Be the HERO: A New Mindset for A Safer World

What is Awareity?

In a world full of crisis and violence where innocent people are targeted everyday by malintent, Awareity stands with the victims. Not only do we support those victims but Awareity, along with community partners such as ImageSAFE, strives to make this world a better and safer place before an incident happens. You might think, how can we make this world safer? We believe that if good people can gain advantage over malicious evil-doers, then this world can become safer within our communities. Now the big question becomes, how can we actually achieve this? This kind of advantage over maliciousness requires a new mindset and looking at things differently.

Awareity believes in innovation, and we do extensive research to design and deliver such tools and solutions to help our clients not only feel safer…but also actually *be* safer.

"Awareity saves lives, reputations, and bottom lines by eliminating your dangerous gaps, silos, and disconnects so you can collect, assess, connect, and take action on red flags and warning signs. "

School shootings in 2019:

According to a report by CNN, school shootings have happened from Georgia to California, from elementary schools to university campuses. Statistics show that in a period of 46 weeks, 45 school shootings have occurred during this year. As recently as November 15th in Pleasantville NJ, gunfire erupted at a high school football game causing injuries to an adult and two minors.

Five men were held accountable for that incident. Similarly on November 14th in Santa Clarita CA, two students were killed and three were injured in a shooting at Saugus High School. The 16-year-old shooter shot himself the next day. There are many incidents like these which could have been prevented if these schools had a proper threat detection system in place.

Jennifer Serio, a teacher's assistant at Thomas Jefferson Classical Academy in Forest City NC, says that she had a kill threat from one of her very own students whereby the school merely indicated that "any mention of a threat will automatically be a legal charge". She further stated that "TJ has always been prepared in most ways for an active shooter event but today's shooters are changing their ways". Despite prior incidents, the staff had not been previously prepared for this and had only received updated training this past August.

According to a report by USA Today, the Secret Service stated that: "In many of the cases, someone observed a threatening communication or behavior but did not act." The Secret Service further concluded: "These findings continue to highlight the importance of encouraging students, school personnel and family members to report troubling or concerning behaviors in order to ensure that those in positions of authority can intervene." According to The Secret Service, security measures alone have not been enough to stop the violence. The most common precautionary measures are school lockdown plans and electronic alert systems that use text messages or phone calls to notify students, teachers and other staffers about potential emergencies.

Throughout 2019, 80% of the targeted schools had some form of security measure, but with these ongoing attacks we need something more than just physical security. We need something that can detect the threats beforehand and can alert the required authorities to prevent such attacks. That is why Awareity is making it possible to keep you and your loved ones safe.

Warning signs on Social Media:

With the rise of social media where each and every one of us is connected, it is a very useful source of detecting any hate or violence that has occurred, or in some cases that may happen. For this purpose there are tools available through the internet that detect such threats on the basis of flagged words like "kill", "murder", "shooting", etc. These tools are used by many schools so they can be aware of any mishaps that may happen, such as mass shootings, and can take preventive measures. If people can view warning signs of an incident, then they can take the required steps. However, most of the time we fail to observe these signs despite "that most of the killers left a road map of flags". We need to be vigilant about these signs. And how can your community become so? This is where Awareity and its partners like ImageSAFE come in.

Endorsed by the National Institute for Social Media, ImageSAFE provides professional online performance analysis and data tracking for its attendees. These results, in turn, provide participants with solid recommendations when viewing areas of vulnerability and an opportunity to clean up online profiles, as well as gaps in safe practices moving forward. Melissa Mathews states that "many of us are curious about or have been affected by our online image, and ImageSAFE provides the resources to safeguard and reduce those instances". From set up to interaction to future support, ImageSAFE has your online image covered.

Why Awareity is the best:

Awareity's history starts with events of Columbine and 9-11. In 2012, we developed our unique Prevention and Connecting-The-Dots Platform. This platform was upgraded to a community-wide platform in 2016, connecting four school districts. This platform showed impressive results in the first 70 days, which included suicide interventions, an arrest of a fugitive, and various other successes. Awareity has received many awards and recognition for its contributions to the advancement of community safety, utilizing successful implementations beyond mere concept.

Awareity's unique and proven set of threat assessment tools and threat management tools does a lot of the heavy lifting for you. Our tools automatically connect reports to the correct Threat Assessment Team members with extreme time sensitivity. Once a report is received, the comprehensive set of tools empowers team members to take action and manage preventive intelligence with enhanced incident management features, team management features, checks and balances, behavioral assessment tools, threat assessment team training, preventive analytics, historical data, secure sharing, and so much more.

Most of the time what the aforementioned school systems, the US Secret Service, FBI and even DHS reports fail to recognize are the gaps, silos, and disconnects that keep the warning signs scattered, which is exactly what Awareity solves and takes to new levels with tools for collecting, sharing, assessing, behavior assessments, connecting resources, intervening, monitoring, data analytics, and ongoing prevention efforts.

There are other programs as well that help students to report any suspicious activity they observe on social media anonymously. The reports are being sent to some professionals and experts who take appropriate action and inform the school authorities if they think it is necessary. But the problem is that those experts consider only one piece of any puzzle, and they are not aware beyond what the school authorities themselves know. Thus the bigger picture is not seen and right decisions are not made. Again, this is where Awareity reflects greater successes.

The others systems may detect threats, but they fail to keep all the required authorities connected. An on-campus system may notify the school about a specific threat…but what about exterior notifications where patterns may exist beyond the originating location. All parties need to be notified so that more can be done to prevent future incidents with timeliness, and the intensity of its seriousness can be predicted well beforehand. To overcome this gap, Awareity provides a solution: Awareity's Gap Analysis was created to help you and your organization or community identify the potential risks, gaps, and disconnects within your vicinity that could lead to costly tragedies. It's time to stop allowing risks and threats to escalate without appropriate intervention and preventative actions. Awareity connects *all* the dots; it connects social media, family and friends, school authorities and students, doctors, social workers, police, CIA, FBI, fire departments and all those who may play an important part in dealing with so many undetected threats, avoiding any consequences and saving lives.

Awareity created the Community-wide Platform to collect data from all sources, then automatically, securely, and immediately shares RELEVANT information with the RIGHT school team members. The US Secret Service just released a report saying that more than enough warning signs were available in regard to the former shooting that happened at Columbine CO. So here is the question, WHY are these incidents still not being prevented if the warning signs have been available? Awareity knows exactly why, and thus eliminates the gaps, silos, and disconnects because they are the main reason why the warning signs are NOT being acted upon by the right people at the right time.

How to become a community hero:

The **Awareity Butterfly Effect** overcomes the gaps between different parties like schools, students, law enforcement agencies. It collects all the warning signs and communicates them to the right authorities with full assessment disclosure so that appropriate measures can be taken in a timely fashion, and casualties can be stopped. The Butterfly Effect considers a single incident report like any social media comment or a suspicious activity. No matter how small the signs are, regardless of their intensity, they can be connected to exterior patterns and useful in saving lives.

ImageSAFE, a partner organization to Awareity believes in providing a smarter, safer, social environment to our youth, and now offers products for image protection for all ages. ImageSAFE, LLC offers free reporting to all communities online. Simply access the Awareity Butterfly icon at www.SafeImage.online and provide information that may lead to improved community awareness and safety.

So what are you waiting for? Try Awareity now and prevent such incidents from happening, be the HERO and change the world because at Awareity this is what we believe in; making this world a safer place. You can find the Awareity Butterfly and more products to manage online image at https://safeimage.online/products

Media image link:

bit.ly/2NoC0Fe

www.SafeImage.online

Ten tags to follow:

Adult, Online, Image, Teens, Awareness, Social, Media, Virtual, Safety, Influence

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Boilerplate:

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Contact:

Melissa Mathews, PR/Marketing: mmathews.email@gmail.com (828) 545-2511