



Child Safety Matters™

Safety Brief: Administrators

Dear Administrator,

- » Abuse, bullying, and cyberbullying prevention education is mandated for Florida schools
- » 1 in 4 students in your school is or will be a victim of trauma that will impact their ability to learn and succeed
- » *MBF Child Safety Matters™* is a comprehensive, research-based program that teaches children to prevent, recognize, and respond to bullying, cyberbullying, all types of child abuse, and digital abuse. The program is practical, easy to implement, and provided at no cost to Florida's public schools

Knowing the reality for kids everyday, we would like to thank you for your support in helping better protect your students by implementing the program, and we want to welcome you as a partner to *MBF Child Safety Matters*, a program developed by the Monique Burr Foundation for Children (MBF). We would like to share with you some valuable information about the program, as well as provide suggestions about how you can best incorporate this information into your school throughout the entire school year, to achieve the best outcomes for your students and school.

Every child deserves to be safe!

How you can support *MBF Child Safety Matters* in your school:

Facilitator Support	<ul style="list-style-type: none">» Encourage your school counselor to become a Certified Facilitator and implement the program with all students.» Encourage your facilitator to host a parent night and school-wide professional development training; attend events related to the program to show your support to your facilitator, parents, and staff.» Prioritize time for your facilitator to implement in all classrooms early in the school year to maximize impact for the entire school year.
School-Wide Implementation	<ul style="list-style-type: none">» Attend classroom lessons when possible.» Encourage teachers' use of the Safety Support Sheets (reinforcement activities) after your facilitator has completed the classroom lessons.» Access additional safety information and resources through our website at www.mbfchildsafetymatters.org, as well as our social media sites, and share these with staff and parents.» Take the <i>MBF Child Safety Matters</i> facilitator training as a professional development course. Contact info@mbfchildsafetymatters.org for information.
Student & Program Support	<ul style="list-style-type: none">» Support students' use of the program by attending classroom lessons, engaging in activities with students, and reinforcing program concepts after lessons have ended, including the 5 Safety Rules.» Remind students of the Safety Rules using verbal & nonverbal cues (motions).» Ask students about situations where they might apply the Safety Rules and look for opportunities to show students where the Safety Rules might apply.» Let students know your door is open and you are available to listen.» Reinforce the concept telling is helping, not tattling.» Encourage positive character development and peer support, and assist students in being upstanders, not bystanders.» Assist students with identifying and communicating with their Safe Adults.

What is MBF Child Safety Matters™?

MBF Child Safety Matters is a series of comprehensive, primary prevention education programs that effectively educate and empower students, schools, adults, and communities with information and strategies to protect children from bullying, cyberbullying, child abuse, digital abuse, and other digital dangers. Based on research that supports the efficacy of school-based prevention programs, MBF Child Safety Matters is supported by subject matter experts and partner organizations, and is trusted by parents and schools.

How does MBF Child Safety Matters compare to other programs?

Use this checklist of prevention best practices and NCMEC guidelines*, to compare MBF Child Safety Matters to other programs you are currently using, or may be considering.

Effective concepts and best practices in bullying & abuse prevention programs:	MBF Child Safety Matters™	Other Program
Grounded in theory and prevention research / localizes curriculum	X	
Includes multiple lessons over a period of years with multiple reviews/homework	X	
Fosters parent, teacher, and community involvement	X	
Includes comprehensive safety topics, starting with basic safety skills for young children	X	
Includes proper training for presenters and teachers, parents and community	X	
Includes age and developmentally appropriate materials	X	
Is interactive and includes demonstration or behavior rehearsal opportunities	X	
Includes comprehensive evaluation	X	
Fosters communication between parent and child	X	
Teaches children the importance of safe adults and their responsibility for child safety	X	
Fosters responsibility in children for independence and safety, promotes self-esteem	X	
Fosters the right in children to control their bodies and protect themselves	X	
Teaches the proper reporting requirements of bullying and abuse / neglect	X	
Teaches children self-protective skills and strategies, such as saying "no"	X	
Teaches children appropriate/inappropriate touch of private body parts	X	
Teaches children about who may be potential offenders (children, adults, anyone)	X	
Teaches children and adults disclosure and reporting methods and options	X	
Teaches children abuse is never their fault	X	
Promotes social-emotional learning, bullying prevention strategies, and upstander skills	X	
Includes appropriate content for special needs children	X	
Teaches universal strategies to prevent multiple types of victimization (polyvictimization)	X	

*Source: Guidelines for programs to reduce child victimization: A resource for communities when choosing a program to teach personal safety to children. National Center for Missing and Exploited Children. Find the full document and more at www.mbfchildsafetymatters.org.

To learn more about MBF Child Safety Matters, visit www.mbfchildsafetymatters.org or download our mobile app, "Child Safety Matters," at no cost from the App Store or Google Play.

Every child deserves to be safe!

MBF Child Safety Matters Safety Rules



Know What's Up



Spot Red Flags



Make a Move



Talk It Up



No Blame / No Shame

MBF Child Safety Matters helps schools meet statute and policy requirements for abuse and bullying prevention education mandated in Florida:

- » Florida Statute 39 and the Jeffrey Johnston Stand Up For All Students Act
- » Florida Required Instruction Statute 1003.42
- » Florida Education Standards, Florida Next Generation Health Education Sunshine State Standards, and the Florida School Counseling Framework and Standards

MBF Child Safety Matters is essential to teach to students:

- » 1 in 4 children will be bullied and 1 in 5 children will be cyberbullied
- » 1 in 10 children will be sexually abused before their 18th birthday
- » 9 out of 10 children between ages 8 and 16 have viewed pornography online
- » "Porn" is the 4th most frequently searched term by children 7 and younger
- » 1 in 7 children ages 10 to 17 have been sexually solicited online
- » Florida ranks 3rd in the nation for human trafficking

We understand the overarching goal of schools is to educate children. However, The National Child Traumatic Stress Network (NCTSN) says one out of every four children attending school has been, or will be, exposed to a traumatic event that can affect learning or school behavior. "In fact," Ziegler (2012) says, "trauma may constitute the greatest cause of underachievement in schools."

The MBF Child Safety Matters Program:

- » Is a comprehensive, research-based, and developmentally appropriate K – 6th grade primary prevention education program that effectively educates and empowers students, schools, adults, and communities with information and strategies to prevent bullying, cyberbullying, child abuse, and digital abuse.
- » Teaches students with a fun classroom program including activities, games, and appealing take-home reinforcement items.
- » Utilizes best practices in polyvictimization research that support the efficacy of comprehensive, school-based child abuse and bullying prevention programs.
- » Is supported by the Florida Department of Education, Florida Office of the Attorney General, Florida Department of Children and Families, and the Florida Governor's Office.



MONIQUE BURR
FOUNDATION FOR CHILDREN