



Founded in 1959 by Sara O'Meara and Yvonne Fedderson
PREVENTION and TREATMENT of CHILD ABUSE

www.childhelp.org

NEWS

FOR IMMEDIATE RELEASE

Media Contact: Megan Rose
Gordon C. James Public Relations
602.274.1988 (office) / 602.690.0801 (mobile)
mrose@gcjpr.com

Childhelp® launches new child abuse prevention curriculum, **Speak Up Be Safe™**

Scottsdale, Ariz. (July 19, 2011) – Childhelp® is pleased to announce the launch of Childhelp **Speak Up Be Safe™ (SUBS)**, the organization's comprehensive, research based, safety and child abuse prevention curriculum. The universal education of children and the adults in their lives is the primary prevention strategy of **SUBS**.

This new abuse prevention program is an evolution of Childhelp's Good-Touch Bad-Touch® program delivered in schools nationally since 1983. Childhelp's **SUBS** equips first to sixth grade children with the skills they need to play a significant role in the prevention or interruption of physical abuse, sexual abuse, bullying or sexual harassment in their own lives.

In the United States, more than three million reports of child abuse are made annually, or one every 10 seconds. Child abuse occurs at every socioeconomic level, across ethnic and cultural lines, within all religions and at all levels of education. The estimated annual cost of child abuse and neglect in the United States for 2007 was **\$104 billion**.

“National statistics estimate that 1 in 4 youth will be victimized in some way during their childhood,” said Dr. Cindy Knott, VP of Special Projects and Prevention Education at Childhelp. “We know that 90 percent of child abuse victims know their perpetrator and 68 percent of abused children are abused by family members. Building awareness and communication through universal education among children, parents, and teachers, and community members is the best way to prevent child abuse.”

Key tenets of the Childhelp **Speak Up Be Safe™** program include, employing a school-based program as the most effective avenue to reach the majority of the adults in a child's life and the community at large; increasing awareness of safety issues and a greater knowledge of child abuse and neglect for children who participate in the program; increasing school personnel's understanding of how abuse affects child development, the abuse disclosure process and mandatory reporting rules; providing parents and caregivers access to support services and organizations that teach nonviolent responses to stress or conflict; and increasing public awareness of child safety and abuse issues as a benefit to the entire community.

The **SUBS** program offers a 21st century approach to the prevention of abuse by utilizing web-based tools, curriculum on Internet safety skills and cyber-bullying and a redirected focus on adult responsibility and skill building.

Childhelp celebrity ambassador Kathie Lee Gifford is a supporter of the curriculum and donated her time to narrate the video. “As an advocate of children’s rights, I think educating our children is the greatest gift we can give them,” said Kathie Lee Gifford. “Childhelp’s **Speak Up Be Safe™** curriculum helps children find their voice through age-appropriate teachings, and allows them to prevent abuse in their own lives.”

The curriculum is culturally competent and designed to engage the state, school, facilitator, teacher, student, parents and designated safe adult(s) in the protection of our children. The program also focuses on meeting state standards for health and safety education, which allows a complementary curriculum-based approach to this growing epidemic.

Created in partnership with development teams at Arizona State University and tested in Florida schools during the 2010-2011 school-year, the **SUBS** curriculum, materials and training capsules are currently being delivered to schools throughout the country for the upcoming fall semester.

For more information or to order curriculum materials, please contact Dr. Cindy K. Knott, Vice President of Special Projects and Prevention Education, at 1-800-245-1527 or info@speakupbesafe.org or visit www.speakupbesafe.org.

About SUBS

Childhelp **Speak Up Be Safe™** (SUBS) is a new and enhanced primary prevention education program, evolving from the Good Touch Bad Touch™ program delivered nationally and internationally since 1983. Speak Up Be Safe program targets child abuse and neglect in 1st through 6th grades, equipping children with the skills they need to play a significant role in prevention or interruption of abuse, neglect, bullying, and internet-related crimes.

About Childhelp®

CEO and Co-Founder Sara O’Meara and President and Co-Founder Yvonne Fedderson started Childhelp in 1959, establishing it as a leading national nonprofit organization dedicated to helping victims of child abuse and neglect and at-risk children. Childhelp’s approach focuses on advocacy, prevention, treatment and community outreach.

The Childhelp National Child Abuse Hotline, 1-800-4-A-CHILD®, operates 24 hours a day, seven days a week, and receives calls from throughout the United States, Canada, the U.S. Virgin Islands, Puerto Rico and Guam. Childhelp’s programs and services also include residential treatment services; children’s advocacy centers; therapeutic foster care; group homes and child abuse prevention, education and training. Childhelp also created the National Day of Hope®, held each April during National Child Abuse Prevention Month that mobilizes people across America to join the fight against child abuse.

For more information about Childhelp, please call 480-922-8212 or visit www.childhelp.org.

###