



FOUNDATION

working together to keep kids safe



MISSION:

Our mission is to provide preventive education to children and adults, empowering them with skills that create a safe society free from sexual abuse, bullying, and internet exploitation.

Vision:

Every person is empowered with education and tools to stay safe.

Core Purpose:

Empowered children become POWERFUL adults.



*KidSafe programs are approved in
Palm Beach & Broward County Schools*

KidSafe Foundation Overview



KidSafe Foundation provides Prevention Education programs and materials to children, parents, teachers and other professionals to prevent child sexual abuse, bullying, and internet exploitation. Our goal is to give children a voice and empower them and the adults who keep them safe with education and communication skills to become the first line of defense in their children's safety. **95% of abuse and exploitation of children is preventable through education.** Every child and adult deserves the right to learn how to keep themselves safe.

KidSafe is based on years of safety instruction, up to date research and curriculum. Through the use of prevention education materials, specifically our KidSafe book series, children will learn skills in a warm, fun, non-threatening and developmentally age appropriate environment. Lessons incorporate KidSafe songs, art, books, discussion and role play.

History: KidSafe Foundation was founded as a 501c3 nonprofit in September 2009 by Sally Berenzweig, MEd, MA and Cherie Benjoseph, LCSW, Child Safety Experts, Mental Health Professionals, Educators, and Authors of ***KidSafe for Kids*** - an 8 week in school program for children 4-12 and two award winning children's books, ***Jack Teaches His Friends To Be KidSafe!*** ***And My Body is Special and Belongs to ME!*** Books available in English, Spanish & Creole

KidSafe has educated over 55,000 children and provided seminars to over 33,000 parents, teachers, counselors and professionals working with children throughout South Florida.

KidSafe Programs:

- ***KidSafe for Kids School Program***- 8 week lessons for children ages 4-12, parent seminar and teacher/guidance workshop.
- ***KidSafe Adult Trainings, Workshops and Seminars*** – KidSafe Foundation provides seminars, workshops and trainings on Sexual Abuse Prevention, Internet Safety and Bullying. These specialized trainings are brought to schools, police departments, health care providers, sports leagues, camps, children's organizations, places of worship, child care agencies, businesses, and community organizations.
- **NEW Online Video Based ~ KidSafe Sexual Abuse Prevention Training for Educators**
- **KidSafe children's books available** www.KidSafeFoundation.org:
~ *Jack Teaches His Friends To Be KidSafe!* ~ *My Body is Special and Belongs To ME!*

KidSafe Foundation Founders



Cherie Benjoseph MSW Licensed Clinical Social Worker

Child Safety Expert, Mental Health Professional, Educator, Author, Public Speaker

Cherie has been working in the field of social work, specializing in children and families, since 1989. After earning her Masters in Social Work from Boston University Cherie took a position as a public school guidance counselor in Boston. One particular student who shared with Cherie that she was being sexually abused by her step father changed Cherie's direction and she became focused on prevention education. She trained and specialized in violence prevention/conflict resolution, active parenting skills, and her main focus, personal safety. KidSafe was soon created and she began to bring the message of personal safety to children in South Florida.



Sally Berenzweig, MEd, MA

Child Safety Expert, Mental Health Professional, Educator, Author, Public Speaker, Safety Expert on Facebook Safety and Jefferson Award Winner 2012

Sally is a Psychotherapist with a Masters in Elementary Education and a Masters in Counseling Psychology. She has worked in private practice specializing in psycho educational workshops and group therapy. Sally has worked with survivors of physical and sexual abuse. Sally became interested in child safety after her son was not watched properly by their trusted and credentialed babysitter. Sally's son walked out the front door, down and across two streets before being found by a neighbor who was a stranger to him. Sally's son got into the car with the stranger, who was a "good" stranger, was brought back home within minutes. Sally's story has a happy ending but many do not. The Safety of all children became Sally's priority and she joined forces with Cherie to bring Prevention Education to all children, parents and teachers.





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Shocking Statistics



Child Sexual Abuse Statistics:

- 1 out of 4 girls and 1 out of 6 boys will be sexually exploited by the age of 18
- The average child molester will molest 50 girls before being caught and convicted
- A child molester that seeks out boys will molest 150 boys before being caught and convicted
- 90% of the time a child is harmed by someone they know
- 90% of children who are sex trafficked have a history of sexual abuse

Bullying Statistics:

- 1 out of 4 children are bullied everyday
- 1 out of 3 children are cyber bullied
- Each day 160,000 children refuse to go to school because of fear of bullying
- Every 7 minutes a child is bullied on the playground

Internet Statistics :

- 1 in 5 children are solicited for sex online
- 25% of children have been exposed to unwanted pornographic material online
- 9 out of 10 parents will never know that any inappropriate internet contact has occurred
- 75% of children share personal information online in exchange for goods and services
- 14% have actually met face to face with a person they have met on the Internet

95% of Abuse & Exploitation of Children is Preventable with Education!

KidSafe Programs



KidSafe for Adults

KidSafe Provides Sexual Abuse Prevention Education Seminars, Trainings, and Workshops for Adults To:

Preschool Parents, Elementary School Parents, Guidance Counselors, Teachers, Foster Care Agencies, Mental Health Care Providers, Health Care Providers, Civic Organization, Police Departments, Camps, Community Centers, Corporations, Professionals and Support Staff.

**33,000 Adults have participated in
KidSafe Prevention Education
Seminars, Workshops & Trainings!**

NEW ~ Online Video Based Sexual Abuse Prevention Training for Educators

“KidSafe for Kids”

Curriculum for children ages 4 – 12 developed by Cofounders Sally Berenzweig, MEd, MA and Cherie Benjoseph, LCSW

- 8 week in school classroom program
- 30 minute lessons 1 x week for 8 consecutive weeks
- Scaffolding lessons allow children to use skills and retain information by role playing realistic situations
- Teacher Workshop
- Parent Seminar

55,000 children have participated in *KidSafe for Kids!*

**95% of Abuse & Exploitation of Children is
Preventable with Education!**

Prevention Education Makes the Difference



Fact!

95% of exploitation and abuse of children can be prevented. *

Fact!

Today, there are over 39 million adult survivors of child sexual abuse.

KidSafe Solution!

KidSafe speaks directly to the children and parents in a fun creative way to help prevent abuse, bullying and internet crimes.

KidSafe Solution!

KidSafe is preventing child abuse and bullying through education and is determined to stop the cycle of silence that often surrounds these types of abuse.

Fact!

Today, more than three million American children are victims of abuse, bullying, internet crimes and they are struggling, scared and alone. They believe there is no adult who can or will help them.

KidSafe Solution!

Every child has the right to be safe, have a voice and know how to access help. Every adult needs to be educated on how to be the first line of defense in a child's safety. KidSafe gives both children and adults the voice of protection.

KidSafe Workshops



KidSafe believes strongly in the importance of providing teachers with continuing education and offers Teacher & Counselor Workshops on the following topics:

- Child Abuse Prevention, Bullying and Internet Safety
- KidSafe For Teachers Professional Development Seminar empowers teachers with awareness and skills which can be integrated into their everyday classroom management to best keep children safe. The course will be an hour long with time added for Q and A.
- Subjects covered: Sexual Abuse, Internet Safety, Bullying, Mandated Reporting, Disclosure, Characteristics of a Predator, Characteristics of a Child being abused, plus more

Expectations for teachers and counselors after the seminar: Have raised awareness and sensitivity to issues of child abuse and how it effects their students

- Begin integrating language of safety into their classrooms
- Have a clear, defined and professional protocol for how to respond to reporting child abuse or bullying
- Support children making safer and smarter choices in class and online.
- Decrease risk of abuse, bullying, peer pressure

KidSafe, approved by the Florida Department of Health, provides Continuing Education Credits (CEU) to Licensed Mental Health Professionals.

KidSafe offers Teacher & Counselor workshops and training on how to use their books:

- *“Jack Teaches His Friends To Be KidSafe!”*
- *“My Body is Special and Belongs To ME!”*
- Training on how to become a “KidSafe Certified Instructor”

KidSafe, approved by Palm Beach County and Broward County School Districts



“We LOVE KidSafe!”

“The PTA is proud to support the KidSafe program at Sunrise Park. In January, we held a teacher workshop and a parent presentation to educate us on how to talk to our kids about a very scary subject in a non-threatening way and to empower them with lifetime safety skills... It can happen anywhere and anyplace. If you are a school that believes in keeping our children safe – then KidSafe is the program you need.

Karen Hamorsky, PTA Sunrise Park Elementary School, Boca Raton, Florida

“The KidSafe program is an essential piece of our curriculum. I highly recommend this program to any school that is interested in educating the whole child. Our school has purchased their book – Jack Teaches His Friends To Be KidSafe! For every classroom. I believe this book is a must for all parents and teachers who are concerned about the safety of children.”

Linda B. Harris, BS, MS Director ECC Bnai Israel, Boca Raton, Florida

“All parents, this is such important information. I believe that we can easily take for granted our children know and are aware of what to do when situations arise. Unfortunately in our society it is paramount that we teach personal safety to our children that stretches far beyond crossing the street. I am so excited by this as I have been a KidSafe advocate for a few years now.... Let's teach our children about the things that are left out of the school books, but every bit as important.”

Cindy Montalvo, Coral Springs, Florida

95% of Abuse & Exploitation of Children is Preventable with Education!

**Foster Care Agency
Parents & Staff
Love KidSafe**



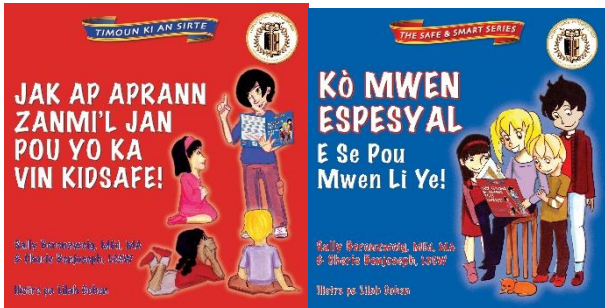
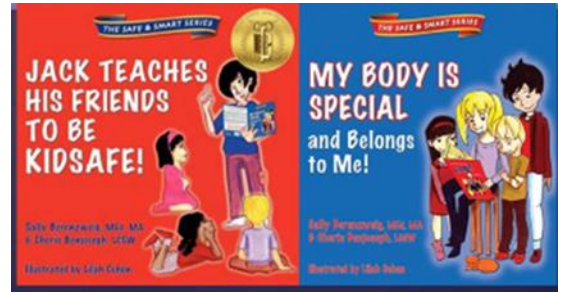
"I want to take a moment to explain what an impact Cherie Benjoseph and her book "My Body is Special and Belongs to ME" had on my family, without breaching the confidentiality of my case. After our training class (on Saturday, 1/28/12) I went home and discussed the book with my kids. They were very engaged and asked a lot of questions about "unsafe touches" as well as actions that made them feel confused and uncomfortable. That night they revealed some additional information to me that was not mentioned before in this case. I believe that without the combination of the book and the "poker face" training and me building a trusting relationship with the girls we may have never gotten to this point.

I don't know how I would have reacted to receiving what they were telling me if I wasn't told to have a "poker face" and reassure them about how brave they are and how happy I was that they felt like they could trust me with that information. They started the conversation shy and uncomfortable and at the end they were smiling and looked as if a huge load was taken off their shoulders. They were proud of themselves. And now they tell me every little thing that ever happens I feel that perhaps it never dawned on the girls that these things that happened to them were wrong and needed to be reported. Whatever the reason, I plan to read this book to every child I ever come in contact with. Thanks again!"

G, Foster Parents

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**KidSafe Foundation Children's
Safety Books Wins
Gold Medal Awards from
Children's Literary Classics
Books available
English – Spanish - Creole**

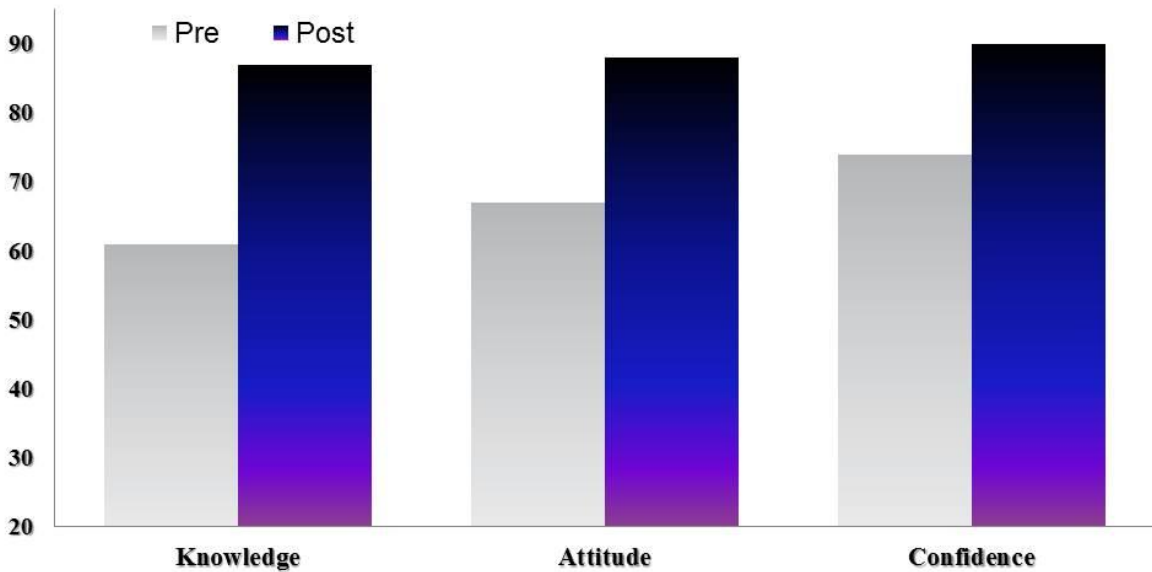


KidSafe's Measurable Outcomes



KidSafe Program Research Outcomes From Educators

KidSafe is working with research professionals on field of program evaluation conducting ongoing beta testing with the various people who participate in KidSafe programs – children and adults. Through these evaluations we have ongoing validation of the evidenced based nature of KidSafe programming.



KidSafe Assessment Pre and Post Test (0 - 100%)

PRELIMINARY DATA (QUANTITATIVE)
ADULTS (PROFESSIONALS)

Construct	Pre	Post	Change
Knowledge	61%	89%	↑ 28%
Attitude	67%	88%	↑ 21%
Confidence	74%	90%	↑ 16%



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YOU CAN HELP KEEP CHILDREN SAFE!

WWW.KIDSAFEFOUNDATION.ORG

