



World Class Safety Curriculum for **K - 12**

www.kidproofinternational.com



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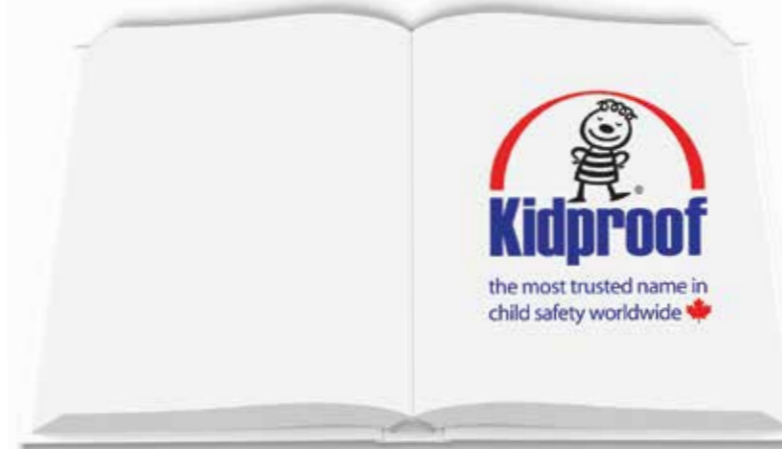
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A Message From

Samantha Wilson

President And Founder Of Kidproof™



Thank you for your interest in our Protect Ed Curriculum. We are all very excited at the launch of our new, comprehensive and one-of-a-kind safety education curriculum.

Protect Ed is a multi-grade, multi- subject, flexible program that addresses the most critical issues in child safety today.

For more than a decade, Kidproof has worked tirelessly in our quest to increase safety awareness and protect children around the world. With presence in more than 30 countries, we believe that there is nothing as precious as a child, and that we must continue to focus on preventative education to impact lifelong changes.

It takes a community to truly keep children safe, which is why we focus on engaging and educating every stakeholder in a child's life, including the parents, the educators and the kids themselves. This will help ensure that key messages are consistently reinforced throughout their lives. Safety education is more than just teaching how to make safe choices: when children feel safe, they are better able to learn, become open to new ideas, and can excel both socially, spiritually and financially towards their future success.

We take teaching safety seriously and are proud to have earned your trust. To that end, I promise to endeavor to provide the children, parents, and educators across the globe with world-class education that will help raise safe and healthy children of the future.

Sincerely,

Samantha Wilson





Where there are children There is a need for Kidproof.

Kidproof Safety is a niche education publisher that is committed to producing *high quality, relevant, and innovative* safety education delivered to schools, communities, families and child-centric organizations *around the world.*

Kidproof Canada Inc. was formed in 2000 by *Samantha Wilson*, an internationally recognized expert in child and family safety. Kidproof has grown to have an *international reach* and is becoming the driving force in proactive and preventative child safety education on a global scale. Through Kidproof's exclusive **Protect ED** Curriculum, courses, workshops, seminars, books, newsletters and website, we reach millions of parents, educators, and children across *30 countries* each year.

Subject matter experts assist in creating the most current education lesson plans, teacher resources, parent guides, student workbooks, eBooks and classroom materials that address *topics such as* Bullying, Conflict Resolution, Internet Safety, Personal Safety, Stranger Safety, Health &

Sports Safety, Nutrition, School Safety, Babysitting, Fire Safety, First-Aid, Home Safety, Road Safety, Ethics & Good Citizenship, Emotional Safety, Self-Esteem Building, Safe Parenting, Teacher Professional Development programs and much more!

With thirteen years of worldwide experience in safety education, Kidproof has become the *preferred partner* and the *most trusted source* in cutting edge safety education for local government ministries and institutions, child-centric organizations, and school board commissions, around the world.

After all,
there is no room for error, no time to
waste, and no excuse to turn a blind eye when it
comes to protecting children!



WHY YOUR CHILDREN NEED SAFETY EDUCATION?

Protect ED courses are not a luxury, they are a necessity!

WHAT ARE THE LASTING BENEFITS TO Protect ED?

Helping children to grow into healthy, safe & productive citizens of the future!

- 1** Parents agree that there are a lot more dangers in today's world, yet many feel that they are not familiar enough with these issues to be able to protect their children adequately.
 - 2** There is an increasing pressure on schools to provide education to students on safety topics, and parents are requiring that safety education be incorporated into the curriculum.
 - 3** Administrators believe safety education should be taught by a teacher – yet there exists no consistent source of content, training or expertise in this area for teachers to use.
 - 4** Safety is all we do! **Kidproof Safety** has spent over a decade perfecting child safety education and has the unparalleled experience of teaching safety to millions of kids around the world. We are THE expert in safety education and our commitment is unwavering.
 - 5** **Protect ED's** content is written by educators and subject matter experts and updated constantly, so you can be confident that you have the most up-to-date lessons and training available. There is no other education program that devotes this kind of immediate response!
- 1** **Effective, long-term prevention of crimes and abuse committed against or by students. Reduction in accidents and harmful activities!**
 - 2** **Development of strong critical thinking skills of students relating to their safety, health & well-being!**
 - 3** **Increased student self esteem. Reduced risk and fear resulting in less stress in students!**
 - 4** **More enthusiastic participation in school. Higher attendance rates!**
 - 5** **Increased sense of community & good citizenship!**



Safety Education Program

Safety education is a fundamental component of childhood development. The importance of *accurate, informed* and *structured* safety education is vital in the success of children's health and well-being. After all, a child who does not feel safe is unable to focus on his or her education.

Kidproof's unique **Protect ED** safety education program ensures that every child receives the high-quality preventative safety education he or she deserves. We teach children *valuable and necessary life lessons* that will prepare them to make safer and healthier choices in today's changing world.

Because every child has the right to be safe!

ProtectED offers
12 hours of
safety education
to students
at each of the
15 grade
levels!

Pre-School Cycle KG1 to KG3 **Ages 3 to 6**

Elementary Cycle G1 to G6 **Ages 6 to 12**

Intermediate Cycle G7 to G9 **Ages 12 to 15**

Secondary Cycle G10 to G12 **Ages 15 to 18**

Protect ED is *flexible* and *customized* to meet your country's specific cultural and safety needs.





We believe it takes a community to keep children safe, and therefore adopt the **“WHOLE APPROACH”** when it comes to proactive, preventative safety education. This means that we address every stakeholder in a child’s life:
THE PARENTS,
THE EDUCATORS, and
THE CHILDREN THEMSELVES.

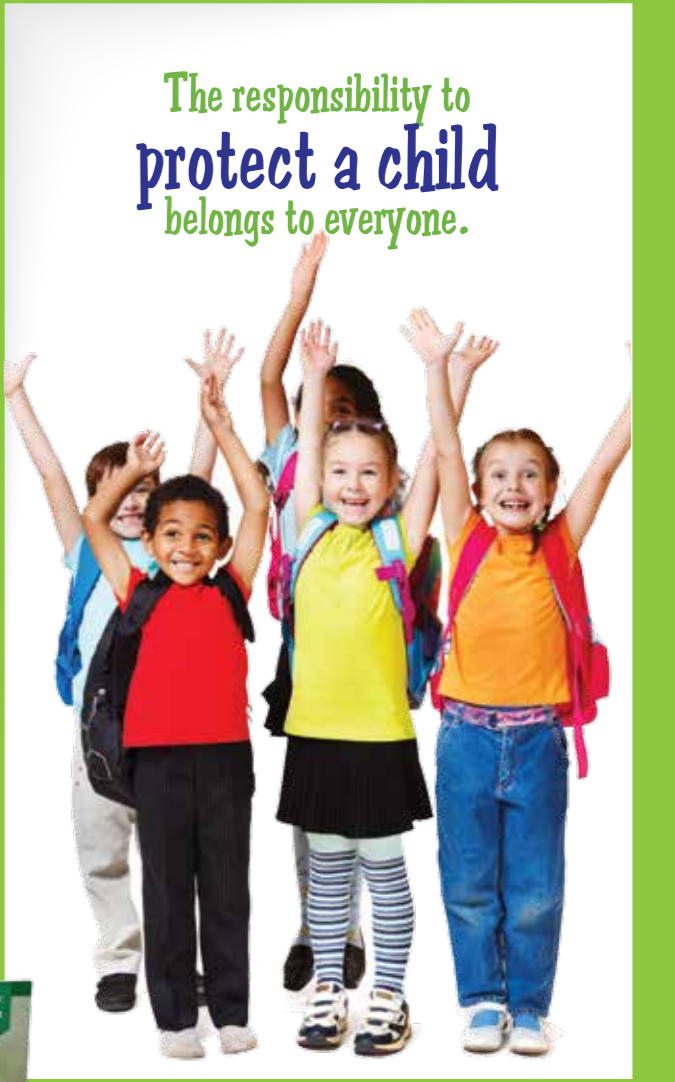


For each of the 15 grade levels,
Protect ED includes:

- 1** A Student Workbook (available in English & French)
- 2** A Parent Safety Guidebook (available in English & French)
- 3** A Teacher Lesson Plan & Resource Book (available in English & French)

For each of the 4 cycles
Protect ED includes:

- 1** A Teacher Professional Development Training Program, online or in-person! (available in English & French)
- 2** A Teacher Guidebook (available in English & French)



Because we believe that every child has the right to be safe, we strive to keep **Protect ED Student Workbooks AFFORDABLE AND ACCESSIBLE!**



Protect ED: Safety Education Program for children ages 3 to 18

Protect ED is *fun, entertaining* and *exciting*. But make no mistake, we take protecting kids very seriously and our diligence in providing the most *accurate information* shows through every lesson we produce. Every year we review and revise our programs to ensure they reflect *current* trends and issues in child safety. We are committed to addressing today's issues – not outdated, misused, and ineffective lessons that were created in years gone by.

With a focus on *prevention*, **Protect ED** builds confidence, reduces risks and protects the future of our children.

Students progress through a series of non-threatening safety lessons consisting of 12 hours of education over the school year.

Core Subjects covered are:

- **Physical Safety:** Home safety, fire, electricity, poison, gun safety, playground safety, safety outside the home, during activities, road safety, bicycle/bus/car safety, emergency response, first aid, etc.
- **Personal Safety:** Safety around people and situations. Prevention of being lost, of kidnappings, of sexual abuse, of domestic abuse. Learning how to set boundaries, to deal with peer pressure situations, or to deal with strangers, etc.
- **Citizenship, Ethics and Anti-Bullying.**
- **Internet and Technology Safety.**
- **Emotional Safety:** Self-esteem, body image, core values, assertiveness vs. aggressiveness, media awareness, effective communication, confidence building, etc.
- **Healthy Living:** Nutrition, exercise, drugs/alcohol/tobacco prevention, leadership, goal setting, time & stress management, personal motivation skills, teamwork, etc.

Lessons are designed to build on each other and on previous knowledge of the student. This does not mean that a student must have attended a prerequisite course the year before! But rather, as children grow they will be faced with specific issues relating to their personal safety. Our programs are designed to address these issues in an *age-appropriate* manner.

Protect ED *develops critical thinking skills* to ensure that our students are not just being told what to do, but instead, learn to assess a situation, recognize the warnings signs, and make a safe choice.

Protect ED is *easily integrated* into your school or organization's scheduling.

Protect ED is a *cost effective, dynamic, turn-key solution* to your school's safety education needs.

Every **Protect ED** lesson is *designed with the child learner in mind*. We believe that children learn from «doing» rather than simply sitting in a class listening to a lecture. That is why each **Protect ED** lesson is *interactive, entertaining, memorable* and so much *fun* for kids!



Notice to schools:

Contact us today to get started or Order Online today at www.kidproofsafety.com



Protect ED includes: Parent Safety Guidebooks

Parents are a child's first line of defense and play a critical role in their health and safety. **Kidproof** believes that the only way we can truly keep children safe, is to involve the parents every step of the way.

Communication
is the Key!

Protect ED offers a **FREE** Parent Safety Guidebook that is inserted within the Student Workbooks at all grade levels!

Protect ED 's Parent Guidebook Teaches:

- How to be engaged parents with your children.
- How to start a conversation about an uncomfortable topic.
- How to recognize the warning signs that your child may be heading into danger.
- How to guide your children to make safe choices so that they are better equipped to handle the challenges of teenage years, and adulthood.
- Understand the safety education that their children are acquiring at school, enabling them to adopt & reinforce those teachings at home.
- Know the facts about bullying, abuse, cyber safety, substance abuse, and how to prevent danger.

Student workbooks and Parent Safety Guidebooks are updated every year, so content remains current and innovative... No other education program devotes this kind of immediate response!

Protect ED includes: Teacher Lesson Plans & Resource Book

Thematic Instruction

Protect ED lesson plans encourage discussion and questions through the use of theme based questions.

Reinforcing Effort

Protect ED lessons reinforce positive choices and develop critical independent thinking.

Protect ED
embraces research
based instructional
strategies such as:

Non-Linguistic Representation

Protect ED lessons are interactive, engaging and have very little lecture based learning. Students learn by "doing": Frequent use of flash cards, posters and visual aids assist the learner in retaining key messages.

Simulations And Games

Protect ED lessons are a combination of games, play, scenarios and discussions. We encourage students to develop and hone their critical thinking skills by practicing and discussing decisions and possible outcomes.

Our Lesson Plans & Resource Books are updated every year, so content remains current and innovative... Teachers can finally feel confident that they have the most up-to-date lessons and training available!

Teachers will love our classroom-friendly lesson plans that include instructional guides, discussion points, activities, learning objectives and desired outcomes. Each of the 15 **Protect ED** Teacher Lesson Plans (one for each grade level) also includes detailed lesson preparations, content and materials needed to ensure the student's success.



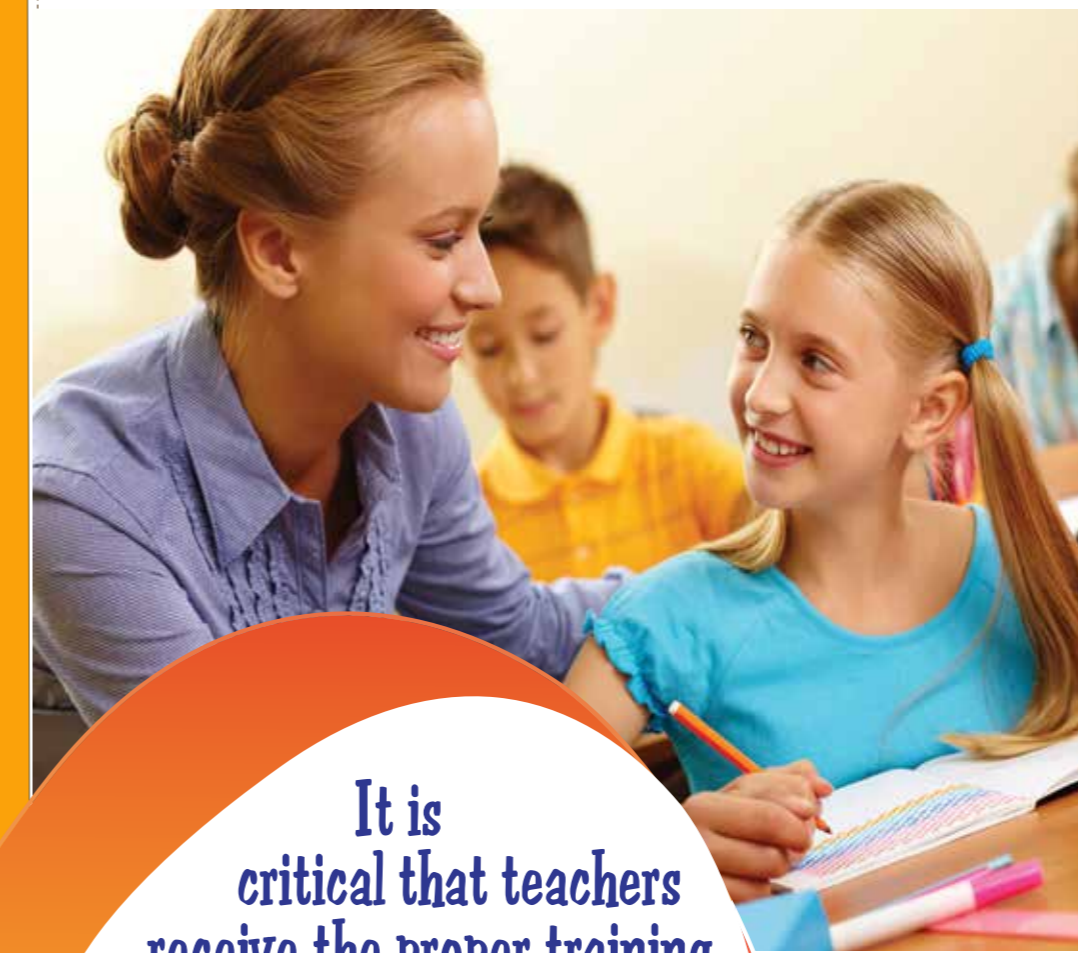


Protect ED includes: Teacher Professional Development Training

Teachers are expected to meet the challenges of educating in our fast changing world, but are often given little or no formal training on how to teach sensitive and life-saving subjects to their students. Teachers must be clear, confident and compassionate when teaching a child how to deal with a bully, use the Internet, say "no" to drugs, respond to an injury or make safe choices around strangers. The wrong approach

can cripple a child with fear, or lead them straight into danger. Safety education that is empowering, compelling, intuitive and memorable can, and does, save children's lives.

LEARN TO LEAD!



It is critical that teachers receive the proper training and know-how to repeat key messages to their students throughout the year.

Protect ED's Teacher Training Programs and Teacher Guidebooks are for Educators at the 4 Cycle Levels: Preschool, Elementary, Intermediate, & Secondary.

Training consists of 8 hours per Cycle and is delivered in-person or online. Training Programs are designed to provide educators and with the knowledge, tools, and insight to:

- Teach the **Protect ED** Curriculum.
- Ensure a safe environment for their students.
- Recognize warning signs, reduce risks, respond quickly & with confidence.
- Recognize valuable "teachable moments" within their classroom to reinforce important lessons.



Notice to schools:

No staff to take the training? No problem! Contract a Kidproof Certified Instructor to attend and deliver all training! (where available)



*Their better tomorrow
is in your hands today.*



KNOWLEDGE is the **Key**

ProtectED IS NOT A LUXURY, IT IS A NECESSITY!

Child safety is timeless and universal. **Kidproof** is one of the most exciting, dynamic and courageous companies existing today. We are focused, dedicated, committed, impassioned and compelled to work tirelessly in the effort to help keep kids safe everywhere.



KIDPROOFSAFETY™
PUBLISHING

Enlist your school in ProtectED today!

And contribute directly to increasing the safety and healthy development of children in your country for years to come.



the most trusted name in
child safety worldwide 🍁

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