

Our Philosophy

Be a Safety Kid Program is a fun, motivating and effective approach to teaching personal safety to children.

Stranger Danger
is not effective!

Too often children are lured, molested, abducted, murdered, or victimized by people they thought they *knew*. **It is vital to eliminate the word *stranger*** when teaching children how to be safe.

Stranger Danger
Concept is not
Effective!

The *Safety Kids* curriculum, featuring Charlie Check-First, teaches children to “**Check First** before you go anywhere with anyone!” The mascot, games, posters, songs and reinforcement activities teach this concept in a fun manner—and the children remember it!



Thousands of law enforcement officers, teachers, and child care providers have received training in the *Be a Safety Kid* program, who in turn, have impacted hundreds of thousands of children internationally!

Our Background

Safety Kids, Inc. (S.K.I.) was founded in 1998 to work hand-in-hand with children, parents, law enforcement, and teachers to protect children from abuse, abduction, exploitation, violence, and injury through victimization.

Diane L. Brown, founder of Safety Kids, Inc., has worked on the issue of personal safety for children since 1982. She is a certified International Crime Prevention Specialist through the International Society of Crime Prevention Practitioners. In 1998 she created Safety Kids, Inc. to broaden the scope of child safety and include topics such as abuse, exploitation, and violence.

In 2013, Diane Brown retired after a long career of child safety education. In searching for another to carry the torch, she ultimately decided to pass on the Safety Kids program to the Arizona Crime Prevention Association, Inc. (ACPA).



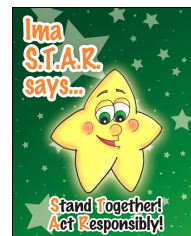
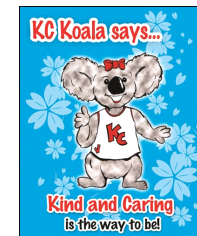
The Arizona Crime Prevention Association (ACPA) was created in 1977 by crime prevention officers, civilian employees, volunteers, and members of security and loss prevention industries, dedicated to the promotion of Crime Prevention Awareness throughout the state of Arizona. Our mission is to focus attention on local, state and regional issues related to crime prevention and provide a forum for the exchange, coordination and teaching of ideas, concepts and programs pertaining to the reduction of crime.

Be a Safety Kid Curriculum

(preschool - grade 5)

Our comprehensive educational materials address these topics:

- ◆ Lures used by molesters and abductors
- ◆ Power NO for pressures, dares, drugs, guns, Not OK Touch/Not OK Talk
- ◆ Home Alone skills
- ◆ Kind and Caring Kids: Bullying, Conflict Resolution, Tolerance and Self-Esteem
- ◆ Observation Skills (what to do if approached)
- ◆ Emergency Situations
- ◆ Buddy System (what to do if lost)



Charlie

KC Koala®

Ima
S.T.A.R.®

Download the Safety Kids Program **TODAY!**

Achievements

Awards

- ◆ FBI Community Leadership Award
- ◆ Certified by Independent Charities of America
- ◆ Accredited by Better Business Bureau
- ◆ Governor's Award for Crime Prevention
- ◆ Appeared on numerous television and radio programs to include Sesame Street Live and the Harlem Globetrotters

Endorsements

"Better than *Stranger Danger* and *McGruff*."
Lower Merion Police Department

"We love the program, it's so easy to use."
Maricopa County Attorney's Office

"This program should be mandated in all school districts."
Haverford Police Department

"Our students have truly embraced the Charlie Check-First program."
Chartiers Valley Primary School

"I expected another violence prevention program, but I received a challenging *new* concept for keeping children safe."
Allegheny Intermediate Unit—Head Start

"The Foundation has been utilizing the Be A Safety Kid curriculum as a resource for Arizona school resource officers since 2005."
Arizona Foundation for Legal Services & Education

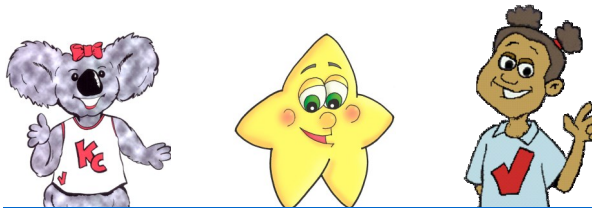
"It's a program that the F.B.I. and innumerable partnering agencies work with when going into the schools to discuss aspects of child safety."
Federal Bureau of Investigation

Who presents the program?

The Be a Safety Kid program stresses simplicity, flexibility, and effectiveness.

- ◆ Teachers present as independent lessons.
- ◆ Health educators present as part of the study on safety.
- ◆ Guidance counselors present selected topics to the classrooms.
- ◆ Public safety present the lessons in the classroom.
- ◆ Teamwork is used (police officers + guidance counselors, etc.)
- ◆ Self-defense instructors utilize the curriculum as a passive alternative.
- ◆ Day cares, religious organizations and non-profits incorporate the curriculum concepts into other lessons or programs.

It is critical that children receive solid and accurate instruction on personal safety. Safety Kids help accomplish that goal by providing effective and motivating lessons and materials.



Be a Safety Kid®

A program from the

**ARIZONA CRIME
PREVENTION ASSOCIATION, Inc.**
a 501(c)3 non-profit organization

www.safetykids.org

www.acpa.net

Safety Kids

Personal Safety for Children

*Keeping children safe from
abduction, violence, and
exploitation...*



"Charlie Check-First"

will introduce you to this
creative and effective
approach to keeping



WWW.SAFETYKIDS.ORG