

Door
Security & Safety
FOUNDATION



Ambassador Toolkit



OPENING THE DOOR
TO SCHOOL SAFETY

Overview

Thank you for being a Door Security and Safety Foundation (DSSF) Ambassador! You play an essential role in amplifying our message of consulting a door security and safety professional to ensure school safety. We've developed this toolkit to provide a roadmap to help you raise awareness of the door and hardware industry and its professionals with your networks on social media.

Contents include:

1. **Social media overview and sample posts**, for use to promote contacting a professional
2. **Talking points**, a resource to provide guidance on how best to discuss
3. **Letter to the Editor template**, to guide the development of a personal letter to the editor
4. **Relevant statistics**, to use in letter to the editor, social posts and reference in speaking with others
5. **Assets and resources**, links to imagery and other assets

If you have questions about any of the contents in this toolkit please reach out to info@doorsecuritysafety.org for assistance.

Thank you for your support.

Social Media Overview

DSSF is active on the below social channels. We encourage you to follow us, if you haven't done so yet, as well as tag our accounts when sharing content relevant to our mission to ensure door safety and security in schools.

Facebook: [Door Security & Safety Foundation](#)

Twitter: [@DSSFfoundation](#)

LinkedIn: [Door Security & Safety Foundation](#)

Sample Social Posts

Use the copy on the following slide as a starting point to showcase your support for the use of door security and safety professionals in ensuring schools are safe and secure. We recommend pairing the posts with visuals, which can be found on the final slide. The goal of these posts is for you to highlight your commitment to the industry and encourage your network to advocate for the use of door security and safety professionals in schools. These posts will be important when we are working on legislative work to prevent the use of barricade devices in schools and during School Safety Week in October as well as other timely events, in which we will reach out to encourage your participation on social media.

Sample Social Posts

Facebook

Door locks keep students, faculty and visitors safe and save lives. Our goal is to ensure that schools are safe havens for everyone. Encourage your school administration to engage a door security and safety professional to develop a tailored plan that is code complaint, budget-friendly and safeguards your loved ones. Visit lockdontblock.org to learn more.

Twitter

Did you know doors and locks are at the cornerstone of keeping students, teachers and staff safe and secure? Door security and safety professionals understand the delicate balance of life safety and security and want to help. Visit lockdontblock.org to learn more.

LinkedIn

I'm proud to be part of an industry that for decades, has kept students, teachers and staff safe at school by ensuring door openings are up-to-code and balance life safety and security. Doors are at the cornerstone of school safety and I encourage you to connect with a door security and safety professional to get a qualified assessment of your school's safety plan. We are your trusted advisors and want to help. Visit lockdontblock.org to get in touch with a professional today.

Message Points

We encourage you to refer to the below talking points when drafting social media posts or in any of your discussions about door security and safety. Pair these points with your own words, stories and passion for maximum impact.

- We are experts in a critical safety feature most people use every day without ever giving it a thought: door openings. And it's not just the door itself; it's the entire system, from the hinges to the locks and frame.
- We work to protect every building occupant, in every situation, every day.
- We provide solutions that strike the right balance between two crucial needs: protecting lives, while still creating safe and secure spaces.
- It's simply imperative to involve experts who understand the delicate balance of life safety and security. This is my expertise. My peers and I are certified and experienced in your jurisdiction's codes and standards.
- For decades, door security and safety professionals have protected students, teachers and staff in schools across North America. We stay abreast of the latest solutions to safeguard our loved ones, while still adhering to fire, life safety, building and accessibility codes.
- School should be a safe haven for students, teachers and staff. We can help you be proactive in securing your school.

Message Points

- Door locks keep students, faculty and visitors safe and save lives. Locksets go through rigorous operational, strength, security and attack testing.
- Non-residential buildings have different codes and standards than those where people live. We understand those differences, and specialize in addressing them.
- A classroom door must keep people safe and secure, while at the same time adhering to laws like the Americans with Disabilities Act (ADA) to avoid potential risks, liability and unintended consequences.
- Non-code-compliant retro-fit products, like barricade devices added to existing doors, can create unintended consequences and create increased risk and liability.
- Every school is different, and there isn't a universal approach to building security. We can assess your unique spaces and develop a tailored plan that is code compliant, budget-friendly and safeguards your students, teachers and staff.

Letter to the Editor Template

From time to time we will ask you to write a letter to the editor for your local newspaper to help raise awareness of our work to support (or oppose) new legislation aligned with our mission. Our team will reach out to you when we need this type of support, and the below template will be a great guide to developing your own letter to the editor.

Link to editable template:
<http://bit.ly/LTETemplate>

Dear Editor:

According to [Education Week](#), there were 25 school shootings in 2019, and according to the [National Fire Protection Association \(NFPA\)](#), between 2014-2018 there was an estimated 3,230 structure fires in schools each year.

There are active safety concerns in our schools that can occur at a moment's notice on any given day. These threats range from student violence, fire hazards, and outside intruders. When we discuss school security and safety, we must consider how to protect every student, in every situation, with proven and tested lifesaving approaches that create a safe environment, keeping the assailants out while not impeding first responder's ability to access victims in the classrooms. In other words, we want to keep the bad ones out while letting the good ones in for every life-threatening scenario, every day.

Currently, [\[Enter company, city, state\]](#) is considering altering the building code standards so that schools can purchase and install barricade devices. Barricade devices added to existing doors can create unintended consequences and create increased risk and liability. There are code-compliant choices currently available to protect our students, teachers and administrators for every situation, every day. Rather than change the current codes, we need to look at these options to ensure that our students and teachers are as safe as possible while in school.

I know schools are looking for affordable security solutions, and it's critical that they work with door security and safety professionals who are specially credentialed to assess classroom door openings and your school's security. Door locks keep students, faculty and visitors safe and save lives. Locksets go through rigorous operational, strength, security and attack testing. Often times, schools will purchase temporary door locking systems like barricade devices that are not code compliant and alter the design of the door. These devices may present additional dangers to students and teachers for more common incidents such as fires and bullying as they prevent quick exit or entrance in emergencies and for everyday uses.

Door security and safety professionals can develop a tailored plan for your school that is affordable and balances life safety and security. They should be your first line of contact when determining how to secure your school.

Schools should be a safe haven for students, teachers and staff. Door locks keep them safe and save lives. To learn more, go to www.lockdontblock.org.

[\[Enter name\]](#)
[\[Enter city, state\]](#)

Statistics

Preventing School Violence - [2019 Youth Risk Behavior Surveillance System](#)

In 2019, CDC's nationwide Youth Risk Behavior Survey (YRBS) was administered to high school students across the United States. According to YRBS results from 13,677 students:

- About 1 in 5 high school students reported being bullied on school property, and more than 1 in 12 high school students reported being cyberbullied in the last year.
- 8% of high school students had been in a physical fight on school property one or more times during the 12 months before the survey.
- More than 7% of high school students had been threatened or injured with a weapon (for example, a gun, knife, or club) on school property one or more times during the 12 months before the survey.
- About 9% of high school students had not gone to school at least 1 day during the 30 days before the survey because they felt they would be unsafe at school or on their way to or from school.

Statistics

Bullying Statistics – [National Bullying Prevention Center](#)

- One out of every five (20.2%) students report being bullied. (National Center for Educational Statistics, 2019)
- A higher percentage of male than of female students report being physically bullied (6% vs. 4%), whereas a higher percentage of female than of male students reported being the subjects of rumors (18% vs. 9%) and being excluded from activities on purpose (7% vs. 4%). (National Center for Educational Statistics, 2019)
- 41% of students who reported being bullied at school indicated that they think the bullying would happen again. (National Center for Educational Statistics, 2019)
- Of those students who reported being bullied, 13% were made fun of, called names, or insulted; 13% were the subject of rumors; 5% were pushed, shoved, tripped, or spit on; and 5% were excluded from activities on purpose. (National Center for Educational Statistics, 2019)
- A slightly higher portion of female than of male students report being bullied at school (24% vs. 17%). (National Center for Educational Statistics, 2019)
- Bullied students reported that bullying occurred in the following places: the hallway or stairwell at school (43%), inside the classroom (42%), in the cafeteria (27%), outside on school grounds (22%), online or by text (15%), in the bathroom or locker room (12%), and on the school bus (8%). (National Center for Educational Statistics, 2019)

Statistics

Bullying Statistics – [National Bullying Prevention Center](#)

- 46% of bullied students report notifying an adult at school about the incident. (National Center for Educational Statistics, 2019)
- School-based bullying prevention programs decrease bullying by up to 25%. (McCallion & Feder, 2013)
- The reasons for being bullied reported most often by students include physical appearance, race/ethnicity, gender, disability, religion, sexual orientation. (National Center for Educational Statistics, 2019)
- The federal government began collecting data on school bullying in 2005, when the prevalence of bullying was around 28 percent. (U.S. Department of Education, 2015)
- Rates of bullying vary across studies (from 9% to 98%). A meta-analysis of 80 studies analyzing bullying involvement rates (for both bullying others and being bullied) for 12-18 year old students reported a mean prevalence rate of 35% for traditional bullying involvement and 15% for cyberbullying involvement. (Modecki, Minchin, Harbaugh, Guerra, & Runions, 2014)
- One in five (20.9%) tweens (9 to 12 years old) has been cyberbullied, cyberbullied others, or seen cyberbullying. (Patchin & Hinduja, 2020)
- 49.8% of tweens (9 to 12 years old) said they experienced bullying at school and 14.5% of tweens shared they experienced bullying online. (Patchin & Hinduja, 2020)
- 13% of tweens (9 to 12 years old) reported experiencing bullying at school and online, while only 1% reported being bullied solely online. (Patchin & Hinduja, 2020)

Assets and Resources

Click [here](#) for a folder of assets and resources, including:

- Informational video
- Fact sheet
- Additional visual assets to complement social posts
- Letter to the editor template

Lock Don't Block site: <https://lockdontblock.org/>

Thank you!