources. In some cases, information about an incident may be forwarded or referred to multiple resources (thus, "referral" numbers can exceed "incident" numbers). In other cases, there may not be enough information provided to the technicians for them to forward or refer.

In 2016, OK2SAY technicians:

- forwarded 1,334 incidents to school officials;
- forwarded 229 incidents to law enforcement;

- referred 251 incidents to online resources, counseling or crisis lines;
- referred 31 incidents to Child Protective Services; and
- forwarded information in 60 incidents that resulted in referrals to mental health services.

## OK2SAY Provides Victim Information When it is Included; Tipster Identity is Protected by Law.

Some tip recipients express frustration that they do know the name of the tipster. But the Student Safety Act generally prohibits disclosure of tipster information. Confidentiality of the tipster's identity is a hallmark of OK2SAY and without it, tipsters would not be as willing to come forward and share tips.

Notwithstanding this feedback, comments continue to be overwhelmingly positive about the program's usefulness; the sufficiency of the information provided; and gratitude "that students are really utilizing the program."



The identity of the reporting party is statutorily protected and can only be released with permission of the tipster, the tipster's parents if he/she is a minor, or through a court order.

This information is also specifically exempted from the Michigan Freedom of Information Act.

# 2016 Outcome Reports

OK2SAY technicians ask every organization responding to or resolving an OK2SAY tip to complete an Outcome Report. Outcome Reports allow tip recipients to detail the nature of the tip; how it was handled; and whether it was resolved or requires ongoing attention.

MSP adds Outcome Report information to their database to compile:

- The number of tips received;
- The number of tips forwarded;
- The nature of the tips received;
- The recipient of the forwarded tips;
- The nature of the response; and
- The effectiveness of the response.

In 2016, MSP and the Department of Attorney General received 866 Outcome Reports. That's an almost 55% follow-up reporting rate.

The information collected in these reports plays an important part in the assessment of the overall

effectiveness of the program, because it allows MSP and the department to get post-tip feedback from tip recipients.

Outcome Report feedback has resulted in changes to tip reporting and referral categories and changes to the Outcome Report.

Feedback has also helped us enhance our OK2SAY presentations and keep our presenters up to date.

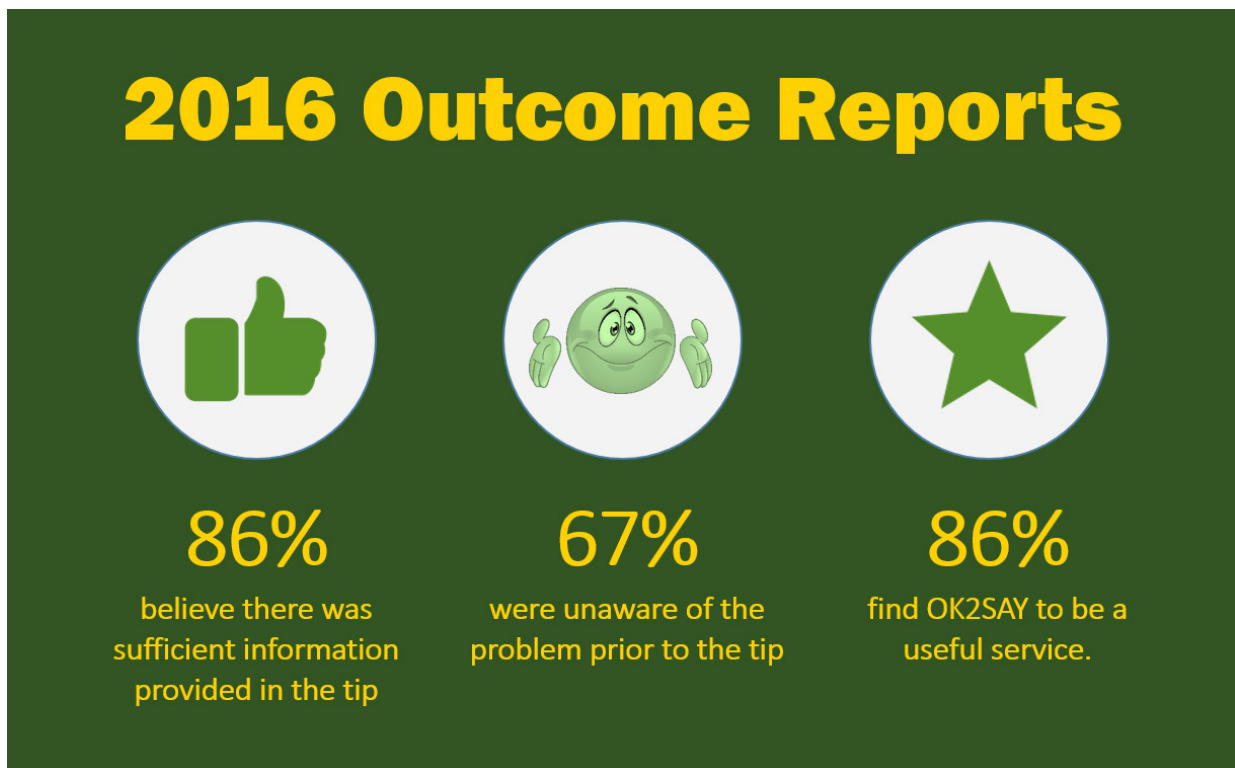
For example, we modified our student presentations to better illustrate how important it is for tipsters to provide specific details when they submit tips.

And when feedback confirmed an uptick in "sextortion" tips, we consulted experts and instructed our presenters on this disturbing crime plaguing our students who go online.

Of the 866 Outcome Reports received in 2016, 86% reported that OK2SAY provided a useful service for responding to the reported tip.

In 67% of Outcome Reports, responders were unaware of the problem until OK2SAY referred the tip.

And for the 33% of responders who had prior knowledge of the incident, OK2SAY tip detail often provided additional valuable information.



# Positive Feedback in 2016 Outcome Reports

- **Thank you, thank you for your service and tip. They often are more helpful and add credibility to what the school administration has been trying to address. OK2SAY often validates our positions. Thank you!**  
Assistant Principal, Middle School
- **This is our first experience with OK2SAY. I'm very pleased with the level of information and follow up. This is a great service!**  
Middle and High School Principal
- **Love what's happening with this program! Keep up the great work!**  
Assistant Principal, High School
- **I am very thankful that our students had this outlet for reporting.**  
Assistant Principal, High School
- **I appreciated receiving the phone call and report. The OK2SAY program worked as it was supposed to!**  
Principal, Junior High School
- **The staff was provided excellent information for us to be able to follow up on the concern.**  
School Counselor, Middle School
- **The student's mom was very appreciative of the tip line and the school taking extra precautions.**  
School Counselor, Middle School
- **We had already responded to the situation prior to the OK2SAY call. The call adds information for us to use, as appropriate.**  
Principal, Private School
- **It was very useful in the report of self-harm. In this case, the parent thought it HAD been a passing incident and didn't realize it was ongoing. Parent grateful.**  
Assistant Principal, Middle School
- **The OK2Say person did a good job and understood the information was vague. We were able to follow up with both students and situations. We would rather get the call than not.**  
Principal, High School
- **The program helped in the sense that it opened the door for communication with student(s) and parent(s).**  
School Counselor, Middle School
- **I am glad that OK2SAY exists and that the students felt comfortable contacting OK2SAY.**  
School Leader, Charter School
- **Appreciate the OK2SAY tool for reporting concerns ... because we never know when something may not be on our radar already.**  
School Counselor and Social Worker, Middle School
- **Very fast, professional, and thorough—thank you so much for your help and support.**  
Principal, Elementary School





# To date, student attendance at safety campaign presentations nears 2 million.

## Presentation and Attendee Growth

In keeping with the provisions of section 7 of the Student Safety Act, the department expended funds from the Student Safety Fund in 2016 “to promote public awareness of the program,” including the OK2SAY hotline and website. Metrics for those efforts include the:

1. number of school presentations;
2. number of students and adults reached at school presentations; and
3. number of presentations at professional seminars or meetings.

## 2016 Student Safety Campaign Presentations

The Attorney General offers free student safety programming for children in kindergarten thru 12th grade.

Students in K thru 5th grade receive age-appropriate instruction from the Michigan Cyber Safety Initiative (CSI), a national award-winning program, and feeder program for OK2SAY.

Students in 6th thru 12th grade receive dynamic OK2SAY student safety programs. The department also provides programming for parents, guardians, and community leaders.

The department worked with 31 outreach presenters in 2016. These presenters, all independent contractors, are trained to become proficient in presenting the Student Safety Initiative materials. They travel the state to present the following seven educational seminars:

- CSI K-1st grade;
- CSI 2nd-3rd grade;
- CSI 4th-5th grade;
- OK2SAY 6th-8th grade;
- OK2SAY 9th-12th grade;
- Community Seminar; and
- Program Overview.

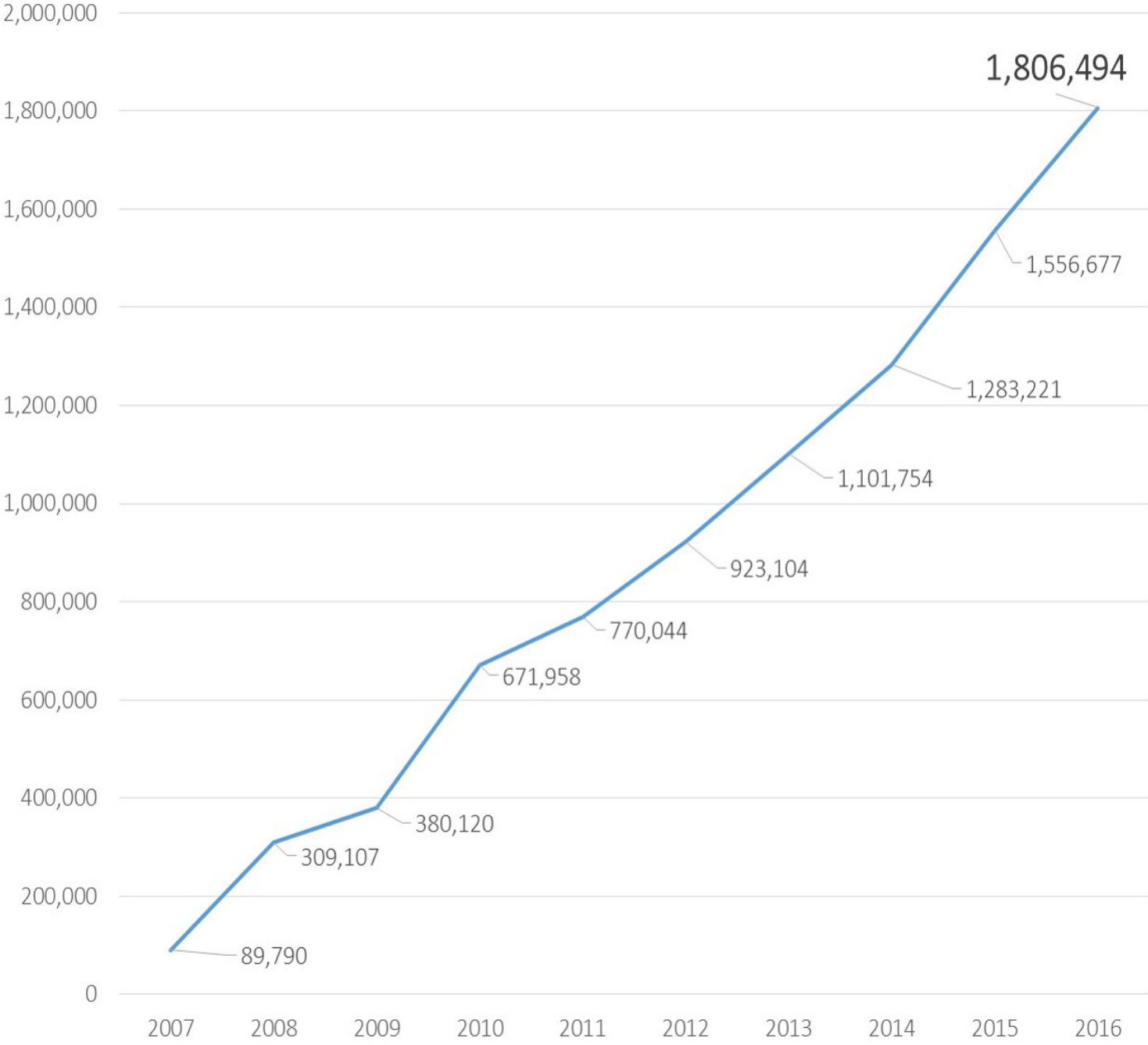
In 2016, these presenters reached more than 123,000 6th-12th graders who attended one of the 946 OK2SAY presentations. In addition, 220 Community Seminar and Program Overview presentations were attended by nearly 8,400 adults.

Attorney General personnel conducted 26 speaking engagements and attended 16 meetings to promote OK2SAY in 2016. OK2SAY presenters and Attorney General personnel also attended 96 Expos at which they promoted the program; distributed materials; and in some instances, also gave presentations. See Appendices C and D for a list of speaking engagements and expos attended in 2016.

The following chart shows cumulative student attendance at CSI/OK2SAY presentations through 2016.



# OK2SAY/CSI Cumulative Attendance



# 2016 SUCCESS STORIES

## Peer Mistreatment/ Kidnapping/Cyberbullying

OK2SAY received multiple tips about the safety and well-being of a high school freshman. The tips reported a “mean girls” scenario in which two seniors picked up a freshman and offered to drive her home.

Once the freshman was in the car, the seniors started to yell and call her derogatory names. Although the freshman was in distress and pleaded to get out of the car, she was forced to stay in the car while the seniors drove her to a location she did not wish to be left. The seniors recorded the freshman crying and begging to be taken home and posted the recording on social media.

Concerned individuals who viewed the video contacted OK2SAY to report that the freshman had a history of self-harm and there was concern this incident could push the vulnerable student to make a rash decision.

Technicians contacted local law enforcement who informed school officials and conducted a welfare check on the freshman student. The two seniors faced consequences for their actions.

## Bridge Suicide

When a high school student was contemplating suicide by jumping off a bridge, it was a text to OK2SAY that alerted authorities to the seriousness surrounding the student’s depression.

Within moments, local law enforcement was notified and with limited information, they conducted a search and found the student on the bridge preparing to jump.

## Additional 2016 Success Stories:

- School employee who assaulted a student was terminated.
- A student who was cutting tried to hang herself. The student was able to get counseling services.
- A referral was made to protective services involving a student who was forced by his dad to sell drugs.
- More than 1,000 tips on bullying and cyberbullying were addressed.



Stop the Silence. Help End the Violence.

## Success Stories

A suicidal student receives inpatient counseling services.

Students assault classmate and post it on YouTube; video is removed and students disciplined.

School social worker reached out to student who admitted to cutting and parent alerted.

A student locker was searched and a bag of marijuana was found.

Safety concern regarding students planning to meet a stranger after an online encounter. The principal contacted each students' parents, explained the details of the tip, and made certain parents had a plan to intervene so the meeting would not take place.

Student reported she was in an abusive dating relationship where partner was verbally abusive. School counselor met with her and discussed how to avoid such relationships.

# A History of Success

## 2015 Success Stories

### School Violence Prevention

OK2SAY received a tip about a student who posted a video on social media bragging about a plan to go on a killing spree at school and execute any police officers who responded.

OK2SAY contacted local law enforcement who investigated the tip and determined it was a credible threat. The student who posted the video not only had a plan, but access to weapons. The student was expelled from school and faced criminal charges.

### Threats/Mental Health Referral

OK2SAY technicians received a tip that a student was carrying a poem he wrote that listed people he wanted to kill.

A Detective Sergeant in the Michigan State Police interviewed him, and he admitted that he wrote the poem, but he said he was not serious, it was just his way of venting.

The school counselor also interviewed the student, and he continued to insist that he was just venting. His parents were notified and encouraged to provide him mental health counseling.

### Audio and Video Attachments Help Students Submit Tips

One courageous student tipster contacted OK2SAY to stand up for a special needs student and report alarming bullying activities.

After more than a year of being bullied by schoolmates, the special needs student was assaulted and beaten in the school hallway by his bullies while they videotaped the incident then posted it on social media for all their peers to see.

The school was already dealing with the hallway assault because it was caught on school cameras—but the school did not know that the incident was videotaped and posted until OK2SAY intervened.

The tipster not only provided the tip to OK2SAY, but he had the wherewithal to record the posted video and save it to his phone. OK2SAY then gave video and online links to school officials and local law enforcement.

### Bullying

A bystander's tip reported a student being bullied on the bus. The victim was being physically and verbally assaulted and the tipster was concerned that might lead the victim to self-harm or suicide.

The school acted quickly, addressing the bullying and providing support to the student.

Parents of both the victim and the bullies were involved in the intervention.

## Additional 2015 Success Stories:

- Several students who swallowed poison were saved.
- Guns were confiscated and students arrested.
- A stabbing was averted.
- School officials confiscated a three-inch knife.
- Several students who were cutting received psychological counseling.
- Bullied students who considered suicide received mental health assistance and help from school.
- School and local law enforcement alerted about sex offenders near schools.
- Hundreds of bullying situations were addressed.
- Several planned fights were averted.

## 2014 Success Stories

### Self-Harm

An email tip was received about a student who had been having panic attacks that led to self-harm and thought of suicide. School was notified and counseling services provided.

### Suicide

Michigan State Police Inspector Matt Bolger recounts an incident where: "we had a suicide tip from the actual individual contemplating suicide. The student sent a text message that said, 'I don't know who to talk to.' As soon as the OK2SAY technicians received the message, they initiated contact with the student to try and gather additional information.

The technician continued to text back and forth with the student asking questions to develop a rapport with the student. Eventually the student disclosed that he had written a suicide note, had plans for his funeral, and had the means to die by suicide.

The technicians were able to solicit enough information to get an address for the student. While texting the student, the technicians contacted the School Resource Officer (SRO) at the school so he could do a welfare check on the student. The SRO located the student and verified that the student had the suicide note in his pocket. The SRO later called OK2SAY to advise that the student's parents were on their way and that arrangements were made for the student to receive assistance. The student received mental health counseling and is doing well."

### Additional 2014 Success Stories:

- Fights averted after OK2SAY tip alerts school personnel.
- Guns confiscated and students arrested.
- A bullied student contemplating suicide received mental health assistance and support from his school.
- A stabbing was averted and the family received help from the police and other authorities.
- School officials confiscated a three-inch knife.
- Student using social media to bully peers received warning and parents notified of situation.



***Making a difference,*** one tip at a time.



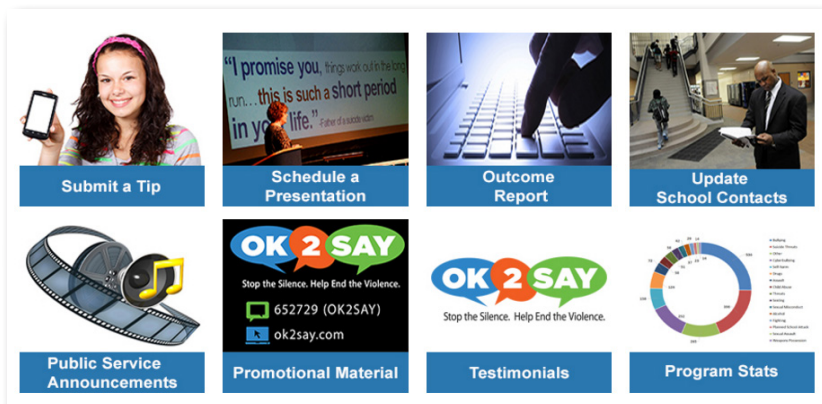
Stop the Silence. Help End the Violence.

# WHAT'S NEW 2016

2016 was a year of milestones for OK2SAY. In July, the department was awarded a Conference of Western Attorneys General (CWAG) "WAGGY" award for Best Mobile App for the OK2SAY app.

The WAGGY awards program was created by CWAG in 1999 to recognize aesthetic and service excellence in attorneys general websites. The selection process is highly competitive and hailed as an incentive and reward for excellence in the public websites of attorneys general offices. The winners are selected by a multi-state committee.

The OK2SAY Mobile App is available for download in app stores for iPhone and Android. Tips can be submitted to OK2SAY through the app 24/7—with multimedia attachments.



Also in July, OK2SAY debuted its new homepage design and revamped website where visitors can now easily navigate user-friendly flipcards to access our services and resources.

In October, OK2SAY logged its 5,000th tip, exceeding all expectations and establishing itself as Michigan's most effective prevention-based reporting mechanism.

Also in the fall and through the winter, the OK2SAY Public Service Announcement featuring

Michigan State Men's Basketball Coach Tom Izzo ([www.mi.gov/ok2say/0,5413,7-309-70245\\_72380---,00.html](http://www.mi.gov/ok2say/0,5413,7-309-70245_72380---,00.html)) played on the state phone on-hold messages.

# OK2SAY tips surpass 5,000.



## Metrics

2016 assessment metrics show that since September 2014, our student safety educational seminars (CSI and OK2SAY) have been presented in 29% of all Michigan schools, including public, private, and charter schools.

In addition, we produced a state-wide map to illustrate our presentation coverage in Michigan schools by county to allow us to concentrate our outreach efforts.

At the close of 2016, our programming has been presented in more than 80% of Michigan’s 83 counties—and nearly 2 million Michigan students have received our school safety programming.

### OK2SAY/CSI School Coverage by County Through 12/31/2016

### Presentation Videos

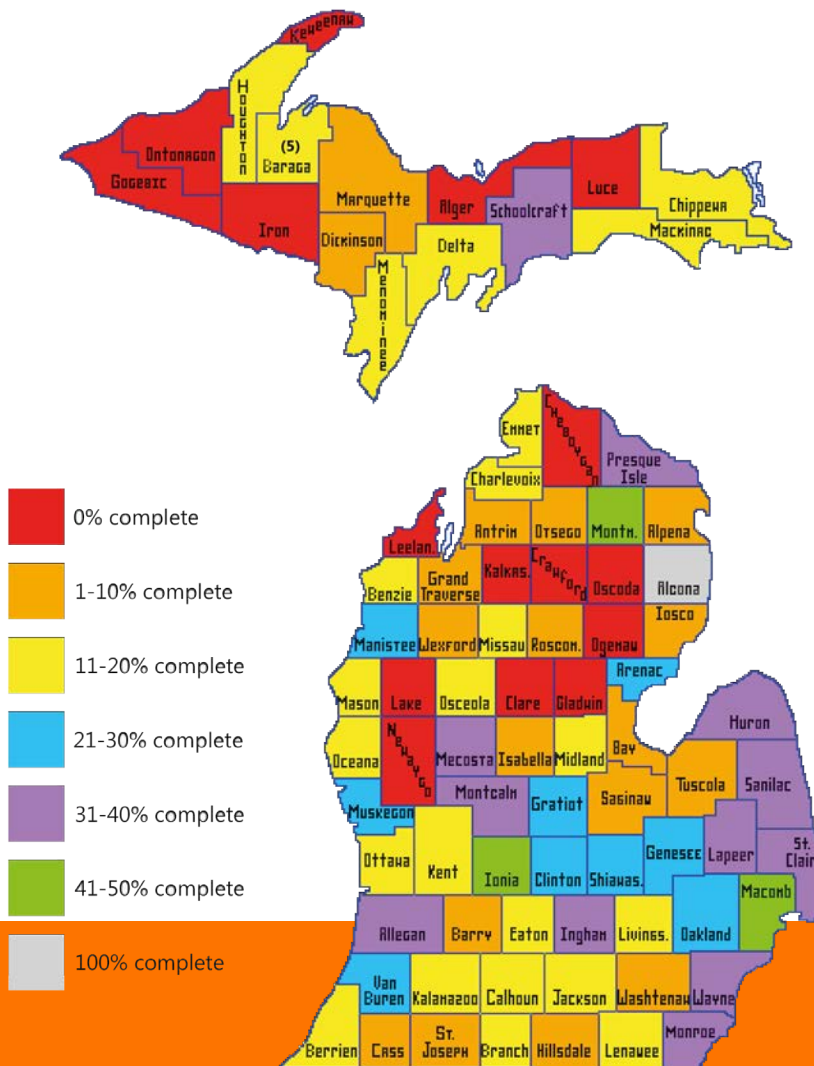
The department created and debuted three new videos for our OK2SAY 6th-8th grade presentation.

The videos feature Michigan middle school students, and they were filmed and produced by the Michigan Department of Transportation and Good Fruit Video of Lansing.

The videos illustrate the negative and positive power of words in text messages; the methods online predators use to lure teens; and the nuts and bolts of the OK2SAY tipline.

They range in duration from 1:31 to 2:34 and can be viewed online: ([www.mi.gov/csi](http://www.mi.gov/csi))

- [Words are Powerful](https://goo.gl/t199GS) (<https://goo.gl/t199GS>)
- [Predators Lure Teens](https://goo.gl/2pLaaw) (<https://goo.gl/2pLaaw>)
- [What is OK2SAY? Middle School Student PSA](https://goo.gl/Dz89n3) (<https://goo.gl/Dz89n3>)



# EXPOS

## Expo Attendance

In 2016, OK2SAY attended 96 expos and was invited to some special events. See Appendices C and D.

## Presenter Training

This year the department prepared and hosted OK2SAY trainings in April and August for our 31 presenter team members. Both trainings featured expert speakers and invited guests.

The April training included a special presentation by Dr. Marlene Seltzer of Beaumont Children's Hospital's NoBLE anti-bullying program. Dr. Seltzer spoke on "Bullying: A Healthcare Imperative."

The August training included a special presentation, "Bullying and Social Aggression in Michigan," from Glenn R. Stutzky, Senior Clinical Instructor at Michigan State University's School of Social Work.

## Staff Training

In December, Dr. Frank Campbell and Dr. John McIntosh presented three days of workshops on suicide/crisis intervention to ensure Michigan has the gold-standard when it comes to crisis assessment. The presenters provided a scientifically proven intervention model for two-days called Applied Suicide Intervention Skills Training (ASIST) and one day of training in suicidology.

The ASIST workshop was divided into five sections that follow in a logical progression to gradually build comfort and understanding around suicide and suicide intervention.

The training took place at MSP headquarters, and was attended by the OK2SAY technicians and supervisors, four MSP sergeants and staff from the department.

The suicidology training modules included an internal assessment exercise, outline crisis theory, an overview on suicide, and self-care for the caregiver to ensure peak performance. The technicians also completed an exercise on responsible thinking and communications.

In addition, the experts provided guidance on a written policy for assessing suicide tips for OK2SAY. Finally, the experts will serve as a resource and will offer email and phone support until September 30, 2017.



OK2SAY attended 26 expos held at high schools for family or parent night



OK2SAY attended the MHSAA Girls and Boys Basketball Finals in March at the Breslin Center in East Lansing (69,700 attended)



OK2SAY attended the MHSAA Softball, Baseball, and Soccer finals in June at Michigan State University (9,600 attended)



OK2SAY attended the MHSAA Cross Country State Finals at the Michigan International Speedway in Brooklyn (10,500 attended)



OK2SAY attended the MHSAA Football State Finals at Ford Field in Detroit (60,000 attended)



OK2SAY attended the Michigan Library Association Annual Conference at the Lansing Center



OK2SAY was invited to and attended the Michigan Asian Pacific American Affairs Commission's Education Forum



OK2SAY attended a large community garage sale with over 250 homes involved



OK2SAY spoke at the Community Conversation on Bullying for the Defeat the Label event at the Suburban Collection Showplace



## Public Service Announcements

The department wrote a public service announcement for play at Michigan High School Athletic Association (MHSAA) events. The PSA debuted to nearly 70,000 students and fans who attended the girls' and boys' basketball state final championship games in East Lansing in March. After that, it was played at numerous MHSAA events throughout the year.

OK2SAY had a three-month campaign to get our message in movie theatres and lobbies during the spring blockbusters. Approximately 1.5 million individuals viewed the Coach Izzo PSA on 139 screens across the state including:

- Celebration Rivertown, Grandville
- Celebration, Lansing
- Great Lakes 25, Auburn Hills
- Allen Park Digital Cinemas, Allen Park
- Phoenix Theatres Mall of Monroe, Monroe
- Phoenix Theatres State-Wayne, Wayne
- Marketplace Cinema 20, Sterling Heights
- NCG Eastwood Cinemas, Lansing
- Bel Air 10 Theater, Detroit
- Lapeer Cinemas, Lapeer



To capitalize on new movie releases during the holiday season, OK2AY had another six-week campaign scheduled to play PSA in 27 movie theatres with 348 screens. The PSA also played every 12 minutes on the screens in the theatre lobbies.

It is estimated that 836,145 attendees viewed the PSA ad during this six-week campaign in the following theatres and cities:

- Celebration Lansing, Lansing
- Cinema Carousel 16, Muskegon
- Cinema Hollywood, Birch Run
- Coldwater Cinemas, Coldwater
- Copper Country Mall, Houghton
- Courtland, Burton
- Emagine Clio 4, Clio

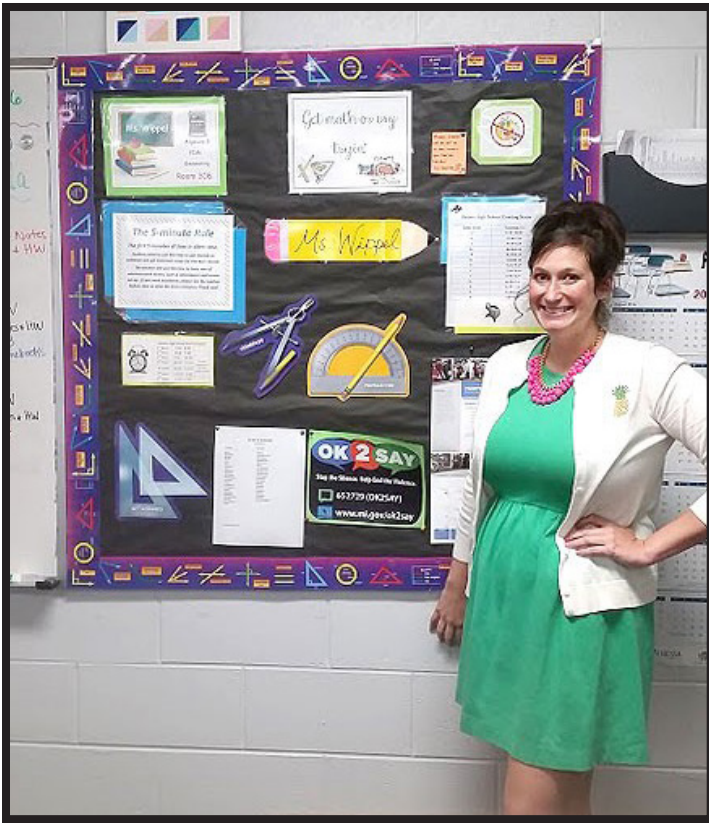
- Fashion Square Cinema X, Saginaw
- Flint West, Flint
- Forum 30 with IMAX, Detroit
- Harbor 8 Cinemas,
- Ludington Harbor 8 Cinemas, Ludington
- Grand Rapids 18, Grand Rapids
- Great Lakes 25, Detroit
- Greenville Cinemas, Greenville
- Kalamazoo 10 Celebration Cinema, Kalamazoo
- Lakeview Square Cinemas, Battle Creek
- Lansing Mall, Lansing
- Lyon, South Lyon
- Owosso Neighborhood Cinemas, Owosso
- Palladium Theatre, Birmingham
- Plaza Cinema VII, Jackson
- Quality 16, Ann Arbor
- Royal Knight 3, Alpena
- Saginaw, Saginaw
- State Cinema 3, Alpena
- State Wayne 4, Wayne
- Woodland, Grand Rapids

## Publications & Publicity

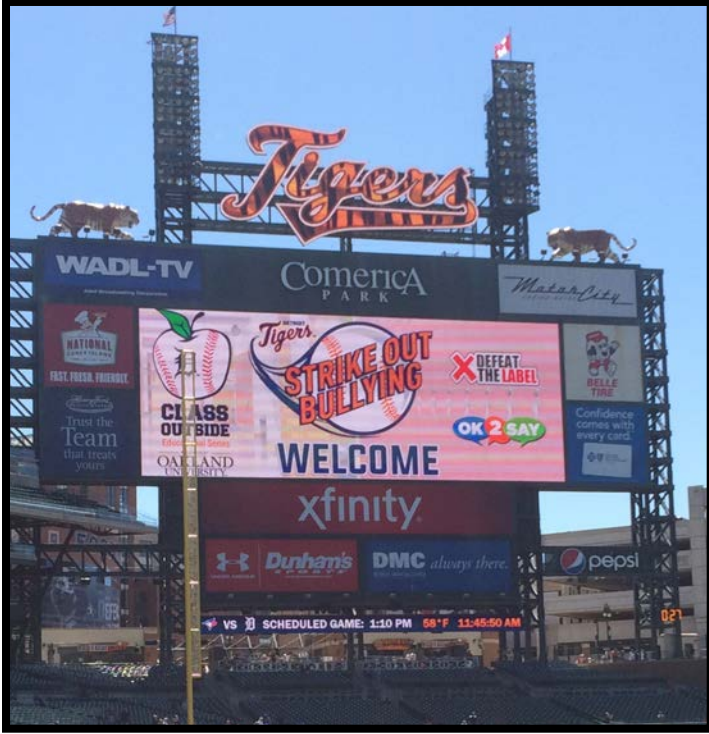
2016 was also a good year for getting our partners and others to feature our message in their numerous publications and communications, including:

- Fight Crime Invest in Kids
- InspirED Michigan
- Michigan Association of Community Mental Health Boards
- Michigan Association of Chiefs of Police
- Michigan Association of Non-public Schools
- Michigan Association of Public School Academies
- Michigan Association of Secondary School Principals
- Michigan Elementary and Middle School Principals Assn.
- Michigan Sheriffs' Association
- Michigan State Medical Society

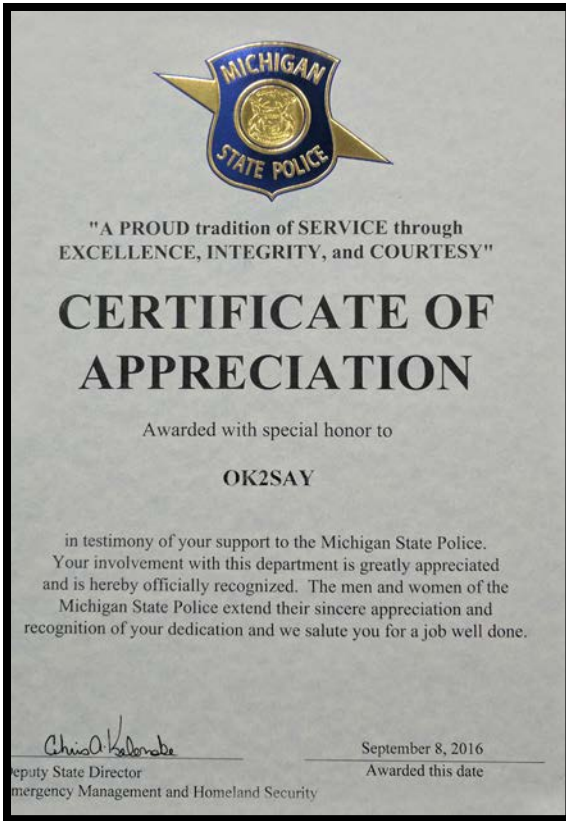
OK2SAY was mentioned in a letter dated November 15, 2016 from State Superintendent Brian Whiston and Michigan Department of Civil Rights Director Agustin Arbulu to school administrators.



Haslett High School math teacher Kathryn Wippel, who made syllabus week fun with an 8-minute back-to-school mashup mix that went viral, was featured in *People* magazine next to her classroom bulletin board that features an OK2SAY promotional poster.



OK2SAY partnered with the Detroit Tigers Anti-Bullying program, Strike Out Bullying, which provides students and educators with tools to address and manage bullying in schools.



Certification of Appreciation for OK2SAY's participation at MSP's Emergency Management and Homeland Security Division's Annual Prepare Fair in Traverse City in September.



2016 OK2SAY Presenters & Technicians:

**(Front Row Left to Right)**  
 Colleen Egan, Christine Coady, Lori Mabee, Carol Hillman, Amy Ogle, Bob Sacco, Sandy Cherry, Michelle McDonald, Cathy McCann, and Kevin Butts.

**(Middle Row Left to Right)**  
 Mike Nevin, Nikole Jessen, Chelsea Schneller, Allison Bonacci, Gloria McCracken, Patrice Burns, Betsy Davenport, Zaneta Adams, Laura Ells, Lori Young, and Donald Guinn.

**(Back Row Left to Right)**  
 Harry Werkema, James King, Katha Heinze, Donald Ferguson, Susan Jazwiec, Elizabeth Parker, and Donald Miller.

***Not pictured:*** Stephanie Anthony, Nancy Burgeson, and David Rumminger.

# PROMOTIONAL MATERIAL

Section 7(5)(c) of the Student Safety Act authorizes the department to expend funds from the Student Safety Fund to “promote awareness of the program, including the availability of the hotline and the website operated by the department.”

In addition, section 7(6) of the Student Safety Act prohibits expending funds for any promotion that “includes a reference to, or the image or voice of an elected official, appointed state employee, state employee governed by a senior executive service limited term employment agreement, or a candidate for elective office, that is target to a media market in the state.” In 2016, the department did not expend funds for any promotion program targeted to a media market in this state that would violate this provision.

Funds and efforts expended in 2016 to promote OK2SAY included:

- creating promotional materials;
- distributing promotional materials;
- creating educational and informational presentations;
- interviewing, hiring, and training OK2SAY presenters;
- soliciting and scheduling in-person presentations;
- drafting and distributing public service announcements; and
- drafting and submitting press releases and articles.

## 2016 Promotional Materials

Throughout 2016, multiple materials were designed, procured, and distributed by the department, including:

- Ballpoint pens;
- Pencils;
- Adhesive silicone phone wallets;
- Mobile phone screen cleaners;

- OK2SAY School Implementation Guides;
- School bus signs;
- Stickers—repositionable decals for locker rooms and bathrooms;
- T-shirts; and
- Vinyl banners.

**LET'S TALK TIPS**

Bullying/Cyberbullying	31%
Drugs	35%
Suicide Threats	7%
Sexting	7%
Self-harm	17%
Other tip categories (Stress and mental health challenges)	

**OK2SAY PRESENTATIONS**

OK2SAY's **FREE** presentations are available for students in grades 6-12. They explain how OK2SAY works and touch on bullying, peer abuse, suicide, assault, and gun violence. The goal is to empower students—especially bystanders—to do the right thing by submitting a tip.

Scheduling is fast and easy! Register on our website at [www.ok2say.com](http://www.ok2say.com).

**PROGRAM QUESTIONS**

MI Department of Attorney General  
Consumer Programs  
525 W. Ottawa St.  
P.O. Box 30212  
Lansing, MI 48909  
517-335-0855  
[www.ok2say.com](http://www.ok2say.com)  
[agcp@mi.gov](mailto:agcp@mi.gov)

**BILL SCHUETTE**  
ATTORNEY GENERAL

**OK2SAY**  
Stop the Silence. Help End the Violence.

**A CONFIDENTIAL WAY** for students **TO REPORT** anything that threatens their safety or the safety of others.

**PURPOSE**

OK2SAY encourages confidential tips on criminal activities or potential harm directed at students, school employees, and schools.

**BREAKING THE CULTURE OF SILENCE**

A Secret Service study found that in 81% of violent school incidents, someone other than the attacker had knowledge of the plan, but failed to report it because of fear or retaliation or being labeled a snitch.

To eliminate that fear and help break the code of silence, the tipster's identity is confidential.

**HOW TO SUBMIT A TIP TO OK2SAY**

855-565-2729 652729 (OK2SAY) [ok2say@mi.gov](mailto:ok2say@mi.gov) [www.ok2say.com](http://www.ok2say.com)

Available in the app stores for iPhone and Android. Search "OK2SAY"

Submit tips 24/7 — with multimedia attachments

**OK2SAY Tip Steps**

<b>1</b> Confidential tip submitted	<b>2</b> OK2SAY technicians receive, analyze, and forward tips	<b>3</b> Officials investigate, respond, and resolve tips	<b>4</b> Outcome Report completed
--	---	--	--------------------------------------

**Submit & Receive**

Students, parents, teachers, or concerned individuals can confidentially report potential harm or criminal activities.

**Respond & Report**

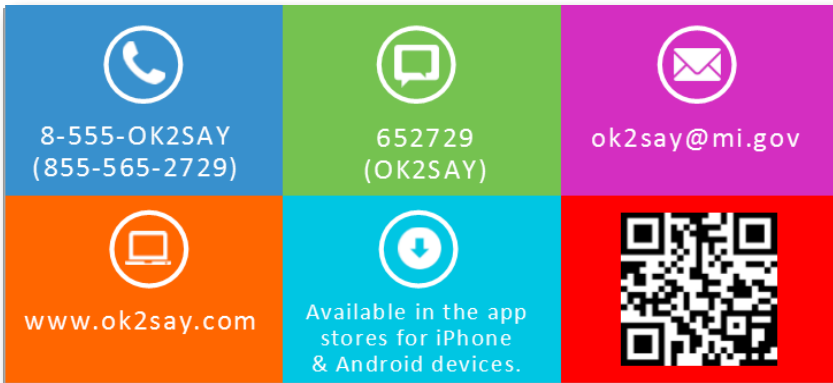
Schools, law enforcement, Community Mental Health, or the Department of Health and Human Services receive and investigate the tips.

Nearly **5,000** OK2SAY TIPS were filed the first two years.

[OK2SAY Brochure](#)



OK2SAY Bathroom Stickers



OK2SAY Contact Cards



OK2SAY Screen Cleaner



OK2SAY Repositionable Decals—8.5"x11"



OK2SAY Poster

# FINANCIALS

The Student Safety Act created the Student Safety Fund within the State Treasury. The department administers the fund, and funds may only be expended for the following purposes:

- To pay the costs of the department for administering the Student Safety Act;
- To pay the costs of MSP for operating the hotline; and
- To promote public awareness of the program, including the availability of the OK2SAY hotline and website.

Section 8 of the Student Safety Act requires an annual report that includes:

- The source of all funds deposited in the student safety fund;
- The itemized costs and expenditures incurred by the department in implementing the Act;
- The itemized costs and expenditures incurred by MSP in implementing the Act; and
- The contributions of, and the costs and expenditures incurred by MSP (the vendor) for administering the hotline.

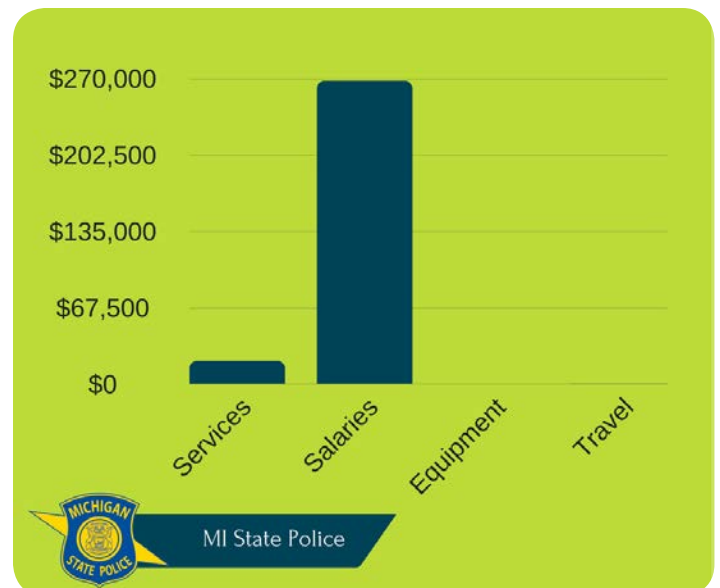
Total combined 2016 expenditures for the department and MSP were \$884,039.72.

The department incurred \$595,932.41 in costs in 2016 implementing the Act. Itemized costs included:

- \$417,554.08 for departmental services, supplies, and maintenance;
- \$148,697.16 in department salary and wages;
- \$25,458.36 in department equipment; and
- \$4,222.81 in department travel.

MSP incurred \$288,107.53 in costs in 2016 implementing the Act and administering the hotline. Itemized costs included:

- \$267,977.75 in MSP salary, wages, and benefits;
- \$20,329.78 in MSP contractual services, supplies, and maintenance; and
- \$150 in MSP travel.



# PARTNERS

## State Partners

- Office of the Governor
- Department of the Attorney General
- Department of Education
- Department of Health and Human Services
- Department of Technology, Management and Budget
- Michigan State Police

## Partners Who Provided Goods & Services or Time for the Benefit of OK2SAY

- Comcast
- Dean Transportation\*
- Helen DeVos Children's Hospital
- Lifetouch National School Studios
- Recording Artist and Anti-Bullying Advocate Keenan West
- Michigan Credit Union League and Affiliates
- Michigan Lottery
- Michigan State University Women's Basketball Coach Suzy Merchant
- Michigan State University Men's Basketball Coach Tom Izzo
- Success by Design, Inc.

## Interest Groups

- American Federation of Teachers Michigan
- Michigan Emergency Management Association
- Michigan Association of Chiefs of Police
- Michigan Association of Community Mental Health Boards\*
- Michigan Association of Intermediate School Administrators
- Michigan Association of Non-public Schools
- Michigan Association of Psychologists

- Michigan Association of School Administrators
- Michigan Association of School Boards
- Michigan Association of School Social Workers
- Michigan Association of Secondary School Principals
- Michigan Catholic Conference
- Michigan Education Association
- Michigan Elementary and Middle School Principals Association
- Michigan Emergency Management Association
- Michigan High School Athletic Association
- Michigan League of Public Policy\*
- Michigan Parent Teacher Association
- Michigan Sheriffs' Association
- Michigan State Medical Society\*
- Middle Cities Risk Management Trust
- Middle Cities Education Association
- Middle Cities Workers Compensation Fund
- Prosecuting Attorneys Association of Michigan
- Special Olympics Michigan\*

(\*denotes new partner in 2016)



Stop the Silence. Help End the Violence.

# Listen to what educators, counselors, security officers, and advocates are saying about OK2SAY

"The OK2SAY partnership between the Michigan State Police and the Attorney General's Office has proven invaluable by providing life-saving services to school children year after year. Thousands of students have taken advantage of the OK2SAY program. Without the OK2SAY program, Michigan's schools would be missing an important tool in preventing school violence and suicide."

**Inspector Troy Allen, Assistant Commander, Intelligence Operations Division, Michigan State Police**

"In the world of bullying prevention, we all need to be creative and think very differently. When the idea for OK2SAY was brought up, the response was 'No one will use it'. Two years and close to 5,000 reports filed later, we've changed the playing field and given kids and parents hope."

**Kevin Epling, Parent Advocate**

"OK2SAY is making a positive difference in the lives of students across the state of Michigan. Michigan's students are now empowered to take action with this system and are advocating for themselves, their friends, and others. Students have personally shared that OK2SAY is helping them have a supportive, safe, and caring culture at school."

**Jo Spry, Assistant Superintendent of Teaching & Learning, Cedar Springs Public Schools**

"[OK2SAY] is clearly one of the most effective tools for students to report issues, harassment and bullying in a confidential yet responsible manner."

Our school has benefited from the information that we receive, not only to identify problems but also to discredit rumors too. It gives school officials much needed time to possibly intervene before a situation escalates. It has been a valuable tool."

**Jim Ellis, Assistant Principal, Romeo High School**

"Before seeing the assembly program and beginning using OK2SAY, I was skeptical about how it would be used by students. After a year using [OK2SAY], I highly recommend that schools promote OK2SAY to students, parents and others who are interested in keeping students safe."

The tipline has been invaluable as a way for concerned individuals to let us know about issues that may be endangering one or more students, and topline staff communicate information to us promptly, allowing staff to follow up in a timely manner."

We have . . . gained valuable information through tips submitted."

**Michelle Herding, Middle School Professor, Pennfield Middle School**

"[OK2SAY] is a . . . great way to give students a voice and be proactive in their school community."

**James Hunter, Principal, Liberty Middle School**

"OK2SAY is a must for every high school in Michigan. It affords students and staff a place to turn when they need it most. Anyone can encounter a situation where they need some help, but time, place, or circumstance does not afford the opportunity to get someone to intervene. OK2SAY provides the timely intervention that could possibly make all the difference in a person's well-being. It provides hope, support, and assistance to someone who needs it, at a time when they need it most. It provides an extra layer of safety and welfare for individuals, schools, and communities. All schools need to take advantage of the support and interventions this program provides. It can make a difference in lives of young people."

**Ron Kramer, Assistant Principal, Ovid-Elsie High School**



"The single greatest deterrent [to] kids reporting possible dangers in school is the fear of retaliation. OK2SAY gives kids the opportunity to report without fear."

**Chris Kregel, School Administrator, Springport Public Schools**

"The students were engaged in [the student safety presentation] . . . and have found [the OK2SAY] reporting system to be fast and useful."

**Shae McKinnon, School Counselor, Bangor High School**

"In most cases, without OK2SAY the information would have never made it to us. I have been pleased. It is streamlined, effective and useful!"

**Glenn Mitcham, Principal, Central Middle School, Ada, MI**

"The people trained to work in this program are very professional and have excellent follow up and follow through."

**Denny J. Roehm, Principal, Portage West Middle School**

"It has been most helpful in identifying students in need that we may not have otherwise known about."

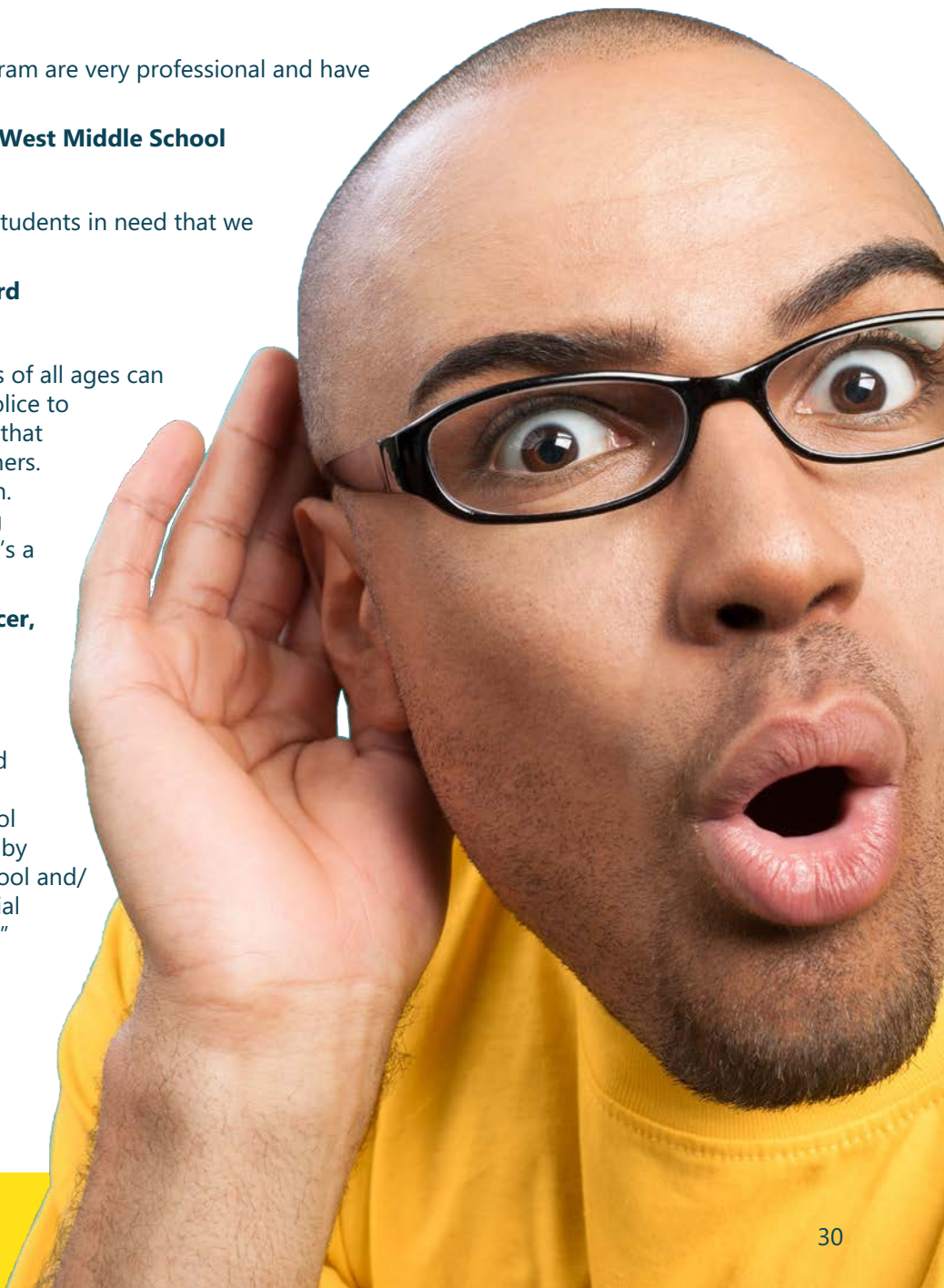
**Erin Cole, School Counselor, Rockford**

"OK2SAY is the first hotline that students of all ages can call and make tips to local school and police to inform them of any danger of self-harm that students make toward themselves or others. And the tipster does not feel like a snitch. Students are more apt to call in knowing that no one will ever know they called. It's a great program."

**Harry Werkema, Former Safety Officer, Wayland Union Schools and current OK2SAY Presenter**

"I fully support the OK2SAY program and would recommend it to other districts. OK2SAY enables students, parents, school staff and other community stakeholders by confidentially allowing them to alert school and/or law enforcement personnel to potential school and/or community safety threats."

**Arthur W. O'Neal II, Chief of Security, Saginaw Public Schools**



# STATUTORY REQUIREMENTS FOR THE STUDENT SAFETY ACT

Statutory Requirement	2016 Actions Taken
The Department of Attorney General ("Department") shall develop a program, in consultation with the Department of State Police ("MSP"), the Department of Community Health ("DCH"), and the Department of Education ("MDE"), for receiving reports and other information from the public regarding potential self-harm and potential harm or criminal acts directed at school students, school employees, or schools in the state. Section 3.1.	The department met with each of the designated agencies when developing the initial program content and design. Meetings with those agencies took place on a regular basis until the program's content and operating procedures were finalized. Meetings with MSP, as hotline operator, continue on a regular basis. Other agencies are consulted on an as-needed basis.
The program shall be established within the guidelines of PA 183 of 2013. Section 3.1.	The Act continues to serve as a roadmap in designing program content and operational requirements.
The department shall have access to the information needed to meet the reporting requirements of section 8. Section 3.1.	The department collaborated with MSP to develop a database to capture information needed to meet its reporting requirement in Section 8. The database captures information in a manner that makes it easier to report and analyze. Enhancements have been made to the system. The Outcome Report is provided to the department as soon as the report is submitted.
The hotline must be available 24 hours per day, 365 days per year. Section 3.2.	Since its launch in September 2014, the hotline has been available 24 hours a day, 365 days a year. Specially trained technicians located in MSP's Michigan Intelligence Operations Center ("MIOC") staff the hotline, which undergoes routine maintenance and daily testing.
The hotline must be a statewide toll-free telephone number or other means of communication, or a combination of toll-free telephone number and other means of communication, that transmits voice, text, photographic, and other messages and information to hotline operator ("MSP") including information forwarded to MSP through the departmental website. Section 2c.	OK2SAY "hotline" reporting mechanisms include: a statewide toll-free telephone number, 8-555-OK2SAY/855-565-2729; text messaging at 652729 (OK2SAY); email to ok2say@mi.gov; website submission form at www.ok2say.com; and free mobile app available on the iPhone App Store and on Google Play. Photographic and video attachments are accepted, and encouraged, as are links to materials on the Internet.
The department may provide promotional information regarding the program on its departmental website. Section 3.2.	The department provides promotional information on the department website (www.mi.gov/csi) under the "Kids" tab. The OK2SAY website (www.ok2say.com) was redesigned in 2016 and instructs on how OK2SAY works and how to order promotional materials. At the OK2SAY website, confidential tips can be submitted; promotional materials ordered; presentations scheduled; and many resources accessed.
The Department of Technology, Management & Budget ("DTMB") shall issue a request for proposals to enter into a contract for the operation of the hotline. DTMB shall have sole authority over RFP process and the decision over which entity is awarded the contract. Section 3.3	DTMB issued an RFP for the operation of the OK2SAY hotline. (The department worked with DTMB in writing the Statement of Work for the RFP.) After interviewing candidates, DTMB determined no award, finding that MSP represented the best value to the State. Hence, MSP was selected to operate the OK2SAY hotline, and has been doing so since the program's launch.
Beginning on the date that the OK2SAY hotline is operational, all calls received by any exiting state-run school violence hotline already in operation shall be directed to the OK2SAY hotline. Section 3.3.	Since its launch in September 2014, all calls received by any existing state-run school violence hotline have been redirected to OK2SAY.

<b>Statutory Requirement</b>	<b>2016 Actions Taken</b>
Any existing state-run school violence hotline in operation prior to December 13, 2013 shall be disconnected within 6 months after the OK2SAY hotline is operational. Section 3.3.	MSP has repurposed the 800-815-TIPS school violence hotline so it is no longer focused on school violence.
The department shall be responsible for continued operational and administrative oversight of the program. Section 3.4.	The Consumer Protection Division of the department is primarily responsible for the operation and administration of OK2SAY. In addition, an interdisciplinary group within the Department meets bi-monthly to continually review program developments and discuss ways to enhance the program.
The program shall provide a means to review all information submitted through the hotline and to direct those reports and that information, including any analysis of the potential threat as determined appropriate by the department or the MSP to local law enforcement officials and school officials. Section 3.4.	OK2SAY technicians are trained to review all information submitted through the hotline and to forward tips to appropriate local entities, whether they be law enforcement officers, school officials, mental health personnel, or Michigan Department of Health & Human Services professionals.
The program shall include a means by which responses at the local level are determined and evaluated for effectiveness. Section 3.4.	The program utilizes Outcome Reports to evaluate the effectiveness of responses at the local level. The Outcome Reports ask follow up questions of tip recipients to learn about the nature of the tip and the response to the tip information. The Outcome Reports also allow tip recipients to make recommendations and share feedback. Outcome Report responses are captured in the MSP database for easy access. Both MSP and department staff regularly review this data to evaluate the effectiveness of the technicians' analysis of the potential threat and local level responses. Outcome Report review is also apart of the continuous efforts to improve the program and identify any gaps in providing timely and appropriate responses to tips. See 2016 Metrics & Analysis for new 2016 metrics and Success Stories.
The department must ensure appropriate training is provided to program personnel. Section 3.4.	OK2SAY technicians and other program personnel were appropriately trained before the program's launch. The department, collaborating with mental health professionals, academic experts, MSP, and 211 and 911 organizations designed and delivered the training sessions, which were taped and are used to train new technicians and personnel.

Statutory Requirement	2016 Actions Taken
<p>Training must include crisis management, including recognizing mental illness and emotional disturbances. Section 3.4a.</p>	<p>OK2SAY technicians were trained in crisis management, including mental illness and emotional disturbances. Training modules included Youth Mental Health First Aid (a full day class presented by Community Mental Health Agencies) and Emergency Mental Health Dispatching &amp; Resilience Skills, and Suicide Prevention training. Technicians were also provided 911-type training tailored specifically for the OK2SAY program.</p>
<p>Training must include resources that are available in the community for providing mental health treatment and other human services. Section 3.4b.</p>	<p>OK2SAY technician training includes a session on Mental Health Resources within the Community. The home page for the OK2SAY website also provides a link to an interactive map of Community Mental Health Services Programs by county that details phone numbers for access to local service providers. There are also other helplines available. <a href="http://www.ok2say.com">www.ok2say.com</a></p>
<p>Training must include other matters determined by the department to be relevant to the administration &amp; operation of the program. Section 3.4c.</p>	<p>Because OK2SAY technicians are mandated reporters under Michigan Child Protection Law (1975 P.A. 238), the Department provided Child Abuse and Neglect Training [including how and when to report it to the Michigan Department of Health and Human Services (MDHHS).] The department also provided Domestic Violence &amp; Sexual Assault Training; training on the operational aspects of the OK2SAY Program, including training on its confidentiality provisions; and review of the OK2SAY Technician Policy and Procedures Manual. OK2SAY received Applied Suicide Intervention Skills Training and suicidology training. OK2SAY also has quarterly training to help encourage individual self-care to rule out stress-related problems and ensure peak performance.</p>
<p>A report or other information submitted to the hotline must be maintained as a record for at least 1 year, subject to the confidentiality requirement. Section 3.5.</p>	<p>MSP, as vendor, maintains all records as required in the Act. The MSP database, Michigan Criminal Information System (MCIS), is continually monitored and updated to accommodate MSP's reporting needs under this Act.</p>
<p>The department shall ensure that any hotline information that suggests a psychiatric emergency is taking place within a county is immediately referred to the community mental health services program psychiatric crisis line for that county. Section 3.6.</p>	<p>In addition to Emergency Mental Health Dispatching &amp; Resilience Skills training, OK2SAY technician training includes a session on Mental Health Resources within the Community. The home page for the OK2SAY website also provides a link to an interactive map of Community Mental Health Services Programs by county that details phone numbers for access to local service providers. <a href="http://www.ok2say.com">www.ok2say.com</a></p>
<p>The department shall develop a source of information on available community mental health resources and contacts, including mental health services. Section 3.7.</p>	<p>The OK2SAY website (<a href="http://www.ok2say.com">www.ok2say.com</a>) provides helpful resources and a link to an interactive map of Community Mental Health Services Programs by county that details phone numbers for access to local service providers and links by topic for the many mental health issues students and parents may seek information.</p>

Statutory Requirement	2016 Actions Taken
<p>The department shall notify schools and law enforcement of this information source. The notice shall include the departmental recommendation that school and law enforcement, upon investigating a case and determining that mental illness or emotional disturbance is or may be involved, utilize this information in aiding subjects and their parents or guardians. Section 3.7</p>	<p>The department provides Mental Health Services information as part of its training and educational presentations and materials. Comprehensive community mental health resources are available to schools and law enforcement by clicking on the "Mental Health Services Contacts" tab on the OK2SAY website. The department also informs schools, law enforcement, and other partners about this resource while promoting the OK2SAY program.</p>
<p>Confidentiality provisions. The Act sets forth a number of confidentiality provisions covering reports submitted to OK2SAY. The information reported to OK2SAY or referred to a law enforcement or school official is not subject to disclosure under the freedom of information act. Sections 4 &amp; 5.</p>	<p>The department and MSP, as vendor, follow this statutory exemption from the Freedom of Information Act and do not disclose information reported to OK2SAY or referred to a law enforcement or school official. The department also instructs on this exemption when it conducts OK2SAY Program Overview presentations.</p>
<p>If a report to the hotline does not result in a referral, or the investigation of a subject results in a determination that no action regarding that subject is warranted, the subject's name shall be expunged from the records of all entities involved in the hotline program except as otherwise provided by law. Section 4.</p>	<p>In 2015, in consultation with the department, MSP adopted and implemented written OK2SAY System Audit and Expungement procedures. These procedures ensure compliance with the statute's expungement requirements in section 4. The 2015 procedures continued to be followed throughout 2016.</p>
<p>The department shall be the administrator of the Student Safety Fund for auditing purposes. Section 7.4.</p>	<p>The department's Fiscal Management Division administers the Student Safety Fund.</p>
<p>The department may expend money from the fund, upon appropriation, only for 1 or more of the following purposes: 1. to pay the costs of the department for administering the Student Safety Act, 2. to pay the costs of MSP for operating the hotline, 3. to promote public awareness of the program, including the availability of the hotline and the website operated by the department. Section 7.5.</p>	<p>All funds expended by the department were for purposes outlined in the Act. See Financials section at page 27.</p>
<p>The department, in consultation with the department of community health, the department of education, and hotline operator (MSP), shall prepare an annual report under this act. The report shall be filed not later than July 31 of the year in which the report is due. Copies of the report shall be filed with the governor, the secretary of the senate, the clerk of the house of representatives, the clerk of the senate standing committee on appropriations, and the clerk of the house standing committee on appropriations. The report shall also be maintained on the department's website. Section 8.</p>	<p>This section explaining the statutory requirements of the Student Safety Act have been made part of the Annual Report. The OK2SAY Annual Report will be filed with all required recipients, and the department will make it available on the OK2SAY website.</p>
<p>The Act mandates that the Annual Report include all of the following information:</p>	<p>An itemized outline of the required reporting information follows and is further discussed throughout the entire report.</p>

<b>Statutory Requirement</b>	<b>2016 Actions Taken</b>
Section 8a: the number of reports and other information reported to the hotline under this act;	<p>An OK2SAY “tip” is information provided through communication with OK2SAY technicians. Generally, when a tip is submitted it may involve multiple communications between the tipster and the technician to gather enough information to forward to the appropriate responding party. These multiple communications are counted as a single tip.</p> <p>An OK2SAY “incident” is a specific, singular event. Many tipsters report about the same incident. Thus, it is not surprising that in 2016, for example, OK2SAY logged 3,359 tips, but only 1,646 incidents. (In 2014 and 2015, the numbers were 601; 410 and 2,169; 1,006; respectively.)</p>
Section 8b: the number of reports and information reported to the hotline that are forwarded to local law enforcement officials and school officials;	<p>When tip information comes in, OK2SAY technicians do their best to pass that information on to appropriate resources. In some cases, information about an incident may be forwarded or referred to multiple resources (thus, “referral” numbers can exceed incident numbers). In other cases, there may not be enough information provided to the technicians for them to forward or refer. In 2016, OK2SAY technicians forwarded 1,334 incidents to school officials, and they forwarded 229 incidents to law enforcement.</p>
Section 8c: the number of hotline reports resulting in referral to mental health services;	<p>In 2016, MSP forwarded information in 60 incidents that resulted in referrals to mental health services.</p>
Section 8d: the nature of the reports and information reported to the hotline at the local level in categories established by the department;	<p>2016 Reporting categories included:  Alcohol; Assault; Bullying; Cyberbullying; Child Abuse; Dating Violence; Domestic Violence; Drugs; Explosives (bomb); Fighting; Fire Starting; Gangs; Guns; Human Trafficking; Kidnapping/Attempted Kidnapping; Knives; Planned Fights; Planned School Attack; Self-Harm; Sexting; Sexual Assault/Misconduct/Exploitation; Stalking; Stealing; Suicide Threats; Threats; Unsafe Driving; Vandalism; Weapons Possession; and Other.</p>
Section 8e: the responses to the reports and information reported to the hotline at the local level in categories established by the department,	<p>In 2016, MSP referred 251 incidents to online resources, counseling, or crisis lines; and they referred 31 incidents to Child Protective Services.</p>
Section 8f: the source of all funds deposited in the student safety fund;	<p>OK2SAY received no monetary contribution in 2016.</p>
Section 8g: the itemized costs and expenditures incurred by the department in implementing this act;	<p>Total combined expenditures for the department and MSP for OK2SAY in 2016 were \$884,039.72</p> <p>The department incurred \$595,932.41 in costs in 2016 in implementing the act. Itemized costs included:</p> <ul style="list-style-type: none"> <li>• \$417,554.08 for Departmental services, supplies, and maintenance;</li> <li>• \$148,697.16 in department salary, wages, and benefits;</li> <li>• \$25,458.36 in department equipment; and</li> <li>• \$4,222.81 in department travel.</li> </ul>

<b>Statutory Requirement</b>	<b>2016 Actions Taken</b>
Section 8h: the itemized costs and expenditures incurred by the department of state police in implementing this act;	MSP incurred \$288,107.53 in costs in 2016 in implementing the act and administering the hotline. Itemized costs included: <ul style="list-style-type: none"> <li>• \$267,977.75 in MSP salary, wages, and benefits;</li> <li>• \$20,329.78 in MSP contractual services, supplies, and maintenance; and</li> <li>• \$150.00 in MSP travel.</li> </ul>
Section 8i: the contributions of and expenditures incurred by the hotline operator (MSP); and	MSP is the hotline vendor. See above for section 8h.
Section 8j: an analysis of the overall effectiveness of the program in addressing potential self-harm and potential harm or criminal acts directed at schools, school employees, and school students.	See Metrics & Analysis section.

# APPENDIX A: WHY NOT 2-1-1 OR 9-1-1

OK2SAY is designed with students in mind. OK2SAY tips go to a single point of contact with individuals trained to work with youth which allows law enforcement and schools to identify trends and address emerging issues. Additionally critical to youth, OK2SAY offers a mobile app and texting option and tips are confidential.

Michigan's 211 and 911 are part of the North American Numbering Plan that has eight designated three-digit abbreviated telephone numbers. These numbers are nationally assigned and allow access to specific services like local directory assistance (411), traffic and transportation information (511), and telecommunication relay services for the deaf and hard of hearing (711).

Michigan's 211 is a confidential service that connects users with local community-based organizations offering health and human service information and referrals. Operating eight regional contact centers in Michigan, 211 is a valuable service with dedicated staff who diligently connect individuals in need with service providers. Reports to 211 are handled by phone or online.

Since 1968, 911 has been the national emergency number for the United States. The most recognized three-digit abbreviated telephone number, 911 centers in Michigan received almost 7 million calls in 2015. Calls go to highly trained public safety employees.

Calls to 911 are connected to the nearest public safety dispatch center - nearly 150 separate locations across Michigan and in a high-profile matter, are made public.

All three services are available 24/7.



Confidential	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Report by phone	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Report by text *	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Report online *	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Report by email *	<input checked="" type="checkbox"/>		
Report by app	<input checked="" type="checkbox"/>		
Seek emergency help from police, fire, or emergency medical services **		<input checked="" type="checkbox"/>	
Early warning system to prevent harm or tragedies before they occur	<input checked="" type="checkbox"/>		
Provides a single state-wide point of contact	<input checked="" type="checkbox"/>		
Source for mental health & human services information and referrals	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>

\* Can include video and audio attachments. Some features are not available statewide.

\*\* Students are instructed to contact 9-1-1 if it is an emergency. However, if a student contacts OK2SAY during an emergency, the OK2SAY technician will connect tipster to 9-1-1.



# APPENDIX B: 2016 MONTHLY OK2SAY TIPS

	2016 Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Alcohol	8	5	4	0	6	4	1	1	0	5	2	2	38
Assault	0	3	7	3	4	2	0	0	5	11	2	1	38
Bullying	103	88	89	55	71	26	15	9	57	101	86	100	800
Cyberbullying	33	27	30	24	26	23	7	6	23	24	35	21	279
Child Abuse	8	5	9	6	9	11	2	6	6	3	21	9	95
Dating Violence	3	2	9	6	4	1	0	1	4	7	4	2	43
Domestic Violence	0	0	2	1	0	0	0	0	0	0	0	0	3
Drugs	24	29	25	26	25	4	3	11	8	36	35	24	250
Explosives (bomb)	0	1	0	0	1	0	0	0	0	0	2	3	7
Fighting	8	5	6	2	4	3	1	0	0	7	10	3	49
Fire Starting	0	0	0	0	0	0	0	0	0	0	0	0	0
Gangs	1	0	0	0	0	0	0	0	0	0	0	0	1
Guns	2	0	2	0	1	0	0	0	0	0	0	1	6
Human Trafficking	0	0	0	0	0	0	0	0	0	0	1	0	1
Kidnapping/ Attempted Kidnapping	0	0	1	0	0	0	0	0	0	0	0	0	1
Knives	0	0	1	0	1	0	0	0	1	0	0	0	3
Planned Fights	1	1	0	1	1	0	0	0	4	1	1	3	13
Planned School Attack	11	3	3	2	2	7	1	1	5	7	3	4	49
Self-harm	34	37	36	26	21	5	6	9	23	35	36	39	307
Sexting	16	14	18	8	9	2	6	2	9	15	15	10	124
Sexual Assault	1	1	2	1	2	2	1	1	4	4	2	1	22
Sexual Misconduct	4	11	0	0	10	3	0	0	3	6	7	0	44
Stalking	0	1	0	0	0	0	0	0	0	7	0	2	10
Stealing	1	0	1	0	2	1	0	1	0	0	0	1	7
Suicide Threats	43	61	87	53	57	19	10	6	22	76	58	77	569
Threats	5	8	7	4	9	6	8	1	4	18	9	11	90
Vandalism	0	0	0	0	0	1	0	0	1	0	0	0	2
Weapons Possession	4	5	2	4	3	1	0	0	1	1	0	2	23
Unsafe Driving	0	0	0	1	0	3	0	0	0	0	1	0	5
Other	59	41	39	28	62	20	13	16	36	54	57	55	480
<b>Total</b>	<b>369</b>	<b>348</b>	<b>380</b>	<b>251</b>	<b>330</b>	<b>144</b>	<b>74</b>	<b>71</b>	<b>216</b>	<b>418</b>	<b>387</b>	<b>371</b>	<b>3,359</b>

# APPENDIX C: SPEAKING ENGAGEMENTS & MEETINGS

## 2016 Speaking Engagements

1. Mental Health and Project AWARE - Oakland Community Schools
2. Reproductive Health Supervisors (Health Program Directors) - Oakland Community Schools
3. Michigan Department of Health and Human Services - Education Planners
4. 63rd Annual Conference - Michigan Science Teachers Associations
5. Teaching, Educating, and Mentoring (T.E.A.M.) School Liaison Program - Michigan State Police
6. Community and Faith-Based Summit - Michigan Department of Health and Human Services
7. Michigan Student Broadcast Awards - Michigan Association of Broadcasters
8. Loleta Fyan Small and Rural Libraries Conference - Michigan Department of Education
9. Stand4Change Day - Defeat the Label
10. Oakland County Youth Assistance - Oakland Juvenile Court
11. Detroit Tigers - Strike Out Bullying with Defeat the Label
12. Metro Bureau's joint meeting of Human Resource Directors and Curriculum Directors from Oakland, Macomb and Wayne counties
13. Michigan Teen Conference - Michigan Department of Health and Human Services
14. Spring Membership Conference - The Michigan Association for Pupil Transportation
15. Dean Transportation - Executive Team from Northern Michigan
16. Teaching, Educating, and Mentoring (T.E.A.M.) School Liaison Program - Michigan State Police
17. Dean Transportation Officials from Western Michigan
18. Dean Transportation Officials from Mid-Michigan
19. Dean Transportation Officials from Southeast Michigan
20. Partners in Change: Psychological & Community Services
21. Ingham Intermediate School District
22. Michigan Bullying Prevention Conference
23. Global Michigan
24. Defeat the Label - Community Conversation on Bullying
25. Michigan School Counselor Association
26. Fall RCN Leadership Day - START Project/Autism Education Center

## 2016 Meetings

27. Michigan Catholic Conference - Loss Prevention Unit
28. Michigan Department of Health and Human Services
29. SET SEG - School Insurance Specialists
30. Special Olympics Michigan - Project Unify
31. Ypsilanti Youth Group
32. Michigan State University - Michigan 4H
33. Dean Transportation and the Michigan Elementary and Middle School Principals Association
34. Cedar Springs School Officials
35. Michigan State University - Department of Advertising, Public Relations, and Retailing
36. National Association of Theater Owners at Michigan Legislative Reception
37. Kendall College of Art and Design of Ferris State University
38. Oakland Intermediate School District - Transportation Services
39. Fight Crime Invest in Kids-Michigan
40. Michigan Sheriff's Association
41. Michigan League for Public Policy
42. Michigan State University - Department of Advertising, Public Relations, and Retailing

# APPENDIX D: EXPOS ATTENDED IN 2016

1. Lansing School District - Health Fair
2. Lansing School District - Parent Evening and Student Conferences
3. Lansing School District - Black History Night
4. Michigan Association for Computer Users in Learning (MACUL) - Engage Learning Conference
5. Michigan Association of Middle School Educators (MAMSE) - 46th Annual Conference
6. Bay Arenac ISD - Employment/Career EXPO
7. Michigan High School Athletic Association (MHSAA) Sports Properties - MHSAA Girls Basketball Finals
8. Allegan Barry Youth Summit - Allegan Barry Youth Summit
9. Macomb Intermediate School District - Education Service Center - SADD Conference by New Haven High School
10. Defeat the Label - Community Conversation on Bullying - Roundtable & Breakouts
11. MHSAA Sports Properties - MHSAA Boys Basketball Finals
12. Belding Community Schools - Parent / Family Night
13. Huron Valley PACE - Health Fair
14. Lansing School District - Family Fun Night - Gardner Leadership Law & Gov't Academy
15. Michigan PTA (Parent Teacher Association) - Michigan PTA 98th Annual Convention
16. Lansing School District - Parent Night and Community Engagement
17. Gardner School - Parent Conferences (Thursday)
18. Chavez High School - Family Night
19. Village of East Harbor & Chesterfield Township PD - 2nd Annual Health, Wellness and Retail Therapy EXPO
20. Congressman Tim Walberg - Branch/Hillsdale Resource Fair
21. Michigan Association of Non-public Schools (MANS) - Loleta Fyan Small and Rural Libraries Conference
22. 100 Black Men of Greater Detroit, Incorporated - Man Up! For Better Health and Education Day
23. Michigan Association of Public School Academies (MAPSA) - Innovator's In Education Spring Conference
24. Letts Community Center - Spring Carnival
25. Ingham ISD Parent Advisory - Fall Fun Festival
26. Michigan Association of Bilingual Education (MABE) - MABE Conference
27. American Business Women's Association (ABWA) - Women's Leadership Day
28. Serenity Christian Church - Serenity Christian Church Summer Youth Kickoff
29. Michigan Guardianship Association Spring Conference
30. Lansing School District - Family Fun Night
31. Eaton Rapids ISD - Healthy Hounds Day - Health and Wellness Fair
32. Detroit Merit Charter Academy - Annual Art Student Showcase
33. Our Lady of Lebanon Catholic Church - Mideast Festival
34. Serenity Christian Church - Peace and Empowerment Series 1
35. Delta Township Parks & Recreation - Delta Rocks!! Family Festival
36. Delta Side Business Association Community Expo
37. MHSAA Sports Properties - MHSAA Softball/Baseball/Soccer State Championships
38. Michigan Federation for Children and Families - Michigan Teen Conference
39. Serenity Christian Church - Peace and Empowerment Series 2
40. Big Brothers Big Sisters Michigan Capital Region - Annual Picnic
41. Flushing Chamber of Commerce - 11th Annual Flushing Red Hat Day
42. Serenity Christian Church - Peace and Empowerment Series 3
43. Nattawaseppi Huron Native Band of the Potawatomi Health Department - Zhitawek! "Back to School" Health Fair - Grand Rapids

44. Nattawaseppi Huron Native Band of the Potawatomi Health Department - Zhitawek! "Back to School" Health Fair - Fulton
45. Serenity Christian Church - Praise in the Park
46. Melvindale Economic Development Corp at City Hall - City of Melvindale Outdoor City Wide Fair
47. Serenity Christian Church - Serenity Christian Church Summer Youth Sunday
48. Captiva/Eastbury Neighborhood - 3rd Annual Neighborhood Social
49. City of Metamora - Metamora Days
50. East Vernor Church of God In Christ - Back to School Rally
51. Serenity Christian Church - Peace and Empowerment Series 4
52. Serenity Christian Church - Serenity Church's Harvest Fest
53. Canton Community Supervisor Phil LaJoy - 14th Annual Senior Summit
54. Michigan State Police, Emergency Meeting & Homeland Security Division - MSP Prepare Fair
55. Michigan Asian Pacific American Affairs Commission (MAPAAC) - Town Hall event - Fulton
56. Greenville Union Elementary - Title 1 Meeting
57. St. Phillip's Evangelical Lutheran Church - Closet Giveaway and Community Event
58. Michigan Emergency Management Association (MEMA) Fall Conference
59. Serenity Christian Church - Youth Peace and Power Series 1
60. Montcalm ISD - Parent Night & Conference
61. Rockford Public Schools with Rockford HOPE - Developing Health Kids - Youth Safety & Violence Prevention
62. Michigan Association of Christian Schools (MACS) - Great Lakes Christian Educator's Convention (GLCEC)
63. Sanilac County - All Girl Power Camp - Girls Empowering Girls
64. Wayne County Department of Public Health Department - Wayne County Back to School Funfest
65. Bloomfield Township Police - Bloomfield Township Police Open House
66. Great Lakes National Track & Field - Great Lakes National Track & Field Invitational
67. Serenity Christian Church - Youth Peace and Power Series 2
68. International Bullying Prevention Association - Michigan Bullying Prevention Conference
69. Matrix Human Services (Central Office) - Harvest Fest 2016
70. MHSAA Sports Properties - MHSAA Cross Country State Finals
71. City of Southfield - Family Fun & Safety Night
72. MHSAA Sports Properties - MHSAA Football State Championships
73. Serenity Christian Church - Youth Peace and Power Series 3
74. Grand Ledge Public Schools - Family Fun Fest
75. Michigan Association of School Boards (MASB) - Annual Leadership Conference and Exhibit Show
76. Zion Lutheran Saginaw & St. Matthew Lutheran Bridgeport - Family Health Fair
77. Gardner School - Cultural Awareness Celebration
78. Fellowship Chapel - Family Fun Day
79. Samaritan Box Program - Samaritan Box Volunteer Program
80. Serenity Christian Church - Youth Peace and Power Series 4

81. Michigan Asian Pacific American Affairs Commission (MAPAAC) - Education Forum - Grand Rapids
82. Michigan Elementary & Middle School Principals Association (MEMSPA) Annual Conference
83. Willow Creek Neighborhood - Annual Will Creek Garage Sale
84. Capital Area College Access Network (CapCAN) - 2nd Annual Launch Your Dream: College & Conference
85. Detroit Merit Charter Academy - Open House
86. Lomax and Radio Personality Coco - Community Outreach Events
87. Michigan Baptist Bible Fellowship - Michigan Baptist Bible Fellowship Pastor's Meeting
88. Michigan Department of Education - Parent Engagement in School Curriculum
89. Michigan Library Association (MLA) - Annual Conference
90. Oakland County Fair Committee - 2nd Annual Family Safety Day
91. Olivet Community Schools - Wellness Fair
92. Pittsfield Township Department of Public Safety (DPS) - 33rd National Night Out
93. Senator Meekhof and North Ottawa Community Health System - 11th Annual Living It EXPO
94. St. Clair County - Great Start Collaborative - Parent University
95. St. Gerard Parish - Easter Celebration and Dinner
96. Wyoming-Kentwood and Cutlerville Gaines Area Chamber of Commerce - South Kent Community EXPO



OK2SAY presenters Suzy Khoury and Sandy Cherry representing OK2SAY at an expo.



OK2SAY presenters Donald Guinn, Suzy Khoury, and Jim Fleck representing OK2SAY at an expo.

# RECOMMENDATION

OK2SAY started as a four-year work project with an October 1, 2017 sunset. A total of \$3.5 million was appropriated: \$2,371,000 to the Department of Attorney General; \$1,129,000 to the Michigan State Police.

In that short time, OK2SAY has become Michigan's most effective prevention-based reporting mechanism, logging more than 5,000 student safety tips.

The legislature must lift the sunset and provide a corresponding appropriation to ensure the program remains an integral part of the school safety landscape in Michigan.



# Lost and Speechless

## By Kristen Lubben

Lost, lost in the words that surround me and cause me pain.

Suffering, sinking to the bottom unsure of how to escape it all.

People, not noticing that I'm drowning, needing to be brought to the surface, before I am lost for eternity.

Love, the love I know must be waiting for me, but I'm too hurt to continue searching.

Peace, the peace I hope for in the future, that shows no sign of itself in my presence.

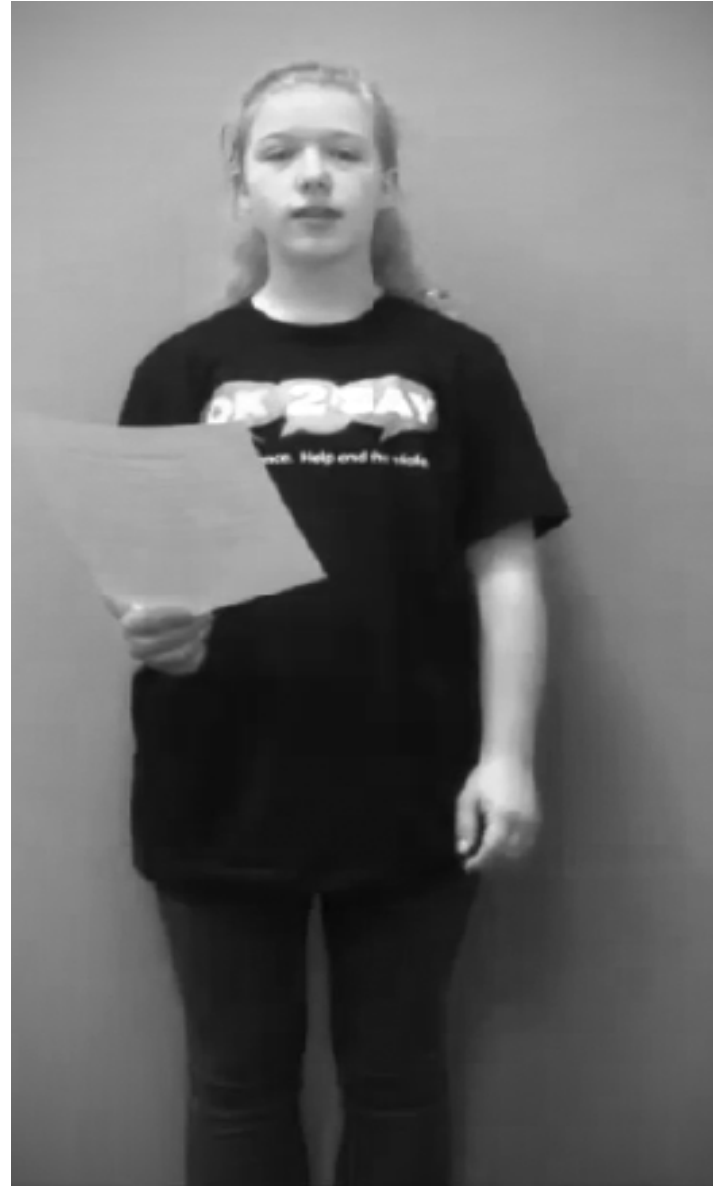
Fear, the fear I have when I want to say something, but am too afraid to say, due to the bullies that surround me throughout life.

Speechless, I'm speechless and clueless, not sure of what the next step for me is, what I can tell someone without feeling more pain than I already bear.

But I am noticing that people still care, that I need to speak my feelings, and get the weight off my chest.

It's okay to say. I know that I will be protected, and I will regain my ability to float. I will be a survivor.

*(this poem was written by student Kristen Lubben after attending an OK2SAY presentation)*



G. Mennen Williams Building  
525 W. Ottawa St.  
P.O. Box 30212  
Lansing, MI 48909  
Phone: 517-335-0855  
Fax: 517-335-1935  
[www.ok2say.com](http://www.ok2say.com)

