STAND UP AND SPEAK UP | FOR SCHOOLS

School launch checklist.

A practical path from decision to launch, with the first 15 minutes after an alert. Print it and check things off.



School: *[School name]*

School lead: *[Name]*

Target launch date: *[Date]*

Backup: *[Name]*

1. Decide

- [ ] Name one school lead who owns the program.
- [ ] Name a backup who can step in when the lead is out.
- [ ] Confirm the school owns the response; Active SOS sets up the technology.
- [ ] Decide which reporting options you will promote: text, QR/web page, app, trusted adult.
- [ ] Review the privacy wording together so everyone describes it the same way.

2. Choose who responds

- [ ] List the staff who will receive and review reports (counselors, administrators).
- [ ] Decide who checks the inbox, how often, and who covers evenings and weekends.
- [ ] Write down who is contacted for each type of report (bullying, safety concern, self-harm worry).
- [ ] Add the district or local crisis contacts to your response plan.
- [ ] Confirm your emergency plan: call 911 first. Protect is not a replacement for 911.

3. Set up

- [ ] Provide your school name, logo and campus location to Active SOS.
- [ ] Confirm your text number and your QR/web page address.
- [ ] Add staff accounts and set who can see and update reports.
- [ ] Test each pathway yourself: send a text, scan the QR code, try the app.
- [ ] Check that alerts reach the right staff and that location displays as expected.

4. Prepare your people

- [ ] Brief all staff in 15 minutes: how students can report and what to do when a student tells them in person.
- [ ] Give counselors and administrators a copy of the response steps.
- [ ] Agree on how you will follow up with a student who reported.
- [ ] Plan how you will tell students the truth: texts are confidential, not anonymous.

5. Roll out

- [ ] Add your text number, QR code, app code and trusted adult to the how-to card, then print it and post it in hallways, restrooms, the counseling office and the cafeteria.
- [ ] Hand cards to every student and send the parent version home.
- [ ] Put the QR code on posters, student IDs, planners or locker areas.
- [ ] Announce it in an assembly, advisory period or morning announcements.
- [ ] Share the parent guide by email, newsletter and your PTA/PTO.

6. When an alert comes in: first 15 minutes

- [ ] If someone is in danger right now, call 911.
- [ ] If a student may be thinking about suicide, follow your crisis plan and connect them with a counselor. They can call or text 988.
- [ ] Read the report and note the time, the place and who it involves.
- [ ] Assign one person to respond and record it.
- [ ] Keep the report's details limited to staff who need them.
- [ ] Follow up with the student who reported, as agreed in your plan.

7. Review

- [ ] Check weekly at first: how many reports, how quickly staff responded, what needs to change.
- [ ] Ask students and parents what is working and what is confusing.
- [ ] Refresh posters and cards at the start of each semester.

This checklist is a planning aid, not legal or clinical advice. Your school and district policies come first.