



## Please read this first!

- ❖ Be patient when printing this PDF document. It may take several minutes of processing time before your printer begins outputting pages. We recommend you print this Presentation Guide on three-hole paper and store it in a binder.
- ❖ This Presentation Guide provides instructions for presenting the *Internet Safety DVD* to a large group. Explore the *Documents CD* to find additional resources and presentation ideas.
- ❖ The Internet Safety Quick Reference Guide on the next page provides useful implementation guidelines and contact information for The Safe Side.

Also available from The Safe Side

### **A Stranger Safety program for kids ages 5–8**

The Presentation Guide for this program is stored on the *Documents CD* or visit

**[www.thesafeside.com](http://www.thesafeside.com)**





# internet safety

## QUICK REFERENCE GUIDE



### 1 SELECT YOUR TYPE OF IMPLEMENTATION



### 2 YOU WILL NEED THESE MATERIALS



### 3 CONSIDER ADDING THESE SUPPLEMENTAL MATERIALS



Conduct a five-day safety unit for K-3 students. This implementation includes the use of a classroom set of *Internet Safety DVDs* that are checked out to students as a take-home activity.

#### **Internet Safety School Resource Kit**

Available for \$149.99 at  
[www.thesafeside.com/schoolstore](http://www.thesafeside.com/schoolstore)

*Note: The Internet Safety Teacher Guide is delivered as a printable PDF document. A printed copy can be purchased at [www.thesafeside.com/schoolstore](http://www.thesafeside.com/schoolstore)*

#### **Internet Safety Family Activity Pack**

Set of 25 available for \$15.99 at  
[www.thesafeside.com/schoolstore](http://www.thesafeside.com/schoolstore)

*Note: An initial set of 25 is shipped with the Internet Safety School Resource Kit. The Family Activity Pack (minus sticker sheet) also can be printed from masters provided in the Teacher Guide.*

Present the *Internet Safety DVD* to a class or auditorium group in a single session. Ideal for school safety coordinators and law enforcement officials involved in out-reach programs.

#### **Internet Safety Presentation Kit**

Available for \$29.99 at  
[www.thesafeside.com/schoolstore](http://www.thesafeside.com/schoolstore)

#### **Internet Safety Family Activity Pack**

Sets of 25 available for \$15.99 each at  
[www.thesafeside.com/schoolstore](http://www.thesafeside.com/schoolstore)

*A perfect take-home item for Safety Day!*



Deliver a home-study program, full of fun and learning. Perfect for homeschoolers and families. If you already own the *Internet Safety DVD*, simply download the free Family Guide.

#### **Internet Safety Family Kit**

Available for \$24.99 at  
[www.thesafeside.com/homestore](http://www.thesafeside.com/homestore)

#### **Internet Safety Family Guide**

*The Family Guide is a free download at [www.thesafeside.com/downloads](http://www.thesafeside.com/downloads)*

### Customer support

Phone: 1-866-723-3022  
Email: [info@thesafeside.com](mailto:info@thesafeside.com)  
Mail: The Safe Side  
9220 Kimmer Drive  
Suite 215  
Lone Tree, CO 80124

### Previews and downloads

All of The Safe Side's guides are available as free downloads and the videos can be previewed at [www.thesafeside.com/downloads](http://www.thesafeside.com/downloads)

### Support for fund-raising activities

Call 1-866-723-3022



**LIVE!**



# internet safety

## PRESENTATION GUIDE

**Ideas for delivering  
an awesome Internet  
safety presentation to  
kids ages 5 to 9.**



**smart. cool. safe:**





# internet safety

## PRESENTATION GUIDE

In support of  
**National Center for Missing & Exploited Children**

**The Safe Side Company**  
Lone Tree, Colorado  
[www.thesafeside.com](http://www.thesafeside.com)



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In my position as President and CEO of the National Center for Missing & Exploited Children (NCMEC), I have the opportunity to witness the ever changing challenges our children face and one of the largest issues on the horizon are the potential dangers found on the Internet.

The Internet offers amazing opportunities for education and entertainment, but as you know, with the benefits come the draw backs. Children online may be vulnerable to exploitation from those who rely on the easy access and relative anonymity of the Internet and other technology like Instant Messaging and social networking to reach their potential victims.

In a study conducted for NCMEC by the University of New Hampshire, researchers found that 1 in 7 Internet users ages 10 to 17 received unwanted sexual solicitations online. Additionally, four percent received aggressive solicitations, in which solicitors made or attempted to make offline contact.

The study found that other potential threats are increasing. More than one-third of youth Internet users saw sexual material online they did not want to see compared to one quarter in a previous study. Also, nine percent of youth Internet users experienced online harassment compared to six percent in a previous study.

The findings from this study tell us that despite some real success in reaching children, there are still those that remain vulnerable online. It is an important part of our mission, one that I know The Safe Side shares, to change these statistics for the better. We can and will work to implement safety features and pursue those who exploit children, but one of the most powerful steps we can take is to educate our children about the potential dangers. This is something that we can not do alone and we want to continue to work with parents and educators to ensure that children have safer experiences online.

Youth today are living in a digital age and their education must reach beyond the three Rs to include Internet safety skills. The Safe Side has worked closely with NCMEC in developing materials that will reach children with ideas about how to stay safer online and I want to thank you for understanding how influential education is in prevention. I know you share my sincere desire that schools will embrace our shared mission of helping prepare kids at a young age to safely and responsibly use the amazing resource that is the Internet.

Sincerely,

Ernie Allen,  
President & CEO  
NCMEC



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☆	<b>ACKNOWLEDGMENTS</b>	
	The Internet Safety Presentation Guide was produced for The Safe Side by Leslee Terpay, Terpay Knowledge Resources, Whippany, NJ	
	Graphic Design: Mecca Studios, New York, NY ( <a href="http://www.meccastudios.com">www.meccastudios.com</a> )	
	The Safe Side Company is a proud financial supporter of the National Center for Missing & Exploited Children ( <a href="http://www.missingkids.com">www.missingkids.com</a> ).	
	First Edition: 2008   ISBN: 0-9793698-2-7	
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## To the presenter

Welcome to The Safe Side's *Internet Safety Presentation Kit*!

This section of the Presentation Guide will familiarize you with the components of the program and their use. The preview guide on pages 2 and 3 will introduce you to the *Internet Safety DVD's* safety messages and its cast of characters.

### **Presentation Kit components**

The *Internet Safety Presentation Kit* includes three disks.

A complete collection of all of The Safe Side's educational resources is stored on the **Documents CD**. The movie and music video programs used in presentations are included on the **Internet Safety DVD**. The **Use Your NetSmartz DVD/CD** is a hybrid disk that features video animations on the DVD side and four songs that can be used before or after presentation of the movie on the CD side.

### **Background**

The Safe Side was founded by John Walsh, host of *America's Most Wanted*, and Julie Clark, the creator of *Baby Einstein*, to distribute important safety information to children ages 5 to 9 and their families. The Safe Side released its first video, *Stranger Safety*, in May 2005. The video has become one of the best-selling safety videos ever, and has received numerous awards, including three Youth Programming Emmys and Parenting Magazine's 2005 Video of the Year Award. The Safe Side released its second video, *Internet Safety*, in October 2006.



Many children do not understand that the Internet is a place. Like many other places, it is full of dangerous things and people. As you'll discover, we have taken a fresh, child-friendly approach to a topic that is unfamiliar to many teachers and parents. A key goal of our materials and *Internet Safety DVD* is to provide children with effective ways to evaluate situations they might encounter on the Internet.

### **Online resources**

Free downloads for educators and families, plus streaming video previews, are available at [www.thesafeside.com/downloads](http://www.thesafeside.com/downloads).

Products, replacement parts, consumables (*optional*), and ancillaries (*optional*) for the *Internet Safety Presentation Kit* can be purchased at [www.thesafeside.com/schoolstore](http://www.thesafeside.com/schoolstore).

Families can purchase the *Internet Safety DVD* at [www.thesafeside.com/homestore](http://www.thesafeside.com/homestore).

### **Internet Safety DVD preview guide**

The *Internet Safety* movie is an interesting and engaging blend of zany characters, humorous situations, and serious safety messages. As a viewing experience, it is designed to prevent safety from being “boring” or “scary.” Kids love it, and so do the critics. The *Internet Safety DVD* has won several awards, including the 2007 iParenting Media Award.

Preview the *Internet Safety DVD* yourself and learn the four Internet Safety Hot Tips before presenting to the class or group.

Here are some notes about the DVD and the Hot Tips that will help you prepare for the presentation:

- ★ The Safe Side motto is **smart. cool. safe.** We tell kids there are times when it’s important to be **smart** (recognize danger), and other times when it’s important to be **cool** (be cautious and think). Staying **safe** is the reward for knowing what to do and doing it.

**smart. cool. safe.®**

- ★ The movie is structured around defining where and when to go online safely and avoiding dangerous people and places on the Internet. The Internet is a remarkable place, but it also provides an easy way for child predators and junk mailers to target kids and teens. Gathering personal information is not difficult for Internet-savvy predators. Our goal is to arm kids with the tools to evaluate what they encounter on the Internet and make smart decisions.
- ★ Our rules are called Hot Tips. We use “tips” rather than “rules” because we want kids to take ownership of the concepts and apply the knowledge to everyday situations, like walking to school, playing at the rec center, or opening the door at home. Our four Hot Tips are:
  - Never go into chat rooms without asking your Safe Side Adult first.
  - Don’t open E-mails or anything that makes you feel weird or uncomfortable, and always tell your Safe Side Adult.
  - Never respond to E-mails or anything that makes you feel weird or uncomfortable, and always tell your Safe Side Adult.
  - Do not post personal information about yourself online, and never meet someone in person you have met online.
- ★ The Safe Side has worked closely with the National Center for Missing & Exploited Children (NCMEC) to create this program. We recommend visiting the Web site developed and maintained by NCMEC—[www.NetSmartz.org](http://www.NetSmartz.org)—to enrich your understanding of Internet safety issues and to spark creative ideas for deepening your students’ knowledge. From time to time, Clicky, the mascot of NetSmartz.org, makes guest appearances in the *Internet Safety* materials. We also emphasize using the CyberTipline maintained by NCMEC to report any scary or dangerous situations kids may encounter online ([www.cybertipline.com](http://www.cybertipline.com)).



- ★ From the DVD main menu, adults can access a parents-only, password-protected section of the *Internet Safety DVD*. In this section, John Walsh presents alarming statistics about Internet predators, as well as two real-life cases of Internet abuse. This section is not intended to frighten parents, but rather to educate them about how children are using the Internet and emphasize the importance of talking to their kids about online safety.

After selecting “For parents” on the *Internet Safety DVD*’s main menu, you will be asked for a password. **The password for this section is 342.**



- ★ The Safe Side characters are just plain fun with a purpose. Safe Side Superchick is modeled on everybody’s favorite aunt—part kid, part grown-up. Buddy, her gorilla pal, appears periodically to provide comic relief and draw kids into the action (“What’s he doing now?”) Fang is a “Don’t Know,” canine style, and gives Safe Side Superchick something to be afraid of that isn’t scary to kids. And from time to time, Clicky—the mascot of the Internet safety Web site NetSmartz.org—makes guest appearances!
- ★ In addition to the movie, the DVD has a few special features, all accessible from the main menu. You can select to watch the Hot Tips Review, Music Videos, or the movie with Spanish subtitles. Like most DVDs, the movie is divided into chapters. You can skip forward or backward through the chapters using the DVD player’s remote control.



## Presenting the Internet Safety DVD

When presenting to a large group, it is important to make sure everyone in the audience can hear you, and clearly see and hear the movie. Consider volume levels and the size or the display screen (large monitors or video projector) based on your audience's needs.

There are two basic presentation options.

- ✦ You can play the *Internet Safety* movie and pause it along the way to answer questions.
- ✦ You can play the entire *Internet Safety* movie and then conduct a discussion with your audience.

Either approach can result in a fun, effective and highly interactive event. Below are suggestions for each approach.

### Approach 1: Play-and-pause to discuss

As you present the *Internet Safety DVD*, encourage children to raise their hands when they have questions. You can stop the movie by using the DVD player's PAUSE or STILL button, and address questions as they arise.

In addition, there are four "natural breaks" to the movie's action—after each of the four Hot Tips are explained. Use the DVD player's PAUSE button to stop the movie at each of the places indicated below and use the questions we have provided to guide discussion.

- 
- ✦ Pause after Chapter 3, "Hot Tip: Never go into chat rooms without asking your Safe Side Adult first."
    - ? How is the Internet like a place?  
(Sample responses: *There are lots of different places to go and people to meet; some people and places on the Internet are dangerous.*)
    - ? Why should you always ask a Safe Side Adult for permission before going online?  
(Sample response: *Because a Safe Side Adult can help you if you get into trouble.*)
    - ? Why are chat rooms dangerous?  
(Sample responses: *Because dangerous people can pretend to be someone they are not; because dangerous people might try to get personal information from you.*)
- 
- ✦ Pause after Chapter 5, "Hot Tip: Don't open E-mails, downloads, or pop-ups without asking your Safe Side Adult."
    - ? What should you do if you get an E-mail from an address you don't recognize?  
(Sample response: *Tell a Safe Side Adult.*)
    - ? Why shouldn't you open downloads or pop-ups without asking a Safe Side Adult?  
(Sample responses: *Because you could get a computer virus; because you might see something scary.*)

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✦ Pause after Chapter 7, “Hot Tip: Never respond to E-mails or anything that makes you feel weird or uncomfortable, and always tell your Safe Side Adult.”

**?** What should you do if you see something online that makes you feel weird or uncomfortable?

*(Sample response: Tell a Safe Side Adult.)*

**?** Where can you report dangerous people or things you encounter on the Internet?

*(Sample response: CyberTipline.)*

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✦ Pause after Chapter 9, “Hot Tip: Do not post personal information about yourself online, and never meet someone in person you have met online.”

**?** What should you do if someone asks you to give them personal information online?

*(Sample response: Say “no” and tell a Safe Side Adult.)*

**?** What should you do if someone you met online asks to meet you in person? *(Sample response: Say “no” and tell a Safe Side Adult.)*

### **Approach 2: Play-then-discuss**

Role-playing is an excellent way to practice applying knowledge. After viewing the *Internet Safety* movie, the following questions provide your audience an opportunity to demonstrate its understanding of when and how our Internet Safety Hot Tips should be used. We provide suggested answers below each question.

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**?** **Why should you always ask a Safe Side Adult for permission before going online?**

*Tell children that going online is like going anywhere else — to the store, to the mall or to a friend’s house. And just like going to any of those places, kids need to let their Safe Side Adult know where they are and what they are doing. Even better, kids should take a Safe Side Adult with them when they go online. “Don’t Knows” and “Kinda Knows” are all over the Internet trying to contact kids. It’s not safe to be alone when you’re young.*

---

**?** **If your teacher assigns you homework that requires using the Internet, do you still need a Safe Side Adult to go online with you?**

*Teachers should recommend safe sites to check out for homework, but it’s always a good idea to ask a Safe Side Adult first. Even better, work side-by-side with a Safe Side Adult while online.*

---

**? If you receive an E-mail from someone at school that says mean or cruel things, what should you do?**

*Bullying can go on anywhere — on the school bus, in the classroom, and on the Internet. Saying mean things in an E-mail can be as hurtful as saying them to someone's face. Tell children to never answer these types of letters, and to always show these E-mails to a parent, teacher or Safe Side Adult. Grown-ups can help sort out hurt feelings and determine whether the letter should be reported to school officials.*

---

**? Are all kids' Web sites safe?**

*Some Web sites are secure against grown-ups posing as kids, but many others are not. It's hard to tell. Tell children to always have a Safe Side Adult right there with them when going into an unsecured site or to a site that they have never visited before.*

---

**? Why are chat rooms dangerous?**

*People are not always who they seem. There are many adults online that pretend to be kids. These kinds of grown-ups can hurt children. It's very hard to tell who is a real child online and who is pretending. Tell children that it is better to stay out of chat rooms altogether.*

---

**? Maybe your friends have their own page on sites like MySpace. Do you think that's a good idea?**

*Many children have listed themselves on so-called social community Web sites like MySpace. Unfortunately these listings become places where adults can gather all kinds of information about kids. Tell children that sites like MySpace are for older kids and grown-ups. Like a scary movie, children never know what they are going to see online. Anyone can post anything on those kinds of sites, and anyone can be looking at what is posted. Anyone can be watching. MySpace is fine for grown-ups, but it's not safe for kids because it's not meant to be used by kids.*

---

**? How can someone hurt you over the Internet?**

*It's very hard for kids to tell the difference between a person who may hurt them and a person who may not, even when they are standing in front of them. It's even harder if it's a person they've only met online. Online pedophiles will try to get kids to provide personal information about themselves, like where they go to school, what their name is, and where they live. Tell children that with this kind of information it would be very easy for someone to find them, and that could be dangerous.*



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**? What if you accidentally go to a chat room and someone is trying to speak to you in a way that makes you feel weird or uncomfortable?**

*Everyone makes mistakes. Children should tell a Safe Side Adult immediately if someone says something or does something online that feels weird or makes the child uncomfortable. These kinds of feelings may be scary, but they are a warning that the brain gives when something is not right. A Safe Side Adult can help get the child out of the chat room, off the Web site or away from the E-mail, and report the incident to the Cyber Tip Line at [www.cybertipline.com](http://www.cybertipline.com). This organization can help stop people who may be trying to hurt kids online.*

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**? What if your friends are looking at online sites at school that are off-limits or inappropriate?**

*Tell children that looking at inappropriate sites at school, at home or at a friend's house is wrong. It can show them things that may be disturbing or harmful. At school, children should notify a teacher in private immediately. Tell children that it is a good thing to report something that is dangerous or against the rules.*

---

**? What if you meet someone really nice online and that person sends you a picture of himself or herself? They can't be a bad person, right?**

*WRONG! Parents and teachers must understand how dangerous this situation is. It is very important for adults in position of authority keep lines of communication open with children in the event something like this happens. People that may want to harm children will spend countless hours getting kids to trust them. It's like a job for these kinds of people — it's what they do, and they're good at it. They will often send a photo of a person the child expects to see, and then speak to the child in the "voice" of that photo. When online, it's almost impossible to know if a person is who he or she says they are. Tell children that it's best not to go to chat rooms, and to stop immediately if they have made contact with someone they do not know.*

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**? What should you do if you are at a friend's house and your friend wants to go online in secret, without asking their Safe Side Adult?**

*Tell children that doing the right thing can be hard. Many kids don't understand the dangers of the Internet. Children should leave the room if a friend goes online without first asking a Safe Side Adult or teacher. Always remember to stay smart, cool and safe, even if the people around them are not.*

### Extend the learning

Use any of the following optional activities to reinforce what children have learned.

- ★ Hold a brief discussion to relive some of the DVD highlights, asking questions such as:
  - ? What was your favorite part of the video? Why?
  - ? Who is your favorite character?
  - ? What's the funniest thing Safe Side Superchick did in the movie?
  - ? What's the most important thing Safe Side Superchick taught you in the movie?
- ★ Role-playing is an excellent strategy for helping children develop the words and strategies to stay safer on the Internet. Have small groups of children act out the following role-playing scenarios, if possible. Discuss each scenario with the children, emphasizing how they can be safer online. Two scenarios are provided below. Many others can be found on pages 5 — 7.
  - Your teacher assigns you homework that requires using the Internet, but your Safe Side Adult is not home to help you. What should you do?
  - You are in an online chat room. Someone asks where you go to school. What should you do?
- ★ Celebrate what children have learned with live entertainment. Try these ideas:
  - Play the Safe Side Superchick music videos. (Accessible from the DVD main menu.)
  - Have the kids perform an Internet Safety skit that they create themselves.
  - Show computer animations from the DVD side of the *Use Your NetSmartz DVD/CD* or play songs from the CD side.
- ★ Duplicate the letter and the handout that appear on the following two pages, and give a set to each child in the audience to take home. You can photocopy these masters or print originals from the Handouts file on the *Documents CD*.
- ★ Have children check out a copy of the Internet Safety DVD if the school or organization you're presenting to owns a *Internet Safety Media Library* (a lending library of DVDs).



Internet Safety Media Library



## Dear parents and guardians,

I'm the host of America's Most Wanted, a television show that I wish wasn't needed.

In 1981, the lives of my wife, Revé, and I were changed forever. Our beautiful son Adam, the joy of our lives, was abducted from a mall in a nice neighborhood of South Florida.


In my quest to find justice in the name of my son and to fight back for victims everywhere, my life's work has been to protect children and others by changing laws and catching criminals. I'm also pleased that my new project, The Safe Side, is involved in helping educate young children about how to be safer. Knowledge is power.

Today your child received a presentation about Internet safety and was given a handout to bring home. The handout has a mini-poster listing four Internet safety Hot Tips. I encourage you to review these Hot Tips with your child. The other document on the handout is a form you can complete with your child that lists safe Web sites and E-mail addresses. Cut out both documents and place them near your family computer.

I also encourage you to visit [www.thesafeside.com](http://www.thesafeside.com) where you'll find more resources for families and schools, including a complete Stranger Safety program.

I wish you every success in the important task of educating your children about safety.

Sincerely,



John Walsh





# my Safe Side E-plan

## my Safe Side E-pledge

I promise to check with my Safe Side Adult before using the Internet. When I am online I will always follow the Hot Tips. If anything online makes me feel uncomfortable, I will tell my parents immediately so that we can decide together if it should be reported to the CyberTipline at [www.cybertipline.com](http://www.cybertipline.com).

Signed \_\_\_\_\_

## my Safe Side Web sites

- www. \_\_\_\_\_
- www. \_\_\_\_\_
- www. \_\_\_\_\_
- www. \_\_\_\_\_

## my Safe Side E-mail addresses

- Who \_\_\_\_\_ Address \_\_\_\_\_
- Who \_\_\_\_\_ Address \_\_\_\_\_
- Who \_\_\_\_\_ Address \_\_\_\_\_
- Who \_\_\_\_\_ Address \_\_\_\_\_

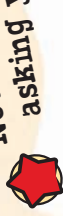
[www.thesafeside.com](http://www.thesafeside.com)



# Hot Tips for cool kids

from the Internet Safety movie

Never go into chat rooms without asking your Safe Side Adult first.



Don't open E-mails, downloads or pop-ups without asking your Safe Side Adult.



Never respond to E-mails or anything that makes you feel weird or uncomfortable, and always tell your Safe Side Adult.



Do not post personal information about yourself online, and never meet someone in person you have met online.



smart. **cool. safe.**  
[www.thesafeside.com](http://www.thesafeside.com)