Broward County Public Schools Steps Up "Silence Hurts" Campaign - You Have the Power to Make a Difference

You – students, parents, teachers and community members have the power. If you know of plans to commit violence in our schools, do the right thing. Tell us. Tell an administrator. Tell a teacher. Speak up. Call, E-mail, text or Twitter. Silence is no longer an option. We must prevent callous acts of violence. That’s the message behind Broward County Public Schools “You Have the Power to Make a Difference” campaign.

In light of recent violent acts by students at school and in our communities, Broward County Public Schools is revitalizing and boosting its “Silence Hurts” campaign, designed to encourage students to break the code of silence.

The campaign aims to create a sense of urgency regarding the need to prevent student violence and encourage use of the District's anonymous tip line (754-321-0911), Web site (www.broward.k12.fl.us/siu/tips), E-mail address (school911@browardschools.com) and by texting 'SBBC' plus the message to CRIMES (274637). Tips are received immediately by the District's Special Investigative Unit/Professional Standards Department, staffed seven days a week, 24 hours a day. Names and contact information remain confidential. Recent acts of student violence like the Deerfield Beach Middle School student who was brutally beaten while waiting for the school bus by another teenager who had warned of his intentions; the teenager who was set on fire during a neighborhood confrontation with schoolmates, and the teenager in a Massachusetts school district who reportedly committed suicide after an extended term of verbal abuse and threats of physical harm by several of her peers; all have one thing in common. They could have been prevented because someone knew before these harmful acts took place. "Ensuring that our children learn in a safe and secure environment is our number one priority," said Broward Schools Superintendent James F. Notter. "Our communities must join us in a comprehensive approach to school safety and education."Since the inception of the District's “Silence Hurts” campaign nearly 10 years ago, many potential violent acts have been prevented because someone did the right thing. They took a stand and told someone. Violence and bullying have no place in our schools and communities - this is everybody's business. Broward Schools seeks renewed public awareness and support in this effort.

Emergency/Silence Hurts Tip-line

Emergency/Silence Hurts Tip-line at (754) 321-0911. Inform stakeholders that anyone wishing to file a report can also make a report via email to school9111@browardschools.com or via text message by texting 'SBBC' [space], plus the text message to CRIMES (274637). TipSoft SMS also allows us to respond by text message to the originating cell phone without ever knowing the identity of the individual who left the tip. The user’s information is always given an alias and a unique ID before being sent. This secure application allows the tipster and the investigator to have two-way dialog while always keeping the user’s identity completely anonymous. The School Board of Broward County encourages students to report information about any non-urgent illegal activity, such as vandalism, theft, the sale and distribution of drugs or information about crimes that are being planned.

Anonymous Reporting / Silence Hurts Link is on our school website.

http://www.broward.k12.fl.us/siu/tips/

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We have our Anonymous Reporting Box in the main hallway by the single point entry and Media Center. Administration checks the box several times on a daily basis.