



# OK 2 SAY

Stop the Silence. Help End the Violence.

## 2017 ANNUAL REPORT



# 2017

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Stop the Silence. Help End the Violence.

OK2SAY is the prevention-based 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 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.**



**103 Expos & Special Events**

Presented at



**230 NEW SCHOOLS**

 **4,605**



1. Suicide Threats
  2. Bullying
  3. Other \*
  4. Self Harm
  5. Drugs
- \* Other (e.g., anxiety, stress, depression, harassment)

**10,000+**  
**TIPS STRONG**



**88%**

believe there was sufficient information in the tip



**70%**

were unaware of the problem prior to the tip



**90%**

find OK2SAY to be a useful service

# Letter from Attorney General Bill Schuette

Dear Governor Snyder and Members of the Legislature:

Thank you for reauthorizing OK2SAY and for the corresponding appropriations. Your support ensures that OK2SAY remains Michigan's most effective prevention-based reporting mechanism.

As you know, 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.

In 2017, OK2SAY logged 4,605 tips. And since it was launched in 2014, OK2SAY has logged more than 10,000 tips. That's 10,000 times someone reported threatening behavior.

The number of tips confirms OK2SAY's positive impact. OK2SAY is changing attitudes about reporting unsafe behavior and situations and enabling students to play a role in getting their struggling classmates the help they need. OK2SAY received the tip that a 14-year old was planning to "shoot up" his school. Police were notified, investigated, confiscated evidence, and took the student into custody. The local police chief and district superintendent expressed their gratitude for OK2SAY and the brave student who stepped up and submitted the tip.

Last year we wrapped up our first four-year work project under the Student Safety Act. We looked back, celebrated our successes, and advocated to continue the program. This year, we're looking forward to taking OK2SAY into more schools, educating more Michigan students, and getting more students the help they need.

To do that, we will continue to rely on our student "heroes in the hallway," our newly-recognized OK2SAY Ambassadors, the immeasurable support of local law enforcement and school administrators, and you. With your continued support, you can "Stop the Silence and Help End the Violence."

On a personal note, since this will be my last opportunity to address you in an annual OK2SAY report, I want to thank you for the privilege to have played a part in this essential program. There is no better service than saving lives, stopping violence, and making sure our students are safe.

**Remember, it's OK2SAY.**

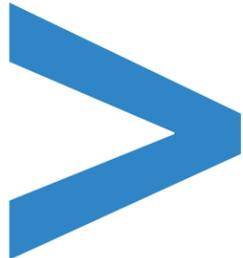
Sincerely,



Bill Schuette  
Attorney General



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# MICHIGAN STUDENT SAFETY ACT

## History

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 school 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 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.**

## Purpose

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.

## 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 in a 2013 annual report).

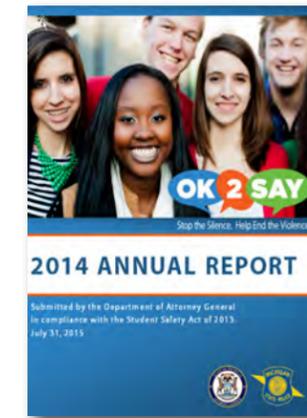
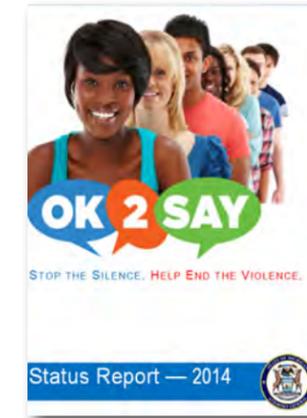
Therefore, a 2014 Status Report for December 2013 through July 2014 was published.

OK2SAY was officially launched in September 2014; therefore, the numbers reported in the 2014 Annual Report reflect activity for only the four months the hotline was operational—September through December 2014.

The 2015 Annual Report was the first report where OK2SAY operated for the entire calendar year.

The 2016 Annual Report was the final annual report for the initial four-year work project.

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



# WHAT IS OK2SAY?

OK2SAY is the prevention-based 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 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.

[See Appendix A](#) for an explanation of how OK2SAY differs from 2-1-1 and 9-1-1.



Stop the Silence. Help End the Violence.





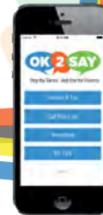
# Tip Trail

Stop the Silence. Help End the Violence.

1

## CONFIDENTIAL TIP SUBMITTED

Students, parents, teachers or concerned individuals **CONFIDENTIALLY** report potential harm or criminal activities.



3

## RESPOND & REPORT

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

2

## TIP RECEIVED

OK2SAY technicians receive, analyze, and forward tips.



4

## OUTCOME REPORT

Officials complete the Outcome Report.



# OK2SAY TECHNICIANS

"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."

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

To build that rapport, OK2SAY technicians learn to operate a number of systems and technologies to communicate with tipsters of all ages. They do everything in their power to make sure that information provided to OK2SAY is disseminated to the appropriate agencies whether it is schools, law enforcement, community mental health, or child protective services.

OK2SAY technicians operate within a five-person unit comprised of men and women who hold a variety of bachelor's and master's degrees. In addition to formal education, all team members undergo a series of trainings that include social media searching, suicide intervention, and youth-mental health first aid. The mission is to ensure that action and intervention can take place regardless of the issue.

For technicians, communication is what keeps the whole system running. Technicians operate around the clock in shifts, which means that some may be working on tips in the morning or at night and they need to pass the information to the next shift. This process is done through advanced record keeping systems in which each tip is assigned to and worked on by several team members.



In 2017, technicians saw an increase in the number of suicide threat tips. The increase was so significant that suicide threats became the number one 2017 tip category, knocking bullying down to the number two category of most reported tips.

New equipment acquired in 2017 included an upgraded phone (iPhone 7plus) and an iPad Pro that allows multiple technicians to engage with tipsters through a variety of means.

New technology acquisitions also included more powerful Wi-Fi connections that allowed for faster upgrades.

## 2017 Activities:

- MSP Unit Supervisor attended an event with other fusion centers across the nation to promote similar programs nationwide.
- MSP OK2SAY staff attended Benton Township's annual Fire Prevention and Life Safety Open House where they received a certificate for outstanding contribution.
- MSP OK2SAY staff attended Livonia Police Department's "Passport to Safety" event.
- MSP/Attorney General OK2SAY staff attended meetings with other student safety hotline initiatives from several states.
- MSP OK2SAY staff hosted a booth at MSP's 100-Year Anniversary celebration/open house.
- MSP OK2SAY staff attended Michigan Chapter of the National Children's Alliance annual meeting.
- MSP OK2SAY staff attended 9-1-1 regional communication center conference in Eaton County.
- MSP OK2SAY staff attended 9-1-1 regional communication center conference in Muskegon County.





Tips for calendar year 2017  
**INCREASED  
 MORE THAN 37%**  
 compared to 2016.

## METRICS/ANALYSIS

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. Often 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 2017, for example, OK2SAY logged 4,605 tips, but only 2,997 incidents.

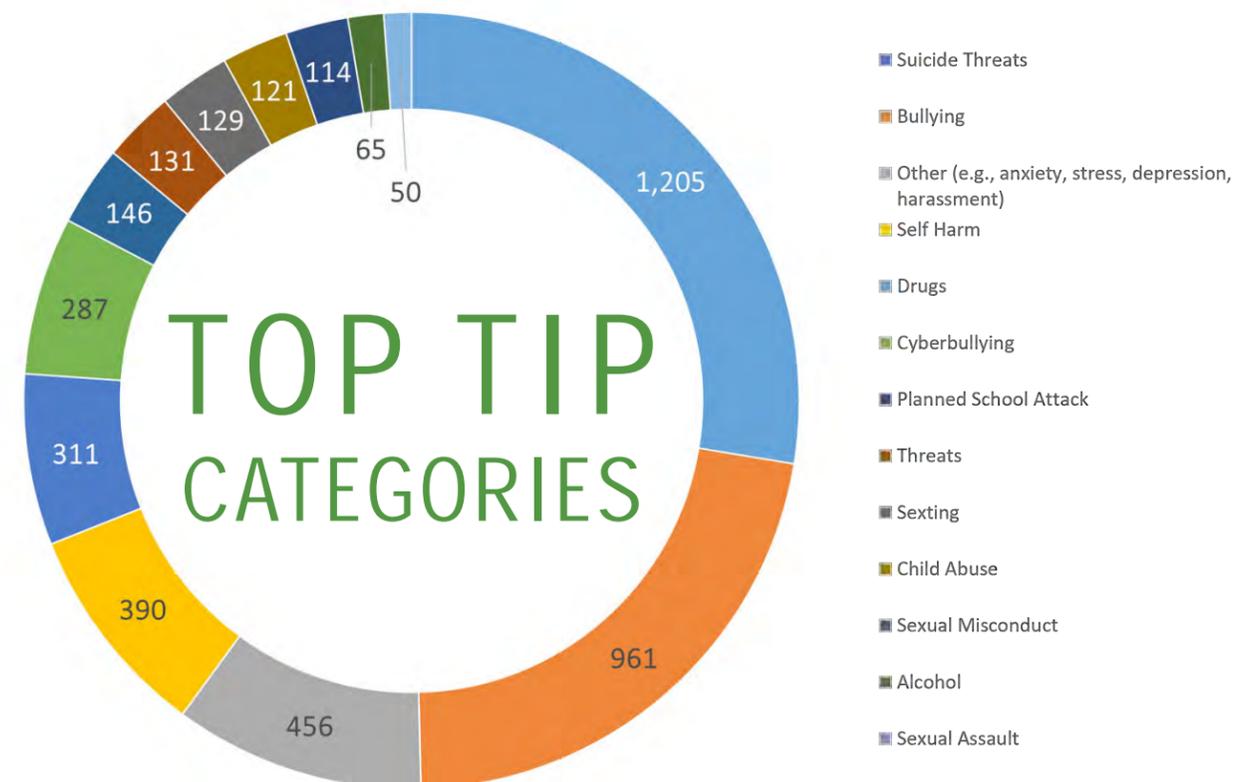
## TOTAL TIP NUMBERS\*

Tips for calendar year 2017 increased more than 37% compared to 2016. The number of tips confirms the positive impact OK2SAY is having on breaking the culture of silence.

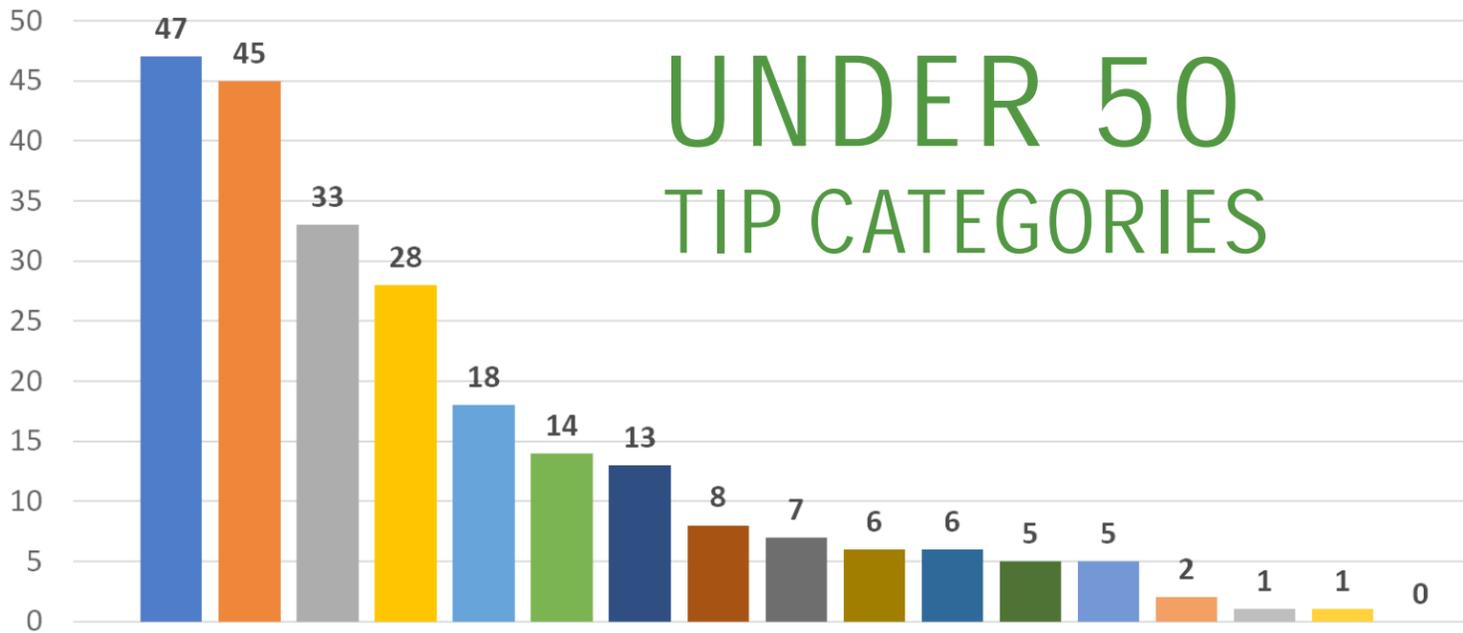
OK2SAY is changing attitudes about reporting unsafe behavior and situations. OK2SAY is empowering students to be the “heroes in the hallway” and get their struggling classmates the help they need. The following charts represent the:

1. Total number of 2017 tips in the top tip categories;
2. Total number of 2017 tips in categories receiving less than 50 tips;
3. Total number of 2015, 2016, and 2017 tips in the top six categories; and
4. Top five tip categories for 2014, 2015, 2016, and 2017.

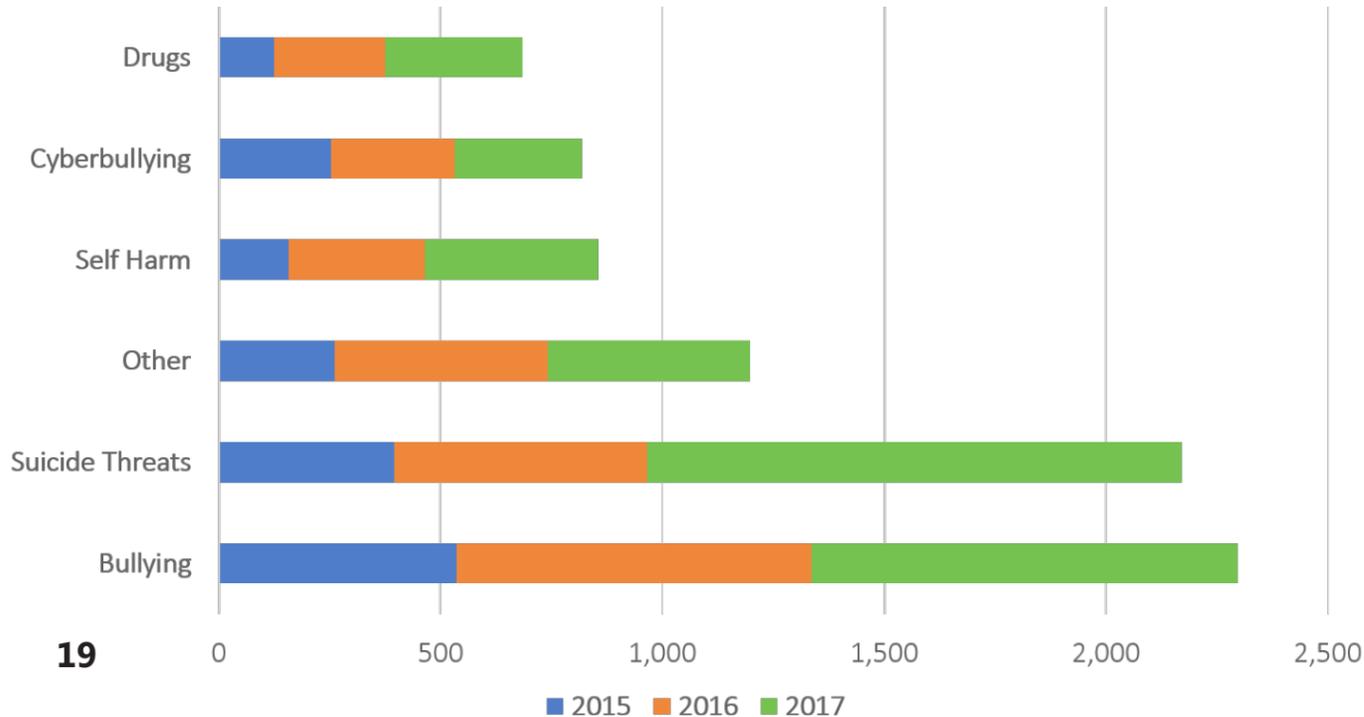
(\*See Appendix B for 2017 OK2SAY Tip Totals.)



# UNDER 50 TIP CATEGORIES



- Planned Fights
- Assault
- Fighting
- Dating Violence
- Weapons Possession
- Stealing
- Guns
- Stalking
- Domestic Violence
- Gangs
- Knives
- Unsafe Driving
- Vandalism
- Kidnapping/Attempted Kidnapping
- Explosives (bomb)
- Human Trafficking
- Fire Starting



As noted, 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 number of tips about suicide threats and drugs.

# 2017 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 2017, OK2SAY technicians:

- Forwarded 2,330 incidents to school officials;
- Forwarded 576 incidents to law enforcement;
- Referred 551 incidents to online resources, counseling or crisis lines;
- Referred 88 incidents to Child Protective Services; and
- Forwarded information in 127 incidents that resulted in referrals to mental health services.

## Tipster Identity is Protected by Law

Some tip recipients express frustration that they do not know the name of the tipster. This is because 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 exempt from the Michigan Freedom of Information Act.

# 2017 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 its 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 2017, MSP and the Department of Attorney General received 1,673 Outcome Reports. That's an almost 56% follow-up reporting rate. The information collected in these reports plays an important part in assessing the overall effectiveness of the program. It allows MSP and the Department to get post-tip feedback from tip recipients. Outcome Report feedback has resulted in modifications to tip reporting and referral categories and changes to the Outcome Report.

Feedback has also helped the Department enhance the OK2SAY presentations and keep our presenters up to date. For example, we updated 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.

More important, of the 1,673 Outcome Reports received in 2017, 90% reported that OK2SAY provided a useful service for responding to the reported tip. In 70% of Outcome Reports, responders were unaware of the problem until OK2SAY referred the tip; and 88% believed there was sufficient information provided in the tip. And for the 30% of responders who had prior knowledge of the incident, OK2SAY tip detail often provided additional valuable information.

## 2017 Outcome Reports



88%

believe there was sufficient information provided in the tip



70%

were unaware of the problem prior to the tip



90%

find OK2SAY to be a useful service



### BEHAVIOR SPECIALIST/COUNSELOR, HIGH SCHOOL

2017

We are very thankful that our students are using OK2SAY to help support their friends and classmates.

❤️ 142 💬 37 👤 27



### COUNSELOR, JUNIOR HIGH

2017

The OK2SAY staff are GREAT!

❤️ 25



### ASSISTANT PRINCIPAL, MIDDLE SCHOOL

2017

Very prompt! The tip was put in at 9:12 and I received the call from OK2SAY at 9:14!



### PRINCIPAL, MIDDLE SCHOOL

2017

This was my first interaction with the system OK2SAY and it appears to be very useful.

💬 14



### GUIDANCE COUNSELOR, HIGH SCHOOL

2017

We are thankful for OK2SAY. The information provided to us was very helpful so we could work with the students involved.



### BEHAVIORAL SPECIALIST, HIGH SCHOOL

2017

This program is turning out to be an amazing way to reach kids that normally wouldn't seek help. Thank you.

👤 19



### PRINCIPAL, MIDDLE SCHOOL

2017

I believe strongly in this program and hope that funding will continue to support this initiative. The program has saved many lives and is making a difference.



### PRINCIPAL, ELEMENTARY SCHOOL

2017

This was my first experience with OK2SAY. I am glad it is available and I am glad that someone saw or reported [the student's] post so that the police and we can get her the help and support she needs. Thank you for your efforts in this. What a huge task and job for you.



### PRINCIPAL, COMMUNITY SCHOOLS

2017

We were aware of social struggles with the student but suicide discussion was new.

❤️ 85 💬 31



### PRINCIPAL, MIDDLE SCHOOL

2017

We were not aware of the recent threat today; however, have been aware of previous threats.



### ASSISTANT PRINCIPAL, MIDDLE SCHOOL

2017

Please continue to keep us involved in this process--so glad you are there to provide the help you do.

💬 37



### PRINCIPAL, HIGH SCHOOL

2017

We feel OK2SAY is an excellent tool for public school educators and community health agencies and appreciate the information it has provided. Thank you.

# OK2SAY: PEOPLE IN THE KNOW ARE TALKING



**DR. STU CAMERON**  
Superintendent, Imlay City Schools

"Both the CSI and OK2SAY presentations have had a significant, and profound impact on our students and families in Imlay City.

In addition to raising awareness, students' exposure and access to the programs has spurred much conversation and reflection on safety issues, the importance of reporting them, and being mindful about interactions with others.

We look at everything here through the lens of learning - what are students getting from this experience? In regards to these learning experiences, students are taking life lessons away that transcend the walls of our school and extend into their day-to-day lives. That's very powerful and extremely important.

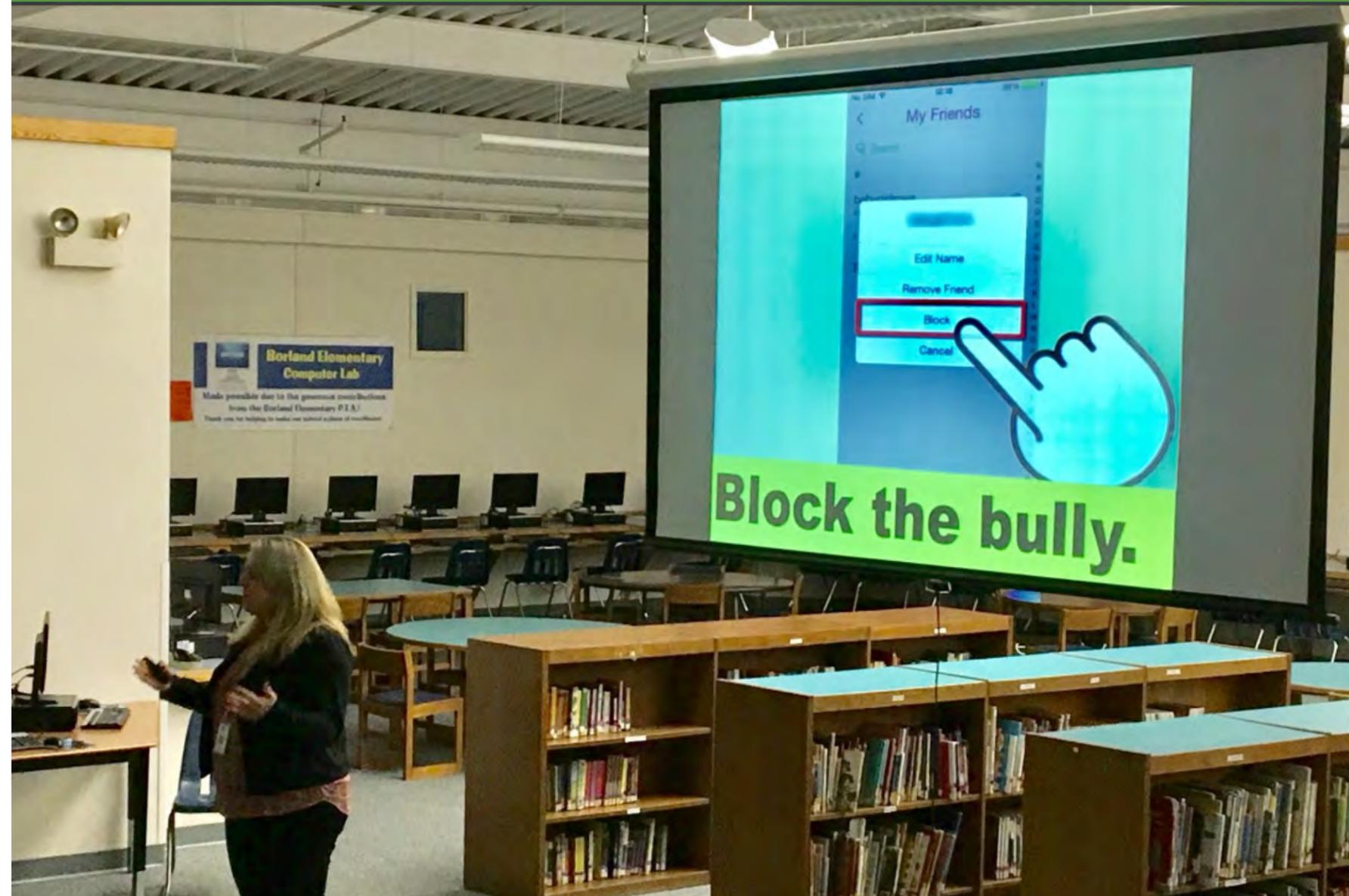
OK2SAY has given students the 'green light' to report incidents directly, confidentially, and with the understanding that the right individuals will be involved and invested in solutions.

## IT HAS EMPOWERED OUR YOUNG PEOPLE IN A MOST IMPORTANT WAY.

The work of the Attorney General's office, the Michigan State Police, and local law enforcement contributes to a safer and healthier climate in our schools, and for that we're thankful.

Undoubtedly, we've received information via OK2SAY that we would not have received from any other vehicle. Since so many issues transpire outside of our walls and outside of school hours, it is critical that our students have a way to reach out and report critical information.

OK2SAY provides that outlet, and connects in real time with school officials. As a result, we've been able to help individuals, connect them with help, and have been able to take a proactive and preventative approach with school safety issues."



**Dr. Stu Cameron** @Dr\_Stu\_Cameron • Jan 25

ICS students were provided great learning experiences through the Cyber Safety Initiative & OK2SAY programs this week.

This training provided by the Dept. of the MI Attorney General, helps keep students safe online, at school & home. Thanks to our @MIAttyGen!

# OK2SAY: PEOPLE IN THE KNOW ARE TALKING

## INSP. TROY ALLEN

Assistant Commander Intelligence Operations Division, Michigan State Police

"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."



## PAUL LIABENOW

Executive Director, Michigan Elementary and Middle School Principals Association

"OK2SAY is committed to protecting and supporting all of Michigan's students. By providing timely intervention, OK2SAY can make all the difference in a student's well-being."

## JO SPRY

Assistant Superintendent of Teaching & Learning, Cedar Springs Public Schools

"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."



## JIM ELLIS

Assistant Principal, Romeo High School

"[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."

## MICHELLE HERDING

Middle School Professor, Pennfield Middle 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."



## JAMES HUNTER

Principal, Liberty Middle School

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

## RON KRAMER

Assistant Principal, Ovid-Elsie High 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."



## CHRIS KREGEL

School Administrator, Springport Public Schools

"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."

## SHAE MCKINNON

School Counselor, Bangor High School

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



## GLENN MITCHAM

Principal, Ada Central Middle 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!"

## DENNY J. ROEHM

Principal, Portage West Middle School

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



## ERIN COLE

School Counselor, Rockford

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

**SCOTT BECKMAN**

District Director of Security, Rockford Public Schools

“The Rockford Public School District has been involved with OK2SAY since the 2015-2016 school year.

We utilize our Special Services Department, security team and building administrators to address the numerous tips we receive.

We have received tips about our students having suicidal thoughts, experiencing self harm, threats of school violence, drug use and abuse, and other information specific to us.

We work closely with our law enforcement partners during school and after hours to address some of the concerns brought forth by OK2SAY that are of an urgent nature, or a criminal violation in need of a law enforcement intervention.

Our student body has embraced the program completely which is evident by continued successes in identifying and resolving concerns in an expeditious manner.

Parents of students appreciate our efforts by quickly responding to reports of suicidal thoughts, self harm and other self-destructive behaviors. All too often the behaviors reported were not known to the parents, or were previously known and believed to be resolved.”

**“WITHOUT THE CONFIDENTIALITY OF THE OK2SAY PROGRAM, A LOT OF THIS INFORMATION WOULD NEVER BE REPORTED.”**

“For the Rockford School Community, OK2SAY is another tool for us to utilize in our efforts to maintain a healthy and safe school environment for our community, and we truly appreciate the efforts of the program helping us achieve that.”



**ARTHUR W. O’NEAL II**

Chief of Security, Saginaw Public Schools

“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.”



*To date, more than two million Michigan citizens have attended a student safety campaign presentation.*

## PRESENTATION & 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 2017 "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.

### 2017 Student Safety Campaign Presentations

The Attorney General offers free student safety programming for children in Kindergarten thru 12<sup>th</sup> grade. Students in Kindergarten thru 5<sup>th</sup> grade receive age-appropriate instruction from the Michigan Cyber Safety Initiative (CSI), a national award-winning program and feeder program for OK2SAY. Students in 6<sup>th</sup> thru 12<sup>th</sup> grade receive dynamic OK2SAY student safety programs. The Department also provides programming for parents, guardians, and community leaders.

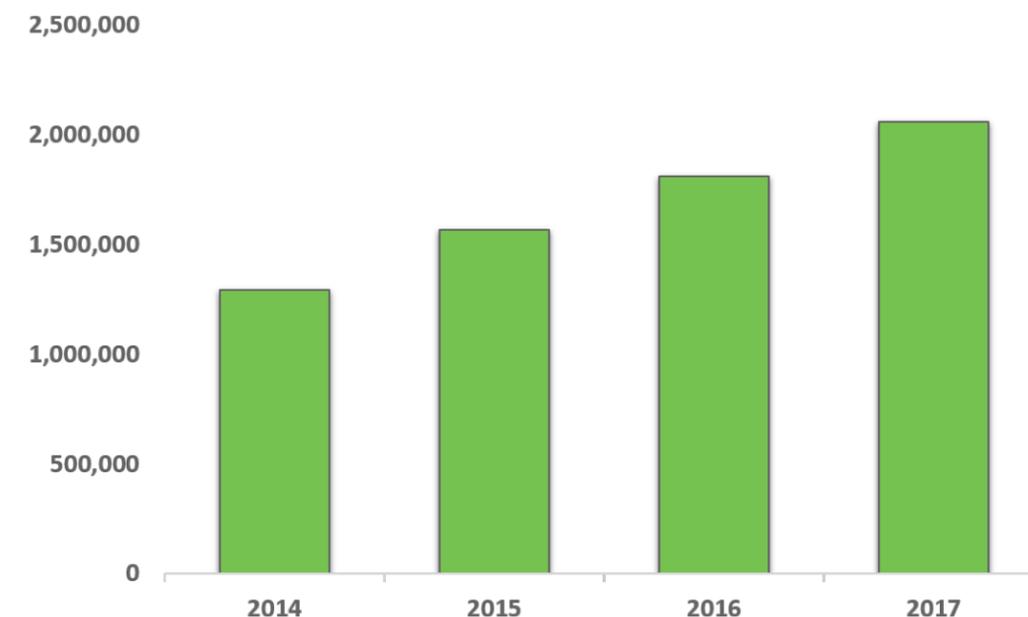
The Department had 30 outreach presenters in 2017. These presenters, all independent contractors, are trained by the Department to become proficient in presenting the Student Safety Initiative materials. They travel the state to present the following seven educational seminars:

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

In 2017, these presenters reached more than 128,800 6<sup>th</sup>-12<sup>th</sup> graders who attended one of the 903 OK2SAY presentations. In addition, 201 Community Seminars and Program Overview presentations were attended by more than 5,400 adults.

Attorney General personnel conducted more than twenty speaking engagements and attended 20 meetings to promote OK2SAY in 2017. OK2SAY presenters and Attorney General personnel also attended 103 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, meetings, and expos attended in 2017.

The following chart shows cumulative attendance at CSI/OK2SAY presentations through 2017.





## SUCCESS STORIES

- OK2SAY received a tip containing a screenshot of a social media conversation. A student threatened to kill himself with his uncle's gun. The tipster was afraid and was not sure what to do. OK2SAY found an address for the student and contacted the local police department. The officers went to the house and with the help of the student's mother, the student was taken to a local hospital for evaluation and treatment. No one was harmed.
- OK2SAY received a tip involving a 13-year-old female who went to see her cousin across the street from her own home. She knocked on the door and was told that her cousin was asleep. The male that answered the door then proceeded to lead the female to the basement of the house where she was raped. After being raped, the student walked across the street to her own home and immediately called OK2SAY where she was able to receive emergency services.
- OK2SAY received a tip about a student who posted a photo of a pistol on social media with the caption "don't go to school." The OK2SAY technician gathered more information on the student including a screenshot of the student holding the revolver. The technician emailed local law enforcement who conducted an investigation and made an arrest. The student was transferred to a Juvenile Detention Center. The student was released to parents and was suspended from school pending further investigation.
- OK2SAY received a tip about a student selling drugs/alcohol in the parking lot after school. The school and law enforcement searched the student's car. They found drug paraphernalia and a knife. The student's parents were notified, and the student was suspended.



- OK2SAY received a tip that a student was being bullied by another student. The school investigated and contacted the parents. The school counselor met with both students and they participated in a restorative circle.
- OK2SAY received a tip that a student planned to commit suicide at school. OK2SAY contacted the school principal. The school resource officer interviewed the student and recovered a weapon.
- A student inadvertently saw a post that a classmate had been sexually abused by a sibling and an uncle. The student contacted OK2SAY because the classmate was suffering from panic attacks and post-traumatic stress. OK2SAY forwarded the tip to Children's Protective Services and the School Resource Officer. The victim was interviewed, disclosed the abuse, and is getting counseling. The case is being investigated for possible criminal charges.



Stop the Silence. Help End the Violence.

# 10,000 TIPS STRONG!

## WHAT'S NEW 2017

### 2017 was a "banner" year for OK2SAY.

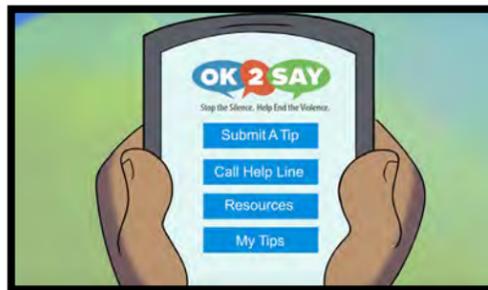
We launched an initiative to help reinforce the OK2SAY message. After a presentation, a letter and a vinyl banner is sent to each school.

Many schools are placing the banner in the entrance so those who enter the building will know that the school is working to stop violence and make sure the students have a safe place to learn and grow.

In addition to providing schools we've visited with an OK2SAY banner, we've been busy collaborating with college students across the state; reviewing PSA contest entries; and working with the Michigan High School Athletic Association.



Grand Ledge Principal Julie Taylor (left), technology teacher Sharon Cusack (middle) and Assistant Principal David Kushman (right) proudly display their recently-awarded OK2SAY school banner.



### Award-winning PSA

OK2SAY worked with Kendall College of Art and Design to develop an award-winning 30-second PSA that was featured in movie theaters across the state (see page 39).

The PSA was recognized by the American Advertising Awards. These are the advertising industry's largest and most prestigious competition, attracting more than 40,000 entries every year.

Kendall College of Art and Design was recognized in the cinema advertising—"In-Theatre Commercials or Slides" category.

### OK2SAY & MSU Marketing Students

OK2SAY also tapped into the creativity of 30 marketing students at Michigan State University's College of Communications Arts and Sciences. Professor Greg Taucher designed a six-week assignment where the students developed OK2SAY marketing proposals.

The students pitched their suggestions to the OK2SAY team in early March. Many of the ideas are being considered to help promote the program.



### Michigan Student Broadcasting Awards

OK2SAY sponsored the 2017 Michigan Student Broadcasting Awards Public Service Announcement contest through the Michigan Association of Broadcasters. Students developed an audio or video PSA about OK2SAY.

To see some of the award winning entries, go to the [PSA section of the OK2SAY website](#).

### Michigan High School Athletic Association (MHSAA)

In 2017, the Department again partnered with the MHSAA to market OK2SAY and produced:

- A full-page OK2SAY ad that was featured in each state championship program;
- A 30-second commercial that was aired during each MHSAA Championship radio broadcast on the MHSAA Radio Network and streamed on MHSAA.com;
- A rotating logo placement with click thru links on the MHSAA Second Half website page;
- A 15-second public address announcement that was given at each state final event; and
- On-site booths at several MHSAA state final events.

### Additional Highlights

- Department and MSP staff participated in meetings with other student safety hotlines in several states.
- OK2SAY participated in a webinar hosted by the Michigan State Medical Society for medical professionals with Dr. Marlene Seltzer director of the No Bullying Live Empowered (NoBLE) Center, a Beaumont Children's Hospital initiative.
- MSP OK2SAY staff attended Benton Township's annual Fire Prevention and Life Safety Open House where they received a certificate for their outstanding contribution.





## Presentation Videos & Public Service Announcements

The Department created and debuted three new videos for our presentations and online content. The presentation videos can be viewed online and include:

- [An animated OK2SAY video for our 4th-5th grade presentation-](https://www.youtube.com/watch?v=WI74Koo5Wxw) (youtube.com/watch?v=WI74Koo5Wxw)
- A video, "[Pass it On,](https://www.youtube.com/watch?v=WI74Koo5Wxw&list=PLQwMQroyS9OCrbU9Vlwj3KAeA1Uws4FMt&index=6)" that features students doing acts of kindness for our 6<sup>th</sup>-8<sup>th</sup> grade presentation- (youtube.com/watch?v=WI74Koo5Wxw&list=PLQwMQroyS9OCrbU9Vlwj3KAeA1Uws4FMt&index=6); and
- A video, "[Danger is Right Around the Corner](https://www.youtube.com/watch?v=s_x9KJswUDM&list=PLQwMQroyS9OAcwM91NN3INC5jUzJRL9Np&index=3)" for our 9<sup>th</sup>-grade presentation- (youtube.com/watch?v=s\_x9KJswUDM&list=PLQwMQroyS9OAcwM91NN3INC5jUzJRL9Np&index=3)

Three additional videos were created for our online content and can be viewed on our OK2SAY Public Service Announcement webpage:

- "[Drug Abuse–Danger is Right Around the Corner](https://www.youtube.com/watch?v=bpLOqqKDglU&list=PLQwMQroyS9OAO7Y1Q1BmT1E2tui_VSORF&index=1)" (youtube.com/watch?v=bpLOqqKDglU&list=PLQwMQroyS9OAO7Y1Q1BmT1E2tui\_VSORF&index=1)
- "[Suicide–Danger is Right Around the Corner](https://www.youtube.com/watch?v=SsQAgIvi4eU&index=1&list=PLQwMQroyS9OC6nQ5Z_dEnLSdvGxHuYJKU)" (youtube.com/watch?v=SsQAgIvi4eU&index=1&list=PLQwMQroyS9OC6nQ5Z\_dEnLSdvGxHuYJKU); and
- "[Peer Abuse–Danger is Right Around the Corner](https://www.youtube.com/watch?v=GOcmVmyRbiI&index=1&list=PLQwMQroyS9ODoyoDBV7C5C92VB_gt-cDf)" (youtube.com/watch?v=GOcmVmyRbiI&index=1&list=PLQwMQroyS9ODoyoDBV7C5C92VB\_gt-cDf)

## OK2SAY Movie Theaters PSA

As noted, the Department worked with a group of five local animators, visual designers, and sound artists, led by Professor Brad Yarhouse from Kendall College of Art and Design, to create an animated 30-second public service announcement. The team was a mix of both current students and recent graduates.

More than 65 movie theaters throughout the state featured the PSA at some of the blockbusters during the spring and holiday seasons.

The PSA also played every eight minutes on screens in several theater lobbies.



## THEATERS WHERE OK2SAY PSA WAS SHOWN

Theater	City	Theater	City
Adrian Cinema	Adrian	AMC Classic Plaza	Jackson
Allen Park Digital Cinema	Allen Park	Plaza Cinema VII	Jackson
Alma Cinemas	Alma	Kalamazoo 10	Kalamazoo
AMC Classic Royal Knight 3	Alpena	Celebration Cinema	Lansing
Rave Cinemas Ann Arbor	Ann Arbor	NCG Lansing Cinema	Lansing
Lakeview Square Cinemas	Battle Creek	Regal Lansing Mall	Lansing
Celebration Cinema	Benton Harbor	Studio C!	Lansing
AMC Classic Big Rapids 4	Big Rapids	Lapeer Cinemas	Lapeer
Cinema Hollywood	Birch Run	Laurel Park Place 10	Livonia
Birmingham 8	Birmingham	Livonia 20	Livonia
Palladium Theatre	Birmingham	Showtimes at Goodrich	Lowell
Brighton Cinema	Brighton	The Harbor 8 Cinemas	Ludington
Courtland	Burton	Emagine Macomb	Macomb
Emagine Canton 18 Theatres	Canton	Bogar Theatre	Marshall
Cinema 14 At Partridge Creek	Clinton Township	Midland Cinemas	Midland
Emagine Clio 4	Clio	Mall of Monroe 8	Monroe
Capri Drive-In Theater	Coldwater	Cinema Carousel 16	Muskegon
Coldwater Cinemas	Coldwater	New Plaza Twin	Muskegon
AMC Fairlane 21	Dearborn	Chesterfield Crossing	New Baltimore
Bel Air Theater	Detroit	Emagine Novi	Novi
Fairlane 21	Detroit	Owosso Neighborhood Cinemas	Owosso
AMC Birchwood 10	Fort Gratiot	Emagine Rochester Cinemas	Rochester Hills
Trillium 14	Grand Blanc	AMC Classic Fashion Square 10	Saginaw
Celebration Cinema North	Grand Rapids	Emagine Saline	Saline
Celebration Cinema Rivertown	Grand Rapids	Lyon	South Lyon
Celebration Cinema South	Grand Rapids	Southgate Cinema 20	Southgate
Celebration Cinema Woodland	Grand Rapids	Marketplace Cinema 20	Sterling Heights
Grand Rapids 18	Grand Rapids	AMC Cherry Blossom 14	Traverse City
Ada Lowell 5	Ada/Lowell	Troy Grand Digital Cinema 16	Troy
Celebration Cinema Rivertown	Grandville	Waterford Cinema 16	Waterford
Greenville Cinemas	Greenville	State Wayne 4	Wayne
Goodrich Holland 7	Holland	Westland Grand Cinema 16	Westland
Copper Country Mall	Houghton		

## Presenter Training

The Department prepared and hosted OK2SAY training in August for 30 presenter team members, OK2SAY technicians, and Department staff.

The training featured expert speakers and invited guests. Dr. Scott Becker and Ms. Aislinn Sapp from Michigan State University co-presented, "This Is Your Brain Online: the Impact of Technology on Mental Health."

The presentation discussed the widespread use of digital technology – including computers, the internet, video games and smart phones and the implications for the education and psychological development of children, adolescents, and young people.

Additional speakers included Detective/Sergeant Gerald Yott, from the Michigan State Police Cyber Section, who spoke on "New Trends for Online Predators," and Dr. Debra Pinals, Medical Executive for Psychiatry and Forensic Programs for the Michigan Department of Health and Human Services, who spoke on "Self-Injury, Suicidology, and Mental Illness."

Presenters were briefed on legislative updates and changes in the OK2SAY/CSI presentations; attended a working lunch on program promotion; and were introduced to and interacted with the OK2SAY technicians and supervisor.



## Publications & Publicity

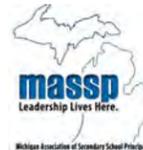
In 2017 OK2SAY was featured in the following organizations news, publications, and communications:

- Michigan Police Chiefs
- Michigan Association of Non-public Schools
- Michigan Elementary and Middle Schools Association
- Michigan Association of Secondary School Principals



MANIS

**MEMSPA**  
The Principal is the Key  
MICHIGAN ELEMENTARY AND MIDDLE SCHOOL PRINCIPALS ASSOCIATION



## Television Markets

OK2SAY had ads running on the following television markets in 2017:

- Alpena
- Cadillac
- Clinton Twp.
- Clio
- Flint
- Grand Rapids
- Ishpeming
- Kalamazoo
- Lansing
- Marquette
- Negaunee
- Saginaw
- Southfield
- Traverse City
- Tustin



## Radio Broadcast Areas

OK2SAY aired ads in the following radio broadcast areas in 2017:

- Alpena
- Battle Creek
- Benton Harbor
- Burton
- Cadillac
- Caro
- Charlotte
- Detroit
- Farmington Hills
- Ferndale
- Flint
- Grand Rapids
- Iron Mountain
- Kalamazoo
- Lansing
- Menominee
- Midland
- Monroe
- Owosso
- Petoskey
- Rochester Hills
- Saginaw
- Southfield
- Three Rivers
- Traverse City



# 2017 Expos



OK2SAY attended 11 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 (78,000 attended)

OK2SAY attended the MHSAA Football State Finals at Ford Field in Detroit (58,582 attended)



OK2SAY attended the MHSAA Softball and Baseball finals in June at Michigan State University (6,549 attended)



OK2SAY attended the Great Lakes National Track & Field Invitational at Waverly High School



OK2SAY participated in the 2017 Michigan Teen Conference - Walk Through Life hosted by MDHHS



OK2SAY attended the Bias and Bullying Prevention Conference

## 103 EXPOS AND SPECIAL EVENTS

See [Appendix D](#) for a complete list of EXPOS attended in 2017

# 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.” ([See Financials section page 49.](#))

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 targeted to a media market in the state.”

In 2017, 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 2017 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.

## 2017 Promotional Materials

Throughout 2017, multiple materials were designed, procured, and distributed by the Department, including:

- Ballpoint pens;
- Embroidered golf shirts;
- Mobile phone screen cleaners;
- OK2SAY brochures;
- OK2SAY contact cards;
- OK2SAY notepads;



## Promotional Materials continued . . .

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

[OK2SAY promotional materials can be ordered online \(mi.gov/ok2saypromo\).](http://mi.gov/ok2saypromo)

# 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 for administering the hotline.

Total combined 2017 expenditures for the Department and MSP were \$1,013,597.12.



2017 OK2SAY/CSI Presenters and OK2SAY Technicians



The Department incurred \$455,857.07 in costs in 2017 under the Act. Itemized costs included:

- \$363,339.87 for Departmental services, supplies, and maintenance;
- \$91,482.98 in Department salary, wages, and benefits;
- \$877.50 in Department equipment; and
- \$156.72 in Department travel.



MSP incurred \$557,730.05 in costs in 2017 under the Act including administering the hotline. Itemized costs included:

- \$445,548.56 in MSP salary, wages, and benefits;
- \$111,601.44 in MSP contractual services, supplies, and maintenance; and
- \$580.05 in MSP travel.

# STATUTORY REQUIREMENTS

Statutory Requirement	2017 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 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 OK2SAY website (ok2say.com), which was modified in 2017 and instructs users 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 existing 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.
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.

# STATUTORY REQUIREMENTS

Statutory Requirement	2017 Actions Taken
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 part of the continuous efforts to improve the program and identify any gaps in providing timely and appropriate responses to tips. See 2017 Metrics & Analysis for new 2017 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 2-1-1 and 9-1-1 organizations designed and delivered the training sessions, which were recorded and are used to train new technicians and personnel.
Training must include crisis management, including recognizing mental illness and emotional disturbances. Section 3.4a.	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 & Resilience Skills, and Suicide Prevention training. Technicians were also provided 9-1-1 type training tailored specifically for the OK2SAY program.
Training must include resources that are available in the community for providing mental health treatment and other human services. Section 3.4b.	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://ok2say.com">ok2say.com</a>
Training must include other matters determined by the Department to be relevant to the administration & operation of the program. Section 3.4c.	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 & 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.
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.	MSP, as vendor, maintains all records as required in the Act. The MSP database, Michigan Intelligence Database (MI-Intel), is continually monitored and updated to accommodate MSP's reporting needs under this Act.
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.	In addition to Emergency Mental Health Dispatching & 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://ok2say.com">ok2say.com</a>
The Department shall develop a source of information on available community mental health resources and contacts, including mental health services. Section 3.7.	The OK2SAY website ( <a href="http://ok2say.com">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.

# STATUTORY REQUIREMENTS

Statutory Requirement	2017 Actions Taken
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	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.
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 & 5.	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.
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.	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 2017.
The Department shall be the administrator of the Student Safety Fund for auditing purposes. Section 7.4.	The Department's Fiscal Management Division administers the Student Safety Fund.
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.	All funds expended by the Department were for purposes outlined in the Act. See Financials section.
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.	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.
The Act mandates that the Annual Report include all of the following information:	An itemized outline of the required reporting information follows and is further discussed throughout the entire report.
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.</p> <p>Thus, it is not surprising that in 2017, for example, OK2SAY logged 3,359 tips, but only 1,646 incidents. (In 2014, 2015, and 2016, the numbers were 601:410; 2,169:1,006; and 3,359:1,646 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;	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 2017, OK2SAY technicians forwarded 2,330 incidents to school officials, and they forwarded 576 incidents to law enforcement.
Section 8c: the number of hotline reports resulting in referral to mental health services;	In 2017, MSP forwarded information in 127 incidents that resulted in referrals to mental health services.

# STATUTORY REQUIREMENTS

Statutory Requirement	2017 Actions Taken
Section 8d: the nature of the reports and information reported to the hotline at the local level in categories established by the Department;	2017 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" (e.g., anxiety, stress, depression, harassment).
Section 8e: the responses to the reports and information reported to the hotline at the local level in categories established by the Department,	In 2017, MSP referred 551 incidents to online resources, counseling, or crisis lines; and they referred 127 incidents to Child Protective Services.
Section 8f: the source of all funds deposited in the student safety fund;	In 2017, OK2SAY received two monetary contributions totaling \$25,500: \$25,000 from the Michigan Lottery; and \$500 from University Prep Science and Math Middle School in Detroit. These contributions were deposited into the Student Safety Fund in compliance with section 7(2) of the Student Safety Act.
Section 8h: the itemized costs and expenditures incurred by the department of state police in implementing this act	MSP incurred \$577,730.05 in costs in 2017 in implementing the Act and administering the hotline. Itemized costs included: <ul style="list-style-type: none"> <li>• \$445,548.56 in MSP salary, wages, and benefits;</li> <li>• \$111,601.44 in MSP contractual services, supplies, and maintenance; and</li> <li>• \$580.05 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 8(h).
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.

# STATE PARTNERS

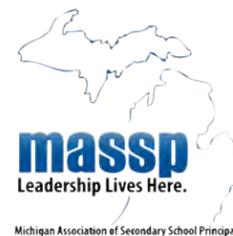


## Partners Who Provided Financial Contributions, Goods & Services, or Time for the Benefit of OK2SAY



Women's Basketball Coach Suzy Merchant  
Men's Basketball Coach Tom Izzo

## Interest Groups



Interest Groups Continued



**MEA**

Michigan Education Association



**Special Olympics Michigan**



# APPENDIX A

**OK2SAY** Stop the Silence. Help End the Violence. **911** EMERGENCY **2-1-1** Get Connected. Get Answers.

- Confidential: OK2SAY ✓, 911 ✗, 2-1-1 ✓
- Report by phone: OK2SAY ✓, 911 ✓, 2-1-1 ✓
- Report by text\*: OK2SAY ✓, 911 ✗, 2-1-1 ✓
- Report online\*: OK2SAY ✓, 911 ✗, 2-1-1 ✓
- Report by email\*: OK2SAY ✓, 911 ✗, 2-1-1 ✓
- Report by app: OK2SAY ✓, 911 ✗, 2-1-1 ✓
- Seek emergency help from police, fire, or emergency medical services\*\*: OK2SAY ✗, 911 ✓, 2-1-1 ✗
- Early warning system to prevent harm or tragedies before they occur: OK2SAY ✓, 911 ✗, 2-1-1 ✗
- Provides a single state-wide point of contact: OK2SAY ✓, 911 ✗, 2-1-1 ✗
- Source for mental health & human services information and referrals: OK2SAY ✓, 911 ✗, 2-1-1 ✓

\* Can include video and audio attachments. Some features are not available statewide.  
 \*\* Students are instructed to contact 911 if it is an emergency. However, if a student contacts OK2SAY during an emergency, the OK2SAY technician will connect tipster to 911.

## 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 2-1-1 and 9-1-1 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 (4-1-1), traffic and transportation information (5-1-1), and telecommunication relay services for the deaf and hard of hearing (7-1-1).

Michigan's 2-1-1 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, 2-1-1 is a valuable service with dedicated staff who diligently connect individuals in need with service providers. Reports to 2-1-1 are handled exclusively by phone.

Since 1968, 9-1-1 has been the national emergency number for the United States. The most recognized three-digit abbreviated telephone number, 9-1-1 centers in Michigan received almost 7 million calls in 2015. Calls go to highly trained public safety employees.

Calls to 9-1-1 are connected to the nearest public safety dispatch center - nearly 150 separate locations across Michigan and in a high-profile matter, are made public.

# APPENDIX B: 2017 OK2SAY TIP TOTALS

2017	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Alcohol	1	3	4	6	13	5	8	6	5	6	1	7	65
Assault	1	3	2	5	8	7	1	0	3	2	9	4	45
Bullying	64	139	121	92	112	52	4	3	56	130	82	106	961
Cyberbullying	13	29	47	38	19	19	9	9	26	34	23	21	287
Child Abuse	7	12	12	10	10	16	3	7	9	13	17	5	121
Dating Violence	5	0	1	4	4	1	1	0	3	3	4	2	28
Domestic Violence	0	0	0	2	1	0	0	0	1	0	0	3	7
Drugs	17	27	30	27	26	12	8	9	27	41	47	40	311
Explosives (bomb)	1	0	0	0	0	0	0	0	0	0	0	0	1
Fighting	3	3	3	1	7	0	0	0	3	7	2	4	33
Fire Starting	0	0	0	0	0	0	0	0	0	0	0	0	0
Gangs	0	1	0	0	0	0	0	0	5	0	0	0	6
Guns	0	1	0	1	1	3	4	0	0	2	0	1	13
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	1	0	0	2
Knives	0	0	1	2	0	0	0	0	0	2	1	0	6
Planned Fights	3	2	3	7	3	1	1	0	2	10	8	7	47
Planned School Attack	9	16	17	19	22	1	0	1	4	24	3	30	146
Self Harm	33	26	48	42	43	21	7	9	15	48	44	54	390
Sexting	8	18	18	15	14	8	0	0	8	11	12	17	129
Sexual Assault	4	1	12	6	6	1	5	0	0	10	3	2	50
Sexual Misconduct	6	4	8	8	8	8	0	6	12	11	22	21	114
Stalking	0	1	3	0	0	0	2	0	0	0	1	1	8
Stealing	1	0	0	1	4	0	0	0	0	6	2	0	14
Suicide Threats	66	80	106	138	154	59	48	34	90	130	160	140	1,205
Threats	5	10	10	15	16	11	4	2	10	16	23	9	131
Unsafe Driving	1	0	0	1	0	0	0	0	0	0	3	0	5
Vandalism	0	0	0	3	0	0	0	0	0	1	1	0	5
Weapons Possession	2	3	0	0	2	2	0	0	1	1	4	3	18
Other (e.g., anxiety, stress, depression, harassment)	25	37	82	52	47	32	21	10	24	51	49	26	456
<b>Total</b>	<b>275</b>	<b>416</b>	<b>529</b>	<b>495</b>	<b>520</b>	<b>259</b>	<b>126</b>	<b>96</b>	<b>304</b>	<b>560</b>	<b>522</b>	<b>503</b>	<b>4,605</b>

# APPENDIX C

## 2017 OK2SAY SPEAKING ENGAGEMENTS

### 2017 OK2SAY Presentations

1. Teaching, Educating, and Mentoring (T.E.A.M.) School Liaison Program - Michigan State Police
2. Michigan State University - College of Communication Arts and Sciences
3. Oakland County Intermediate School District Transportation Services
4. Technology in Education - Michigan School Business Officials and Michigan Institute for Educational Management Voluntary Certification Program
5. Michigan State University - College of Communication Arts and Sciences
6. Silent Crisis: Safe and Supportive Schools for Sexual Minority Youth - Michigan Department of Education and Oakland Intermediate School District
7. Strike Out Bullying with Detroit Tigers - Defeat the Label
8. Student Leadership Symposium Change for Change - Defeat the Label
9. Continuing the Conversation on Bullying - Defeat the Label
10. Great Lakes Homeland Security Conference - Michigan State Police, Emergency Management and Homeland Security Division and Michigan Department of Community Health, Office of Public Health Preparedness
11. Essential Training on School Safety - Schools Educators Police Liaison Association
12. Project AWARE Community Management Team Oakland Intermediate Schools
13. National Emergency Number Association and Association of Public Safety Communications Officials 9-1-1 Operators (Charlotte)
14. National Emergency Number Association and Association of Public Safety Communications Officials 9-1-1 Operators (Muskegon)
15. Teaching, Educating, and Mentoring (T.E.A.M.) School Liaison Program - Michigan State Police
16. Michigan Chapter of the National Children's Alliance Annual Meeting
17. Michigan Youth (MY) Voice Youth Advisory Committee
18. Bias and Bullying - International Bullying Prevention Association
19. Kent County Intermediate School District Annual Meeting
20. Change the World: Dream Big - Set Goals - Take Action - Michigan School Counselor Association
21. Anniversary Parenting Awareness Michigan Conference

### 2017 OK2SAY Meetings

1. Kendall College of Art and Design
2. MEEMIC Insurance Agency
3. Lottery Commission
4. Michigan State University - College of Communication Arts and Sciences
5. Michigan Chapter of National Children's Alliance & Midwest Strategy Group - Child Advocacy Centers
6. Michigan High School Athletic Association
7. Rockford North Middle school
8. Computer Crimes Units and the Michigan Cyber Command Center
9. Michigan Education Technology Standards for Students
10. Michigan Association of Broadcasters
11. Michigan Department of Health and Human Services - Injury & Violence Prevention Unit
12. State Representative Andy Schor
13. Oakland Transportation Curriculum for Bus Drivers
14. Michigan Association of Student Councils and the Michigan Association of Honor Societies
15. Metro Parent Media Group
16. Fordsom High School
17. Traverse City West Middle School
18. Transforming Youth Suicide Prevention in Michigan
19. Michigan Economic Development Corporation
20. Sports Management Network, Inc.
21. National Team School Safety Tip Line

# APPENDIX D

## 2017 OK2SAY EXPOS

1. Michigan High School Athletic Association (MHSAA) - 2017 MHSAA Boys Basketball Semi-Finals (day one)
2. MHSAA Boys Basketball Semi-Finals (day two)
3. MHSAA Boys Basketball State Finals (day three)
4. MHSAA Football State Finals (day one)
5. MHSAA Football State Finals (day two)
6. MHSAA Girls Basketball Semi-Finals (day one)
7. MHSAA Girls Basketball Semi-Finals (day two)
8. MHSAA Girls Basketball State Finals (day three)
9. MHSAA softball/baseball finals (day one)
10. MHSAA softball/baseball finals (day three)
11. MHSAA softball/baseball finals (day two)
12. Sterling Heights Regional Chamber of Commerce & Industry - Annual Healthy Living Expo
13. Wayne State University - 3 on 3 Sigma Beta Club Camp
14. Hands that Heal - 7<sup>th</sup> Annual Health and Resource Fun Fair
15. Michigan Association of Middle School Educators (MAMSE) - Annual Conference
16. Michigan Association of School Administrators (MASA) - Annual Conference
17. Michigan Elementary and Middle School Principals Association (MEMSPA) - Annual Conference
18. Michigan Parent Teacher Association (PTA) - Annual Convention - Full Steam Ahead
19. L'Anse Creuse Community Action Coalition - CARE of Southeastern Michigan - Annual Dialogue Day - Celebrating Diversity
20. Oakland County Fair Committee - Annual Family Safety Day
21. Wayne County Sheriff Office (WCSO) and Wayne County Sheriff Youth Education Foundation - Annual Field Day and Community Event
22. Grandville-Jenison Chamber of Commerce - Annual Grandville Jenison Chamber Community Expo
23. Out of the Darkness - Annual Lansing/Capital Area Out of the Darkness Walk
24. Michigan Association of School Boards (MASB) - Annual Leadership Conference and Exhibit Show
25. Michigan Association for Computer Users in Learning (MACUL) - Annual Learning Forward Conference
26. Metro Parent Media Group - Annual Metro Parent Education Expo
27. Southwestern Michigan School Business Officials (SWMSBO) - Annual Mid-Winter Conference
28. Hearthstone Neighborhood Organization - Annual Neighborhood Sale
29. Parenting Awareness Michigan (PAM) - Annual PAM Conference
30. Isabella County Emergency Management and State Police - Annual Prepare Fair

31. Beaumont Hospital - Wayne - Annual Safety Day Event
32. Willow Creek Neighborhood - Annual Willow Creek Garage Sale
33. Serenity Christian Church - Back to School Cyber Safety Table (day one)
34. Serenity Christian Church - Back to School Cyber Safety Table (day two)
35. John Wesley African Methodist Episcopal Church - Back to School Rally
36. Serenity Christian Church - Back To School Rally
37. International Bullying Prevention Association - Bias and Bulling Prevention Conference
38. St. Phillip's Evangelical Lutheran Church - Black History Month
39. Bloomfield Township Police - Bloomfield Township Police Department Open House
40. Michigan Association of Broadcasters (MAB) - Broadcasting Career Builder Conference
41. Meemic Insurance Company - Community Conversation on Bullying
42. Rockford Public Schools - Community Conversation on Kids
43. Serenity Christian Church - Community Day
44. Michigan School Health Coordinator Association (MiSHCA) - Connecting with Kids through School Health Conference
45. Serenity Christian Church - Coop Exchange - Coffee, Breakfast & Business
46. Gardner Leadership Law and Government Academy Cultural Awareness Program
47. Meemic Insurance Company - Defeat the Label
48. Detroit Public Safety Foundation - Detroit Police Department Field Day
49. Detroit School of Arts (DSA) - Detroit School of Arts (DSA) Expo
50. Detroit Public Safety Foundation - Detroit Youth Power Fest
51. Rockford Public Schools - Developing Healthy Kids
52. Betsie Valley School - Early Childhood Fair Expo
53. Michigan Association for Media in Education (MAME) - Fall Conference
54. City of Southfield - Family Fun & Safety Night
55. Gardner Leadership Law and Government Academy - Family Fun Night
56. Lansing School District - Family Fun Night
57. Petoskey Public Schools - Family Night
58. Federal Reserve Bank of Chicago - Detroit Branch - Financial Literacy for Money\$Smart Week
59. Serenity Christian Church - Fish Fry
60. City of Auburn Hills - Free Community
61. Serenity Christian Church - Friends and Family Day and Anniversary Celebration
62. First Assembly of God - Gospel Music Show
63. Michigan Association of Christian Schools (MACS) - Great Lakes Christian Educator's Convention
64. Life Renewal Church - Parent Day - Vacation Bible School
65. Great Lakes National Track and Field (GLN) - GLN Track & Field Invitational
66. Eaton Rapids Intermediate School District (ISD) - Health and Wellness Event

67. Henry Ford Health System and Detroit Edison Public School Academy (DEPSA) - Hip-2-B Fit Health, College & Fun Fair
68. Serenity Christian Church - I Didn't Say Yes, Sexual Abuse Awareness Event
69. Plymouth High School - Job Exploration Program
70. Saginaw Public Schools - Safe Schools Healthy Students - Keeping Kids First Fest
71. Michigan Kiwanis Organization - Kiwanis District Convention Workshops
72. Michigan Association of Bilingual Education (MABE) Language and Literacy in Action
73. Lansing School District - Lansing School Show Case
74. Serenity Christian Church - Love Walk Social Cafe Community Class (day one)
75. Serenity Christian Church - Love Walk Social Cafe Community Class (day two)
76. Serenity Christian Church - Love Walk Social Cafe Community Class (day three)
77. Michigan Association of Public School Academies (MAPSA) Spring Symposium
78. City of Metamora - Chamber of Commerce - Metamora Country Days
79. American Red Cross and MIREADY and Hope Sports Complex - MI Help for Hurricane Relief
80. Michigan After-School Collaborative (MAC) Conference
81. Michigan Department of Health and Human Services (MDHHS) - Michigan Teen Conference - Walk Through Life
82. Life Renewal Church - Family Day - Vacation Bible School
83. Michigan Wing (MIWG) - Civil Air Patrol - Michigan Wing Conference - Learning Lab Leaders
84. Michigan School Counselor Association (MSCA) Fall Conference - Change the World
85. Fremont Area Chamber of Commerce - National Baby Food Kids (NBFF) Kids Expo
86. City of Rockford - Rockford Chamber of Commerce - National Night Out
87. Pittsfield Township Department of Public Safety (DPS) - National Night Out
88. Serenity Christian Church - New Members Luncheon
89. Michigan Governor Rick Snyder - North American International Cyber Summit
90. Michigan Asian Pacific American Affairs Commission (MAPAAC) - Open Education Forum on Services to Vietnamese, Thai & Hmong Communities
91. Glen Lake Community Schools - Parent Teacher Conferences
92. Pattengill Academy - Pattengill Academy Parent Conference
93. Prospect Missionary Baptist Church - Prospect Missionary Baptist Church Health Fair
94. Sanilac County - Resource and Services Expo
95. Wyoming-Kentwood Area and Cutlerville Gaines Area Chambers of Commerce - South Kent Community Expo
96. City of Westland - Youth Assistance and Westland Area Jaycee - Suicide Prevention is Everybody's Business Conference
97. Serenity Christian Church - Summer Kickoff Youth Explosion
98. New Welcome Missionary Baptist Church - Vacation Bible School
99. Life Renewal Church - School Kickoff - Vacation Bible
100. Olivet Community Schools - Wellness Fair
101. Wayland Community - West Michigan's Best Chamber Expo
102. Twin Inspirations - Women's Prayer Conference
103. Oakland County with Delta Sorority - Youth Expo - School Daze

# RECOMMENDATION

The legislature can “Stop the Silence,” and “Help End the Violence,” if it permanently lifts the sunset on the Student Safety Act and provides a corresponding appropriation to ensure that OK2SAY remains an integral part of the school safety landscape in Michigan.



Presenter Don Ferguson receives a \$500 check for OK2SAY from students, teachers, and administrators at University Prep Science and Math Middle School in Detroit.

The students helped raise awareness about National Bullying Prevention Month by donating profits from their school store and paying to participate in a “dress down” day to be exempt from the school’s dress code. The students also put together Thanksgiving baskets for families in need.

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