



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**

CHILDHELP®

Speak Up Be Safe

PREVENTION EDUCATION CURRICULUM

IMPACT REPORT

FY2022

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



CHILDHHELP SPEAK UP BE SAFE

Childhelp Speak Up Be Safe helps kids prevent, interrupt, and speak up about child abuse. It is the only comprehensive, evidence-based child abuse prevention education curriculum that covers physical abuse, emotional abuse, sexual abuse, neglect, bullying, and cyberabuse with age-appropriate lessons for kids pre-kindergarten through 12th grade.

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

***In 2020, professionals submitted over 66% of reports alleging child abuse & neglect**

While the pandemic posed many challenges, Childhelp Speak Up Be Safe provided support by connecting with program users to meet their individual needs, including a detailed presentation about how to teach lessons virtually. In addition, fiscal Year 2022 saw renewals increase – which is critical since professionals spend time with kids more than anyone else.*

This school year, educators returned to find a richly improved experience.

The program transitioned to a new user-friendly learning management system, chosen through an extensive search for the best features and fiscally responsible pricing, and also introduced improvements to the delivery of the facilitator training and lesson presentations.



Read about our work with the Childhelp National Child Abuse Hotline and the new human trafficking prevention curriculum.

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The program and its community outreach efforts — conferences, presentations, and social media posts — continue to focus on training and informing school personnel, family and child advocacy organizations, and the public about everything from types of child abuse and their signs and risk factors, to increased vigilance about online dangers.



Global outreach includes the video series "Helping Kids Speak Up & Be Safe" on the Childhelp YouTube channel. The series helps children learn the basics about online safety.

WHAT PEOPLE SAY ABOUT CHILDHHELP SPEAK UP BE SAFE

"The counselors love the program, and it is really helping us shape a safe/informed student population!"

International School Services Staff

"I was presenting to a 3rd-grade class, and as soon as I walked out of the classroom we had a kid go to support staff and let them know that the presentation reminded them of something that happened to them."

While I was the one presenting, we had the school social worker, teacher, and support staff members in the classroom. This worked well, as these were the people the kids were identifying as their safe adults. It allowed us all to be on the same page.

It also allowed me to help guide staff to do a DCF report, contact the police department, and take immediate action so the kiddo felt safe. We got the family in the next day, got a disclosure, and the perpetrator was arrested right after.

While I know this is a sad situation for the kiddo, this was one of the first times that I felt that I was saving a child's life — it felt good to be in our field that day. Our MDT team members reported that they also saw an increase in reports due to the presentations.

I am excited to continue on this journey with this curriculum — the amount of kids we have already reached has benefited so many!"

Director of a Child Advocacy Center

"I told my daughter that someone touched me as an 8-year-old girl but I didn't tell my mom until I was 22 years old. She yelled, 'Why didn't you tell a safe adult?!' I told her that we were never taught that we should. We just sat in shame."

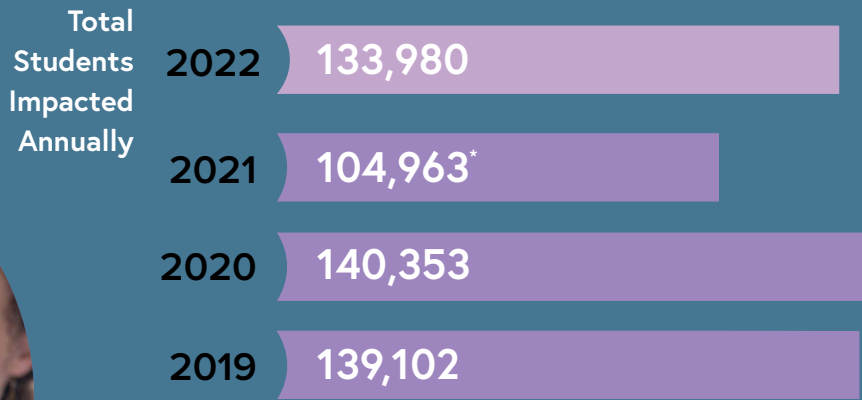
This program is amazing and THANK YOU!"

Anonymous parent online feedback

BY THE NUMBERS

Our Reach

Since its inception, the program has trained more than 3,000 facilitators and reached more than 850,000 students and their families.

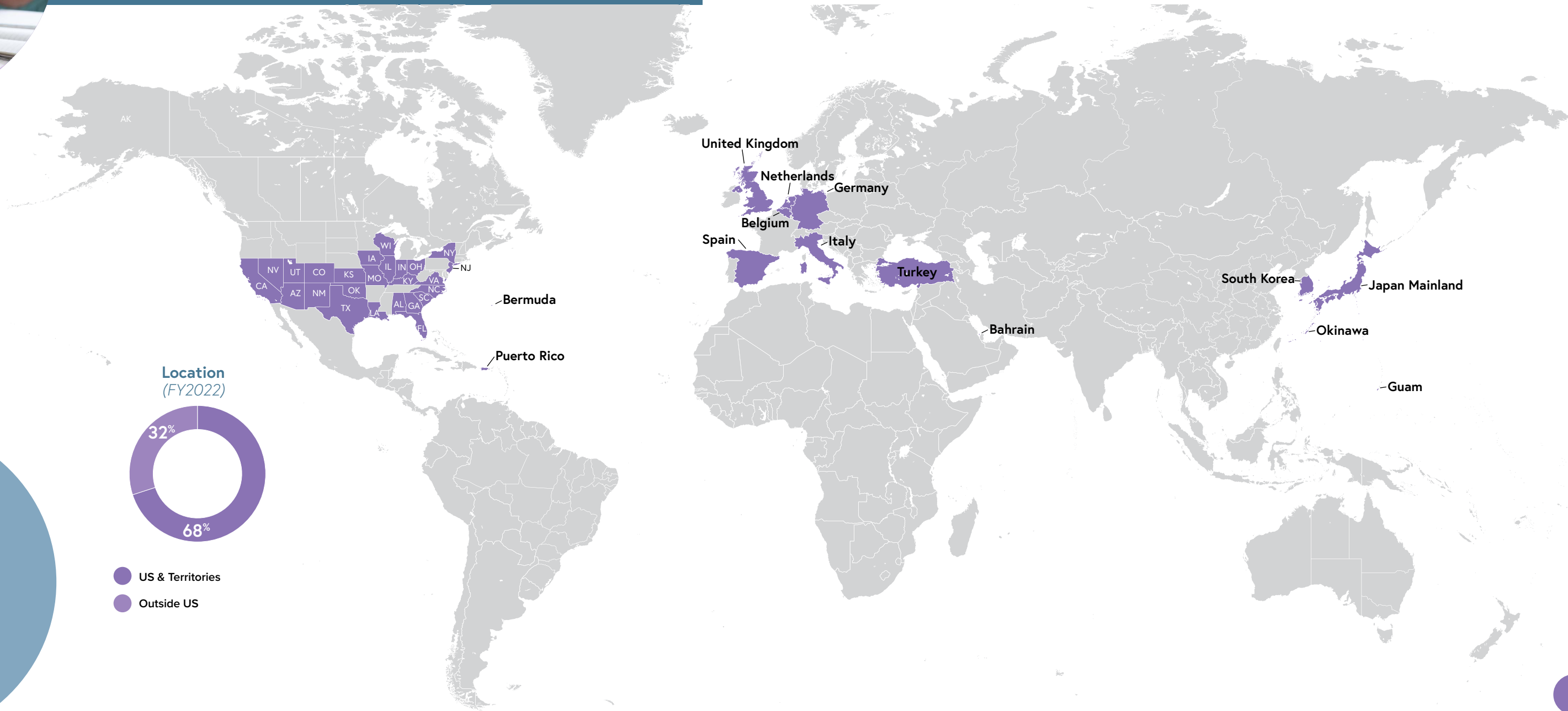


* Due to the COVID-19 pandemic, many renewals of the program for FY2021 were postponed.

Childhelp Speak Up Be Safe is available throughout the United States, its territories, and abroad.

More than 130,000 students in the highlighted regions on the map receive the curriculum.

Current usage is a **28%** increase over last year

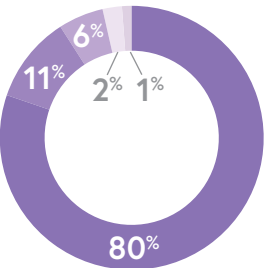


Who Uses the Program?

Childhelp Speak Up Be Safe is predominantly used in schools, but other organizations may facilitate the program at schools or in their own settings.

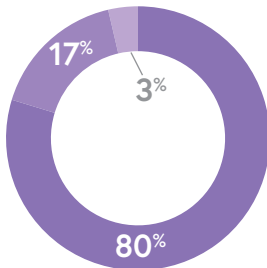
This includes advocacy centers, faith organizations, and groups like the Girls Scouts. The majority of students are in pre-k/kindergarten through 5th grade, the most important age group for early impact on student self-worth, awareness, and skill building.

Delivery Modalities (FY2022)



- Education/School
- Parish/Church/Place of Worship
- Child Services/Advocacy
- Charter/Special Ed Schools
- Independent

Students by Grade Level (FY2022)



- K - 5th
- 6th - 8th
- 9th - 12th

EFFECTIVE PREVENTION EDUCATION

For nearly a decade, Childhelp Speak Up Be Safe has partnered with Arizona State University's Southwest Interdisciplinary Research Center to expand and improve the program to research-based best practices, and to test its effectiveness.

These efforts have led to the program's evidence-based status, starting with a pilot study that informed expanded training and curriculum. Randomized controlled trials examined the effects of the curriculum in disrupting various forms of child abuse, with a pre-, post-, and six-month follow-up design.

Students who received the curriculum, compared to the group who did not receive the curriculum, had a statistically significant difference in safety knowledge scores at time of follow-up.

ROOTED IN RESEARCH & EVIDENCE



Childhelp Speak Up Be Safe thanks its research partner, Arizona State University's Southwest Interdisciplinary Research Center.



Childhelp Speak Up Be Safe is listed as having Promising Research Evidence by the California Evidence-Based Clearinghouse for Child Welfare.



RAISING AWARENESS

Childhelp Speak Up Be Safe youth ambassador Roosevelt Rawls, along with her comedian dad, Jef Rawls, have presented **"The Music & the Message"** to more than 40 assemblies to share the message with thousands of students across Arizona.

Their presentation offers an introduction to the concepts presented in Childhelp Speak Up Be Safe, raising awareness of the importance of body safety in a fun, entertaining way for youth, with the hope that schools will deliver Childhelp Speak Up Be Safe in its entirety to their students.

The show includes scripted "calls" from celebrities including Laura Marano (actor), Sean Aston (actor), Jason Grey (comedian, actor), Evie Clair (singer), and Cory McCloskey (meteorologist, comedian).



Text

Call

Chat



CONTINUUM OF CARE

A unique connection that sets Childhelp Speak Up Be Safe apart from other prevention programs is its alliance with the Childhelp National Child Abuse Hotline, providing 24/7 assistance to children, youth and families that have concerns about body safety or child abuse-related issues. This partnership strengthens the support students and families receive after the delivery of lessons.

The hotline is a trauma-informed program that has provided helpful services for over 40 years. Staffed by professional counselors with access over phone to interpreters in over 170 languages, the hotline provides information, emotional support, and connection to local resources.

The hotline is available by call and text at:
1-800-4-A-CHILD
(1-800-422-4453)
and by live chat at:
childhelpline.org

BUILDING ON SUCCESS

The effectiveness of Childhelp Speak Up Be Safe relies on adherence to best practices, age-appropriate presentations, in-depth facilitator training, engagement materials, and more. Facilitators confirm the value of these components, appreciating the program's holistic approach to keeping kids safe, no matter the type of abuse they may face.

Youth face new challenges every day, and ever-changing areas of risk. Education is key to prevention, and Childhelp looks to answer these needs with a new adjunct curriculum for grades 6–12 about staying safe from child trafficking.

Built on more than two years of research and collaboration, an informative course on preventing

child trafficking was published at the end of 2021. Since, Childhelp Speak Up Be Safe formed a Human Trafficking Advisory Group of local, national, and international experts to provide input for the full curriculum.

The new module closely mirrors the core curriculum, with facilitator training, fully-scripted lessons with classroom presentations, and engagement materials for each level.

Among these engagement materials, a series of grant-funded informative videos double as public service announcements, positioning Childhelp Speak Up Be Safe as a partner for any community working to prevent human trafficking

This module will be available year-end 2022.



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 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

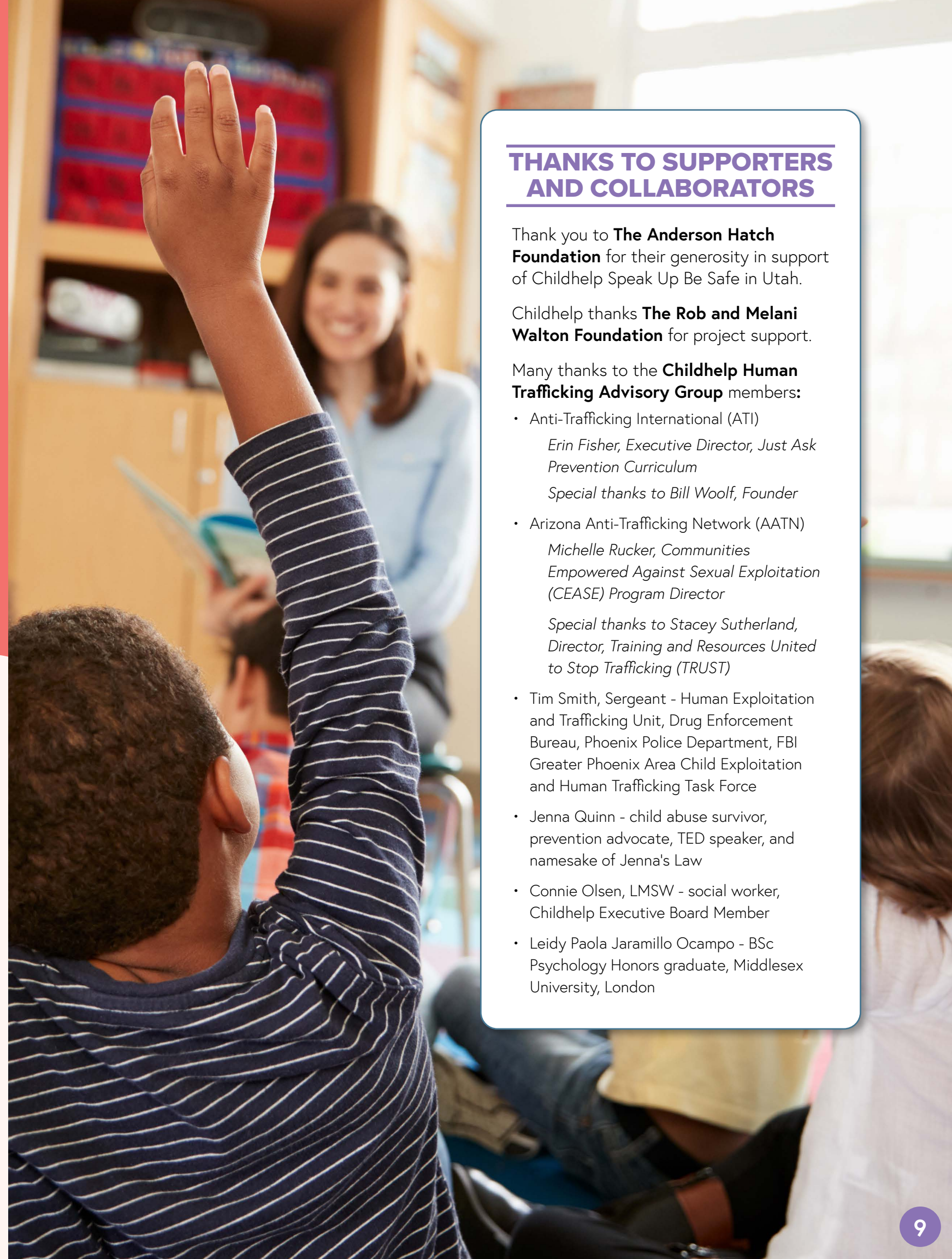
THANKS TO SUPPORTERS AND COLLABORATORS

Thank you to **The Anderson Hatch Foundation** for their generosity in support of Childhelp Speak Up Be Safe in Utah.

Childhelp thanks **The Rob and Melani Walton Foundation** for project support.

Many thanks to the **Childhelp Human Trafficking Advisory Group** members:

- Anti-Trafficking International (ATI)
Erin Fisher, Executive Director, Just Ask Prevention Curriculum
Special thanks to Bill Woolf, Founder
- Arizona Anti-Trafficking Network (AATN)
Michelle Rucker, Communities Empowered Against Sexual Exploitation (CEASE) Program Director
Special thanks to Stacey Sutherland, Director, Training and Resources United to Stop Trafficking (TRUST)
- Tim Smith, Sergeant - Human Exploitation and Trafficking Unit, Drug Enforcement Bureau, Phoenix Police Department, FBI Greater Phoenix Area Child Exploitation and Human Trafficking Task Force
- Jenna Quinn - child abuse survivor, prevention advocate, TED speaker, and namesake of Jenna's Law
- Connie Olsen, LMSW - social worker, Childhelp Executive Board Member
- Leidy Paola Jaramillo Ocampo - BSc Psychology Honors graduate, Middlesex University, London



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Since its inception in 1959, Childhelp's programs and services, which range from residential services to prevention education, have impacted more than 12 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.



