

### What is MBF Child Safety Matters™?

MBF Child Safety Matters is a comprehensive, primary prevention education program that effectively educates and empowers students, schools, adults, and communities with information and strategies to prevent bullying, cyberbullying, child abuse, and digital abuse. Based on research that supports the efficacy of school-based child abuse and bullying prevention programs, MBF Child Safety Matters is supported and recommended by Erin Merryn (Erin’s Law), National Educators to Stop Trafficking (NEST), Dr. David Finkelhor, Crimes Against Children Research Center, Dr. Sameer Hinduja, Cyberbullying Research Center, Florida Department of Education, and many other subject matter experts and partner organizations.

### How does MBF Child Safety Matters compare to other programs?

Use the checklist below of prevention best practices and NCMEC guidelines\*, to compare MBF Child Safety Matters to other programs you are currently using, or may be considering.

Effective concepts and best practices in bullying & abuse prevention programs:	MBF Child Safety Matters™	Other Program
Grounded in theory and prevention research / localizes curriculum	X	
Includes multiple lessons over a period of years with multiple reviews/homework	X	
Fosters parent, teacher, and community involvement	X	
Includes comprehensive safety topics, starting with basic safety skills for young children	X	
Includes proper training for presenters and teachers, parents and community	X	
Includes age and developmentally appropriate materials	X	
Is interactive and includes demonstration or behavior rehearsal opportunities	X	
Includes comprehensive evaluation	X	
Fosters communication between parent and child	X	
Teaches children the importance of safe adults and their responsibility for child safety	X	
Fosters responsibility in children for independence and safety, promotes self-esteem	X	
Fosters the right in children to control their bodies and protect themselves	X	
Teaches the proper reporting requirements of bullying and abuse / neglect	X	
Teaches children self-protective skills and strategies, such as saying “no”	X	
Teaches children appropriate/inappropriate touch of private body parts	X	
Teaches children about who may be potential offenders (children, adults, anyone)	X	
Teaches children and adults disclosure and reporting methods and options	X	
Teaches children abuse is never their fault	X	
Promotes social-emotional learning, bullying prevention strategies, and upstander skills	X	
Includes a separate component for special needs children	X	
Teaches universal strategies to prevent multiple types of victimization (polyvictimization)	X	

\*Source: Guidelines for programs to reduce child victimization: A resource for communities when choosing a program to teach personal safety to children. National Center for Missing and Exploited Children. Find the full document and more at [www.mbfchildsafetymatters.org](http://www.mbfchildsafetymatters.org).

Every child deserves to be safe!