



Kids in the Know is an interactive safety program designed to empower children and reduce their risk of victimization. It promotes assertive and proactive behaviour as the foundations of effective personal safety. Lessons on personal safety and sexual exploitation are divided equally throughout the program. The program is based on key root safety strategies and environments which are reinforced and practiced from Kindergarten to High School.

What is Kids in the Know?

WHAT THE DATA SHOWS

- 98% of parents place a high priority on children learning how to protect themselves on the Internet and from sexual exploitation and abduction. (Ipsos-Reid 2006)
- 80% of parents believe that children should learn about personal safety strategies at home and in school. (Ipsos-Reid 2006)
- Most Canadian parents are using outdated and ineffective information to teach their children personal safety. (Ipsos-Reid 2006)
- A third of Canadian parents have not discussed Internet safety with their children and the majority do not know where to access Internet safety information. (Ipsos-Reid 2006)

WHAT WE KNOW ABOUT TEACHING CHILDREN PERSONAL SAFETY

- Children who are confident and competent in personal safety are less likely to be targeted by offenders.
- Children are more likely to respond safely in dangerous situations if they have had opportunities to practice how to respond.
- Safety strategies need to be used in all environments (Internet, street, public places and home alone, etc.)

SAFETY STRATEGIES

- If asked to go and your parents don't know, shout no.
- Teach children never to go anywhere with anyone unless they have parental permission.

KEEP AND SPEAK SECRETS

- Teach children to speak to trusted adults about any secrets they are told never to tell. Let them know it's okay to keep secrets that will eventually come out, like a birthday present or a surprise party.

THE BUDDY SYSTEM

- Teach children that there is "safety in numbers." Children should travel to and from places with others to increase their safety. Practice the buddy system strategy by visiting www.kidsintheknow.ca/billy

TRUST YOUR INSTINCTS

- Teach children to pay attention to their body and the feelings that warn them of danger.

For additional safety strategies, please visit www.kidsintheknow.ca.

Ask your child's teacher about Kids in the Know.

