

HELPING KIDS
**SPEAK UP
& BE SAFE**

FY2023 IMPACT REPORT



WE'RE ON A MISSION TO HELP KIDS PREVENT, INTERRUPT, AND SPEAK UP ABOUT CHILD ABUSE.

Childhelp Speak Up Be Safe (*CH SUBS*) is the only comprehensive, evidence-based child abuse prevention education curriculum that covers physical abuse, emotional abuse, sexual abuse, neglect, bullying, and cyberabuse with age-appropriate lessons for kids pre-kindergarten through 12th grade.

The program has been reviewed and listed by the California Evidence-Based Clearinghouse for Child Welfare (CEBC), whose mission is to advance implementation of evidence-based practices for children and families. This official evidence-based status of Childhelp Speak Up Be Safe supports its mission to reach as many kids as possible and end the cycle of abuse.

In 2023, the CEBC upgraded its rating of the curriculum from a level-three rating — for programs with promising research evidence — to a level-two rating, for programs supported by research evidence. The change came on the heels of a new publication in the *International Journal of Environmental Research and Public Health* that details results of randomized control trials that involved students from pre-kindergarten to grade 12.

Childhelp® is grateful for its partnership with Arizona State University – Southwest Interdisciplinary Research Center for the rigorous research to help ensure the curriculum is a high-quality effective program.

CH SUBS IS THE ONLY STUDENT-FACING CURRICULUM OF ITS KIND RATED AS EVIDENCE-BASED FOR ALL GRADES PRE-K TO 12TH.

The program and its community outreach efforts — conferences, presentations, and social media posts — continue to focus on training and informing school personnel, family and child advocacy organizations, and the public about everything from types of child abuse and their signs and risk factors, to increased vigilance about online dangers.

WHAT PEOPLE ARE SAYING





"HELPING KIDS SPEAK UP AND BE SAFE" VIDEO SERIES ON YOUTUBE

THIS VIDEO SERIES ON THE CHILDHHELP YOUTUBE CHANNEL HELPS CHILDREN LEARN THE BASICS ABOUT ONLINE SAFETY. HELPING TO PREVENT, INTERRUPT, AND SPEAK UP ABOUT CHILD ABUSE.



**SCAN CODE
TO WATCH
THE SERIES**



“OUR COMMUNITIES AND STUDENTS ARE SAFER BECAUSE OF CH SUBS.”

EXECUTIVE DIRECTOR OF A CHILD ABUSE PREVENTION COUNCIL, CALIFORNIA

“THE COUNSELORS LOVE THE PROGRAM. IT’S REALLY HELPING.”

PREVENTION COORDINATOR, IOWA

“THANK YOU FOR YOUR AMAZING CURRICULUM. IT’S FANTASTIC.”

PREVENTION AND HEALTH PROMOTION AGENT, QUEBEC, CANADA

WHO USES THE PROGRAM?

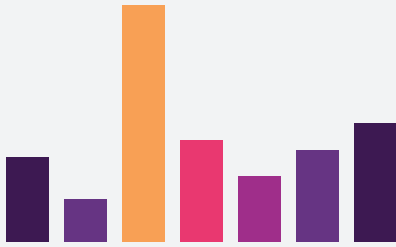
CH SUBS is predominantly used in schools, but over the last several years, there has been an increase in advocacy centers, pre-schools, before- and after-school programs, and other child-focused organizations facilitating the program in their own settings. The majority of children taught are in pre-k/kindergarten through 5th grade, which is the most important age group to have early impact on student self-worth, awareness, and skill building.

OUR IMPACT BY THE NUMBERS



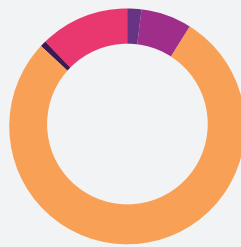
A large graphic consisting of five horizontal rows of white stick figures holding hands, set against an orange background. Each row contains 20 figures, alternating between male and female symbols. The figures are arranged in a continuous line across all rows, creating a sense of unity and community.

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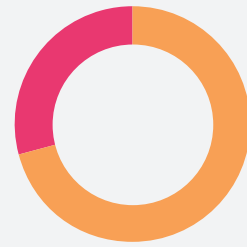
HOW DID YOU HEAR OF US?
(FY 2023)

- CONFERENCE / SPEAKING EVENT
- MARKETING EMAIL
- ONLINE RESOURCE LIST
- ONLINE SEARCH
- OTHER
- PREVIOUS OR EXISTING USER
- REFERRAL / WORD OF MOUTH



DELIVERY MODALITIES
(FY 2023)

- PUBLIC EDUCATION_78%
- PARISH / CHURCH / PLACE OF WORSHIP_12%
- CHILD SERVICES / ADVOCACY_7%
- CHARTER / PRIVATE / SPECIAL ED SCHOOLS_2%
- INDEPENDENT_1%



LOCATIONS SERVED
(FY 2023)

- US & TERRITORIES_71%
- OUTSIDE US_29%

U.S. & TERRITORIES

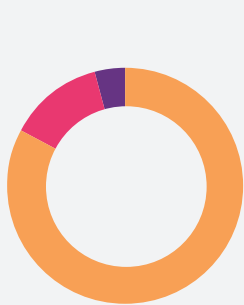
A GLOBAL EFFORT TO END CHILD ABUSE (FY 2023)

ALASKA / ARIZONA / CALIFORNIA / COLORADO /
CONNECTICUT / D.C. / FLORIDA / GEORGIA / IOWA / ILLINOIS /
INDIANA / KENTUCKY / LOUISIANA / MONTANA / NORTH
CAROLINA / NEW JERSEY / NEW MEXICO / NEVADA / NEW
YORK / OHIO / OKLAHOMA / PUERTO RICO / SOUTH CAROLINA
/ TENNESSEE / TEXAS / UTAH / VIRGINIA / WEST VIRGINIA



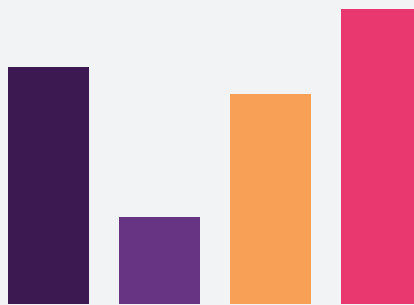
OUTSIDE OF THE U.S.

BAHRAIN / BELGIUM / CANADA / GERMANY /
GUAM / ITALY / JAPAN MAINLAND / NETHERLANDS /
OKINAWA / SOUTH KOREA / SPAIN / TURKEY /
UNITED KINGDOM



STUDENTS BY GRADE LEVEL
(FY 2023)

- K - 5TH GRADE_83%
- 6TH - 8TH GRADE_13%
- 9TH - 12TH GRADE_4%



TOTAL STUDENTS IMPACTED
(FY 2023)

- FY 2020 _ 140,353
- FY 2021 _ 104,963
- FY 2022 _ 133,980
- FY 2023 _ 156,663





HIGHLIGHTS OF THE YEAR

ONE OF THE LATEST MILESTONES ...

for the program is being reviewed by the National Children's Alliance and listed on its new page of approved curricula. NCA provides accreditation and resources for child advocacy centers around the nation. Being on the list has brought several new users to Childhelp Speak Up Be Safe.

HUMAN TRAFFICKING PREVENTION

The Childhelp Human Trafficking Prevention (HTP) curriculum was published in January 2023 as an addition to the core CH SUBS program. This separate module of lessons for grades 6 through 12 specifically addresses the growing crime of human trafficking, both in person and online. The focused curriculum can be used on its own but builds on what teens learn in the core curriculum.

AND THE AWARD GOES TO ...

the Childhelp video, "A Dream Job," which stunningly depicts a typical way youth can be lured online by predators. The four-minute video was created for the new human trafficking curriculum and also released as a public service announcement. "A Dream Job" was recognized with two 2023 Telly Awards, which honor excellence in commercials and non-broadcast video.

IN FISCAL YEAR 2023

July 2022 through June 2023, Childhelp Speak Up Be Safe had many reasons to celebrate. As mentioned on page 2, the program's evidence-based rating was upgraded. This not only affirms the effectiveness of the important lessons that help kids stay safe, but the good news offered an opportunity to further spread the word.

Important points about the program have been summarized in a streamlined home page at SpeakUpBeSafe.org. Scan the QR code to learn more.



**SCAN CODE
TO LEARN MORE
ABOUT CH SUBS**

A DREAM JOB



The
Telly
Awards



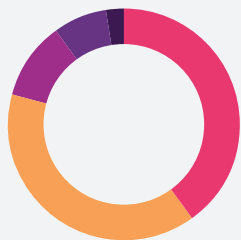
STUNNINGLY DEPICTING A TYPICAL WAY
YOUTH CAN BE LURED ONLINE BY PREDATORS

SILVER WINNER . CRAFT WRITING / **BRONZE WINNER** . GENERAL SOCIAL ISSUES



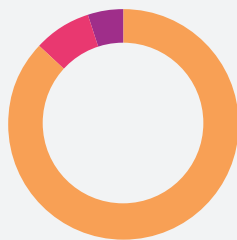
SCAN CODE
TO WATCH
THE VIDEO

STATE EFFORTS, TENNESSEE



DELIVERY MODALITIES
(FY 2023)

- AFTER-SCHOOL / SUMMER PROGRAMS_52%
- PRE-SCHOOL / DAY-CARE_21%
- EDUCATION / SCHOOL_14%
- CHILD SERVICES / ADVOCACY_10%
- RESIDENTIAL GROUP HOME_3%



STUDENTS BY GRADE LEVEL
(FY 2023)

- K - 5TH GRADE_87%
- 6TH - 8TH GRADE_8%
- 9TH - 12TH GRADE_5%

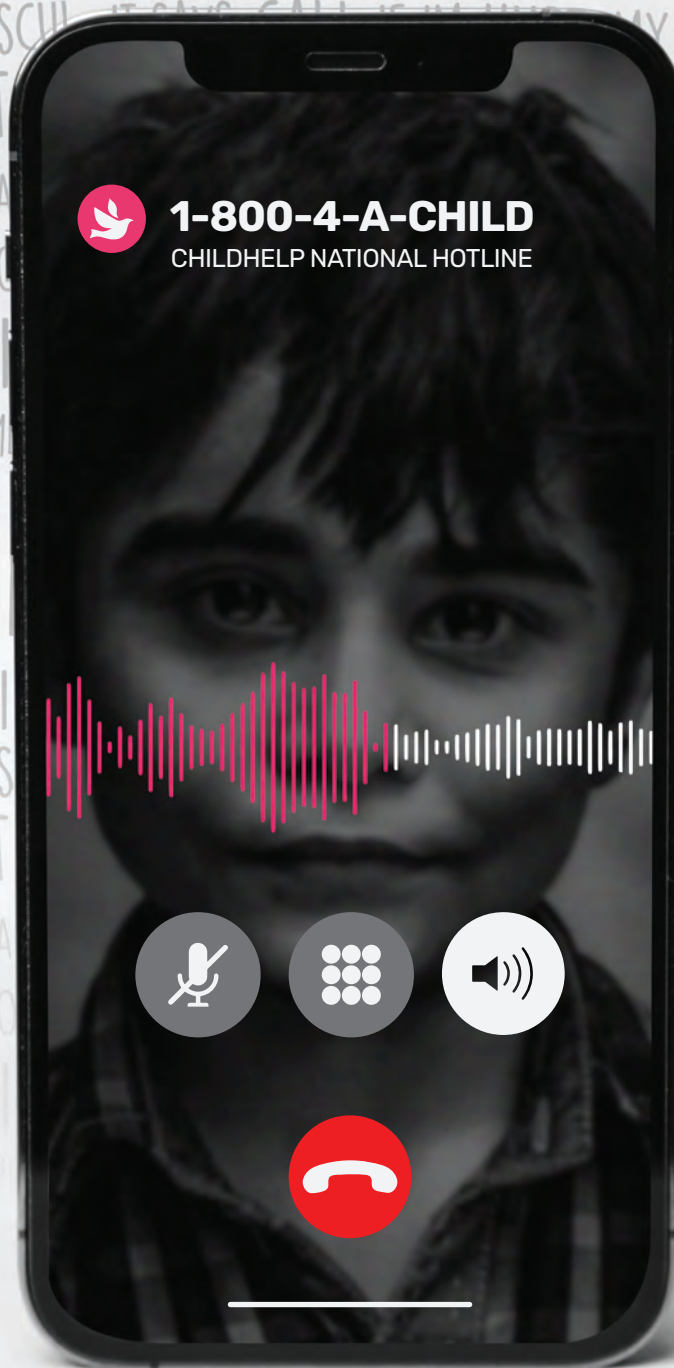
MAKING AN IMPACT

In FY23, the Childhelp Tennessee Child Advocacy Center in Knoxville was awarded a grant to promote child abuse prevention education in Knox County. Through the addition of a Childhelp Speak Up Be Safe trainer, tremendous success was achieved in raising awareness throughout Knox County and successfully implementing Childhelp Speak Up Be Safe into classrooms and other community settings. FY24 is looking to have an even bigger reach in Knox County through these efforts.

CONTINUUM OF CARE

A unique connection that sets Childhelp Speak Up Be Safe apart from other prevention programs is its alliance with the Childhelp National Child Abuse Hotline, providing 24/7 assistance to children, youth and families that have concerns about body safety or child abuse-related issues. The partnership strengthens the support students and families receive after the delivery of lessons.

The hotline is a trauma-informed program that has provided helpful services for over 40 years. Staffed by professional counselors with access over phone to interpreters in over 170 languages, the hotline provides information, emotional support, and connection to local resources.



[CHILDHELPHOTLINE.ORG](https://childhelpline.org)

EVERY 15 SECONDS, CHILD ABUSE IS REPORTED.
EVERY SECOND, WE STAND BY, READY TO HELP.
CALL / TEXT / CHAT / 24-7



**SCAN CODE TO
EXPERIENCE
OUR HOTLINE**



As part of supporting users of the CH SUBS program, and reaching out to parents, caregivers, and others that can help support prevention lessons, a new logo features the message “Empowering kids with Childhelp Speak Up Be Safe.” Program users can post this on their websites and include it in parent/caregiver communications.

The Childhelp Speak Up Be Safe (CH SUBS) evidence-based prevention education curriculum is a program of Childhelp, a 501c3 organization that counts on community support to meet its mission of child abuse prevention, intervention, treatment, and community outreach.

CHILDHELP SPEAK UP BE SAFE

Ph _ 1-800-790-2445

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Wb_ www.speakupbesafe.org

 /childhelp

 @childhelp

 @childhelporg