

PROGRAM OVERVIEW

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.

Program Foundations & Prevention Strategies

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

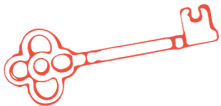
- Risk and protective factors
- Safe environments
- Healthy relationships and social norms
- Boundaries and consent

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

- Prioritize prevention in our everyday lives.
- Learn more to better understand the problem/risks to children.
- Commit to changing our attitudes, beliefs, and behaviors.



KEY 2 – ACTION

- Protective actions are how individuals, families, organizations, and communities protect kids.
- Work to strengthen protective factors and minimize risk factors.
- Be safe adults and hold other adults accountable.



KEY 3 – CONNECTION

- Connect and engage with others to create safety networks for kids.
- Change the culture of silence with frequent and open conversations.
- Individual actions are powerful but collective action transforms communities.



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Features & Benefits

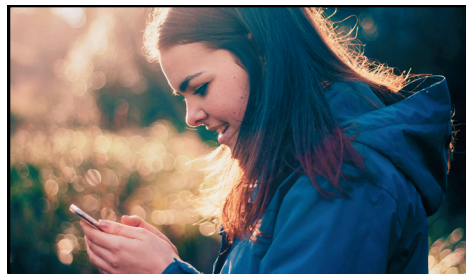
- **Evidence-Informed:** CTPK is based on sound theoretical concepts, empirical evidence, and prevention best practices. It is informed by renowned experts including researchers, practitioners, and survivor advocates.
- **Easy to Use:** The program is practical and easy to implement. Certified facilitators 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:** CTPK is aligned with Childhelp's youth-focused curriculum, Speak Up Be Safe. 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, adults and youth can access 24/7 guidance from professional counselors who can provide support and resources.

Additional Resources

Childhelp provides resources designed to promote prevention, youth safety, and well-being. You can access these materials at childhelp.org/resources.



**Childhelp
Resource Library**



**Staying Safe from
Online Harm**



**Speak Up Be Safe
for Youth**

