



HELPING KIDS **SPEAK UP & BE SAFE**

FY2024 IMPACT REPORT



PREVENTING ABUSE THROUGH EDUCATION



The evidence-based Childhelp Speak Up Be Safe (CH SUBS) curriculum for grades PreK–12, remains true to its proven efficacy and receives ongoing updates to classroom lessons, presentations, reinforcements, and resources to engage today's youth. Childhelp ensures focus on emerging and growing threats to safety by adding topic-focused curriculum modules.

In 2024, collaborative efforts led to the creation of effective materials to help teach youth about emerging risks. Subject Matter Experts with similar beliefs and missions partnered with CH SUBS to inform new curriculum modules addressing specific areas of increased risk for children and teens. To date, these targeted collaborations with experts have included the Human Trafficking Prevention module (funded in part by The Rob and Melani Walton Foundation), the development of an athlete abuse prevention module (funded through an OPRE grant and now being piloted in Arizona), and will continue next year with the completion of a curriculum module to address Staying Safe from Online Harm (funded through a gift from Meta).

The fully translated Spanish version of CH SUBS core, evidence-based curriculum for grades PreK–12 was launched in March 2024, making all materials fully accessible to a wider audience. Spanish is the second-most-spoken language in the United States and the first language of some close neighboring nations. While some Spanish-language materials have been available for years, this project produced full Spanish versions for everything, including facilitator training, lessons, presentations, and resources. All added curriculum modules are produced to be available in English and in Spanish.



WE'RE PARTNERING WITH THE NUNAVIK REGIONAL BOARD OF HEALTH AND SOCIAL SERVICES

IN CANADA'S QUEBEC PROVINCE

to help them adapt the CH SUBS core curriculum for the Inuit inhabitants of the region. Adaptation will include translation into the Inuktitut language and French, as well as culturally appropriate scenarios, examples, and images.



We teach the program in grades PreK–5. The core curriculum does a great job laying foundational pieces so students can build a safety plan – especially how to tell safe adults what’s happening. We had a child disclose that her grandfather was touching her inappropriately, and we worked with the school, local police, and DHS to have the grandfather arrested. He received a 10-year sentence.”

IOWA PREVENTION COORDINATOR

A parent at the state boys’ wrestling championship approached the Childhelp Speak Up Be Safe for Athletes table at the event with concerns regarding hazing on his son’s team. He expressed that there were instances of sexual harassment in the locker rooms during these hazing rituals and he didn’t know who to talk to. The CH SUBS team spoke to him about various facets of athlete abuse, reporting entities, and prevention intervention, and educated him on CH SUBS for Athletes. He requested information to take back to the school administrators.”

BOYS WRESTLING PARENT



WHO USES THE PROGRAM?

CH SUBS is predominantly used in schools, but over the last several years, there has been an increase in the use by advocacy centers, preschools, before- and after-school programs, summer camps, and youth sports organizations. The majority of children taught are in grades PreK–5, which is the most important age group to have an early impact on student self-worth, awareness, and skill building.

CH SUBS BUZZWORTHY NEWS

META PARTNERS WITH CHILDHELP TO LAUNCH NEW PREVENTION MODULE

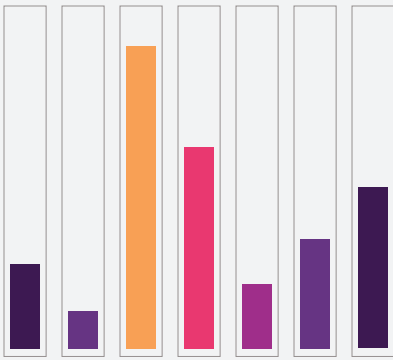


"For the first time, educators around the country will have a detailed, expert-backed curriculum - FOR FREE - to help students feel equipped to avoid sextortion and other forms of online exploitation."

ANTIGONE DAVIS
Meta's Global Head of Safety

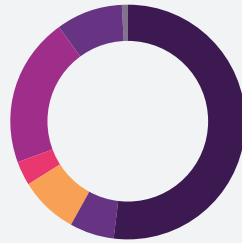
SCAN CODE
TO LEARN
MORE





HOW DID YOU HEAR OF US? (FY 2024)

- CONFERENCE / SPEAKING EVENT _ 13
- MARKETING EMAIL _ 5
- PROGRAM RESOURCE LIST _ 80
- ONLINE SEARCH _ 59
- PREVIOUS OR EXISTING USER _ 9
- REFERRAL / WORD OF MOUTH _ 17
- DHS _ 33



DELIVERY MODALITIES (FY 2024)

- PUBLIC EDUCATION _ 273
- PARISH / CHURCH / PLACE OF WORSHIP _ 32
- CHILD SERVICES / ADVOCACY _ 42
- CHARTER / PRIVATE / SPECIAL ED SCHOOLS _ 17
- INDEPENDENT _ 108
- AFTER-SCHOOL / SUMMER PROGRAM _ 48
- INDEPENDENT _ 4



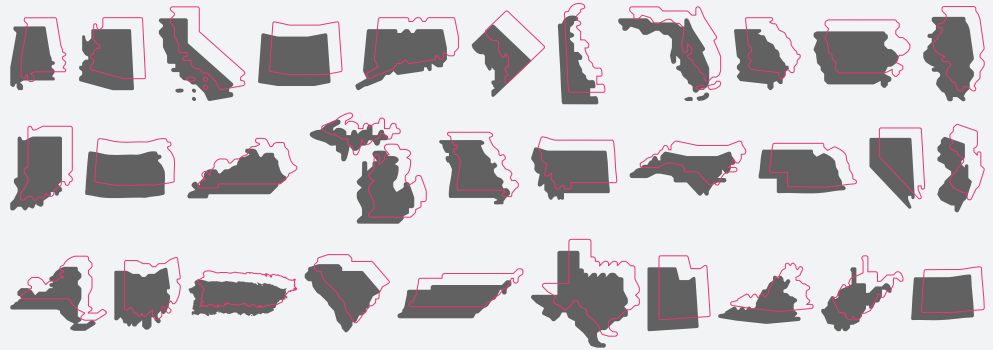
LOCATIONS SERVED (FY 2024)

- U.S. & TERRITORIES _ 32
- OUTSIDE U.S. _ 14

U.S. & TERRITORIES

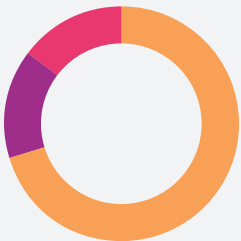
A GLOBAL EFFORT TO END CHILD ABUSE (FY 2024)

ALABAMA, ARIZONA, CALIFORNIA, COLORADO, CONNECTICUT, D.C., DELAWARE, FLORIDA, GEORGIA, IOWA, ILLINOIS, INDIANA, KANSAS, KENTUCKY, MICHIGAN, MISSOURI, MONTANA, NORTH CAROLINA, NEBRASKA, NEVADA, NEW JERSEY, NEW YORK, OHIO, PUERTO RICO, SOUTH CAROLINA, TENNESSEE, TEXAS, UTAH, VIRGINIA, WEST VIRGINIA, WYOMING



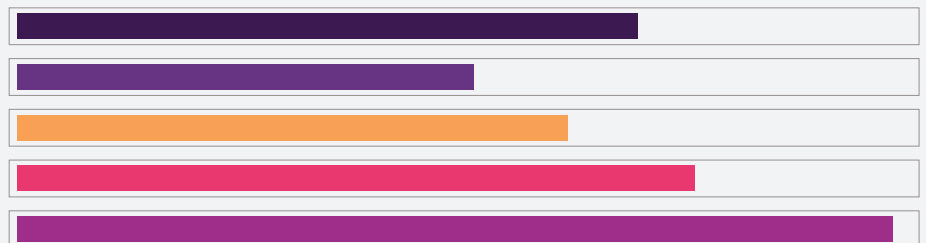
OUTSIDE OF THE U.S.

BAHRAIN, BELGIUM, CANADA, GERMANY, GUAM, ITALY, JAPAN MAINLAND, KENYA, NETHERLANDS, OKINAWA, SOUTH KOREA, SPAIN, TURKEY, UNITED KINGDOM



STUDENTS BY GRADE LEVEL (FY 2024)

- K - 5TH GRADE _ 146,353
- 6TH - 8TH GRADE _ 31,002
- 9TH - 12TH GRADE _ 30,947



TOTAL STUDENTS IMPACTED (FY 2024)

- FY 2020 _ 140,933
- FY 2021 _ 104,963
- FY 2022 _ 133,980
- FY 2023 _ 156,663
- FY 2024 _ 208,547

HIGHLIGHTS OF THE YEAR

LISTED WITH EXCELLENT RECOMMENDATIONS

Childhelp Speak Up Be Safe is listed with excellent recommendations in Georgia's "Sexual Abuse, Exploitation & Trafficking Prevention Education Technical Assistance Resource Guide" (TARG).

2024 NATIONAL HEALTH EDUCATION STANDARDS

The Childhelp Speak Up Be Safe core curriculum, as well as the Human Trafficking prevention module, were aligned to the new 2024 National Health Education Standards.

DETAILED ALIGNMENT TO THE ASCA STANDARDS

A detailed alignment to the ASCA Mindsets & Behaviors standards was added to the CH SUBS Human Trafficking prevention module. *(The core curriculum had already been aligned.)*

REACHED OVER 12,000 ATHLETES IN ARIZONA TO DATE

Childhelp Speak Up Be Safe created an athlete abuse prevention curriculum being piloted throughout Arizona—and is being very well received. *(Scheduled for national release in 2025.)*



MEETS THE PARAMETERS OF
JENNA QUINN LAW
AND ERIN'S LAW

Focusing on the importance of
collaboration and working together to
eradicate child abuse in all its forms.



ARIZONA EFFORTS

MAKING AN IMPACT

In FY24, Childhelp was awarded a grant to promote and facilitate the implementation of Childhelp Speak Up Be Safe throughout Arizona, at no cost to schools and child-facing organizations for implementation in PreK-12. With the year extension and through the addition of Childhelp Speak Up Be Safe outreach coordinators and facilitators, great success was achieved in raising awareness throughout the State of Arizona and successfully implementing the program into classrooms and other child-facing settings. FY25 is looking to have an even bigger reach in the state of Arizona through the addition of Childhelp Speak Up Be Safe for Athletes K-12.

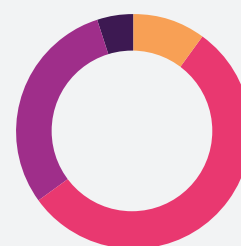
Results of efforts:

MEMBERS OF SIX COMMUNITY COALITIONS

These associations facilitate relationships with countless local organizations and networks in the field. They work together to share community resources regularly and meetings are often located physically at facilities in the state conducive to promoting the program. Ongoing membership with the current groups and joining additional groups will continue to bolster involvement with like-minded community organizations.

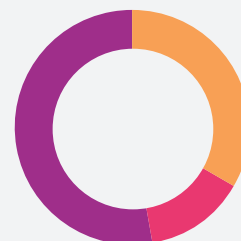
COCONINO & MARICOPA CHILD ABUSE PREVENTION COUNCILS

Coordinators are active members of these councils, assisting with planning and implementation of community events geared to family welfare. Members come from backgrounds related to public schools, dept of public health, family resource centers, healthcare facilities, and varied city departments. We will continue to be members of the councils and promote CHSUBS within these communities as they build council members.



DELIVERY MODALITIES
(FY 2024)

- AFTER-SCHOOL / SUMMER PROGRAMS _ 2
- CHARTER / PRIVATE / SPECIAL ED _ 11
- CHILD SERVICES / ADVOCACY _ 6
- PRESCHOOL / DAYCARE _ 0
- INDEPENDENT _ 1



STUDENTS BY GRADE LEVEL
(FY 2024)

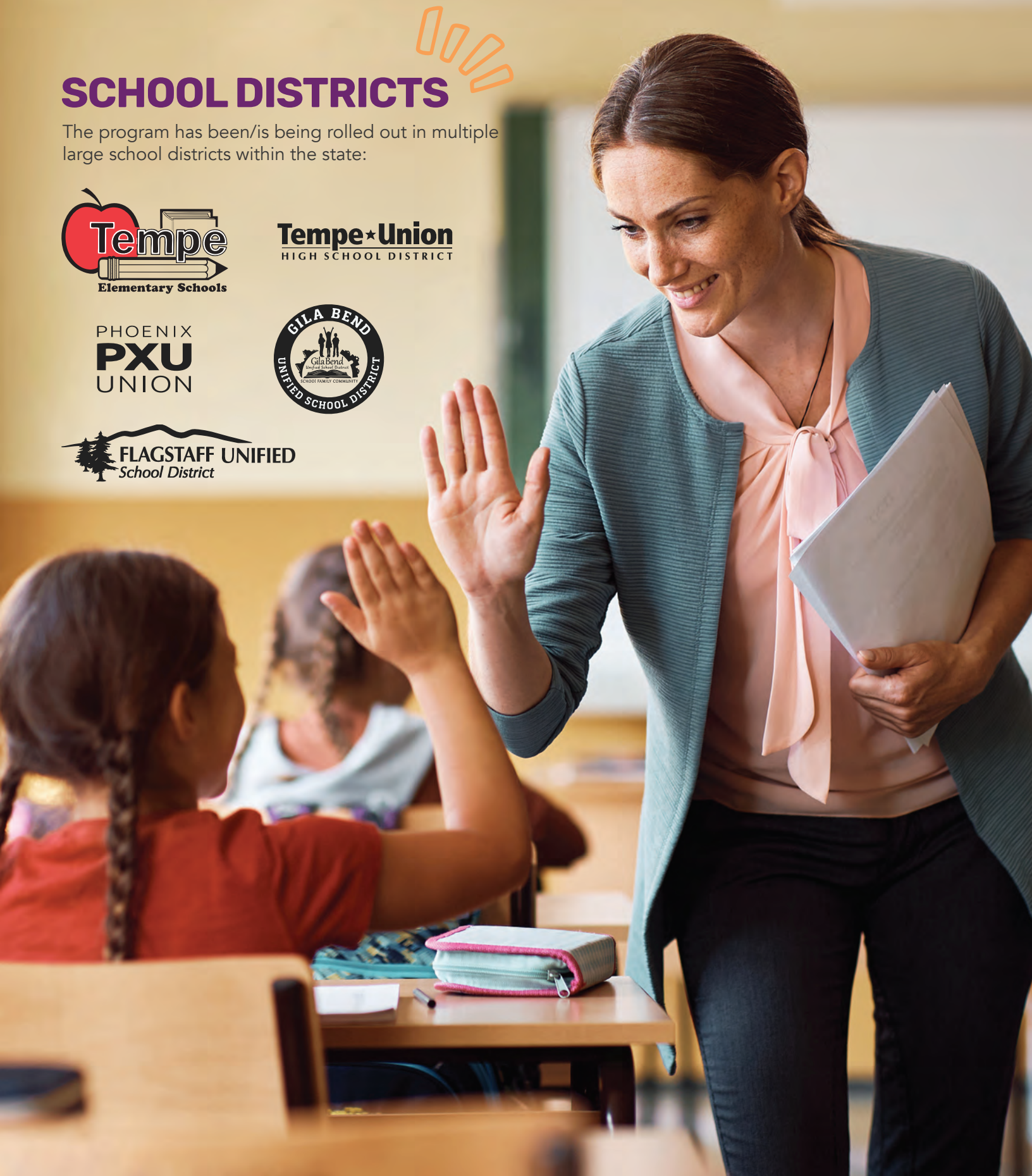
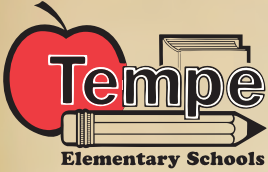
- PRE-K - 5TH GRADE _ 11,905
- 6TH - 8TH GRADE _ 5,148
- 9TH - 12TH GRADE _ 19,783

AZ SCHOOL SOCIAL WORKERS ASSOCIATION AND AZ SCHOOL COUNSELORS ASSOCIATION

These professionals are our main organizational decision makers and facilitators throughout Arizona. Partnership with the associations provides a bridge to the schools, and these decision makers hold the highest investment in the well-being of the youth they serve. CH SUBS has been featured in their newsletters and email blasts, and our coordinators have exhibited and presented at their state conferences. We will continue to foster these relationships, as they have the furthest reach within the state to make a direct impact.

SCHOOL DISTRICTS

The program has been/is being rolled out in multiple large school districts within the state:





The Childhelp Speak Up Be Safe (CH SUBS) evidence-based prevention education curriculum is a program of Childhelp, a 501c3 organization that counts on community support to meet its mission of child abuse prevention, intervention, treatment, and community outreach.

CHILDHHELP SPEAK UP BE SAFE

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 @childhelporg