



We Can Prevent Bay Area Violence

Presentation Facilitation Guide

Purpose

The talking points presented in this Facilitation Guide are intended to support you in spreading the word about We Can Prevent Bay Area Violence as a public education campaign and resource. We Can Prevent Bay Area Violence is for community members, organizations, and even violence prevention professionals! The talking points are designed to accompany the slide deck provided. Of course, please add to, revise, customize, and adjust these talking points as you see fit to make your presentation relevant to your audience.

Everything you need to know about this campaign is on the website: PreventBayAreaViolence.org. An orientation video which provides a demonstration of the various website features is provided. You're welcome to share the video directly with your audience or watch and learn from it to create your own live demonstration.

The website, associated campaign materials, and embedded resources are intended to complement and support ongoing violence prevention communications and community engagement.

Presentation Talking Points

SLIDE 1

Cover Slide

- Thank you for this opportunity to share information about We Can Prevent Bay Area Violence.
- I'm excited to be here and talk with you all about this free and available public education campaign and resource hub for communities.
- The website is a hub for local, state, and national organizations that people can contact to get help from trained professionals.
- To increase accessibility for community members, community organizations, and violence prevention professionals, the campaign website, PreventBayAreaViolence.org, contains informational content and downloadable materials in English, Spanish, and Chinese.

SLIDE 2

About

- PreventBayAreaViolence.org is the campaign's website and the home for community materials and resources.
- As a public education campaign, We Can Prevent Bay Area Violence focuses on raising awareness about concerning behaviors that could be warning signs before a violent attack.
 - It shares a community-focused message that planned violent attacks are preventable.
 - It presents speaking up about loved ones who may be showing concerning changes in behavior as an act of care and concern – for the individual and for everyone who could be impacted.
- The materials and resources created with this campaign were specifically designed to be easy for individuals and organizations to use in existing communications and community outreach.

OPTIONAL:

Play campaign video

- The campaign video exemplifies the style and content of the campaign.

SLIDE 3

We can stop a tragedy before it happens

- The main message for We Can Prevent Bay Area Violence is: We can stop a tragedy before it happens.
- This message is rooted in research.
 - Most people who hurt themselves or others show concerning behaviors before a violent attack.
 - On average, active shooters show 4 to 5 concerning behaviors before their attack.¹
 - Ninety-five percent of active shooters demonstrated at least two concerning behaviors.²
- Statistics like these underscore that planned acts of violence are preventable.

SLIDE 4

Knowing what to look for

- But, if we don't know what to look for, it can be easy to miss the signs or dismiss them as unimportant.
- By raising awareness, We Can Prevent

Bay Area Violence helps people trust their instincts if they notice changes in someone's behavior that worries them.

SLIDE 5

Common warning signs

- These examples of common warning signs are a sample of the types of materials available on PreventBayAreaViolence.org.
- Some common warning signs that someone planning a violent attack may exhibit include
 - Withdrawing from friends, families, and activities
 - Unusual secrecy about online activities
 - Expressing thoughts of harming themselves or others
 - Adapting a rigid "us versus them" mindset with clear "enemies"
 - Sharing, wearing, or writing hate-based materials
 - Concerning interest in weapons or combat training

1 FBI: [A Study of Pre-Attack Behaviors of Active Shooters in the United States Between 2000 and 2013](#), p. 7.

2 FBI: [A Study of Pre-Attack Behaviors of Active Shooters in the United States Between 2000 and 2013](#), p. 19. Note: The study states that all but three active shooters (60 of 63, 95%) displayed at least two concerning behaviors.

- Behaving aggressively toward different groups or beliefs
- Concerning interest with violent content or mass shooters
- Expressing that violence is the way to set things right
- No single behavior means someone will commit violence.
- The sooner we recognize concerning behaviors, the sooner we can get help and prevent harm.

SLIDE 6

Hub of Resources

- People who may be worried that someone they care about could be at risk of harming others don't have to carry that concern alone.
- It can feel uncomfortable to speak up, especially if it's about a family member or friend.
- PreventBayAreaViolence.org includes hotlines and contact information for local, state, and national organizations with trained professionals available to provide help.
- These resources are provided because early support, for anyone in distress, can help, and thereby

prevent violent attacks.

- If someone we care about is struggling, connecting them to help is one of the most effective ways to prevent harm.
- For people who may not be in immediate need of these resources, the hope is they know that support is available and where to come if they do observe concerning behaviors.

SLIDE 7

Act

- There can also be situations of more immediate concern.
- It remains important to let somebody know.
- 100% of disrupted school shootings were prevented because a community member came forward.³
- PreventBayAreaViolence.org provides different ways people can share their concern and what to expect when they reach out.
- In an emergency, always call 911. The Northern California Regional Intelligence Center (NCRIC) is a public safety information-sharing center serving the Bay Area. They

3 NTAC: [Averting Targeted School Violence: A US Secret Service Analysis of Plots Against Schools](#). p. 4.

have a non-urgent tip line answered 24/7. These tips are reviewed and followed up on by trained public safety personnel to connect people with the appropriate support. Additionally, students have access to the Say Something Anonymous Reporting System.

SLIDE 8

Let's spread the word!

OPTION A:

I'm going to switch to a live demonstration of the website.

- *Show the audience the Home page, the Learn, Connect, and Act pages, how to view the website in different languages, and highlight the downloadable resources in the Online Toolkit.*

OPTION B:

A picture is worth a thousand words. Let's watch a video orientation explaining the features of PreventBayAreaViolence.org.

- *Play the pre-recorded orientation video.*

SLIDE 9

You can help!

- If you know a group of people, or an organization, that would

benefit from knowing about PreventBayAreaViolence.org, please don't be shy. Offer to give a 15-minute webinar, just like I've done today. All of the materials are downloadable directly from the website.

- The campaign materials (downloadable posters, social media content, etc.) are FREE to use. Please integrate them into your organizational newsletters and social media posts. Print and distribute flyers, stickers, magnets at community events.
- If you have questions or ideas on how to continue spreading the word (in order to prevent violence), let me know. I'd like to partner with you.

SLIDE 10

Thank you!

- Thank you for this opportunity to present and share information about We Can Prevent Bay Area Violence.
- I hope you find these materials and resources from PreventBayAreaViolence.org helpful and use them as part of your current communications and community engagement.
- Once again, thank you.