An interactive safety education program to empower children and reduce their risk of victimization.
About Us:

The Kids in the Know® program is owned and operated by the Canadian Centre for Child Protection. A charitable organization dedicated to the personal safety of all children, our goal is to reduce child victimization by providing programs and services to Canadians.

About Kids in the Know:

The Kids in the Know program is an interactive safety education program for increasing the personal safety of children and reducing their risk of victimization. The core foundation of the curriculum is based on 7 Root Safety Strategies and 4 Root Safety Environments. These root safety principles are reinforced and practiced throughout every grade level from Kindergarten to Grade 9 to provide children and youth with a solid safety repertoire. The program has been purposefully designed to create a common language to help facilitate the way we teach kids about their own personal safety.

What makes the Kids in the Know program unique?

- Deals equally with sexual exploitation and personal safety
- Incorporates personal safety and relationship concerns around technology
- Gleans information from Cybertip.ca — Canada’s tipline to report the online sexual exploitation of children — to create current, developmentally-appropriate prevention material
- Teaches skills to build capacity to handle difficult situations
- Matched to outcomes mandated by Departments of Education in all jurisdictions across Canada
- Includes components for home and school
- Offers training on the issue of personal safety and child sexual abuse
- Practical, user-friendly program
- Continual support and consultation available from the Canadian Centre for Child Protection
- Lessons are research-based and outcome-focused
- Individual grades available from Kindergarten to Grade 9

kidsintheknow.ca
Program Enhancements:

Our partnerships with educators and communities have been invaluable in the revision process to develop the **new edition of the Kids in the Know program**. New technology issues and research findings have also been incorporated into the new program.

The Kids in the Know program has been revised to incorporate the following:

- The balancing of empowerment and protection.
- Providing a standard of measure for what constitutes risk.
- Building children’s capacity to cope with a degree of risk.
- Encouraging children to disclose unhealthy situations and incidents (such as boundary-breaking behaviours as well as abuse situations) to safe adults.
- Teaching children how to tell an adult they need help.
- Increasing awareness about individuals who groom/lure children who hold a position of trust and are well known to the child. Engaging children in discussion about how such experiences can create very conflicting feelings for the child as the adult is usually a very important person in the child’s life. Practicing how to tell a safe adult who can help about such experiences.
- Emphasizing healthy relationships — helping kids identify unhealthy behaviours in relationships (i.e. pressuring to engage in sexual activities, taking sexual pictures and videos, manipulating emotions to convince a child to perform sexual acts, using sexual information or images to coerce children or youth into further sexual activities through fear of disclosure to parents, or legal repercussions, etc.).
- Teaching children privacy values and the need to develop healthy, trusting relationships.
- Teaching kids the importance of being trustworthy custodians of their friends’ information.

**Kids in the Know** is a sequential program of instruction which allows lessons to evolve at increasing levels of complexity and comprehension. Recognizing the various stages of child/youth development, the Kids in the Know program allows teachers and parents to adapt the lesson plans and activities to meet the individual needs of every child.
Permanent Record Online
Lesson 5

Required Materials
- Permanent Record Online Statement Cards
- Picture Permanence Story (copies for each group of 3-4 students, cut up into pieces)
- Sand *
- 4 clear plastic glasses *
- Chart paper

Note: Materials are not supplied. With an asterisk (*)

- Students will consider the benefits
- Students will understand the level of outcome and risks associated with the Internet.
- Students will learn to make healthy permanence with sending images online. It can be used as a valuable tool, as well as how of the ways in which the worldwide connection Internet, it is imperative that they are aware.
- As 99% of children in Canada are using the Internet, they need to be taught about the long-term consequences of posting content and/or sending images on the Internet. Adolescents need to be taught that the information sent can easily be misused by others. The impact of the ways in which the worldwide connection Internet, it is imperative that they are aware.
- Adolescents need to be empowere d with knowledge so they can use the Internet safely.
- As kids experiment with behaviour online, they often underestimate the potential negative consequences of sharing too many personal thoughts and pictures. They often do not fully appreciate how they can lose control of how it may be used.

Permanent Record Online
Lesson 6

Pricing for the Kids in the Know program

<table>
<thead>
<tr>
<th>UNIT</th>
<th>COST</th>
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</thead>
<tbody>
<tr>
<td>K to 9 plus intro*</td>
<td>$260</td>
</tr>
<tr>
<td>K to 8 plus intro*</td>
<td>$245</td>
</tr>
<tr>
<td>K to 4 plus intro*</td>
<td>$185</td>
</tr>
<tr>
<td>Single grade package plus intro*</td>
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</tr>
<tr>
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<tr>
<td>Intro</td>
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<tr>
<td>Puppet and book package</td>
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<tr>
<td>Puppet</td>
<td>$15</td>
</tr>
<tr>
<td>Storybook</td>
<td>$7.50</td>
</tr>
</tbody>
</table>

* Also includes 5 puppets and 4 storybooks

Now Available By Individual Grades:

Based on feedback from teachers and principals, the new edition of the Kids in the Know program will be available by individual grades. The new format will enable any teacher interested in the program to buy their own individual grade and implement it in their classroom. This option creates greater flexibility for schools and more customization options for teachers and principals.

kidsinthecknow.ca
NEW Edition of Kids in the Know
An Interactive personal safety program with lessons for Grades K–9

The Kids in the Know program has been in operation since 2004, and we are thrilled to announce the newly-revised edition! Over the years, we have taken a number of steps to test the program and its effectiveness. After consulting extensively with participating schools, Departments of Education, guidance counselors and leading experts, we have embraced the opportunity to build on the core foundation of the program.

The original program successfully completed the following:

» An independent pilot conducted in Ontario in 2008 by the Council of Ontario Directors of Education (CODE), facilitated through the Ontario Department of Education

» Received the nationally recognized Curriculum Services Canada seal of approval in 2006

» Reviews by Departments of Education across the country, resulting in their recommendations for use as a resource to meet outcomes in the Physical Education and Health Curriculums

» Piloted annually with youth advisory groups since 2007

» The new Grade 5 lessons were tested in June 2010 with students from the Vancouver School District by the Social Responsibility and Diversity Team

“This is an amazing program! It’s easy to use and works well with other units such as language arts or computer studies. (The) Kids in the Know (program) is a must for kids of all ages. If children experience something inappropriate, they learn it is not their fault and that there is another adult who can be trusted. It gives them the confidence to speak out if something happens.”

Wanda Hill, Principal of Sunridge Centennial Public School in Ontario
The 3Cs of Internet Safety: keeping kids safe

CONTENT: Exposure to harmful material
- Exposure inappropriate content
- Exposure to illegal content
Example: Viewing sexually graphic material.

CONTACT: Building relationships online
- Inappropriate contact with adults
- Inappropriate contact with other kids/adolescents
- Contact with inappropriate “interest groups” formed online
Example: Meeting up with someone who has harmful intentions.

CONDUCT: Public nature and permanence of the Internet
- Experimenting
- Creating/posting/distributing sexually explicit material
- Posting public information about self and others
Example: Sexting.

Specific Internet safety lessons included in the KIK program:

**K - GRADE 1**
- Okay/not okay secrets
- Public vs. private behaviour
- Going to adults for help
- Trust your INSTINCTS
- Labelling feelings

**GRADE 2**
- What’s okay/not okay
- KEEP vs. SPEAK Secrets
- Labelling feelings
- Safe adults

**GRADE 3**
- Public and private information
- Emotions
- Friendship (what it is and isn’t)
- KEEP vs. SPEAK Secrets
- Safe adults

**GRADE 4**
- Zoe and Molly
  - Online games
  - Luring
  - Be careful what you share online
  - Friendship (what it is and isn’t)

**GRADE 5**
- Internet awareness
- Create safe profiles
- Trust your INSTINCTS
- Common lures
- Friendship (what it is and isn’t)
- Safe adults
- Emotions

**GRADE 6**
- Threats online
- Common lures
- Healthy relationships
- Internet safety
- How to get help

**GRADE 7**
- Cell phone safety
- Picture permanence
- Knowing the line
- Luring
- Respect yourself
- Healthy relationships
- Emotions

**GRADE 8**
- Cell phone safety
- Picture permanence
- Respect yourself
- Knowing the line
- High-risk behaviour
- Healthy relationships
- Emotions

**GRADE 9**
- Respect yourself — social networking
- High-risk behaviours
- Dating awareness
- Love and control
- Emotions

Incorporates Technology Safety into Personal Safety Prevention

**Technology is an integral part of children’s lives; the online and offline worlds have merged.**

- Situations that arise online continue offline
- Situations that arise offline continue online

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