



CHILDHELP®
Speak Up Be Safe
PREVENTION EDUCATION CURRICULUM

IMPACT REPORT
FY2021

Childhelp®
Founded in 1959 by Sara O'Meara and Yvonne Feddersen
PREVENTION and TREATMENT of CHILD ABUSE



Prevention education is the key to ending child abuse.

CHILDHELP SPEAK UP BE SAFE

As a comprehensive, evidence-based program, Childhelp Speak Up Be Safe (CH SUBS) provides developmentally appropriate lessons to help kids in pre-kindergarten through 12th grade to prevent, interrupt, and speak up about various types of child abuse—physical, emotional, sexual, neglect, bullying, and cyberabuse.

CH SUBS is the only comprehensive, evidence-based child abuse prevention education curriculum that covers various types of abuse, with age-appropriate lessons for PK–12.

The program has been reviewed and listed by the California Evidence-Based Clearinghouse for Child Welfare (CEBC), whose mission is to advance implementation of evidence-based practices for children and families. This official evidence-based status of CH SUBS will help support its mission to reach as many kids as possible and end the cycle of abuse.

The innovative program was expanded decades ago from the "Good Touch, Bad Touch" lessons into the holistic curriculum it is today. Its current version is based on research in child psychology, learning theory, and prevention. It is proven effective in the classroom through

statistically valid testing since 2016. Childhelp provides everything needed—in-depth online training for facilitators, classroom presentations to engage students, fully scripted lessons, handouts and reinforcement activities, materials to send home to parents/caregivers, and more. The curriculum and all of its supporting materials are available in English and Spanish. Guidance is also provided for delivering the lessons virtually.

The CH SUBS program has dovetailed with the Childhelp National Child Abuse Hotline, educating kids about body safety and who they can call, text, or chat if there isn't a safe adult around.

The CH SUBS program itself and its community outreach efforts work to train and inform school personnel, family and child advocacy organizations, and the general public about everything from the types of child abuse and their signs and risk factor, to increased vigilance about online dangers. The CH SUBS robust facilitator

training is especially important, as educators are optimally placed to spot signs of abuse. In 2019, professionals submitted over 68% of reports alleging child abuse and neglect. These are professionals who have contact with children who exhibit signs of abuse, and include teachers, police officers, lawyers, and social services staff. The highest percentages of reports are from education personnel at 21%, legal and law enforcement personnel at 19%, and social services personnel at 11%.

Like many other non-profit organizations, Childhelp saw a decrease in use of the program and made it an initiative to do whatever they could to assist educators in the delivery of the program. During the pandemic, CH SUBS helped educators adapt by providing resources to help them teach the lessons virtually, since some school attendance was no longer in person. Resources for parents/caregivers to talk with kids about safety also have been expanded in the past year.



WHAT PEOPLE SAY ABOUT CH SUBS

Childhelp Speak Up Be Safe is an excellent tool for people looking to help protect children and young people. The program emphasizes the responsibility that we all have as adults to keep children safe, but it also offers the students information and tools to keep themselves safe. Our primary prevention program has used the curriculum for several years, and we could not be more pleased. We have partnered with Childhelp to offer this training to thousands of students from kindergarten through middle school and add the program for our high students in 2021. Speak Up Be Safe offers excellent learning aids, and the website is fantastic support. Most importantly, the program makes it incredibly easy to involve the adults in the student's lives and provide information to them. As a parent and a community leader, Childhelp Speak Up Be Safe has my full support, and I consider it the best curriculum.

Rob D.
Prevention Director, Georgia

I didn't realize that cyberbullying was so bad!

4th grade student

The training for facilitators is now more engaging and goes faster. The enhancements to the classroom presentations are also excellent. We love the provided letters that can go home to parents after each lesson to help them learn about the curriculum.

Lucy H.
Prevention Coordinator, Iowa

BY THE NUMBERS

Our Reach

Since its inception, the program has trained over 2,800 facilitators and reached over 700,000 students and their families.

Total Students Impacted by CH SUBS Annually

2021 104,963

2020 140,353

2019 139,102

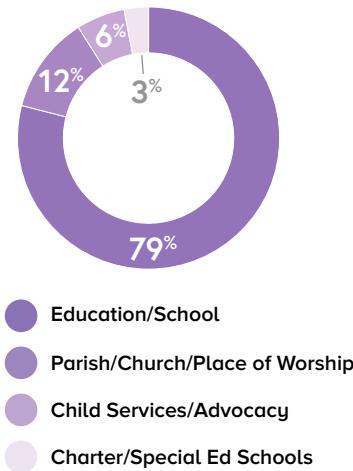
NOTE Due to the pandemic, many renewals of the program for FY2021 were postponed. CH SUBS is seeing a renewed interest in FY2022 (starting July 2021) as many schools return to more normal operations.



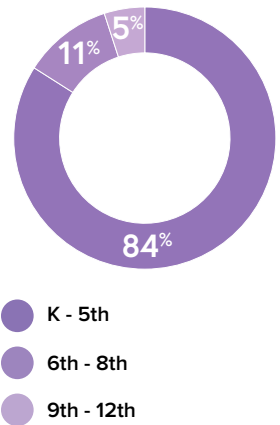
Who Uses the Program

CH SUBS is predominantly used in schools, but other educational endeavors may provide facilitation to the schools or use the program in their own settings. This includes advocacy centers, faith organizations, and groups like the Girls Scouts. The majority of children taught are in pre-k/ kindergarten through 5th grade, which is the most important age group to have early impact on student self-worth, awareness, and skill building.

Delivery Modalities of CH SUBS FY2021



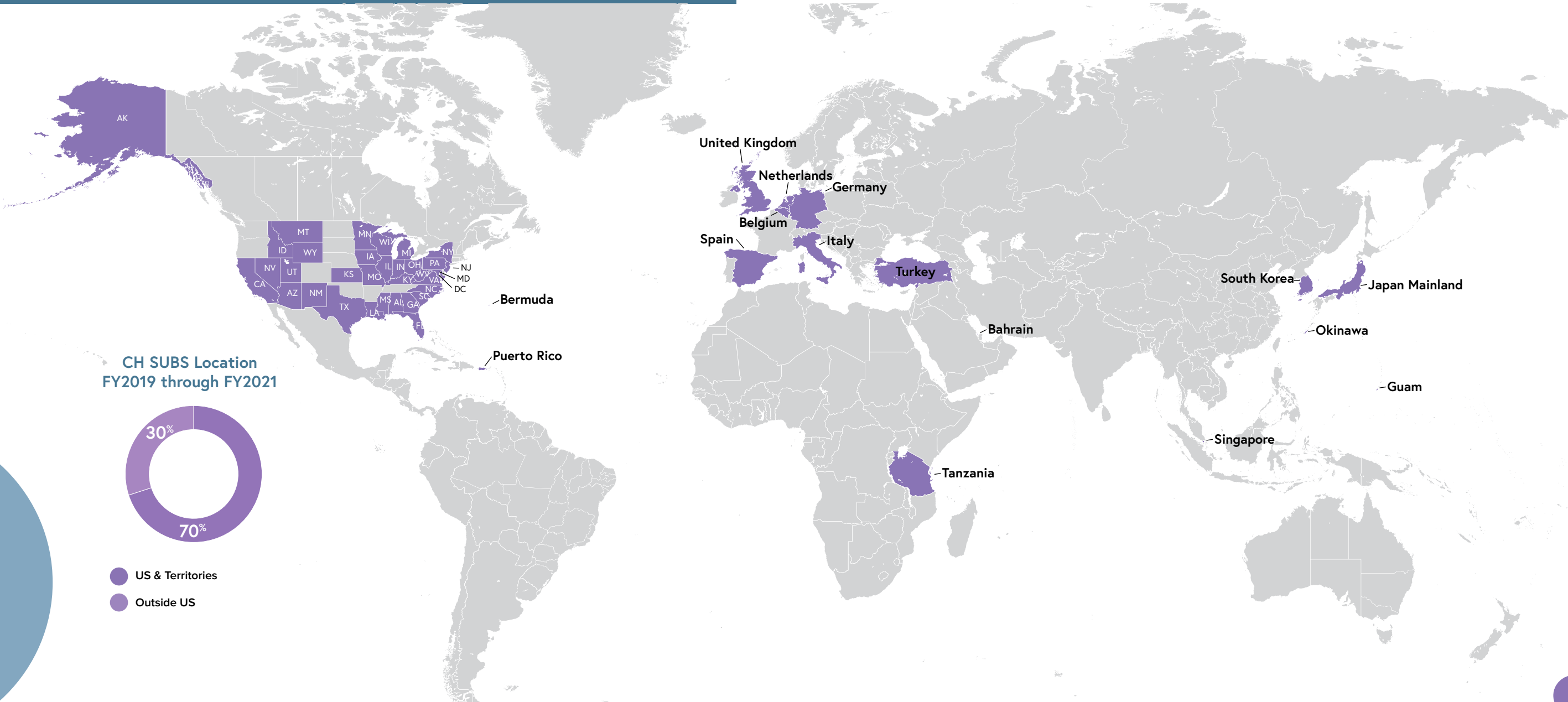
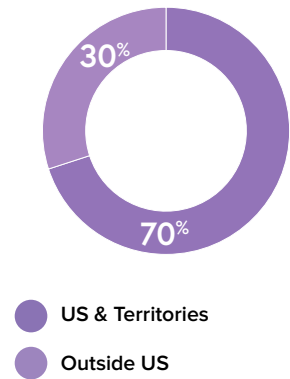
Students Reached by Grade Level FY2021



The CH SUBS program is available throughout the United States and its territories and is used in other nations. More than 140,000 students in the states and nations highlighted on the maps currently receive the curriculum to help keep them safe.

Current usage is a 32% increase over the years


CH SUBS Location FY2019 through FY2021



EFFECTIVE PREVENTION EDUCATION

For nearly a decade, CH SUBS has partnered with Arizona State University's Southwest Interdisciplinary Research Center (ASU-SIRC) to expand and improve the program to research-based best practices and then to test its effectiveness.

These efforts have led to the program's evidence-based status, starting with the pilot study that informed expansion of the CH SUBS training and curriculum. Randomized controlled trials (RCTs) were conducted to examine the effects of the curriculum in disrupting various forms of child abuse, with a pre-, post-, and six-month follow-up design. The students who received the curriculum, compared to the group who did not receive the curriculum, had statistically significant differences in safety knowledge scores between groups by grade level at time of follow-up.



A brief history of this work and examples of published articles about research results are available at childhelp.org/subs-evals

ROOTED IN RESEARCH & EVIDENCE



The Childhelp Speak Up Be Safe thanks its research partner, Arizona State University's Southwest Interdisciplinary Research Center (ASU-SIRC).




The Childhelp Speak Up Be Safe program has been rated as having Promising Research Evidence by the California Evidence-Based Clearinghouse for Child Welfare (CEBC) and is listed in its Program Registry.



This poster presentation provides a brief summary of research by ASU-SIRC into the efficacy of CH SUBS prevention curriculum.

To download this poster, please visit childhelp.org/subs-eucapc



Examining The Efficacy Of A Universal Child Abuse Prevention Curriculum For K-12 Students



Marisol Diaz, JD; Wendy Wolfersteig, PhD; Diane Moreland, MS

Arizona State University, Southwest Interdisciplinary Research Center



Introduction



With the onset of COVID-19, concerns about child abuse prevention during school closures and distance learning have increased greatly. As students return to the classroom virtually and in-person, schools need an evidence-based resource to help students of all ages learn skills and strategies that enhance personal safety and well-being.

The **Childhelp Speak Up Be Safe (SUBS) Prevention Education Curriculum** is the only universal child abuse and neglect prevention program in the U.S. which has been tested with students in grades K-12 on effectiveness of child abuse prevention strategies to protect children from all types of child maltreatment.

Curriculum



The **Childhelp Speak Up Be Safe Prevention Education Curriculum** is a comprehensive PreK- 12th grade program grounded in theory and developed to:

- 1. provide students with the skills they need to prevent or interrupt child abuse, bullying, and neglect, and
- 2. increase student knowledge about safety related to abuse.

Lessons use a variety of methods to present materials:

- Lessons are for presentation over two 30-45 minute sessions for each grade.
- Lessons and facilitator training are available online.
- Lessons are aligned with the Common Core State Standards and U.S. national health and safety standards.

Methods



Two separate cluster randomized trials were conducted to test efficacy for grades K-8 and 9-12.

- **K-8:** There were 13 schools randomly assigned, and participants spanned from kindergarten through grade 8 (n=2,797).
- **9-12:** There were 3 high schools randomly assigned and the sample consisted of students in grades 9 to 12 (n=887).

Survey items to measure the efficacy of the curriculum were implemented at baseline, immediately after the intervention, and after 6-months for a follow-up. Analyses included exploratory factory analyses, paired samples t-tests, and analysis of covariance to help determine whether increases in child abuse knowledge and resistance skills were gained.

Discussion



Findings showed positive significant results that child abuse knowledge and resistance skills were significantly different for the intervention group.

These results demonstrate that the **Speak Up Be Safe Prevention Education Curriculum** can be effective as a universal prevention program and is suited for a diverse student body. Thus, youth of all ages can learn skills and strategies to prevent, interrupt, and seek help from safe adults when faced with abuse and neglect.

These studies will be beneficial to child advocates including researchers, school staff, local centers, and child welfare agencies looking to keep children safe by implementing quality, age-appropriate evidence-based child abuse prevention education.

Results

The K-8 study employed a pre-, post-, and six-month follow-up design for students in kindergarten to grade 8 (n=2,797). In an urban school district where most participants were minority students (90%) and qualified for free/reduced lunch (80%), 13 schools were randomly assigned to either the SUBS intervention or a control group. Trained social workers delivered the lessons and surveys. Analyses explored differences at follow-up between conditions for each index or scale and were analyzed separately for each grade using an analysis of covariance, which controlled for pre-survey scores.



The **K-8 Speak Up Be Safe** group had significantly higher scores at follow-up than students in the control group for 11 of the 14 measured outcomes, across the three sets of indexes/scales and nine grade levels.

Grade	K-8 Results				Learned new safety rules k-2, Learned new way to keep safe 3-8
	Safety Knowledge	Safety Rules	RESIST Strategies		
K	*	-	-		88.7%
1	*	-	-		85.5%
2	*	-	-		80.1%
3	-	*	-		84.5%
4	-	*	*		88.9%
5	-	*	*		80.0%
6	-	*	*		95.9%
7	-				74.7%
8	-		*		96.5%

The high school study employed a pre-, post-, and six-month follow-up design for grades 9-12 (n=887). In a suburban/rural school district, three high schools were randomly assigned to participate in the SUBS curriculum or the control group. Survey items measured the efficacy of the curriculum in grades 9 through 12. Lessons and surveys were implemented by trained teachers and social workers. Analyses included exploratory factor analyses and paired samples t-test to determine whether increases in child maltreatment knowledge and resistance skills were gained.



The **Speak Up Be Safe high school** student group post-survey child maltreatment knowledge score and the RESIST scale score were significantly higher than the pre-survey scores for these measures.

Results for Paired-Samples t-Tests of Overall Child Maltreatment Knowledge Scale Scores							
	n	M	SD	t	df	p	Cohen's d
Implementation							
Pre-score	393	3.91	0.46				0.18
Post-score		4.00	0.61				
Pre-Post score				-3.47	392	0.001	

Results for Paired-Samples t-Tests of Overall RESIST Scale Scores							
	n	M	SD	t	df	p	Cohen's d
Implementation							
Pre-score	365	.85	.23				0.42
Post-score		.95	.18				
Pre-Post score				-8.04	364	.000	



CHILDHELP SPEAK UP BE SAFE NATIONAL SPOKESPEOPLE



KATHIE LEE GIFFORD

A playwright, producer, singer, songwriter, actress, and four-time Emmy award winning former co-host of the fourth hour of "TODAY," Kathie Lee Gifford has been involved with Childhelp for over 30 years. Throughout the years, she has emceed and appeared at numerous events, spoke at Childhelp National Day of Hope on Capitol Hill, and has shared Childhelp's story and programs on the "TODAY" show. Not only giving of her time and talent, she has also donated proceeds from the sale of multiple published books to Childhelp.

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A little girl in kindergarten says 'It's my body' and wraps her arms around herself, a teen stops a peer from bullying, a survivor learns abuse was never his fault. Imagine a world where children were empowered to speak up when being groomed for harm. As a spokesperson for Childhelp Speak Up Be Safe, I ask you to invest in their dreams and give every child a chance. This evidenced-based child abuse prevention education program helps children find their voices, secures schools against predators, and might just save a life.

Kathie Lee



JENNA QUINN

Jenna Quinn is a child sexual abuse survivor, prevention advocate, author, TED speaker, and namesake of "The Jenna Quinn law." She has created trainings, delivered over 500 keynote speeches, and partnered with dozens of states and education agencies to implement child protection policies and promote the Childhelp Speak Up Be Safe program. She shares about the CH SUBS program as a public speaker and works with state task forces and school districts to adopt the program.

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Education is the foundation of prevention. The Childhelp Speak Up Be Safe program gives students the essential tools needed to recognize, prevent, and report abuse. As a spokesperson for the program and a survivor of child sexual abuse, I know it works. Had this program been taught to me as a child, I'm confident it would have helped me break out of the silence caused by shame, fear, and intimidation. I needed someone to tell me all the safety principles that the Childhelp Speak Up Be Safe program teaches. I needed to know that the abuse I suffered wasn't my fault. Please join us in this fight to give children and youth a voice, empower them to tell, and spare others the torment of abuse.

Jenna Quinn



WHERE WE WANT TO GO

CHILDHELP SPEAK UP BE SAFE is currently an unfunded program within Childhelp. Nearly \$200,000 in direct program expenses is not covered by current revenue. It is critical that funding be found so that we can continue to serve as many children as possible. Additional investments are needed to enhance the program and keep it current to safety needs of children and youth.

- Our expectation is most schools will renew, with about 25% not renewing due to funding issues. We would like to support these schools/organizations with the continuation of our program, establishing a \$100,000 scholarship fund to help them continue delivering the CH SUBS curriculum.
- Over the next two years, the program strives to double its reach to 300,000 students participating in the program. The greatest need to help make this happen is an investment in promotion and marketing to reach all of the potential implementers of the CH SUBS program. An investment of \$40,000 annually would greatly amplify program promotional reach.
- As technology and teaching methodology evolve, ecological growth of CH SUBS will help make its implementation more user-friendly, engaging, and effective. CH SUBS plans to become a hub for abuse prevention learning with added modules about areas of risk for children and teens, including human trafficking, partner violence, mental health issues, and more. Collaborations with like-minded organizations can provide subject matter expertise in niche areas and help the CH SUBS program reach new audiences. An investment of \$100,000 annually will help fund these initiatives.

CHILDHELP®

Speak Up Be Safe

PREVENTION EDUCATION CURRICULUM



Since its inception in 1959, Childhelp's programs and services, which range from residential services to prevention education, have impacted more than 11 million children nationally and internationally. Childhelp looks to a philosophy centered on love and hope for every survivor as it helps victims of emotional, physical, and sexual abuse, parental neglect, and all crimes against children.



