

OUR PREVENTION APPROACH

Childhelp has developed a unique prevention system — an approach to abuse prevention that will build connected, protective communities through innovative, aligned prevention programs for youth and adults and collaborative partnerships for sustained, collective impact.

Through this prevention system, we seek to create a future where every community in America is equipped to prevent child abuse before it occurs and every individual is committed to prioritizing child safeguarding in all homes and systems.

OUR PREVENTION VISION:

Everyone in every community is engaged, educated, and empowered and every child is protected from abuse and other types of interpersonal, peer, and online harm.

OUR PREVENTION MISSION:

We provide an integrated prevention approach with high-quality, effective, and complementary prevention programs that engage entire communities to safeguard children. We do this by supporting our network of partners to build connected, protective communities that prioritize child safety.

OUR PREVENTION APPROACH:

Our unique approach encompasses 3 equally important strategies:

- 1 We provide innovative, **aligned prevention education programs** for both children and adults, ensuring consistency and reinforcement across all environments.
- 2 We provide **adaptable curricula and resources** that meet the needs of diverse cultures, communities, and learners.
- 3 We create **collaborative partnerships** and integrated engagement strategies that build connected, protective communities that prioritize safeguarding children.

Education and connection are essential because individual actions can help protect kids, but collective action can transform communities.



OUR PREVENTION APPROACH



ALIGNED PREVENTION PROGRAMS

Many prevention initiatives focus on either educating adults or educating children. And both have been shown to be effective. What is lacking is substantial research on communities that implement prevention education programs for both.

We believe educating both children and adults is critical to truly protect kids. And we've developed aligned programs and resources to prevent child abuse, exploitation, trafficking, and other types of interpersonal, peer, and online harm.

Connect to Protect Kids, a training for adults, and Speak Up Be Safe, a program for youth are complementary. They are aligned in focus, language, and strategies, and they increase the opportunities for connection and conversation.

This unique prevention system educates and empowers children, teens, parents, caregivers, educators, professionals, organizations, and community members and leaders with innovative, research-based skills and strategies designed to prevent abuse before it occurs.



Program Features & Benefits

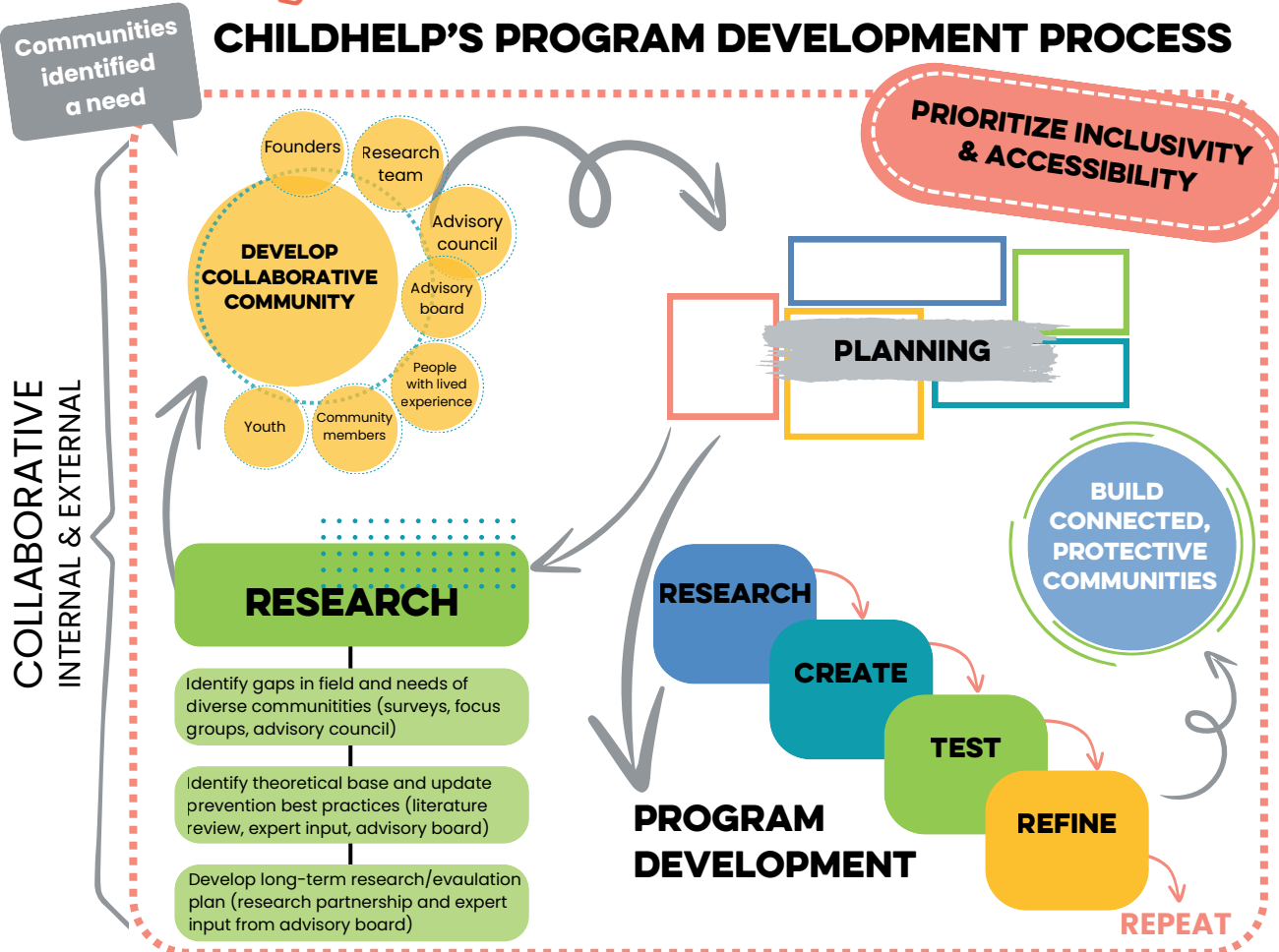
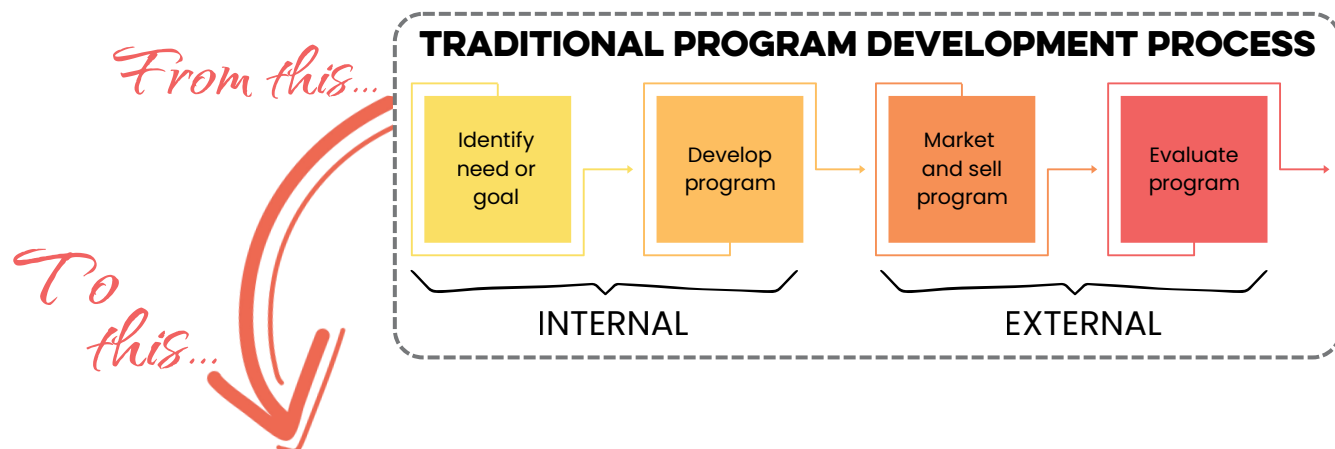
- **Evidence-Based:** Programs are based on sound theoretical concepts, empirical evidence, prevention best practices, and professional expertise; Informed by renowned experts including researchers, practitioners, survivor advocates, and communities. Ongoing research ensures we are developing, expanding, and continuously refining the best prevention programs available.
- **Comprehensive:** Content and strategies focus on preventing perpetration AND reducing risks to children, including fostering healthy relationships and social norms, building resilience, and enhancing protective factors.
- **Easy to Use:** The program is practical and easy to implement. Certified facilitators complete a training and access scripts, slide presentations, and other program materials digitally. The lessons are scripted for ease of use and to ensure the inclusion of important considerations such as trauma-informed messaging.
- **Inclusive and Adaptable:** Materials were designed to be inclusive of different individuals and cultures. They are further adaptable to meet the needs of diverse communities and learners while maintaining program integrity and fidelity.
- **Cost-Effective, Scalable, and Sustainable:** Programs are priced to be accessible, scalable, and sustainable. A variety of training and partnership models allow child advocacy centers, schools, organizations, communities, and states options in how to best implement Childhelp prevention education programs.
- **Child-Adult-Community Connection:** By using both programs, facilitators have the opportunity to educate and empower all children and adults to build connected, protective communities that prioritize safe environments and the safety of children.
- **Unique Connection to Support:** Through a unique partnership with the Childhelp National Child Abuse Hotline, concerned adults can access 24/7 guidance from professional counselors who can provide support and resources.



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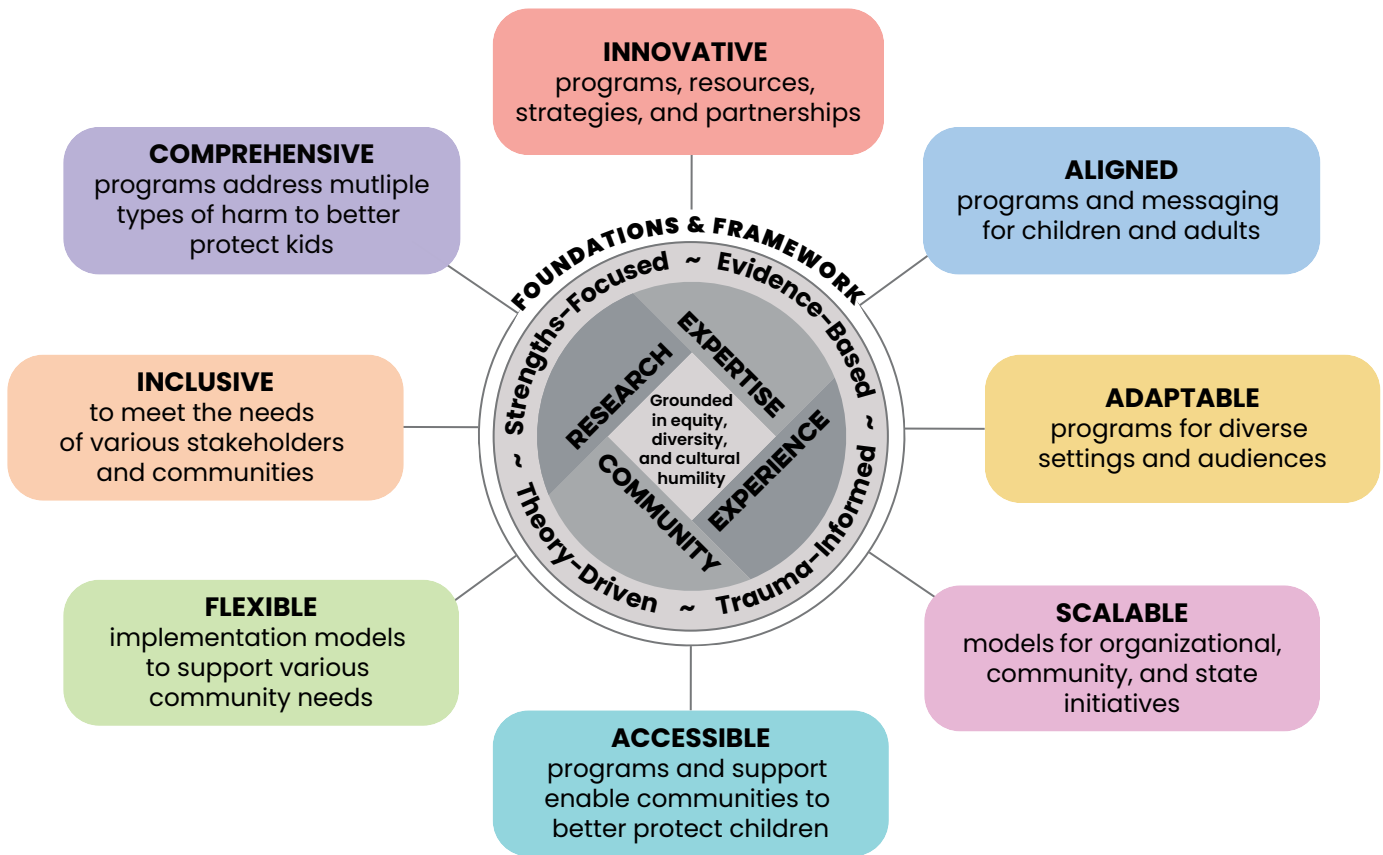
PROGRAM DEVELOPMENT

Historically, prevention program development has followed a linear path, internal development followed by external evaluation. But communities are not one-size-fits-all. To better meet the needs of ALL communities, Childhelp uses a collaborative, iterative, and inclusive program development process.



OUR PREVENTION APPROACH

Our programs are based on a core foundation and framework and 8 key characteristics.



ADAPTABLE CURRICULA & RESOURCES

Our unique approach provides programs, resources, and implementation models that are inclusive and adaptable to educate diverse audiences and communities with various cultural needs and training mandates while maintaining integrity and fidelity.

Childhelp emphasizes that while core prevention education concepts remain consistent, every state, community, and sector requires tailored content to be effective and inclusive. Parents, youth-serving organizations, medical professionals, judicial partners, educators, and law enforcement each face unique challenges and engage with children in different ways, and programs and implementation strategies must be realistic and responsive to the needs of each community.

By creating flexible and adaptable programs and resources, partners can customize content for diverse audiences, ensuring prevention strategies are culturally relevant and learner-centered and engage entire communities to design local solutions that reflect their unique needs. This flexible approach strengthens real-world impact and builds a comprehensive safety net for children.



OUR PREVENTION APPROACH



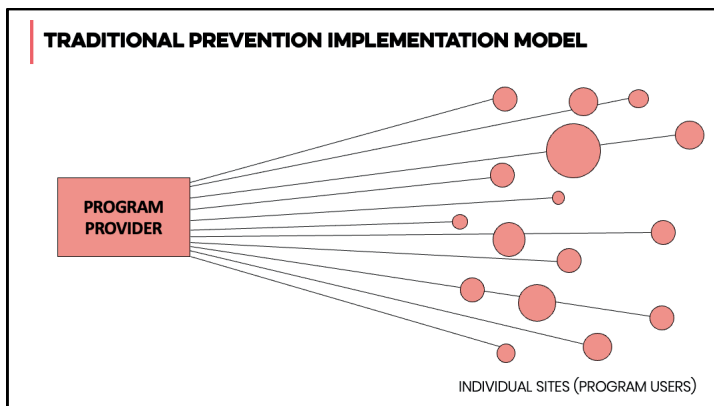
PREVENTION PARTNERSHIP MODEL

Through our **Prevention Partnership Model**, we aim to set a new national standard for prevention and shift the paradigm from siloed, under-resourced efforts toward integrated, community-driven systems and connections that advance prevention from the ground up and engage, educate, and empower everyone in a community—all youth, parents, adults, organizations, professionals, and community leaders, to better protect kids.

We will seek to engage in meaningful collaborative partnerships vs. traditional transactional relationships to help sustain Childhelp AND support prevention partners doing the work. We are guided by the principle: You lead the work of prevention—we support you with the tools and strategies to make it effective, impactful, scalable, and sustainable.

For us this isn't just a model, it's a movement—like-minded organizations doing prevention work and supporting each other in a new and unique way. We aim to provide partners with not only the highest quality programs to use but a means to help fund their staff and overall prevention efforts.

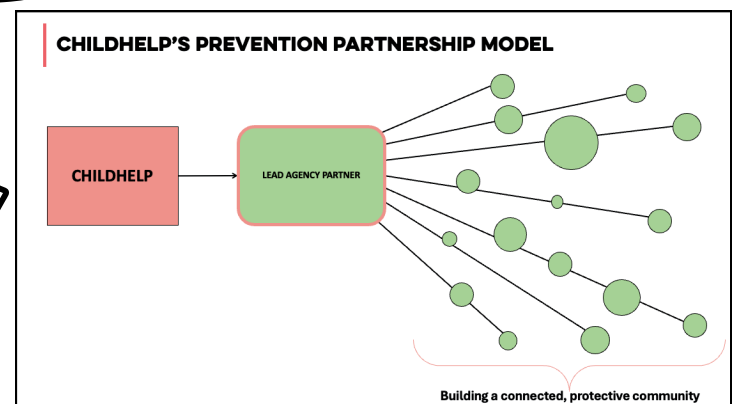
Through genuine partnerships and sustained, collective action, Childhelp seeks to create a future where every community in America is equipped to prevent abuse before it occurs so every child can grow up safe and healthy.



Changing the way prevention education is disseminated and implemented.

From this...

To this...



OUR PREVENTION PROGRAMS

Childhelp Connect to Protect Kids (CTPK) is an evidence-informed training to educate and empower adults, organizations, and communities to protect children from sexual abuse, exploitation, and trafficking, as well as other types of interpersonal, peer, and online harm.



PREVENTION STRATEGIES

CTPK includes information and strategies that support risk reduction, perpetration prevention, and bystander intervention by addressing:

- Risk and protective factors
- Safe environments
- Healthy relationships and social norms
- Boundaries and consent

The program teaches adults the 3 Keys to Protecting Children—Commitment, Action, and Connection. Together, the Keys provide a comprehensive approach and practical, actionable ways to unlock understanding, build commitment, and create lasting impact through connection and inspired collective action.



KEY 1 — COMMITMENT



KEY 2 — ACTION



KEY 3 — CONNECTION

Childhelp Speak Up Be Safe (SUBS) is a comprehensive prevention program consisting of an evidence-based core curriculum for children and youth in grades Pre-k through 12, evidence-informed supplemental modules, resources, and additional information and activities for youth and caregivers.



PREVENTION STRATEGIES

SUBS teaches children and teens **Key Safety Rules** and proactive skills to help prevent all types of child abuse and other types of interpersonal harm such as bullying/cyberbullying, relationship abuse, online abuse/exploitation, and human trafficking. SUBS also helps youth create a responsive safety network of peers and safe adults while fostering the knowledge, empathy, and skills to prevent the perpetration of harm against other youth.



Personal Safety



Risk Reduction



Perpetration Prevention



Healthy Relationships



Boundaries & Consent



Safe Adults & Peers

