

Preventing  
Violence  
Against Children  
and Youth

**Be Safe!**  
(The new c.a.r.e. kit)



# GET THE KIT AND HELP KIDS BE SAFE!

A collection of resources to teach kids  
how to stay safe from sexual abuse.

**Be Safe!** is a personal safety program for children aged five to nine, with a focus on child sexual abuse prevention. Children and educators will learn to recognize, prevent, and get help for sexual abuse.

Key messages are safe and age-appropriate, and are taught through: Trusty, the Be Safe! "mascot" puppet; stories; discussions; art projects; music; and engaging learning activities and resources.

**Be Safe!** equips educators to communicate about personal safety in a comfortable, effective way, and provides guidance on handling abuse disclosures.

## WHAT IS RespectED?

RespectED: Violence & Abuse Prevention is the award-winning violence, bullying, and abuse prevention program of the Canadian Red Cross.

Firmly grounded in research, RespectED is built on decades of Canadian Red Cross experience in prevention education and community-based programs. It aims to create safe environments free of violence—abuse, bullying, exploitation—through prevention education and response.

RespectED has four program streams:

- Implementing violence prevention
- Preventing violence against children and youth
- Promoting healthy youth relationships
- Preventing bullying and harassment



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**Be Safe!**  
**The kit**



**WHAT IS INCLUDED IN THE KIT?**

Each kit comes equipped with all resources in both English and French. It includes:

- Lesson cards
- Trusty puppet
- Your Body is Yours! book
- Say "NO!" Go! Tell! poster
- UN Convention on the Rights of the Child poster
- Trusty stickers
- Music
- Quick Start Guide, with parent communication templates and tools
- Resource Guide (digital)
- Online training for the educator
- Keeping Our Kids Safe booklets for parents
- Complimentary online **Be Safe!** overview courses: one for administrators, one for parents

Each kit costs \$234.95. Bulk discounts are also offered.



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**Be Safe!**

**Why is it needed?**

**85%** 

85% of child sexual abuse victims know their sexual abusers<sup>1</sup>

**2x** 

Young women who had not participated in a school abuse prevention program in childhood were twice as likely to have experienced child sexual abuse as those who had participated in a prevention program<sup>2</sup>

**20/1** 

People who use the Internet to share images of child sexual abuse average 20 victims each—more than double the average victim count of contact offenders<sup>3</sup>

**65%** 

65% of substantiated child sexual abuse investigations in Canada involved children aged 11 and under<sup>4</sup>

<sup>1</sup> Oesterreich, L. & Shirer, K. (2001). *Sexual abuse of children: Understanding abuse*. Ames, IA: National Network for Child Care, Iowa State University Extension. Retrieved from <http://www.nncc.org/Abuse/sex.abuse.html>

<sup>2</sup> Gibson, L. & Leitenberg, H. (2000). Child sexual abuse prevention programs: Do they decrease the occurrence of child sexual abuse? *Journal of Child Abuse and Neglect*, 24(9), 1115–25.

<sup>3</sup> Sher, J. (2007). *Caught in the Web: Inside the police hunt to rescue children from online predators*. New York: Carroll & Graf Publishers, pp. 40–41.

<sup>4</sup> Trocmé, N. et al. (2005). *Canadian incidence study of reported child abuse and neglect—2003: Major findings*. Ottawa: Minister of Public Works and Government Services Canada.

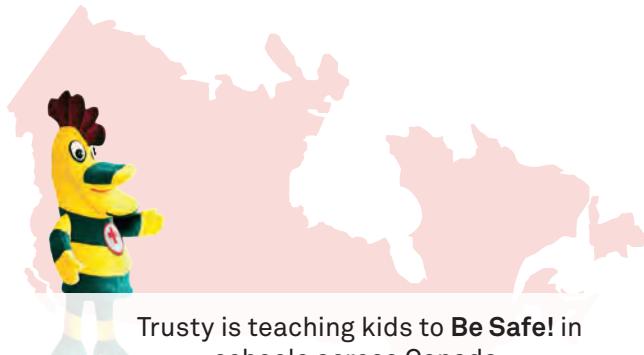


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## Preventing Violence Against Children and Youth

# Be Safe! Program update

**Be Safe!** is the new name of the c.a.r.e. kit. This name clearly reflects the kit's purpose and is the name used for **RespectED**'s child personal safety programs in other countries around the world.



## Q What are the changes?

- Name change from c.a.r.e. to **Be Safe!**
- Fresh, updated look
- Even simpler personal safety rules:  
Say “NO!” Go! Tell!
- A single set of Lesson Cards instead of separate Message and Discussion Cards
- Simplified set of eight core lessons
- Shift from hand-drawn illustrations to engaging, full-colour photos
- More downloadable components
- More music
- All materials in both official languages in every kit

## Q How and why did the Red Cross revise the program?

- Received and refreshed as a Red Cross program in 2000, **Be Safe!** has undergone an extensive transformation for the 2013 launch. Largely unchanged since it began in 1981, the previous kit needed updating to respond to current trends in elementary education. The process, which took over a year, included:
  - Multiple in-person consultations with teacher advisory groups in British Columbia, Ontario, New Brunswick, and Prince Edward Island
  - Phone and email consultations with teachers in Alberta, Manitoba, and Quebec
  - Review and confirmation of the key changes by the above groups
  - Final reviews by teacher advisors and other experts.

## Preventing Violence Against Children and Youth

# Be Safe!

## Questions & answers

**Q** Are some items sold separately? For how much?

**A** These items are sold separately on [shop.redcross.ca/BeSafe](http://shop.redcross.ca/BeSafe).  
(The same discounts apply for all bulk orders.)

- **Your Body is Yours!** This children's book features Trusty, colourful photos of children and helping adults, and simple text on body ownership and how to Say "NO!", Go!, and Tell! a trusted adult: \$10.00
- **Say "NO!" Go! Tell! poster**, featuring Trusty and the Personal Safety Rules: \$2.00
- **Trusty stickers**: \$8.50 for a pack of 60 sheets (7 stickers per sheet)
- **Keeping Our Kids Safe booklet** for parents and caregivers: \$1.50 individually and \$50 for a pack of 60
- **UN Convention on the Rights of the Child poster** listing children's internationally-recognized rights in child-friendly language: \$1.00



**Q** How much does the kit cost now?

**A** There is no price increase:  
each Be Safe! Kit is \$234.95.

Bulk discounts are as follows:

- 10 or more kits: **10% discount** - \$211.46
- 50 or more kits: **15% discount** - \$199.71
- 100 or more kits: **20% discount** - \$187.96
- 150 or more kits: **25% discount** - \$176.21

**Q** Who provides the training and what does it cost?

**A** Online training is included in the kit price and is available in both official languages. In addition, if half-day or full-day classroom training is requested, it can be facilitated by RespectED Prevention Educators for an additional cost.

For more information on the cost of classroom training, contact your local RespectED representative.

[redcross.ca/BeSafe](http://redcross.ca/BeSafe)

1-855-886-2648

[RespectED@redcross.ca](mailto:RespectED@redcross.ca)

[shop.redcross.ca/BeSafe](http://shop.redcross.ca/BeSafe)