

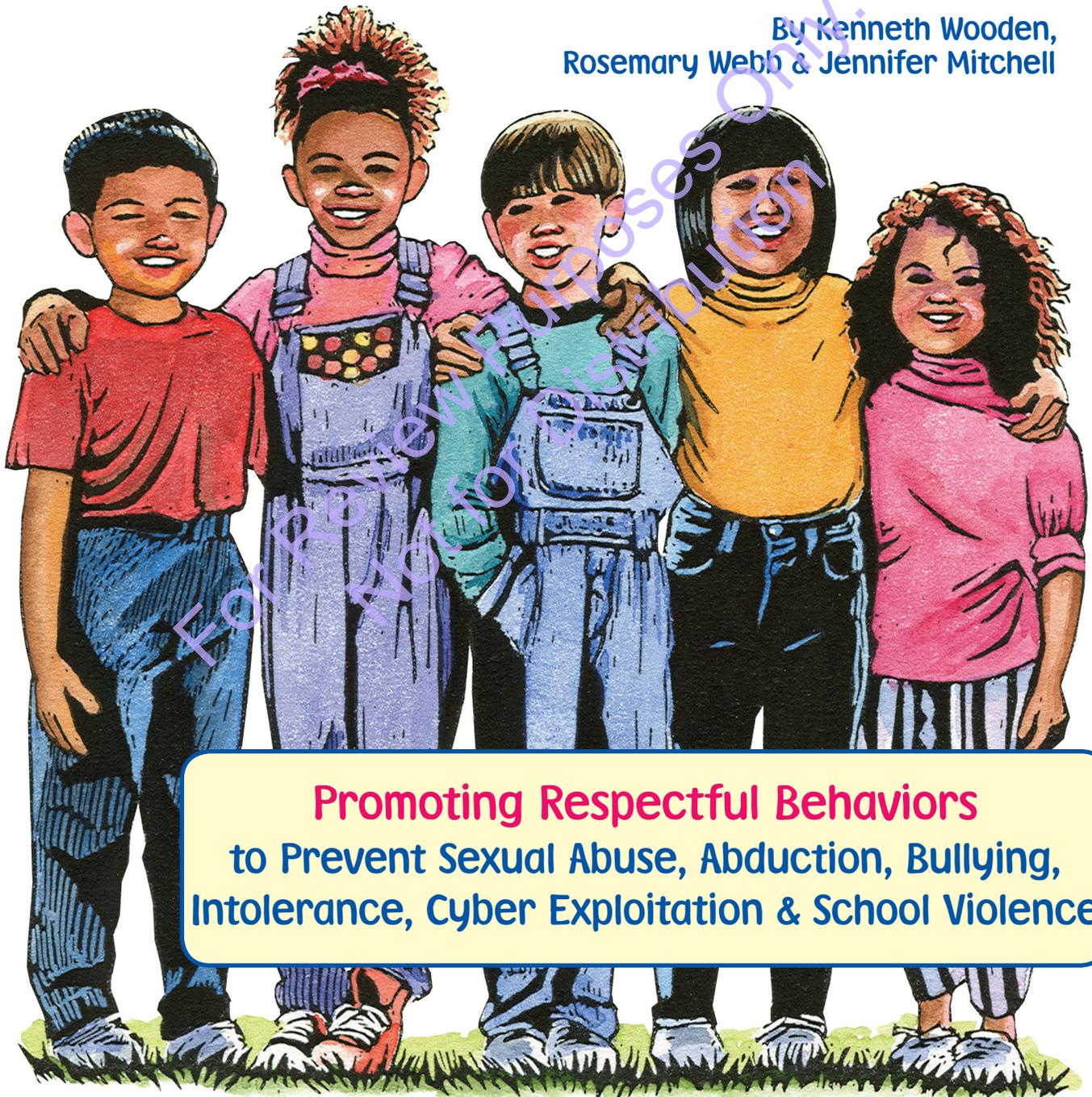


**Child Lures® Prevention**  
Think First & Stay Safe!™

Take-home Guide to the *Think First & Stay Safe*  
School Program for Grades PreK-2, 3-4 and 5-6.

# **Think First & Stay Safe™** **PARENT GUIDE**

By Kenneth Wooden,  
Rosemary Webb & Jennifer Mitchell



**Promoting Respectful Behaviors**  
to Prevent Sexual Abuse, Abduction, Bullying,  
Intolerance, Cyber Exploitation & School Violence



Dear Concerned Parents and Caregivers,

Children are our most precious national treasure, and we all want to do our part to help ensure they grow up healthy, safe and happy. This Parent Guide will assist you in discussing personal safety with your child.

While it's primarily the responsibility of adults to protect children, the reality is we simply can't be with them every minute of every day. We can, however, provide children with the knowledge and skills to help recognize and avoid inappropriate behaviors. Along with adult supervision and support, prevention education is essential to child safety.

The most prevalent crimes facing youngsters today are bullying and sexual abuse. A full 50% of students bully or are bullied - verbally, physically and mentally (ignoring, excluding, rumors, gestures). Studies show 1 in 4 girls and 1 in 6 boys are sexually abused before the age of 18. Over 90% of these crimes are committed by someone known and trusted to the child, often a family friend, relative or even a peer.

Secrecy surrounding crimes like sexual abuse, bullying, cyber exploitation and school violence gives wrongdoers an advantage they don't deserve. Oftentimes, children are pressured or threatened into keeping victimization secret. By talking openly with youngsters about how these crimes can happen, how we can help prevent them, and who to tell, we put the advantage back in our court.

Fortunately, most forms of childhood victimization are preventable. Adults are encouraged to maintain open lines of communication with children, question inappropriate behaviors and report all suspected abuse. This Guide provides the information and resources needed to take action.

Years ago, the National Weather Service reported that tornado-related deaths had declined by two-thirds in one year. The reason? Increased public awareness and preparedness. Using this same combination, we can and will help children stay safe.

Rosemary Webb, Kenneth Wooden and Jennifer Mitchell  
Team Child Lures Prevention



## Getting Started Using this Parent Guide

1. First, read this Guide through to familiarize yourself with its contents.
2. Sit down with your child and review it together – ideally one concept at a time.
3. Children learn best through repetition, so read and discuss this Guide regularly.
4. Look for small ways to reinforce these concepts during the course of everyday life.
5. Recognize and praise your child for making respectful and safe choices.

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## Personal Safety Basics

1. Make personal safety an ongoing conversation with your child. This will keep safety strategies fresh and parent-child communication open.
2. Ensure even very young children know their complete name, address and phone number.
3. Teach your child how to dial 911.
4. Identify trusted adults in your child's life.
5. Be vigilant supervising children, especially during multi-family gatherings with multi-age youngsters.
6. Many children are exploited during sleepovers, by peers or adults. If you choose to allow sleepovers, inquire about supervision, and make sure your child knows how to contact you at any time of the day or night.

## Respecting Self and Others

By nurturing their self-esteem, we instill in youngsters a belief that everyone deserves to be treated with dignity and respect. Research shows that 95% of everything children learn, they learn from what is modeled for them. By modeling kind and caring relationships, we teach children to think, feel and behave respectfully.

### Share with your child:

- Each of us is unique, special and worthy of respect.
- We should treat others as we'd like to be treated.
- Let's respect, admire and celebrate one another's differences.

When children understand what respectful and healthy social relationships look like, it is easier for them to recognize inappropriate and potentially abusive behaviors.

### Share with your child:

- Skills that are key to healthy social relationships include respect, anger management, problem solving, negotiation/compromise & assertiveness (not aggression).
- Abusing or harassing someone is the opposite of treating them with respect.
- Being victimized is never a child's fault. Nothing about the way a child looks, what he/she says, wears or does gives anyone the right to mistreat or hurt them.
- Victims of mistreatment have nothing to be ashamed of; they are not the wrongdoers.
- Reassure your child that being victimized does not take away one's dignity.

Praise children for acts of kindness, treating others with respect and having the courage to stand up for themselves and others. Together, we can make this world a kinder, safer, more gentle place.

## Think First & Stay Safe<sup>™</sup> School Program

If you are reading this Parent Guide, there's a good chance your child is participating in the *Think First & Stay Safe<sup>™</sup>* School Program.

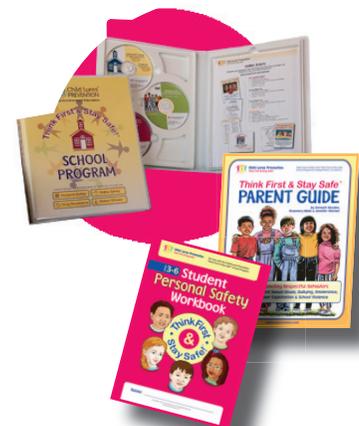
Think First & Stay Safe<sup>™</sup> is a research-based, teacher-friendly program that provides students with specific personal safety education by way of interactive classroom lessons, video and PowerPoint presentations, school posters, role playing and corresponding Student Workbook activities.

While adults are primarily responsible for the well-being of youngsters, teaching students to *Think First & Stay Safe* helps them recognize personal safety risks and enables them to make healthy and safe choices. For Program specifics, Grades PreK-6, please visit [childluresprevention.com](http://childluresprevention.com)

For Grades 7-12 Program information, visit [teenluresprevention.com](http://teenluresprevention.com) or [childluresprevention.com/grades7-12/index.asp](http://childluresprevention.com/grades7-12/index.asp)

**"It was an hour of learning  
that will last a lifetime."**

Brian McKenzie, age 8





## Teaching Children the Concept of Law

Youngsters who understand the concept of law – and the concept of *breaking the law* – are better able to avoid becoming victims of crime. The following two questions are extremely effective in helping children understand the basics of law, crime and punishment.

**Q:** Are there rules you must follow in your home, school or house of worship?

**A:** Yes.

**Q:** What happens when you break those rules?

**A:** You are punished.

Explain that everyone has rules they must follow. These rules are called “laws” and were made to protect all people, including children. Those who break the law are punished. It is a crime to harass another person or to plan, threaten or commit an aggressive act.



It is **against the law** for anyone to touch a child’s private parts (see page 5 for exceptions, such as during a medical exam) or to force a child to

touch their private parts.

Explain to children the seriousness of accusing someone of a crime they didn’t commit, such as bullying or sexual abuse. Falsely accusing someone of a crime is also against the law.

## The Truth About Strangers

Child safety advocates have worked long and hard to dispel the myth of the scary stranger who preys upon children. The fact is, over 90% of sexual abuse is **committed by someone known to and often trusted by the youngster and his/her family** – a family friend, mother’s boyfriend, peer, relative, coach or babysitter, for example.

Furthermore, strangers who do prey on children behave and look quite ordinary. Children usually don’t perceive them as a threat. In the eyes of a child, even a complete stranger who strikes up a friendly conversation quickly becomes someone that child “knows.”



Advising children, “Don’t talk to strangers” can actually put them at greater risk for abuse. Instead, youngsters should be taught that they can’t tell just by looking at, talking to, texting or e-mailing someone if he or she might be unsafe. Youngsters should be on the lookout for inappropriate and abusive behaviors, including those of people they already know.



Remind kids that most people are safe and kind, and that there may be times we need to rely on the very kindness of strangers. Safe choices include a mom or dad with children of her own, a uniformed police officer in a marked police car or a store employee working behind a counter.



**The Lures:** While numerically and creatively infinite, the lures used to groom, intimidate, and exploit youngsters generally fall into the following categories:

- |               |                |                                    |
|---------------|----------------|------------------------------------|
| 1. Affection  | 7. Emergency   | 13. Pornography                    |
| 2. Assistance | 8. Games       | 14. Threats & Weapons              |
| 3. Pet        | 9. Hero        | 15. e-Lure                         |
| 4. Authority  | 10. Job        | 16. Drug                           |
| 5. Bribery    | 11. Name       | 17. Intolerance & School Violence  |
| 6. Ego/Fame   | 12. Friendship | (Bullying, Harassment and Weapons) |

**These lures are used both individually and in various combinations.** For example, an abuser might groom a boy over a period of six months (Affection Lure), seduce him with x-rated videos (Pornography Lure) and then threaten to hurt the boy if he reports the abuse (Threats & Weapons Lure).

## 1 Affection Lure

Most children are groomed for abuse by someone they already know. Access to the child creates opportunity. Showering the child with affection and attention helps secure their trust. Youngsters who are starved for attention, lack adequate supervision or face issues at home like divorce, substance abuse or neglect are most at risk.

Offenders are expert at taking advantage of a child's innocence and natural curiosity about sexual development. Exploitation usually begins with innocent behavior that escalates into abuse over hours, days, weeks, months or years. Youngsters (& their parents) don't realize they're gradually being groomed for abuse.

### Prevention

Establish a basic understanding of private parts: the parts of the body covered by a bathing suit. Instill a strong sense of body ownership and privacy.

Explain that it is against the law for anyone (i.e. family member, scout leader, teacher, peer, clergy) to touch a child's private parts (*Bathing Suit Zone*) or force the child to touch theirs. Assure children that they have the right to stop anyone who tries.

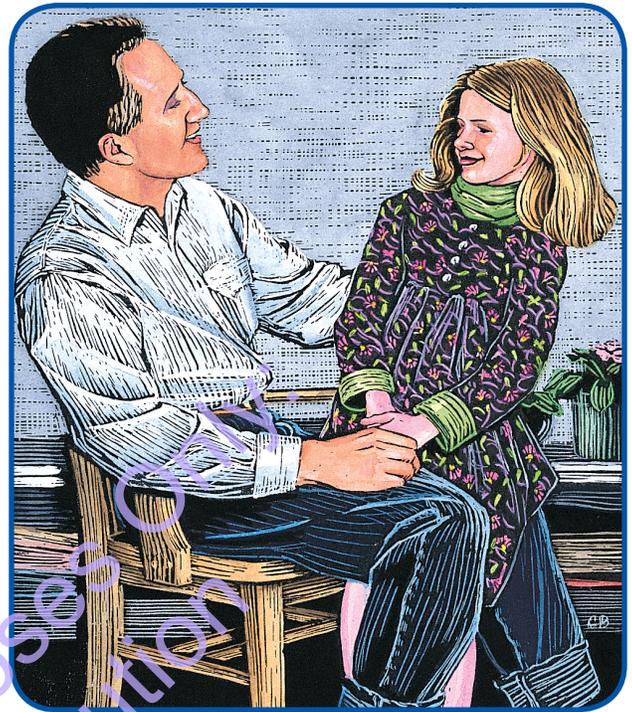
*Exceptions:* Doctor's visit with a parent or guardian present, injury to the private parts, bath time for young children.

Differentiate between Real Love (being tucked into bed at night by Mom, a big hug from Grandpa) and Fake Love (touching a child in the Bathing Suit Zone.) It is important to use the terms "Real Love" and "Fake Love" rather than "good touch" and "bad touch," since a bad touch may actually feel good.

Parents, especially single Moms: Question the motives of individuals who take extreme interest in your child. Rely heavily on your parental instincts.

Monitor and participate in after-school, youth group, summer camp and church activities, especially those involving overnight stays or sleepovers.

Let your child know they can tell you anything – and you will believe them. Stress that secrets should never be kept from you, even seemingly innocent ones. Secrecy often plays a significant role in the grooming process (see box on right.) □



Let your child know they can tell you anything - and that you will believe them and support them.

### GROOMING BEHAVIORS: How Offenders Build Familiarity & Trust

- Spends time befriending the child and doing the things busy parents may not be able to do.
- Slowly gains trust of the child and his/her family.
- Gives gifts, money, trips, and/or performs special favors for youngster.
- Encourages harmless secrets, laying the foundation for future sexual secrets.
- Tells dirty jokes or uses inappropriate language when alone with the child.
- Often plays body contact games/sports with children; tickling, backrubs or wrestling.
- Takes pictures and video of the child.
- Makes alcohol/drugs available for the kids to "choose" to use.
- Introduces pornography to initiate sexual interest.000000
- Crosses the line from affection to abuse.



## If You Suspect Your Child is being Mistreated...

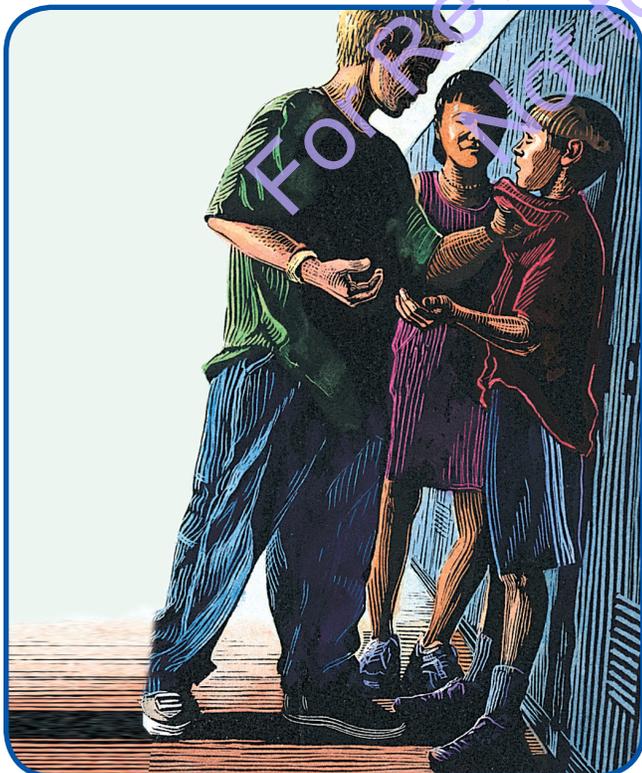
1. First and foremost, trust and follow your instincts about people and behaviors. Our gut instincts are usually right.
2. Take immediate steps to protect your child if you have suspicions. Don't assume your child will tell you if something happens. Only 10% of kids tell about bullying or sexual abuse.
3. If something feels wrong, look into it further. Question policies surrounding supervision and safe environments at institutions or establishments catering to children or families (*school, childcare, sports, after-school activities, camps, volunteer-run activities, house of worship.*) Be certain the "Two-Deep" Rule for Instruction is being applied. (*See rule below.*)
4. Once you are familiar with the policies, report any violations or discrepancies you are aware of to those in charge. Document your complaints.
5. Share your concerns with other parents and caregivers about individuals exhibiting questionable or inappropriate behavior to determine if they have had similar experiences.
6. Encourage these parents or caregivers to report similar concerns to those in charge.

### The "Two-Deep" Rule for Instruction

At least two adults should be present with children at all times.

The idea of "two-deep" instruction is designed to protect children from any inappropriate behavior and to protect instructor(s) from false accusations.

Any necessary one-on-one instruction with a child should occur in an observable space, preferably within hearing distance of others.



## 17 Intolerance & School Violence (Bullying, Harassment and Weapons)

Intolerance & school violence threaten the safety and well-being of young people. This lure can be tempting to impressionable youngsters, particularly those with anger issues, a sense of powerlessness, low self-esteem or feelings that they don't belong. Youngsters caught up in its negative appeal often become troubled individuals who victimize peers with verbal, physical and psychological abuse – in school, out of school, online and electronically.

Bullying and harassment can have serious effects on youngsters. Bullying can cause such fear and shame that youngsters skip school or flatly refuse to go. When carried out online or electronically, bullying is amplified and intensified, because other kids can see and participate. Children who are cyberbullied are effectively stalked 24/7, even in the safety of their own homes.

## Intolerance & School Violence

In some school shootings, young gunmen have blamed ongoing bullying by fellow students as the main motivation for their violent actions.

The hostility seen in some young people feeds on prejudice against different races, cultures, religions, gender or social standings. Oftentimes, it is learned at home and can be fueled by peer pressure, hopelessness, drugs, neglect and abuse.

### Prevention:

**Teach your child to respect, admire and embrace the differences in people.** Urge her/him to be understanding of those who are different and to have empathy for those less fortunate.

**Explain to your child the importance of reporting bullying, cyberbullying and harassment.** Bullying, threats of violence and weapons possession by schoolmates can be reported anonymously, but parents and school officials need to be told.

**If your child is bullying others,** contact school officials to find out how you can work together to fix the problem. Seek professional help for troubling & aggressive behaviors, or if your child suffers from prolonged depression or withdrawal.

**Limit how much violence your child is exposed to** via television, gaming, movies, literature and music. Point out the physical and emotional pain violence causes victims and their families. Create and practice anger resolution techniques as a family. If you own guns, it is safest to lock up firearms and ammunition separately.

**Supervise your children.** Know their interests and what they do in their free time. If your child has a website or blog of their own, what is the content? If your child displays symbols of intolerance on clothing, jewelry or other belongings, find out why. Keep your eyes & ears open. What are your kids and their friends texting and talking about?

**Foster self-esteem.** Children who feel good about themselves generally treat others with kindness and respect. Reach out to kids who don't have positive role models. A few well-placed words of praise can work wonders on a youngster's self-image. Kids learn by example, so be a positive role model. □

## Intolerance is Intolerable.



Let's measure others by  
the content of their character -  
not by how they look or live.



Improve Our Schools:  
Accept One Another

Classroom Poster: Think First & Stay Safe School Program

### RED FLAGS OF CONCERN That May Indicate A Need For Professional Help

- ☞ Prolonged depression or withdrawal from family and peers
- ☞ Talk of hurting/killing self or others
- ☞ Mistreatment of animals or other children
- ☞ Lack of friends or inability to make friends
- ☞ Hateful comments and/or threats to peers
- ☞ Reports that your youngster is bullying others
- ☞ Fixation with guns, bombs and other weaponry
- ☞ Obsession with violent movies or video games
- ☞ Personal web pages, blogs or posts containing violent material or messages
- ☞ Clothing, tattoos or belongings bearing swastikas or other universal symbols of intolerance

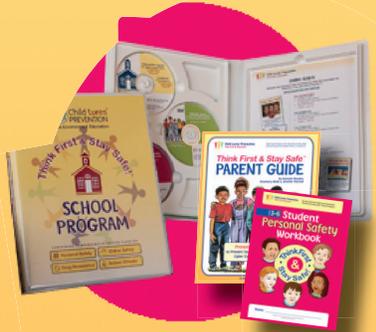
## Important National Help Hotlines:

National Sexual Violence Hotline: Rape Abuse & Incest National Network (RAINN)	1-800-656-4673
National Child Abuse Hotline	1-800-422-4453
National Runaway Switchboard	1-800-786-2929
National Domestic Violence Hotline	1-800-799-7233
National Hope Line Network (Suicide)	1-800-784-2433
National Center for Missing & Exploited Children	1-800-843-5678

### Resources for Grades PreK-6

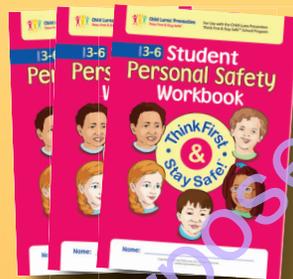
#### Think First & Stay Safe™ School Program

For Grades PreK-2, 3-4 & 5-6



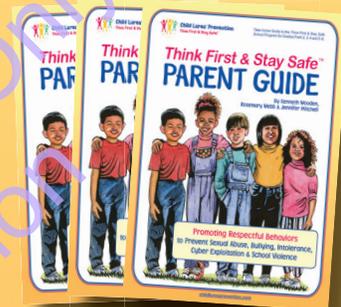
#### Student Workbook

For Grades 3-6



#### Parent Guide

Take-home Resource



[childluresprevention.com](http://childluresprevention.com)

### Resources for Grades 7-12

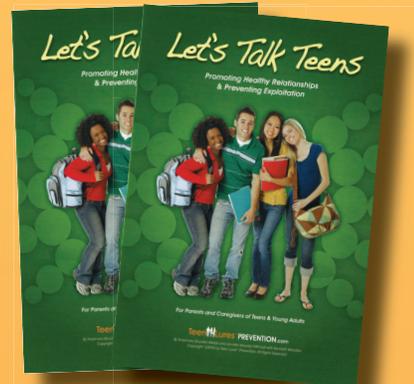
#### Teen Lures TV Newscast

Student-led Newscasts may be broadcast throughout the school, performed live in-class, and/or presented to peer assembly audiences.



#### Let's Talk Teens

Handbook for Parents of Teens



[teenluresprevention.com](http://teenluresprevention.com)

**NOTICE:** This publication is a parent supplement to the comprehensive *Think First & Stay Safe™ School Program*. It is not licensed for classroom instruction. For information on the School Program or to order additional copies of this Parent Guide, please call 1-800-552-2197 or visit [childluresprevention.com](http://childluresprevention.com).



**Child Lures® Prevention**  
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