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UP End Hate Report Shows Crucial Role of Youth In Preventing Hate-Fueled Violence

Two reports of weapons on campus averted potential attacks

PITTSBURGH – A newly released [National Report](#) for [UP End Hate](#), the first upstander awareness initiative for youth ages 12-22 to prevent hate-fueled violence, demonstrates that students can help stop targeted attacks when equipped with the right knowledge, tools, and resources.

Research shows that peers play a critical role in violence prevention. According to findings from the [Safe School Initiative](#), in 81% of school shooting cases, at least one person was aware of the planned attack beforehand and in 93% of these cases, the person aware of the planned attack was a peer. Despite this, few resources exist to directly empower youth to be upstanders. To fill this gap, [Eradicate Hate](#), in partnership with [Community Matters](#), [Moonshot](#), and [The Reilly Group](#), piloted UP End Hate during the 2024-2025 academic year. A Youth Advisory Council provided critical input into the pilot's overall design and messaging.

The National Report demonstrates that the pilot program increased students' confidence, feelings of safety, and ability to intervene with peers. It also engaged them online with effective messaging, and, notably, even **helped avert two potential school shootings after trained students reported warning signs.**

"This report shows the importance and feasibility of involving youth directly in efforts to keep schools and communities safer for all," said **Rachel Hunkler, Director of Programs and Evaluation at Eradicate Hate**. "Young people are willing and eager to engage on the topic of preventing hate-fueled violence. When we give students age-appropriate training, support, and tools, they really can make a difference."

The report details both online and offline activities designed to meet youth where they are. Moonshot's targeted ad campaigns reached young people on Reddit forums and YouTube channels focused on gaming, friendship struggles, and mental health. Community Matters' in-person [Safe Schools Ambassadors® Program](#) trained students on upstander skills and facilitated student-led awareness campaigns using the UP End Hate Student Toolkit.

Key findings from the UP End Hate pilot program include:

- **2 potential school attacks** were averted because of UP End Hate's in-person school training.
- **Of the 334 students receiving in-person training, 89% felt** more confident speaking up and supporting others, while **93% felt** safer in school.
- Students documented over **130 peer interventions in schools**, including de-escalating fights and disrupting bullying.
- Schools that implemented the UP End Hate [Student Toolkit](#) reported **increased student-to-student interactions**, decreased school absences, and more positive school climates.

"Hate-fueled violence is preventable, and the findings from this pilot demonstrate the pivotal role that youth play in prevention," said **Brette Steele, President of Eradicate Hate**. "The report shows that programs like UP End Hate need to be more widely implemented to educate young people about hate-fueled violence, what it looks like, and how to be upstanders in their communities."



UP End Hate's materials are free, nonpartisan, and simple to implement. Learn more at www.upendhate.org.

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Eradicate Hate is a nonpartisan nonprofit that believes that everyone has a role to play in preventing hate-fueled violence. Rooted in the aftermath of the deadliest antisemitic attack in the United States, Eradicate Hate forges practical solutions to prevent all forms of hate-fueled violence. Through the annual [Eradicate Hate Global Summit](#), [Prevention Practitioners Network](#), [UP End Hate](#), issue-specific working groups, and resources like the [Reach Out Resource Hub](#), Eradicate Hate builds safer, more resilient communities for all. Learn more at www.eradicatehate.org.