



# kids in the know<sup>®</sup>

for Kindergarten to High School

NOW AVAILABLE  
ELECTRONICALLY

## Program Overview Guide

An interactive safety education program to empower children and reduce their risk of victimization



[kidsintheknow.ca](http://kidsintheknow.ca)

Third Edition

Kids in the Know is a program owned and operated by



CANADIAN CENTRE for CHILD PROTECTION<sup>®</sup>  
Helping families. Protecting children.

# About Us:



CANADIAN CENTRE *for* CHILD PROTECTION®  
*Helping families. Protecting children.*

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:

**Kids in the Know** is an interactive safety education program designed to increase the personal safety of children and help reduce their risk of victimization. The core foundation of the program 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 high school 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 considerations with use of technology
- » Teaches skills to build capacity to handle difficult situations
- » Addresses self/peer exploitation (coined in the media as “sexting”) and cyberbullying
- » Matched to outcomes mandated by Departments of Education in all jurisdictions across Canada
- » Gleans information from Cybertip.ca — Canada’s tipline for reporting the online sexual exploitation of children — to create current, developmentally appropriate prevention material
- » Includes components for home and school
- » Includes lessons that are evidenced based and outcome focused
- » Available by individual grades from kindergarten to Grade 8
- » Is a practical, user-friendly program
- » Offers online training on the issue of personal safety, child sexual abuse and how to effectively implement the Kids in the Know program
- » Offers continual support and consultation available from the Canadian Centre for Child Protection

**DIGITAL EDITION NOW AVAILABLE WITH  
LESSONS FOR KINDERGARTEN TO GRADE 10**

# Program Enhancements:

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

## The Kids in the Know program incorporates the following:

- » Balancing 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 (e.g., boundary-breaking behaviour, abuse situations) to safe adults
- » Teaching children privacy values and the need to develop healthy, trusting relationships.
- » Teaching kids the importance of being trustworthy custodians of their friends' information.

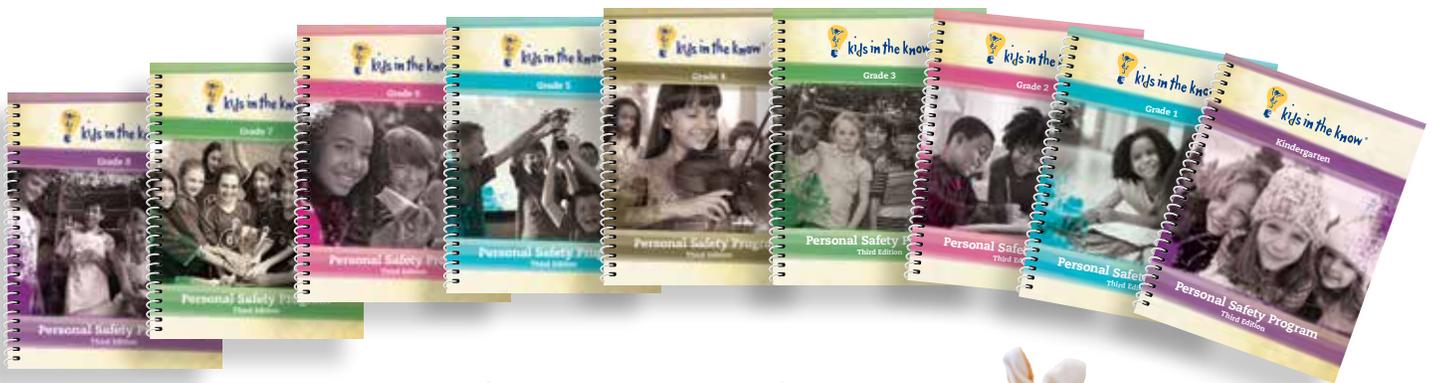


*Kids in the Know recognizes the various stages of child/youth development, and allows teachers and parents to adapt the lesson plans and activities to meet the individual needs of every child.*

# Engage. Empower. Educate.

As a community, it is our shared responsibility to safeguard children and teach them skills that will help keep them safe. Safety education helps build children's confidence and critical thinking skills, and helps prepare them for potentially dangerous situations should they arise.

We hope you will join other Canadian educators to bring this important child personal safety program into your school. Together we can protect Canada's children by teaching them how to be smart, strong, and safe.



## Available by individual grades:

The new edition of the **Kids in the Know** program is available by individual grades from kindergarten to Grade 8, along with an online high school module. This format enables any teacher interested in the program to buy their own individual grade and implement it in their classroom. This creates greater flexibility for schools and more customization options for teachers and principals.

# NEW Edition of Kids in the Know

## Approved in jurisdictions across Canada

The **Kids in the Know** program has been offering educators the tools they need to help empower children and reduce their risk of victimization since 2004. We have taken a number of steps to test the program's effectiveness, and, over the years, youth advisory groups have been an integral part of this process.

**Kids in the Know** consults extensively with participating schools, Departments of Education, student services teams, and leading experts to maintain the practical and sustainable implementation 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
- » Reviewed 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

"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."

Principal of Sunridge Centennial Public School in Ontario

# The 3 Cs of Internet Safety:

## CONTENT:

- ✓ Exposure to harmful inappropriate and illegal content online.

Example:

- Viewing sexually explicit content either by accident, out of curiosity or shared by an adult.

## CONTACT:

- ✓ Inappropriate contact with adults
- ✓ Inappropriate contact with peers

Example:

- An adult luring children or youth online
- Youth receiving images or information (usually of a sexual nature) about a peer or classmate

## CONDUCT:

- ✓ Youth experimenting online
- ✓ Youth creating, posting and distributing sexually explicit material
- ✓ Youth posting public information about self and others

Example:

- Self/peer exploitation (coined in the media as "sexting")
- Engaging in cyberbullying by sharing images or 'liking' negative posts about a peer

Sample lesson topics included in the Kids in the Know program:

**Kids in the Know**

**K – GRADE 1**

- Okay/not okay behaviours
- Public vs. private behaviour
- Going to adults for help
- Trusting your instincts
- Labelling feelings
- Keep & Speak Secrets

**GRADE 2**

- Okay/not okay behaviours
- Keep vs. Speak secrets
- Emotions
- Going to adults for help

**GRADE 3**

- Zoe & Molly Online Safety: Public and private information
- Emotions
- Healthy/unhealthy friendships
- Keep vs. Speak secrets
- Going to adults for help

**GRADE 4**

- Zoe & Molly Online Safety: Be careful what you share online
- Common lures
- Emotions
- Healthy/unhealthy friendships
- Going to adults for help

**GRADE 5**

- Creating safe profiles
- Common lures
- Healthy/unhealthy friendships

**GRADE 6**

- Online risks
- Emotions
- Common lures
- Healthy relationships
- How to get help

**GRADE 7**

- Smart phone safety
- Picture permanence
- Boundaries
- How to get out of uncomfortable situations
- Healthy relationships
- Emotions

**GRADE 8**

- Smart phone safety
- Picture permanence
- Boundaries
- Healthy relationships
- Emotions

**HIGH SCHOOL**

- Social media
- High-risk behaviours
- Healthy dating relationships
- Emotions
- Boundaries
- Consent

**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.**  
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Kids in the Know® is a program operated by the Canadian Centre for Child Protection Inc.

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