



Founded in 1959 by Sara O'Meara and Yvonne Fedderson  
PREVENTION *and* TREATMENT of CHILD ABUSE

Childhelp  
**Speak Up  
Be Safe™**

1

**It's  
MY  
body**

2

**Ask an  
adult if  
I'm safe**

3

**I have  
choices**

4

**Tell  
someone**

5

**It's NEVER  
my fault**





## The New Wave of Child Abuse Prevention Education

Dear Childhelp Partner,

I am excited to announce the launch of Childhelp's new and enhanced Childhelp **Speak Up Be Safe**™ abuse and neglect prevention program - the evolution of Childhelp's Good-Touch Bad-Touch® (GTBT) delivered in schools nationally since 1983.

In partnership with Arizona State University, we developed the **Speak Up Be Safe** curriculum and redesigned all the materials to appeal to, and meet the needs of, today's youth. This research-based, comprehensive primary prevention program for children in grades 1 through 6 is designed to equip children with skills to play a significant role in the prevention or interruption of physical abuse, sexual abuse, bullying (including cyber bullying) or sexual harassment in their own lives. The new curriculum engages the adult community in the safety of our children.

As an education professional for the last over 30 years, I've seen firsthand the protective role that a child's school, teachers, parents and community play in their lives on a regular basis. I've seen the children who come to school wearing t-shirts in winter, the unexplained bruises and the emotional outbursts all indicating something troubling occurring in the child's life.

Considering this, it's not surprising that 16.5 percent of the 3.3 million reports of child abuse come from educators – the largest reporting group on record.\* Educators are in a unique position to recognize indicators of abuse in a child's life because of the trust built between teacher and pupil.

Based on the nature of this field, school systems and educators are the most suited to spearhead the effort of protecting our students from child abuse. Together, we can empower children with a voice in the threat against their safety, innocence and lives and help prevent to child abuse.

For the Love of a Child,

A handwritten signature in black ink that reads "Dr. Cindy K. Knott". The signature is written in a cursive, flowing style.

Dr. Cindy Knott,  
VP of Special Projects and Prevention Programs

\*U.S. Department of Health and Human Services, Administration for Children and Families, Administration on Children, Youth and Families, Children's Bureau. (2010). Child Maltreatment 2009. Available from <http://www.acf.hhs.gov/programs/cb/statsresearch/index.htm#can>.



## About Childhelp Speak Up Be Safe

The Childhelp **Speak Up Be Safe** program offers a 21st century approach to the prevention of abuse by utilizing web-based tools, training on Internet safety skills and bullying, and a redirected focus on adult responsibility and skill building advocating safety for children.

The addition of Internet safety training and skill building was an important part of the **Speak Up Be Safe** curriculum development as the emergence of continually changing technology has brought new threats to our children such as cyber bullying and Internet predators that parents and children are still struggling to learn how to combat.

Although in the past, abuse prevention programs have focused almost solely on teaching children how to protect themselves, **Speak Up Be Safe** engages the entire community in the protection of our children. It focuses on engaging the state, school, teacher, student, parent and designated safe adult(s) – taking a holistic approach to combating child abuse.

This holistic approach to protecting children is exactly what Childhelp strives to achieve by tying in the above elements with the core abuse prevention training in the curriculum. This includes body safety rules, the importance of speaking up, speaking up until someone listens and who to talk to. Providing children with these skills and then putting safety nets in place within the community is a universal approach to equip them for the challenges faced in today's society.

### Program Highlights:

- Designed for web-based delivery – making it more efficient, accessible and economical.
- Educates on all forms of abuse, including those occurring through the use of technology, such as cyber bullying, “sexting” and Internet predators.
- Builds upon each grade level is age-specific and appropriate, building upon the previous grade to engage children through a broad-based understanding of developmental stages.
- Focuses on community engagement and the identification of safe adults so that children are not solely responsible for their safety.
- Utilizes resistance strategies to increase the child's self-esteem and self-efficacy around personal safety, protecting the child from abuse and from falling into the trap of becoming the abuser.
- Contains materials for high-risk children such as refugees and children with disabilities.
- Aligns with state standards for Health and Safety education.

**During the Spring of 2011, the Speak Up Be Safe program was piloted in Florida with great success educating more than 18,000 students in 1,140 classrooms.**



### **Kathie Lee Gifford Speaks Up for Childhelp Speak Up Be Safe**

“I’ve been a celebrity ambassador for many years for Childhelp. Through my involvement with the organization I’ve learned about the horrific long-term trauma suffered by children who are physically, sexually and emotionally abused. That is why the Childhelp **Speak Up Be Safe** program was developed — to protect our children from an early age against all types of threats in today’s world, including bullying and Internet safety. Educating our children, whether in the role of parent, family member or teacher, is the best way we can help fight abuse and empower our children.”

### **Did You Know?**

**Five children die every day from child abuse and neglect in the United States.**



## Empowerment Through Education

### A Little Hero

After Childhelp prevention program training in his classroom, a 4th grade boy stopped a school counselor in the hallway to proudly say he'd helped prevent the sexual abuse of his little sister.

He'd gone into his house one day, and heard sounds from a bedroom at the other end of the house. He went to the room and saw a man – his mother's boyfriend – on top of his younger sister on the bed. He asked his sister if the man was sexually abusing her, and his sister yelled, "Yes!" Both of the children had been taught Childhelp abuse prevention in their classrooms at school. The boyfriend leapt up and ran out of the house. Later, the boy and his sister told their mother what had happened, and she believed them. The children, and their mother, were able to get help.

—School Counselor, Wayne County Schools, Georgia

### Breaking the Cycle

The Childhelp prevention education was implemented in my daughter's school recently and as a result she realized that what was happening to her was inappropriate and finally decided to tell someone. I can't tell you how much I believe in the work that you do. She was being abused by her stepdad. Our lives were turned totally upside down, but with the help of therapy, each other and our church, we are pulling ourselves back together. I do know what she is going through being a victim of molestation as a child myself. Now we would like to give back. Thank you.

- Lauri, Florida

### What Teachers Are Saying About It

The activities and lessons were extremely engaging. I really appreciated the script and it made the lessons more concrete and focused.

- Denham Oaks Elementary, Lutz, FL

The 5th grade lessons were very easy to follow and the content was appropriate for that age group; students also loved the giveaways especially the bracelets, pencils and stickers.

- Watergrass Elementary, Wesley Chapel, FL



## What You're Getting

Universal education is the primary prevention strategy of Childhelp **Speak Up Be Safe** and schools are the natural training environment. As the curriculum aligns with all state standards for health and safety education, **Speak Up Be Safe** perfectly supports the educational requirements and needs of schools across the country.

Through the **Speak Up Be Safe** program, we provide you with the curriculum, tools, materials and training to deliver child abuse prevention and body safety education in your school.

The curriculum covers target topics in age-specific and appropriate ways, and teachers are trained by Childhelp staff on proper delivery methods. Special attention is devoted to helping teachers address the crucial but hard-to-teach, sensitive topics.

## What you'll receive:

- **Speak Up Be Safe** prevention education curriculum and supplementary materials:
  - o Digital flip charts for visual learning
  - o Student worksheets and takeaway materials
  - o Web-based tools
  - o Teacher reinforcement activities
  - o Facilitator's guides and curriculum
  - o Parental consent forms
  - o Teacher reinforcement activities
- Continued support through an online community for sharing resources, information and training tips

By purchasing **Speak Up Be Safe**, your school will be working toward a standard of excellence in the protection of the students you serve through a curriculum that complements and enhances the work that you are already doing.

When you purchase the **Speak Up Be Safe** curriculum, you're not only getting the tools and materials to bring child abuse prevention and education into your school, you're also empowering the students, parents and teachers in your school to create an environment of security and safety that will stay with them throughout their lives.

Make the most out of their time in your care by teaching them how to speak up for themselves and how to be safe.

## Curriculum Snapshot

### 4th Grade

#### Slide #29

Recognize that children this age have a wide range of experiences with and levels of access to the Internet. Consider checking in with the teacher to learn more about the children's access, or ask the children a few quick assessment questions, such as, "Where do you go to use the Internet?" In some schools, every student will have the Internet at home.



#### 3. Cyberbullying

Remember how we talked about pornography last time? Raise your hand if you can tell me what pornography is. (Allow a student to answer).

Right, it is showing or taking pictures of people's private body parts and this is a type of sexual abuse. We also talked about how these pictures can be on the Internet or a cell phone.

Cyberbullying is similar. Bullying that happens through texting, emailing, instant messaging (IM'ing) or Facebook or My Space posts, is still bullying. It is called cyberbullying and it is wrong.

A good rule to follow when making decisions about sending messages is - if you wouldn't say it to a person's face, then you shouldn't send it or message it at all. If someone is sending you bullying messages, you should tell.

FACILITATOR NOTES

DIGITAL SLIDE

FACILITATOR SCRIPT

## How To Get Speak Up Be Safe For Your School



Get Childhelp's **Speak Up Be Safe** enhanced abuse and neglect prevention program and help put an end to child abuse starting with your school.

For ordering information, pricing or other questions please contact:

Dr. Cindy Knott, Vice President of Special Projects and Prevention Education  
1-800-245-1527 | [info@speakupbesafe.org](mailto:info@speakupbesafe.org)

To learn more about the **Speak Up Be Safe** philosophy, see more curriculum snapshots, get valuable resources for Teachers and Schools, Parents, Facilitators and Community Information and more, visit [www.childhelp.org/speakupbesafe](http://www.childhelp.org/speakupbesafe)



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