

Kidproof® Safety's ProtectED™

Safety Education Program



ProtectED


knowledge is key 



KIDPROOF SAFETY
PUBLISHING



Kidproof

the most trusted name in
child safety worldwide 





the most trusted name in
child safety worldwide 

Index

- P.1 Message from **Samantha**
- P.3 Introduction to Safety Education
- P.5 Why Your Children Need **Protect ED!**
- P.7 **Protect ED** Safety Education Program
- P.9 **Protect ED's** Program Cycles
- P.10 **Protect ED's** Core Subjects
- P.12 **Protect ED's** Kidproof Certified Instructors
- P.13 **Protect ED's** Lesson Plans & Student's Workbook
- P.14 **Protect ED's** Parent Education Program
- P.15 Next Step!





Learning



A Message From

Samantha Wilson

Founder and President of Kidproof Safety

Thank you for your interest in the Protect ED™ Safety Education Program. We are all very excited at the launch of our new, comprehensive and one-of-a-kind safety education program.

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. I personally invite you to email me anytime with your comments, concerns or just to say Hi! You can reach me at info@kidproofsafety.com attention: Samantha.

Sincerely,

Samantha Wilson
President
Kidproof International







Where there are children There is a need for Kidproof.

Kidproof Safety is a niche education company and 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!





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.

WHY YOUR CHILDREN NEED SAFETY EDUCATION?

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

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!

WHAT ARE THE LASTING BENEFITS TO Protect ED?

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

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!**





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.

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

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.

Every **ProtectED** 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 **ProtectED** lesson is *interactive, entertaining, memorable* and so much *fun* for kids!

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





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
Nursery School to Kindergarten Two

Primary School
Grade 1 - Grade 3

Elementary School
Grade 4 - Grade 6

Middle School
Grade 7 - Grade 9

High School
Grade 10 - Grade 12

Ages 3 to 6

Ages 6 to 8

Ages 8 to 12

Ages 12 to 15

Ages 15 to 18



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





Safety Education Program



Preschool Cycle

Preschool education is the stepping stone to the first impressions on a child's mind. Having the Preschool cycle will have a lifelong impact in the safety of your little ones.

Ages 3 – 6 years (Full Nursery, Kindergarten One, Kindergarten Two cycles and bonus Bob-bee Reader)

Includes:

Kid Proff Certified Instructor z
Student's workbook
Parents Safety Guidebook



Safety Education Program



Primary Cycle

The first years of formalized school are the most important in setting the foundations for the love of learning. Don't forget the importance of structured safety education. Start early and see the lifelong benefits in every student.

Ages 6 – 8 years (Full Grade 1, 2 and 3 packages and bonus Bob-bee reader)

Includes:

Kid Proof Certified Instructor
Student's workbook
Parent Safety Guidebook



Safety Education Program



Elementary Cycle

Kids are most vulnerable to distractions at this stage of growing up. Finding the right resources all in one place can be difficult. We make teaching safety fun and entertaining. Having the Elementary cycle will prepare your students year after year.

Ages 8 – 11 years (Full Grade 4, 5 and 6 packages)

Includes:

Kid Proof Certified Instructor
Student's workbook
Parent Safety Guidebook



Safety Education Program



Middle School Cycle

It is vital that children continue to build their critical thinking skills when it comes to identifying risk and making safe choices. The middle school years are critical times in a child's developing self-esteem and relationship building.

Ages 12 – 15 years (Full Grade 7, 8 and 9 packages)

Includes:

Kid Proof Certified Instructor
Student's workbook
Parent Safety Guidebook



Safety Education Program



High School Cycle

Get The Protect ED to help guide you through these often turbulent teen years. Our lessons give you the "words" to use to lead informative discussions that will enhance critical thinking skills and raise safety awareness in a teen's life.

Ages 16 – 18 years (Full Grade 10, 11 and 12 packages)

Includes:

Kid Proof Certified Instructor
Student's workbook
Parent Safety Guidebook



Core Subjects covered under the course for children aged 3 to 18



Students progress through a series of non-threatening safety lessons consisting of 12 hours of education over the school year. All these subjects are thoroughly researched and have been included in age appropriate cycles.

Personal Safety

The Kidproof Theme of Personal Safety (PS) provides students with the knowledge and skills to protect their personal safety. The focus of the learning is on basic principles to stay safe, including an emphasis on the number one rule, "Never go anywhere without asking permission first."

Further emphasis is made on threat and risk assessment as well as early detection in order to prevent physical and sexual abuse as well as preventing unsafe people gaining access to children. Students will also look at how to set boundaries when peer pressure negatively affects.

Physical Safety

The Kidproof Theme of Physical Safety (PHS) empowers students with the critical thinking skills and knowledge to recognize and react to danger and emergencies. The focus of the learning is on how to respond appropriately and be prepared for emergencies, hazards and safety issues at home, on the road, at school, or whichever potentially dangerous situation children face.

Emergency preparedness includes basic First Aid, injury prevention and treatment, and response to emergency situations such as natural disasters, earthquakes and fire. Students will also learn about safe choices regarding gun safety and driving safety issues.

Healthy Living

The Kidproof Theme of Healthy Lifestyles / Living (HL) gives students the awareness and proactive choices they need to live healthy, productive lives. The focus is on encouraging students to learn and apply the principles of a balanced, healthy lifestyle with good eating and hygiene habits.

When students are aware of the harms and consequences of substance abuse, and the negative effects of drugs, alcohol and tobacco, they are less likely to do these things. They can instead focus their attention on more productive, meaningful issues such as setting short and long-term goals, choosing a safe career and job environment. Students' pursuit of these productive goals, rather than unhealthy ones, will ensure a better future for themselves.

Emotional Safety

The Kidproof Theme of Emotional Safety (ES) provides students with the strength and self-esteem to ensure their emotional safety. The focus of emotional safety is on ensuring the emotional security and well-being of children, by teaching them appropriate ways to deal with and avoid conflicts, stress, loss and change.

Students will develop an awareness and critical thinking about messages conveyed by mass media and how they affect self-image. Interpersonal skills such as identifying and using body language effectively in conflicts will be covered. Ultimately, by pursuing emotional safety, students are able to cultivate healthy friendships and nurture a healthy self-image, self-esteem and emotional well-being.

Internet Safety & Technology Safety

The Kidproof Theme of Internet Safety (IS) gives students the awareness and preventative measures to ensure their online safety. All aspects of Internet safety and technology relevant to children and youth will be addressed, in order for students to become responsible, principled and law-abiding online citizens.

Students will gain awareness and skills to avoid online dangers including inappropriate material, online predators and cyberbullying. Students will learn to follow online safety rules related to privacy, anonymity, personal information and appropriate use of content on the Internet. Students will also discuss and find solutions for the dilemma of Internet, mobile and video game addiction.

Anti Bullying, Ethics & Citizenship

The Kidproof Theme of Anti-bullying / Ethics (AB) empowers students with the confidence and compassion they need to overcome bullying and become good citizens in their community.

The focus is on gaining the knowledge and skills to deal appropriately with and counteract bullying. Students will also learn ways to develop good citizenship as well as good sportsmanship. Ethical considerations are focused on students learning to build tolerance, accept differences in others and be good role models. Awareness of gender violence and ethical behaviour towards parents and adults will also be promoted.

Road Safety

COMING
SOON

The Kidproof theme of Road Safety (RS) gives students the awareness of road and traffic rules and regulations. The focus is on how to safeguard yourself against the dangers of rash driving, road rage, etc. It promotes a sense of responsibility and guides kids in areas of safe and defensive driving, handling emergencies, respect for rules, avoiding accidents and conflict management.

The students have to be guided on how to avoid all potential risks and also on how not to be a risk for others on road. A child's presence on road is often encircled by emotions such as fear, thrill, rage and aggression which are unsafe on roads. So kids need to be trained to handle these emotions and perilous situations arising from them.



Protect ED provides KIDPROOF Certified Instructors



**KidProof
Certified Instructors**
are trained to effectively
deliver content with a proper
know-how to repeat key
messages to their students
throughout the year.

Kidproof instructors have clear expertise, proven performance and a passion to effectively impart safety lessons. Our trainers are trained extensively and all our training programs are designed to provide our trainers 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.



Protect ED includes: Teacher Lesson Plans & Student Workbooks

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 and Instructor Training* are updated every year, so content remains current and innovative... Our Instructors can finally feel confident that they have the most up-to-date lessons and training available!

Kids 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.



Parent ED includes: Parent's Guidebook & Annual Seminars

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!



Parent ED offers a **Parent Safety Guidebook** that is inserted within the **Student Workbooks** at all grade levels & also invites you to an annual workshop.

Parent 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!



CREATING SAFER COMMUNITIES AROUND THE WORLD!



**THEIR BETTER TOMORROW
IS IN YOUR HANDS TODAY**

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 

Kidproof Safety International Headquarters

218-1080 Mainland Street, Vancouver,
B.C. Canada V6B 2T 4

TELEPHONE +1 604-605-0522


EMAIL info@kidproofsafety.com

WEB www.kidproofsafety.com

FACEBOOK PAGE www.facebook.com/kidproofme

YOUTUBE PAGE www.youtube.com/kidproofme



the most trusted name in
child safety worldwide 

KIDPROOF INDIA HEADQUARTERS

DTJ-112, DLF Tower-B, Jasola, New Delhi,
Pin-110025, INDIA

TELEPHONE +91 11 4161 6959

CELLPHONE +91 81301 88844

EMAIL india@kidproofsafety.com

WEB www.kidproofsafety.com

FACEBOOK PAGE www.facebook.com/kidproofindia

YOUTUBE PAGE www.youtube.com/kptv