**SSORG-460**

**Child Protection Unit Marketing Page**

**Page Headline:**

*Second Step* Child Protection Unit

**Headline:**

Working together to keep kids safe from abuse

**Body Copy:**

Working together as a community, we can protect children and keep them safe from abuse. The *Second Step* Child Protection Unit for Early Learning–Grade 5 provides a comprehensive approach to child safety.

By creating a child protection strategy and educating adults throughout the school, you can be prepared to recognize, respond to, and report abuse. The lessons in the Child Protection Unit help students recognize, report, and refuse unsafe situations.

[Shop all Child Protection Unit products] [LINK NEEDED]

**Who Is the Child Protection Unit For?**

We developed the Child Protection Unit to help protect children from all walks of life, all over the world. It includes training, guidance, and resources for administrators, teachers, counselors, and families. For students, lessons are age-appropriate and designed for early learning through grade 5 classrooms.

**Why Choose the *Second Step* Child Protection Unit?**

The Child Protection Unit

**Is Easy to Use**

Clear, rules-based, scripted lessons make it easy to teach children personal safety skills.

[Jump to Lesson Samples] [LINK NEEDED]

**Includes Family Materials**

Lessons extend beyond the classroom with materials and videos that help parents discuss personal safety with their children.

[Jump to Family Materials] [LINK NEEDED]

**Provides Staff Training**

The Child Protection Unit takes an integrated approach to child safety by providing training for every staff member and adult in your building.

[Jump to Staff Training] [LINK NEEDED]

**Meets Erin’s Law Recommendations**

The Child Protection Unit meets Erin’s Law recommendations through age-appropriate instruction, educating both adults and children on how to report abuse.

[Visit Erin’s Law website] [LINK NEEDED]

**TESTIMONIAL [INSERT WHERE APPROPRIATE]**

*“I think it’s important for children to learn personal safety skills at school. Unfortunately, a lot of us do not teach that to our children at home. So it’s very important as they grow up to know who to touch, who not to touch, who to talk to, who not to talk to. Schools and families can work together.”*

—Marie J. Johnson, kindergarten student grandparent  
 Marcus Garvey Elementary School, Chicago, IL

**Lesson Samples**

You’ll get a complete child safety program with the *Second Step* Child Protection Unit. Staff training, student lessons, and family materials work together to build an informed community working to prevent abuse.

**Sample Materials from Grade 2, Lesson 3: Safe and Unsafe Touches**

**Child Protection Unit Scope and Sequence (PDF)** [LINK NEEDED]

**Lesson Samples** [LINK NEEDED]

**Ways to Stay Safe Poster** [LINK NEEDED - TO K-5 VERSION]

**“Three Ways to Stay Safe” Song** [LINK NEEDED]

**Sample Materials from Early Learning, Weekly Theme 3: Safe and Unsafe Touches**

**Weekly Theme Samples** [LINK NEEDED]

**Ways to Stay Safe Poster** [LINK NEEDED - TO EARLY LEARNING VERSION]

**“The Safety Rules Song”** [LINK NEEDED]

**Staff Training**

The Child Protection Unit includes training to help educators and staff prevent child abuse. Training modules prepare administrators, teachers, counselors, and staff to recognize, report, and respond appropriately.

**Module 1**

For administrators, this module aids in the creation or revision of strategies, policies, and procedures surrounding child protection. This module is 75–90 minutes in length.

**Module 2**

For all staff, this module focuses on recognizing, responding to, and reporting child abuse. This module is 75–90 minutes in length.

**Module 3**

For teachers and counselors, this module focuses on teaching the program, engaging families, and discussing the subject matter with confidence. This module is 45–60 minutes in length for Early Learning and 60–75 minutes in length for Kindergarten–Grade 5.

[View a sample scenario from All-Staff Training, Module 2][LINK NEEDED]

**More to Explore**

**Success Stories**

Get a closer look at how the *Second Step* curriculum has been successfully and creatively implemented in schools across the country.

[View all Success Stories] [LINK NEEDED]

**Webinars**

We offer live and recorded webinars so you can hear from our experts about the *Second Step* program and ask us questions.

[View available webinars] [LINK NEEDED]

**Research-Based Programs**

We take great pride in the fact that our programs are based on current research in the field. Get a closer look at the research we incorporate into the *Second Step* program and our ongoing commitment to evaluating its effectiveness.

[View all research information] [LINK NEEDED]

**Alignment Charts**

See how our programs are designed to complement your current standards, frameworks, and practices—not replace them.

[View all alignment charts] [LINK NEEDED]

**Related Articles**

**[LINKS TO BLOG POSTS CATEGORIZED “CHILD PROTECTION”]**

**Resources for Families**

As you begin the Child Protection Unit, it’s important to keep families informed and educated. With family letters, parents and caregivers are notified of the sensitive subject matter being taught and advised about an adult’s role in child protection.

In addition, we’ve prepared videos and articles with facts about child sexual abuse and tips for getting the conversation started. Take-home activities further reinforce skills and encourage family discussions.

[Watch Family Resources Overview Video] [LINK NEEDED]

**Book Lists for Adults**

Books for Families About Child Safety [LINK NEEDED]

Books for Adults Supporting Children Recovering from Trauma [LINK NEEDED]

Book Lists for Kids

Books for Children Recovering from Trauma [LINK NEEDED]

**Keeping Kids Safe**

Committee for Children has created a special website devoted to child protection.

Visit our Early, Open, Often website in English or Spanish to get the facts about child sexual abuse, learn tips for talking with kids, find resources for responding to and reporting abuse, and explore our prevention toolkit.

[Visit Early, Open, Often] [LINK NEEDED]

[Español: Abierto y a Menudo] [LINK NEEDED]

**Child Protection Unit Consultants and Advisors**

[David Finkelhor, PhD](http://www.unh.edu/ccrc/researchers/finkelhor-david.html)  
Director, Crimes Against Children Research Center

[Keith Kaufman, PhD](http://www.pdx.edu/psy/keith-l-kaufman-phd-professor-clinical-psychology-professor-department-of-psychology)  
Professor, Department of Psychology, Portland State University

[Anthony Rizzuto, PhD](http://www.linkedin.com/pub/anthony-rizzuto/7/406/240)  
Child Abuse Prevention Consultant

[Charol Shakeshaft, PhD](http://www.soe.vcu.edu/faculty_and_staff/charol-shakeshaft/)  
Professor, School of Education, Virginia Commonwealth University

[DeAnn Yamamoto](http://www.kcsarc.org/leadership)  
Deputy Executive Director, King County Sexual Assault Resource Center

**Ready to Purchase?**

If you aren’t sure what you need, we are happy to help! Please reach out and contact us. [LINK NEEDED HERE]

[Shop all Child Protection products] [LINK NEEDED HERE]

[Complete the Suite] [LINK NEEDED HERE]

**Other Ways to Purchase**

Learn how to order our products with a purchase order. [LINK NEEDED HERE]

Looking to make a bigger purchase? Contact us for a quote. [LINK NEEDED HERE]