

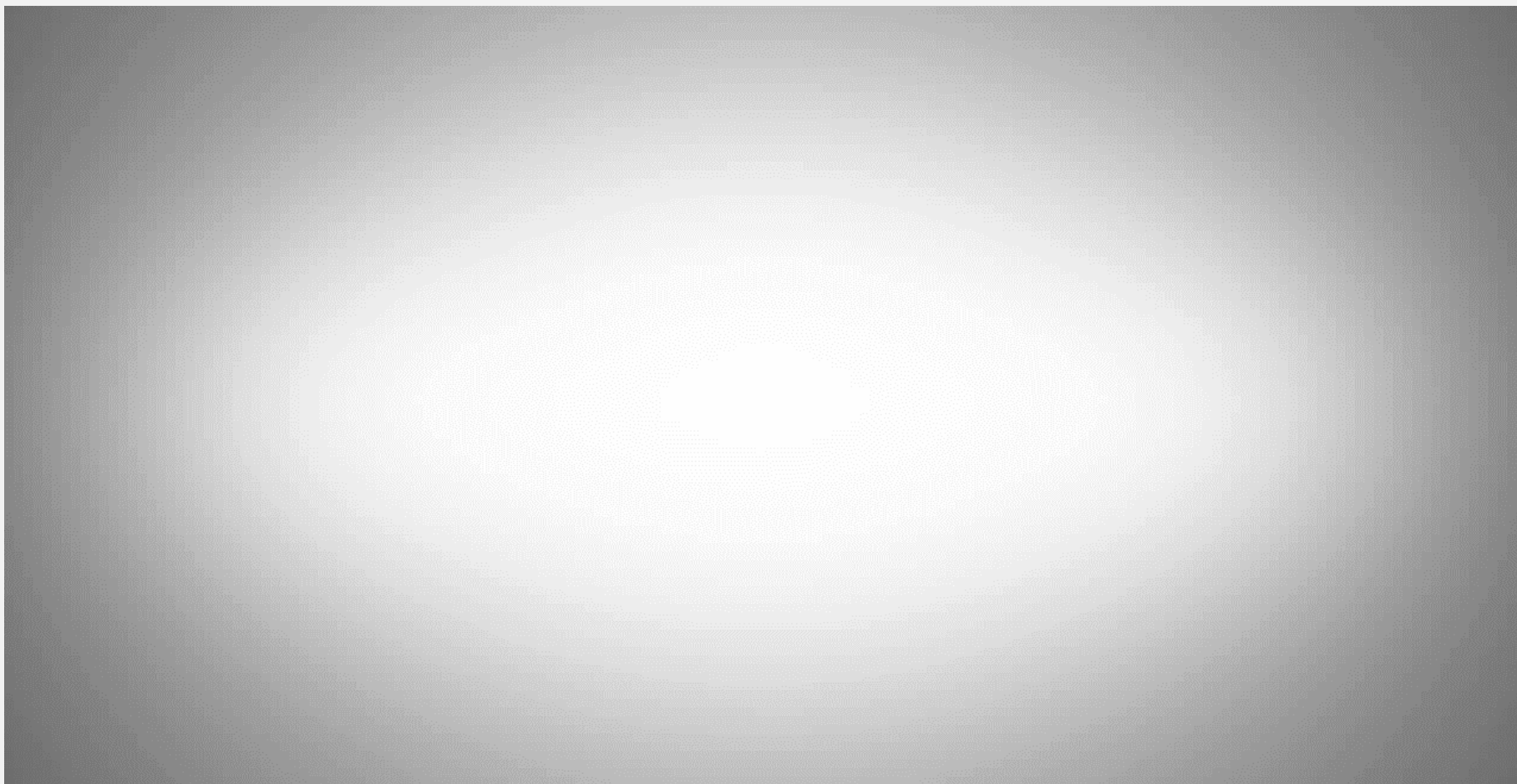
NATIONAL CENTER FOR MISSING & EXPLOITED CHILDREN

Every Kid Should Have KidSmartz!

September 14, 2018

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Outreach Manager





Who We Are

- Founded in 1984
- Nonprofit, non-governmental organization
- Congressionally funded in part to operate 22 programs related to missing & exploited children
- National resource center for families, law enforcement and other professionals



OUR MISSION

Find missing children
Reduce child sexual exploitation
Prevent future victimization

HOPE IS WHY WE'RE HERE



FINDING MISSING CHILDREN



REDUCING SEXUAL EXPLOITATION OF CHILDREN



Introducing KidSmartz!
Personal safety lessons for parents & kids



PREVENTING FUTURE VICTIMIZATION

- Data driven prevention
- NCMEC's unique lens allows our safety programs to reflect evolving risks
- Designed to empower children, families and communities

SAFETY  CENTRAL



NetSmartz®
Workshop

What is prevention?

Educational programming aimed at:

- Increasing awareness
- Empowering through skill building
- Expanding community capacity
- Reducing risk

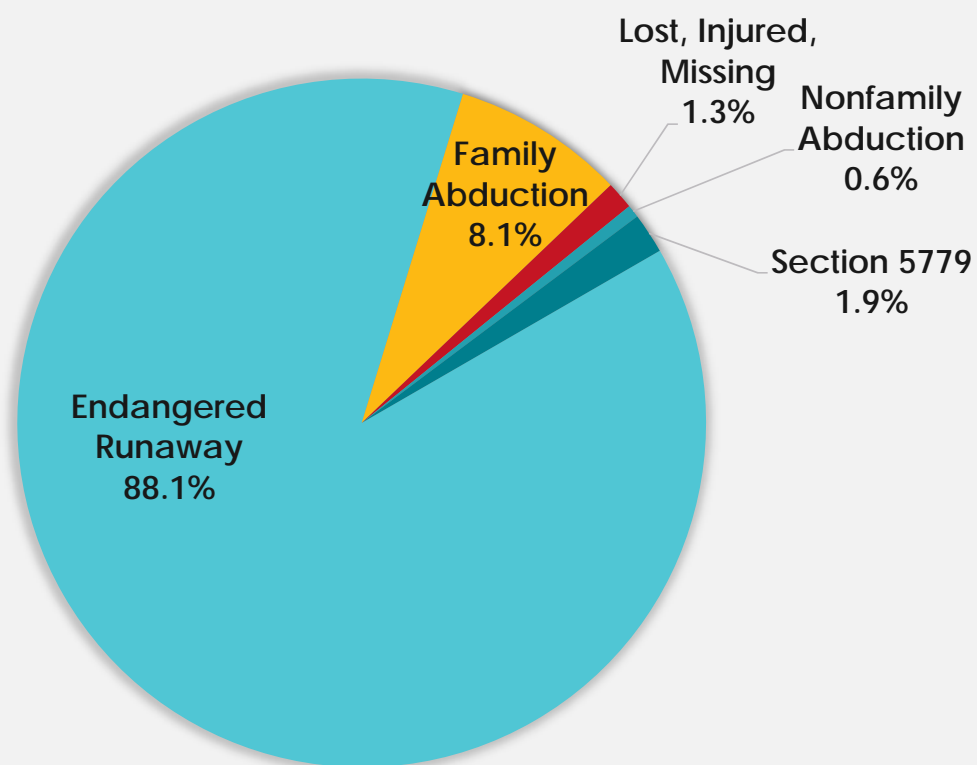
Data &
Trends



Content &
Format



NCMEC Missing Children Intakes (2013-2017)



N=84,308

Case Type	# Intakes
Endangered Runaway	74,220
Family Abduction	6,851
Lost Injured Missing	1,136
Nonfamily Abduction	538
Section 5779	1,563



2017 CyberTipline Reports

Child Pornography:	10,173,137
Online Enticement:	19,830
Child Sex Trafficking:	12,744
Child Sex Tourism:	500
Child Molestation:	3,555
Unsolicited Material:	1,436
Misleading Domains:	1,522
Misleading Words/Images	2,029
	10,217,753



NCMEC Prevention Programs

- Free, interactive curriculum
- Age-appropriate content & format
- Audience-driven approach to content
- Customizable
- Empowering children, parents, & community
- Point-in-time delivery, follow-up & take-home materials
- Training & technical assistance for child-serving professionals
- Community Resources





Personal safety program for
families and children in
grades K-5

Designed to help parents and their children:

- ❖ Understand safety risks
- ❖ Learn about self-protection strategies
- ❖ Feel empowered to report attempted abductions

www.KidSmarz.org





Callahan Walsh

National Center for Missing & Exploited Children



The Rules of Personal Safety



1. Check First



2. Take a Friend



3. Tell People "NO"



4. Tell a Trusted Adult





LESSON 1 INTRODUCTION

- Explain what it means to be safe.
- Recognize the KidSmartz safety rules.

LESSON 2 CHECK FIRST

- Explain the importance of checking first with a trusted adult.
- Give examples of when they should check first.
- Express how their parent would feel if they did not check first.

LESSON 3 TAKE A FRIEND

- Demonstrate the meaning of the phrase "strength in numbers."
- Explain why they are safer with a friend.
- Give examples of when they should take a friend.





LESSON 4 TELL PEOPLE "NO"	<ul style="list-style-type: none"> ▪ Explain why they have a right to stand up for themselves. ▪ Identify situations in which it is acceptable to tell an adult "no." ▪ Demonstrate how to say "no" with authority.
LESSON 5 TELL A TRUSTED ADULT	<ul style="list-style-type: none"> ▪ Describe situations they should report to a trusted adult. ▪ Identify the qualities of a trusted adult. ▪ Dial 911 in an emergency.
LESSON 6 CONCLUSION	<ul style="list-style-type: none"> ▪ Explain the KidSmartz rules in their own words. ▪ Give examples of how to be safer.



- Surprises vs. Secrets

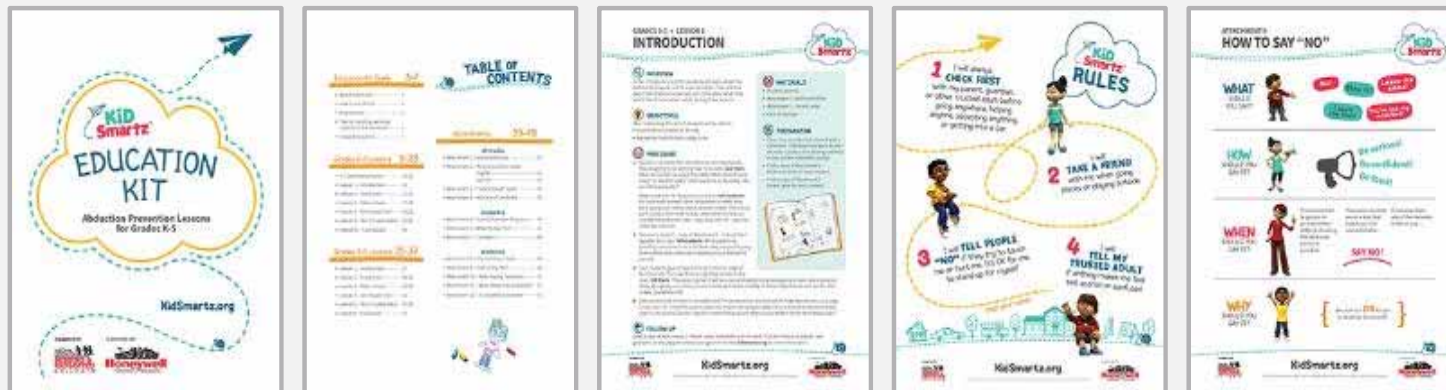
- Uncomfortable Touch

- » Identify situations where they would express discomfort to an adult
- » Practice saying "no"



Additional KidSmartz Resources

- » Student presentation
- » Educator Kit – (6) lesson plans and activities (K-5)
- » Animated videos
- » Parent information and tip sheets
- » Display posters



KiD
Smartz™



Why Expanded Learning?

- Increase NCMEC's reach and KidSmartz program implementation
- Provide impactful safety programming
- Professional development for staff
- Expanded learning programs serve vulnerable youth
- More direct touchpoint with families
- ELP staff members are credible messengers



Santa Maria-Bonita Unified School District Pilot

- March 2018 – May 2018
- 20 elementary afterschool sites
- 6-week KidSmartz club involving
- Trained and supported facilitators at 17 afterschool sites in Santa Maria-Bonita Unified School District
- Facilitators reported lessons were engaging, easy to use, and well-planned
- 1,300+ students



Los Angeles County KidSmartz Pilot

- October 2018 – December 2018
- 20 elementary sites
- 8 lessons (taught twice per week)
- Facilitator Training:
 - » 3 hour KidSmartz in-person training on October 15th or 17th for Site Coordinator + front line staff
 - » 2 hour child abuse prevention online training – Darkness 2 Light Stewards of Children
- Weekly 30 minute check-in
- Pre & post surveys
- Focus groups
- Train-the-Trainer program
- **Applications are due September 28th**



QUESTIONS?



Contact Information

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For more resources please visit
MissingKids.org



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