

Dr. Lubby Navarro, Board Member

**SUBJECT: SCHOOL BOARD ENDORSEMENT OF THE “IT’S NO JOKE CAMPAIGN”**

**COMMITTEE: FISCAL ACCOUNTABILITY & GOVERNMENT RELATIONS**

**LINK TO STRATEGIC BLUEPRINT: INFORMED, ENGAGED AND EMPOWERED STAKEHOLDERS**

The #ItsNoJoke awareness campaign was implemented by the Department of Juvenile Justice. It is aimed at addressing school threats made by students in Florida, as these threats can result in serious consequences including felony charges, school expulsion, and other lifelong penalties.

The campaign further seeks to educate youth and parents that threats of violence include statements made anywhere online. Making threats, even if it is “just a joke,” can have serious consequences. Youth, parents, and teachers are also encouraged to report any and all threats they see or hear. They can notify law enforcement or report a threat anonymously through Florida’s FortifyFL App.

Locally, the Miami-Dade States Attorney Office, Miami-Dade Schools Police, and Miami-Dade County Public Schools have partnered in support of the #ItsNoJoke campaign and will be collaborating in a significant public awareness information blitz targeted to both students and parents. This campaign will educate and broadly disseminate information aimed at eliminating disruptive behaviors taken by students who often speak and act before they think. It is imperative that the community recognize the immediate costs and long term detrimental consequences of engaging in such potentially destructive behavior.

In light of the increase in threats being made to schools in recent months, and the significant deployment of law enforcement and school resources in response to every threat, it is critical that we, as a School Board, endorse the #ItsNoJoke campaign and the District’s participation in it. In addition, as part of the District’s roll-out of #ItsNoJoke, consideration should be given to including presentations at parent-attended events such as PTA/PTSA meetings, Open Houses, ESSAC meetings, and the placement of information on the Parent Portal or Dade Schools App. This campaign will give the students and parents of Miami-Dade County Public Schools a better understanding of the severity of consequences of making any threats to do harm to our schools.

This item has been reviewed and approved by the School Board Attorney's office as to form and legal sufficiency.

**ACTION PROPOSED BY  
DR. LUBBY NAVARRO:**

That The School Board of Miami-Dade County, Florida, endorse the Department of Juvenile Justices' #ItsNoJoke awareness campaign; the District's participation in it; and the inclusion of the #ItsNoJoke message at parent attended events and on the Parent Portal.