

# CHILDHELP®

## Speak Up Be Safe

PREVENTION EDUCATION CURRICULUM

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



[www.SpeakUpBeSafe.org](http://www.SpeakUpBeSafe.org)

(480) 922-8212



Founded In 1959 by Sara O'Meara and Yvonne Feddersen  
PREVENTION and TREATMENT of CHILD ABUSE



## THE NEW WAVE OF CHILDHELP PREVENTION EDUCATION

Thank you for your interest in Childhelp Speak Up Be Safe!

We are excited to announce the release of the expanded and updated prevention education curriculum, designed to equip children from Pre-Kindergarten through 12th grade with the skills to identify, prevent, and interrupt all forms of child abuse – physical abuse, emotional abuse, and sexual abuse; as well as neglect, bullying, cyberbullying, internet and cell phone safety.

Through a partnership with Northcentral University and Arizona State University, the Childhelp Speak Up Be Safe prevention education curriculum has been updated and redesigned with lessons and supporting materials to meet the needs of today's youth. This evidence-based, comprehensive primary prevention program engages children and their adult community – parents, teachers, school faculty, community members, and other safe adults – in the safety of all children.

Child abuse is an epidemic in the United States. Every day, five children die as a result of abuse or neglect. The physical, emotional, and financial impact of this epidemic on our society is staggering. More than 4 million cases are referred to child protection services each year, with 18.4% of those reports coming from educators.

Because educators have a unique role in a child's life, they are in a position to recognize indicators of abuse that many other adults may not see. They see the children who are not dressed appropriately for the weather, the unexplained bruises and injuries, the sudden emotional outbursts or drastic personality shifts that can indicate something troubling occurring in a child's life.

With your help, we can bring the Childhelp Speak Up Be Safe prevention education curriculum into more schools and organizations to empower children and give them a voice against the threat to their safety, innocence, and lives. Together, we can help prevent child abuse.

We are available to answer any questions you may have about Childhelp Speak Up Be Safe, and look forward to speaking with you. Please feel free to contact us at (480) 922-8212 or email [Info@speakupbesafe.org](mailto:Info@speakupbesafe.org).

## CHILDHHELP SPEAK UP BE SAFE

### EVIDENCE-BASED, DEVELOPMENTALLY APPROPRIATE CURRICULUM FOR PRE-KINDERGARTEN THROUGH 12TH GRADE

Childhelp Speak Up Be Safe helps children and teens learn the skills to prevent or interrupt cycles of neglect, bullying, and child abuse - physical, emotional, and sexual. The program uses an ecological approach to prevention education by providing materials to engage parents and caregivers, teachers, school administrators, and community stakeholders.

In addition to increasing children's ability to recognize unsafe situations or abusive behaviors and building resistance skills, lessons focus on helping children build a responsive safety network with peers and adults that the child identifies as safe.

### PREVENTION EDUCATION IS THE KEY TO ENDING CHILD ABUSE

**EVIDENCE-BASED** - The content and delivery of all Childhelp Speak Up Be Safe lessons is based on best practices from research in child development, learning styles, social psychology, and child abuse and neglect prevention.

**ECOLOGICAL APPROACH** - With materials and support for facilitators, teachers, parents, school administrators, and community members, Childhelp Speak Up Be Safe helps children build a responsive safety network with the safe adults in their lives.

### COMPREHENSIVE PRE-K - 12 CURRICULUM -

Developmentally-appropriate lessons at each grade level focus on the risks children at that age might encounter, including physical abuse, emotional abuse, sexual abuse, neglect, bullying, and cyberbullying.

## WHY CHOOSE CHILDHHELP SPEAK UP BE SAFE?



Provides online facilitator training to equip facilitators to deliver age-appropriate lessons twice a year.



Online resources for facilitators, teachers, school administrators, parents, and community members.



Take home materials reinforce learning and engage parents and caregivers.



Child abuse prevention education saves precious lives and valuable resources. The financial costs associated with victims of child abuse are substantial.



The lifetime estimated cost for each victim of child abuse is \$830,928\*.

\* "The economic burden of child maltreatment in the United States, 2015." Child Abuse and Neglect Vol. 86, December 2018 pp. 178-183. National Center for Injury Prevention and Control, Centers for Disease Control and Prevention, Atlanta, GA.





# EVALUATION & RESULTS

## FACILITATOR FEEDBACK ON PRE-KINDERGARTEN – 12TH GRADE CURRICULUM

### MEASURING THE IMPACT OF PREVENTION EDUCATION

Childhelp Speak Up Be Safe facilitator feedback is an integral part of the program's successful implementation. With the expansion of the program from Pre-Kindergarten through 12th grade, Childhelp is working with Arizona State University to incorporate additional evaluation standards to further reinforce program goals.

### FACILITATOR FEEDBACK AND DISCLOSURES

During the fall of 2010, the 1st-6th grade Childhelp Speak Up Be Safe curriculum was delivered to nearly 20,000 students in Florida schools. This pilot of the new curriculum resulted in 424 disclosures of abuse and bullying, a 2% disclosure rate. Additionally, facilitator feedback revealed that 99% of facilitators felt the curriculum appropriately covered sexual abuse, 98% felt physical abuse and neglect were covered appropriately, and 98% felt that children were empowered with safety information after the lessons.

In the 2014-2015 school year, with the help of corporate sponsor Origami Owl and the launch of the virtual campus, the 1st-6th grade curriculum was delivered to almost 40,000 students nationwide, which resulted in 390 disclosures of bullying, cyberbullying, abuse, or neglect. Almost 1% of the students who received the lessons were directly impacted by abuse or neglect and were able to identify and seek help for their unsafe situations.

On a smaller scale, several districts implemented the lessons for 1st-8th grade to over 4,000 students and received 84 disclosures of abuse and neglect, an almost 2% impact rate.

Although 1-2% is not a large number, this represents the children who initially found the courage to disclose abuse to someone at the school within the few days or weeks after a Childhelp Speak Up Be Safe lesson. Longer term research of the impact of effective prevention education programs suggests that many more will also be able to identify unsafe situations before they are abused, while others will eventually be able to recognize that what has happened or is happening to them is not okay, and they will have the resources to seek help.

The pre-K kids LOVE the "Special Me" song. The kids really like the activities, such as the boundary activity for 6th graders.

- AW, INDIANA

I have to say, it has greatly improved! It's easier to follow, one subject leads more smoothly to the next, and the slides are more illustrative of the concepts being discussed and kids in the slides are much more diverse.

- CS, CALIFORNIA

- I think the curriculum is very well organized from a facilitator standpoint. It sets the pace so you would not run over time.
- The digital flipcharts are very well done with beautiful pictures that depict clearly the emotion and/or the situation. The pictures are also inclusive of all cultures, races and ethnicities which makes them easy to connect with for both children and facilitators.
- The older grades exercises have relevance to that age group and speak their language.
- Having information sheets for the parents is not only a great way of educating them on the topic but it also raises awareness increasing the protective factor.
- Having each of the five safety rules attach to a physical signal it's great, and yet another way to reinforce them.
- The icons throughout the lessons make it easy for the facilitator to follow the curriculum and stay on track.
- Last but not least, the curriculum feels up to date in its language, contents and imagery.

- CT, VIRGINIA

The staff also loved the changes to the 2nd and 3rd grade curriculum. I found it easier to follow than the former SUBS materials and the organization of the other materials that lead up to teaching, the handouts and follow-up materials were very well done. The students' comprehension of the materials was excellent and they were very enthusiastic.

Overall, I think that the materials are excellent!! The modifications, updates and photos in the slides are excellent and much better than before. The guides within the materials (such as for discussion, rules, interaction and suggestions for the children's potential questions) made it easier to follow than before.

The cultural diversity reflected in the slides and curriculum was extremely helpful in having the children identify and 'see' themselves reflected in the materials. Excellent!

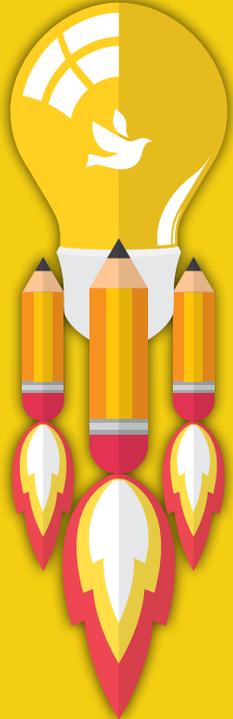
- IB, VIRGINIA

## LET'S GET STARTED

### GET STARTED WITH CHILDHHELP SPEAK UP BE SAFE TODAY!

To order Childhelp Speak Up Be Safe or get a personalized quote for your school or organization, call (480) 922-8212, or email [info@speakupbesafe.org](mailto:info@speakupbesafe.org). Every Childhelp Speak Up Be Safe order includes:

- Online, on-demand facilitator training focused on the issue of child abuse, the impact of prevention education, implementation of Childhelp Speak Up Be Safe lessons, and relevant developmental characteristics of children at each age group
- Facilitator Guides with age-appropriate, engaging, interactive lessons and teacher reinforcement activities
- Parent consent forms and post-lesson parent information handouts, in English or Spanish
- Student take home materials that reinforce lessons learned and the safety rules and principles designed to help children and teens identify potentially unsafe situations
- Resources for teachers, facilitators, school administrators, parents, and community members to help create a responsive safety network that will protect all children from abuse and neglect





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## CONTACT US

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