



Partnership 

Safety

Character

Awareness

Responsibility

Leadership

 Community Toolkit

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# i-SAFE Community Action Team Toolkit

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# i-SAFE Overview

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A recent survey reports that 48 million youth ages 5-17 regularly use the Internet. One in 33 kids and teens who use the Internet regularly have received an aggressive solicitation to meet a “cyber friend” in person. A 2003 i-SAFE study shows that more than 50% of youth who use the Internet don’t recognize the dangers involved with meeting someone in person who they have met online.

The United States Congress has designated i-SAFE America Inc., a non-profit Internet safety education foundation, to bring Internet safety education and awareness to our nation’s youth. i-SAFE’s mission is to empower them with the ability to take control of their Internet experience by giving them vital knowledge that will enable them to act safely and responsibly while exploring the vast wonders of the Internet.

Founded in 1998, and designed as a dynamic, prevention-oriented Internet safety awareness program, i-SAFE America provides students with the critical-thinking and decision-making skills they need to recognize and avoid dangerous, destructive, or unlawful online behavior and to respond appropriately.

## i-SAFE Curriculum

The curriculum covers three topics in grades K-4, five topics in grades 5-8, and a selection of high school webcasts. The course of study has been approved by the Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, and the U.S. Department of Justice.

### **Grades K-4 Curriculum**

- ***i-SAFE’s character, i-Buddy, presents the K-4 curriculum, which provides young students with age-appropriate exposure to Internet concepts and vocabulary by engaging them in meaningful hands-on activities. Lesson plans and reproducible activities address the following core topics: Cyber Community Citizenship, Personal Safety, and Cyber Security. They are periodically updated with new material.***

### **Grades 5-8 Curriculum**

- ***Curriculum for grades 5-8 includes teaching and learning activities designed to draw students into discussions and participatory activities to foster interaction, cooperative learning, concept development, and opportunities for school and community outreach.***
- ***A variety of learning activities integrated into the curriculum is available in two formats to promote student-directed learning: (1) activity page resources with accompanying activities for classrooms without computer access, and (2) webpage activities on CD for classrooms with computer access.***
- ***The curriculum for Grades 5-8 includes the core topics (Cyber Community Citizenship, Cyber Security, Personal Safety, Predator Identification, and Intellectual Property), as well as supplemental teaching and learning activities, which are periodically added to address emerging Internet subjects.***

### **High School Curriculum**

- ***The high school curriculum utilizes open discussions among students and webcasts on Privacy, Cyber Relationships, Intellectual Property, Security: Malicious Code, Security: Cyber Citizenship, and Social Issues.***



“At present, there is no other comprehensive Internet safety program available anywhere that incorporates Outreach and Empowerment in education-based materials and processes.”

All curriculum materials and instructor professional development training are provided at *no charge*—the i-SAFE program is *free* for schools, school districts and law enforcement agencies. At present, there is no other comprehensive Internet safety program available anywhere that incorporates Outreach and Empowerment in education-based materials and processes.

# i-SAFE Assessments

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i-SAFE conducts assessments of students who participate in the i-SAFE education program both prior to instruction and after instruction. The results show both the critical need for Internet safety education and the effective results of the i-SAFE program.

Prior to completing i-SAFE education instruction, we found that:

- **80% of youth spend at least 1 hour per week on the Internet; 11% spend 8 or more hours.**
- **30% of those polled use e-mail, IM or chat rooms as the main way to keep in contact with their friends.**
- **18% of the students feel safer on the Internet than they do in the real world.**
- **55% of the students have joined at least one website that asked for personal information (name, sex, age, etc.).**
- **39% of the students polled have seen something on the Internet that could be dangerous for them.**
- **41% of the students do not discuss Internet safety with their parents.**
- **14% of those polled stated their parents have no idea how much time they spend on the Internet.**
- **34% of the youth said their parents had not established any rules for their Internet activity.**



After receiving i-SAFE education instruction, we found out the following:

- **80% of students are more careful about the personal information they share in a chat room or in an e-mail.**
- **76% of students are more careful about where they go and what they do on the Internet.**
- **52% of students have made an effort to discuss Internet safety with their parents.**
- **44% of students have had discussions with their friends about Internet safety.**
- **78% of students are less likely to meet someone new from the Internet face to face.**
- **67% of students are more careful about the music they download from the Internet.**

# Getting a CAT Started

i-SAFE America seeks to partner with elected officials, business leaders, community activists, educators, and law enforcement officials to create awareness at the local level and empower children to take control of their Internet experience. To accomplish this, Community Action Teams (CATs) are created in the community to promote Internet safety and bring the i-SAFE program to their community.

In order to get a CAT established in your community, you need a Director, preferably a community leader. The Director should be someone who is known in the community and has the resources to organize a group of leaders and call a meeting. The Director will be responsible for recruiting members, and setting, conducting, and hosting meetings.

Once a Director is identified, the process of soliciting members needs to begin. You can find a sample invite letter designed to solicit members in the following pages. Below is a list of groups to target for membership:

- Chamber of Commerce***
- Child Advocate Groups***
- County Sheriff***
- Crime Watch Groups***
- DARE Officers***
- Librarians***
- Lions Club***
- Local Celebrities (i.e. radio hosts, television personalities, athletes)***
- Local Police Chiefs***
- Municipal and County Elected Officials***
- Parent Teacher Associations/Organizations***
- Religious Leaders***
- Rotary Club***
- School Administrators***
- School Resource Officers***
- State Attorneys or District Attorneys***
- State Legislators***
- Teacher Unions***
- Volunteer Fire and Ambulance Organizations***



The Director should keep a database of the name, address, phone number, and e-mail address for every member of the CAT team. In the Toolbox section is a CAT Members Sign Up Sheet for solicitation of members. This member information needs to be emailed to i-SAFE at [cat@isafe.org](mailto:cat@isafe.org) so that they can be added to the i-SAFE database and receive updates from i-SAFE.

# CAT Invite Letter

---

Date

Prefix First Last  
Title  
Company  
Address  
City, State Zip

Dear [NAME],

There is no higher priority for our society than protecting America's children from danger, and this effort must extend to the Internet. The FBI states that child pornography and the sexual exploitation of children through online means are the most significant crime problems it faces today. Additionally, there is a growing rate of illegal downloading of software, music, and movies that has drawn national attention to intellectual property rights.

We need to make certain that our children are safe in our community, and we need to ensure their safety in the cyber community as well. In order to raise awareness in our community, a group of local leaders are partnering with i-SAFE America Inc. to create a Community Action Team (CAT). This CAT will meet regularly to chart a course to bring Internet safety education to our children. I have been asked to organize this CAT, and I am requesting that you join our team.

i-SAFE is a Congressionally-funded, non-profit Internet safety education foundation, operating under a grant from the Department of Justice. i-SAFE was founded in 1998, and provides students with the critical thinking and decision-making skills they need to recognize and avoid dangerous, destructive, and unlawful behaviors and to respond appropriately.

Please contact me at [PHONE NUMBER] or at [E-MAIL ADDRESS] If you would like more information about the i-SAFE program, please see their website at [www.isafe.org](http://www.isafe.org). We will be scheduling a CAT meeting soon, and I will let you know the details.

Sincerely,

[NAME] (CAT Director)

## Set a CAT Meeting

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Once the Director has recruited members for the CAT, he/she needs to set a meeting for the group. Attached are a Sample Agenda, Sample Meeting Notice, and Sample News Advisory. The CAT Director should decide whether or not to have press coverage at the meeting.

The strategy for protecting children from online victimization does not end in the classroom. Community leaders must be involved, and they must work together to educate the community. The meeting should be an opportunity for CAT members to get to know each other and decide on a course of action.

The meeting should:

- ***Demonstrate the importance of Internet safety and the need for online safety skills.***
- ***Spark enough interest among community members to get them involved.***
- ***Activate community leaders to initiate a Community Action Plan.***
- ***Provide opportunities for collecting contact information of volunteers for follow-up.***
- ***Encourage planning for Community Outreach events.***



## i-SAFE Community Action Team Meeting

### *Agenda*

**Date**  
**Time - Site**  
**Location**

- I. Welcome by Director
- II. Introductions of Members
- III. Discussion of i-SAFE Program
  - a. i-Adopt-A-School
  - b. i-SAFE City
- IV. Community Action Plan
- V. Recruit New Members
- VI. Open Discussion
- VII. Conclusion

# Sample Meeting Notice

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Date

Prefix First Last  
Title  
Organization  
Address  
City, State Zip

Dear [NAME],

Thank you for joining the [NAME] Community Action Team. We are partnering with i-SAFE America to raise Internet safety awareness in our community. The first CAT meeting will be held on [DATE] at [LOCATION] in the [LOCATION].

At this meeting we will be discussing how we can bring Internet safety education to our community. This will be an open meeting, and your ideas and input are needed so we can chart the best course of action to protect our children online.

As part of the i-SAFE program, we need to decide whether we will follow the i-Adopt-A-School model or create an i-SAFE City. An overview of both programs will be discussed at the meeting.

Please RSVP by calling me at [PHONE NUMBER] or e-mailing me at [E-MAIL ADDRESS]. I look forward to seeing you on [DATE].

Sincerely,

[NAME] (CAT Director)

## NEWS ALERT FOR [DATE]

### [CITY] COMMUNITY LEADERS AND i-SAFE REACH OUT TO EDUCATE AND EMPOWER KIDS TO COMBAT INTERNET CRIMES

**WHO:** [CITY] Community Leaders and i-SAFE America. i-SAFE America is a non-profit, government-funded, Internet-safety foundation that teaches children how to surf the web safely.

**WHAT:** Community Action Team (CAT)—A group of community leaders joining together to raise awareness of Internet safety in their local schools and community, and to spread the empowerment of kids in the fight against Internet crimes.  
[Include details of CAT activity]

**WHERE:** Location  
Address  
City, State Zip

**WHEN:** Date  
Time

**WHY:** In the United States, over 48 million children ages 5-17 will regularly use the Internet. By 2005, that number will jump to 77 million. A recent i-SAFE America study reveals 40 percent of children—or an estimated 19.2 million—do not discuss Internet safety with their parents. The same number say that if their parents knew where they were online or with whom they chatted, they “would have concerns.” America’s children are best protected from Internet dangers by learning the skills to act responsibly as cyber citizens and the wisdom to navigate online safely. Recent studies show that 1 in 5 children under age 17 have been propositioned for sex online, and 1 in 33 have received an aggressive solicitation to meet their “cyber friend” somewhere in person. Children who are online without Internet safety training are at high risk of becoming victims of Internet-related crimes. Details on all of this, along with Internet basics, protection of intellectual property rights, piracy issues, hackers, and identity theft, are covered in the i-SAFE America workshops. For additional information please visit the i-SAFE website at [www.isafe.org](http://www.isafe.org).

Media Contacts:

**CAT Director [NAME, PHONE NUMBER, E-MAIL]**

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# Course of Action

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The Community Action Team increases Internet safety awareness in three main areas:

- 1) Students—Through empowering students to become mentors to peers. Both the i-Adopt-A-School and i-SAFE City programs include guidelines for student mentoring.**
- 2) Schools—By bringing the i-SAFE program to local schools to help students take control of their online experiences.**
- 3) Community—By expanding awareness through distribution of information and presentations to community groups.**

The CAT team should determine whether they want to institute an i-Adopt A School program or promote an i-SAFE City. Then they need to develop an implementation plan to help them reach their goal. The Implementation Plan is located in the Toolbox section of this Toolkit. Below is a brief summary of each program:

## i-SAFE i-Adopt-A-School Program

**The CAT sets a fundraising goal based on the number of students at the school they have selected. It costs i-SAFE \$18 per year to provide the i-SAFE curriculum to each student. The goal is based on the number of students multiplied by \$18. Then the CAT develops a plan to secure sponsorships. The money is raised through i-SAFE America Inc. which is a 501(c)(3) non-profit. Once the fundraising goal has been reached, the CAT will hold an event at the local school to announce the adoption of the school and the implementation of the i-SAFE education program.**



## i-SAFE City

**The CAT develops a plan to increase awareness among citizens about Internet safety. They develop a list of events at which to distribute information, and groups to be presented with information about the i-SAFE program. The CAT works to implement the plan by providing volunteers and speakers for the various events. The CAT also develops a plan to educate elected officials about Internet safety programs and enlist their support. Once the plan has been completed, i-SAFE will designate the community as an i-SAFE City.**

In the next two sections of this Toolkit, the two programs are described in detail and there is a guided course of action for the CAT to follow.

# i-Adopt -A-School

The most significant way a Community Action Team (CAT) can bring the i-SAFE program to their community is through an i-Adopt-A-School initiative. The i-SAFE America Foundation provides all of its training, materials, and resources to schools at no cost; however, this limits i-SAFE's ability to reach every community. That is why i-SAFE seeks to partner with locally established CATs to bring the i-SAFE program to schools in their communities.

The local CAT identifies a school it would like to adopt, then it develops a local fundraising plan to help implement the program. i-SAFE has determined that it costs \$18 per student to fully implement the program each year. Therefore, the CAT should determine how much they need to raise based on the number of students who will receive the i-SAFE training.

The CAT is tasked with raising money from the local community to help fund the i-SAFE program. The CAT Director and i-SAFE agree to a signed implementation plan to meet the CAT's established goal. (The Implementation Plan Form is located in the Toolbox section of this Toolkit.) All money raised by the CAT will be used to implement i-SAFE education in their community. The money is raised through the i-SAFE America Inc. Foundation, which is a registered 501(c)(3) nonprofit organization. The funds will be deposited in a dedicated i-SAFE-designated bank account, and the CAT Director will have access to the account information.



There are a variety of ways the CAT can raise money.

Once the sponsorship goal has been met, the CAT works with i-SAFE to implement the i-SAFE Program in four ways:

- 1. Professional Development Program (PDP): A comprehensive training program for local educators, law enforcement, and other instructors. Upon completion of the PDP, participants are certified by i-SAFE to administer the i-SAFE Curriculum to students and other instructors.**
- 2. The i-SAFE America Curriculum: An innovative student-centered curriculum for grades K-12 that integrates Best Practices in teaching and learning is taught by certified instructors in the school.**
- 3. i-SAFE America Outreach: The i-SAFE Outreach Program brings the Curriculum from the classroom to the community through Town Hall Meetings, Parent Nights, and Internet safety events.**
- 4. Youth Empowerment: The i-SAFE Experience seeks to empower youth to extend their learning beyond the classroom by organizing Parent Nights, participating in the i-SAFE Internet safety contests, or working to educate the community about Internet safety.**

## Implementing an i-Adopt-A-School plan

In order to meet the CAT's established sponsorship goal, they need to set up a Sponsorship Committee with a Chair. This committee will solicit community leaders, businesses, and foundations to support their efforts through financial contributions.

**Sponsorship Chair:** This person should be a local business leader who has been involved in other fundraising activities for organizations like the United Way, Big Brothers/Big Sisters, YMCA, YWCA, or other local non-profits.

**Sponsorship Committee:** In consultation with the Chair, the CAT should identify six to ten people to serve on the committee. This group will be responsible for soliciting contributions from businesses, local individuals, and foundations, and/or holding a fundraising event to raise the sponsorship level.

The Sponsorship Committee should gather details and contact information on:

- **Members of the local Chamber of Commerce.**
- **Individuals who have given large gifts to local non-profit organizations.**
- **Local foundations whose primary mission is to improve the quality of life in the community through public safety and education.**
- **Contributors to political campaigns. This information can be obtained through either the local county's website or by going to the County Board of Elections and looking at the reports for the highest profile local races in recent years.**

The Sponsorship Committee may choose to host an event to meet its financial goal or make personal solicitations to the identified group of potential donors. An event should be designed to raise the money to meet the sponsorship goal and help to raise community awareness about the need for Internet safety education.



If an event is decided upon, the Sponsorship Committee should seek to have the event underwritten by a benefactor so that all the proceeds go directly to the sponsorship goal. Below are a few tips for holding a successful event:

- **Invite a prominent speaker (local District Attorney, Congressman, or state Attorney General).**
- **Keep costs low by having a reception instead of a dinner and not spending too much on overhead.**
- **Hold the event in a location where other successful events have been held.**

On the next page is a sample Sponsorship Request Letter to be used to secure sponsors.

# Sample Sponsorship Request Letter

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Date

Prefix First Last  
Title  
Company  
Address  
City, State Zip

Dear [NAME],

There is no higher priority for society than protecting America's children from danger, and this effort must extend to the Internet. The FBI states that child pornography and the sexual exploitation of children through online venues is the most significant crime problem it faces today. In addition, there is a growing rate of illegal downloading of software, music, and movies that has drawn national attention to intellectual property rights.

We need to make certain that our children are safe in our community, and we need to ensure their safety in the cyber community as well. In order to raise awareness in our community and bring Internet safety education to [NAME] School, a group of local leaders are partnering with i-SAFE America Inc., a non-profit Internet safety education foundation. We have decided to partner with i-SAFE through the i-Adopt-A-School program.

As part of this comprehensive program, we are challenged to raise [DOLLAR AMOUNT] in sponsorship from the local community. This money will be used to fund the training of educators and law enforcement officers to teach the i-SAFE curriculum to students in [SCHOOL NAME]. You have been a supporter of community needs in the past, and I am asking you to once again help support our community by making a contribution to i-SAFE America.

Please return the contribution to me so I can forward it to i-SAFE. All money raised as part of this effort will be used locally for Internet safety education at [SCHOOL NAME]. Thank you for your generous support. If you need more information on the i-SAFE program, feel free to visit their website at [www.isafe.org](http://www.isafe.org), or contact me at [PHONE NUMBER].

Sincerely,

[NAME] (Sponsorship Chair)

P.S. i-SAFE America Inc. is a registered 501(c)(3), and all contributions are tax deductible.

# Announcement Event

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Once the CAT has reached its Sponsorship Goal, they should help increase awareness of Internet safety by holding an event at the school they have adopted to launch the i-SAFE program. Below are some helpful tips for the event:

- ***Hold the press conference at the school the CAT will adopt.***
- ***Include the school administration, teachers, and students that will receive the i-SAFE curriculum.***
- ***Invite local elected officials.***
- ***Invite law enforcement officials.***
- ***Invite the media (See the Sample Press Release below).***
- ***Members of the CAT and Sponsorship Committee should attend.***
- ***Present an oversized check in the amount of the fundraising goal to the school.***
- ***i-SAFE America will present the school with a plaque commemorating their status as an i-Adopt-A-School.***



Media Contact  
Your Name  
Phone Number  
Email Address

FOR IMMEDIATE RELEASE

*[CITY NAME] Community Leaders and i-SAFE Reach Out to Provide Internet Safety Education at [SCHOOL NAME]*

City, State, Date – A group of local leaders have partnered with i-SAFE America, an Internet safety foundation, to bring Internet safety education to [NAME] School. The local leaders formed a Community Action Team and raised money locally to cover the cost of bringing the i-SAFE curriculum to students.

The CAT Director [NAME] presented [NAME] School Superintendent [NAME] a check in the amount of [NUMBER] to cover the cost of implementing the i-SAFE program at the school. “I am pleased to partner with i-SAFE and local business leaders like [NAME] to ensure that our kids are safe on the Internet,” said CAT Director [NAME].

“Because of the leadership of this local CAT, we will be able to provide in classroom instruction to our students about how to be safe on the Internet,” remarked [SCHOOL NAME] Superintendent [NAME]. The classroom instruction will begin in [MONTH], [YEAR] for Grade [NUMBER] through [NUMBER].

#### About i-SAFE America

i-SAFE America Inc. is a non-profit foundation whose mission is to educate and empower youth to safely and responsibly take control of their Internet experiences. The goal is to provide awareness and knowledge that enables students to recognize and avoid dangerous, destructive, inappropriate, or unlawful online behavior and to respond appropriately.

i-SAFE America Inc. is designated a tax-exempt 501(c)(3) charitable organization by the U.S. Internal Revenue Service. i-SAFE America Inc. is funded by the U.S. Congress through the Office of Juvenile Justice Delinquency Prevention, Office of Justice Programs, Department of Justice.

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# Future Activities

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Once the CAT has reached its Sponsorship Goal and has announced the i-Adopt-A-School program, the members have additional opportunities to assist in the implementation of Internet safety education at that school and in the community. These opportunities include:

- 1. Youth Empowerment:** *i-SAFE seeks to empower students who receive the i-SAFE curriculum through events, activities, and mentoring. Student Mentors share their knowledge of Internet safety with their peers, parents and the community. Attached is a brief overview of the Student Mentor program, the Student Mentor Activities Menu, and the Mentor Menu sheet.*
- 2. Community Advocacy:** *The CAT can take the lead in educating the community about Internet safety. They can organize a Parents Night meeting to provide parents with information about how to make their home safe and keep their children safe online. In addition, the CAT can serve as a reference and source of speakers to present Internet safety information to community groups, business organizations, and other already established groups that meet in the local community. i-SAFE will provide a prepared PowerPoint® presentation to any CAT member that wants to present to a group on Internet safety. In addition, the CAT members should seek to educate elected officials who are not part of the CAT about their activities and the i-SAFE program. CAT members should schedule a meeting with the elected officials to enlist their support for the CAT's efforts.*
- 3. Establish other CATs:** *The CAT can take its model of success and reach out to community leaders in neighboring communities to form a CAT that will seek to i-Adopt-A-School and introduce the i-SAFE program to a new community. The CAT can use their model of success to contact local elected officials like the mayor, council and school board in a neighboring town to discuss the creation of a CAT. CAT members may choose to present the CAT program to statewide associations of elected officials, business leaders, and community groups.*



# Student Mentors

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i-SAFE seeks to empower students who receive the i-SAFE Curriculum through events, activities, and mentoring. i-SAFE has launched a DRiVE Campaign to help youth mentors share the i-SAFE experience. As a member of the Community Action Team (CAT), you can help Student Mentors organize meetings, reach out to parents, and contact elected officials. Below is a brief overview of the DRiVE Campaign.

## What DRiVEs You?

The i-SAFE America DRiVE Campaign challenges students to get involved and make a difference in their school and community. By learning the Internet Safety Lessons in the classroom, students will have the information they need to make noise outside the classroom.

## A Student Mentor

- ***Knows the rules of the road.***
- ***Promotes Internet safety.***
- ***Plans Activities and Events outside the classroom.***
- ***Teaches i-SAFE Lessons.***
- ***Makes a difference.***

Becoming a Student Mentor is more than just joining an ordinary club. It is about working with students across the country to promote Internet safety. i-SAFE is proud to report that we have active Student Mentors in all 50 states.



i-SAFE Mentors are students that understand the rules of the road and want to DRiVE the message to other students, parents, and community members. All students who have received the i-SAFE lessons and have participated in classroom Youth Empowerment Activities are great candidates for the Student Mentor Program.

Internet Safety Activities and Events are ways students can educate their fellow classmates about Internet safety.

If you recruit students who are interested in teaching the i-SAFE lessons to younger students, they can take the i-SAFE Training and adopt an elementary school. For more information have students contact i-SAFE at [mentors@isafe.org](mailto:mentors@isafe.org). There are copies of the Student Mentor Activities Menu and Mentor Menu in the Toolbox section of this Toolkit.

## i-Adopt -A-City

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Another way the Community Action Team (CAT) can bring the i-SAFE program to their community is through an i-Adopt-A-City initiative. Under this program, the CAT takes the lead in promoting Internet safety in their community and having their community designated an “i-SAFE City.” There are four ways that a CAT can promote the i-SAFE Program in their community:

- 1. Outreach Team:** *Create a team of volunteers that will attend community events to staff booths, provide presentations, distribute material, and recruit students to be Mentors.*
- 2. Advocacy:** *Contact elected officials to discuss the i-SAFE Program and enlist their support to bring Internet safety education to the local schools.*
- 3. Earned Media:** *Write letters, op-eds, and call local talk shows to promote Internet safety education.*
- 4. Parent Programs:** *Organize meetings to educate parents on the need for Internet safety education and how the i-SAFE Program can help their children.*



# Outreach Team

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One of the primary goals of a Community Action Team (CAT) is to inform the community about the need for Internet safety education. The CAT should create an Outreach Team and appoint a Team Chair. The Outreach Team serves as a source of volunteers to cover events and distribute materials.

Choose a Chair who is experienced at coordinating volunteers; someone active in an organization like the PTA or a political campaign would be a good choice. The Chair should be a person with a lot of community contacts and the ability to recruit volunteers.

The Outreach Team needs to develop a list of events they will cover by either offering a speaker for the event or providing volunteers to distribute i-SAFE materials. Below is a list of events to consider:

- Rotary Meetings***
- Soccer Games***
- Baseball Games***
- Community Days***
- Holiday Parades***
- PTA Meetings***
- School Board Meetings***
- Borough Council Meetings***
- Neighborhood Association Meetings***
- Local Fairs***
- Town Hall Meetings held by Elected Officials***



i-SAFE America will provide the CAT Outreach Team with brochures and Tip Sheets to distribute at the events. A Materials Request form can be found in the Toolbox section in back of the Toolkit. i-SAFE also has a PowerPoint presentation on Internet safety that it can provide to anyone who will be addressing a group.

The Outreach Team also needs to be active in working with schools and students to recruit Mentors. On page 16 is an explanation of the Student Mentor Program. Once the Outreach Team identifies a student who wants to be a Mentor, they should have the student e-mail [mentors@isafe.org](mailto:mentors@isafe.org).

## Elected Officials

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In order to increase community awareness about the need for Internet safety, the Community Action Team (CAT) needs to develop a plan to educate elected officials about child-safety concerns and the need for Internet safety education. The CAT has a more powerful voice than a lone individual would. Below are some recommended ways to approach elected officials to gain their support:

**Personal Meetings:** The CAT should arrange meetings with local elected officials to discuss the need for education and the i-SAFE solution. As a group, create a list of local elected officials to meet with, then set-up the meetings. i-SAFE will provide the CAT with materials to leave with the elected officials at these meetings. Elected officials to target include:

***U.S. Senators***  
***U.S. Congress***  
***Governor***  
***Attorney General***  
***County Elected Officials***  
***County Prosecutor or District Attorney***  
***County Sheriff***  
***Mayor***  
***City Council***  
***School Board***



Some websites that can help you to locate your elected officials are:

[www.congress.org](http://www.congress.org)  
[www.statelocalgov.net/index.cfm](http://www.statelocalgov.net/index.cfm)  
[www.state.\[YOUR STATE CODE\].us](http://www.state.[YOUR STATE CODE].us)

**Public Meetings:** The CAT can sign up to present information about Internet safety during the public comment sections of County Council or Supervisor Meetings, Local Council Meetings, or School Board Meetings. Prior to the meeting, the CAT needs to call and register to speak with the governing body at the meeting. See the listed websites above for more information on the process to sign up and the dates, times, and locations of meetings.

**Advocacy Day:** The CAT can organize a trip to their state capital to meet with their Governor, Attorney General and legislative leaders about Internet safety education. A group of concerned leaders in a community is a powerful collective voice. Find out when the Legislature is in session, set a date, and set-up meetings with the elected officials. The CAT may wish to have their local legislative representative accompany them to the meeting with the Governor and Attorney General.

**Letters:** The CAT can write letters to elected officials about the need for Internet safety education and i-SAFE program. On the next page is a sample letter that the CAT can use in drafting their own letter.

# Sample Elected Officials Letter

---

Date

The Honorable [NAME]

Office

Address

City, State Zip

Dear [OFFICIAL TITLE LAST NAME],

The FBI states that online sexual exploitation of children and child pornography are the most significant crime problems it faces today. In light of this fact, it is unfortunate that a survey of 9,000 students revealed that 39% trust those they meet in Internet chat rooms. Compound this with the fact that 1 in 5 teens have received sexual solicitations online and it is clear we have an urgent public safety problem.

This is why a group of us have formed a Community Action Team (CAT) and are partnering with i-SAFE America to bring Internet safety education to our community. Founded in 1998, i-SAFE America ([www.isafe.org](http://www.isafe.org)) is a United States Congress-designated Internet safety education foundation providing students with the critical-thinking and decision-making skills they need to recognize and avoid dangerous, destructive, or unlawful online behavior and to respond appropriately. The i-SAFE curriculum is designed to empower youth to safely and responsibly take control of their Internet experiences.

We are writing to you today to request your support of our local CAT and to help us promote Internet safety education. You can help by joining the CAT, becoming a speaker, or making your office available to help distribute information about Internet safety.

If you would like the details, please contact [NAME] at [PHONE NUMBER]. We hope you will join us in making [TOWN NAME] an i-SAFE Community.

Sincerely,

CAT List Members

## Media Section

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The Community Action Team (CAT) should develop a plan to promote Internet safety to the public through earned media. (“Earned media” is positive news coverage that you’ve lobbied for proactively.) There are always news opportunities that the CAT can use to further promote Internet safety education. For example, when the United States Supreme Court struck down the Child Online Protection Act in July 2004, the news media ran a series of stories about the decision. This was a good opportunity for CATs to write Letters to the Editor and call talk radio to discuss the need for Internet safety education. Below are three things CATs can do to help generate earned media on Internet safety:

- 1. *Op-Ed Pieces:* The CAT can draft and submit to the local newspaper an Op-Ed piece on Internet safety and the i-SAFE solution. Below is a sample Op-Ed with some tips for the CAT to use.**
- 2. *Letters to the Editor:* CAT members should be looking for articles about child exploitation, the Internet, or child safety issues in their local newspaper. On page 25 is a sample Letter to the Editor that the CAT can use to respond to the issue and help promote Internet safety issues.**
- 3. *Call Talk Radio:* When events like the Supreme Court decision occur, they become topics for local and national talk shows. CAT members should use the opportunity to phone in and discuss the i-SAFE solution.**



***In the Toolbox section is a media sign-in sheet for use at events.***

## SAMPLE OP-ED MATERIAL FOR COMMUNITY ACTION TEAM

### OP-ED TIPS

- **Make it specific to your area/audience, mention local connection if possible.**  
Know who reads the newspaper.
- **Make it fit the style of your newspaper.**  
Know the types of Op-Ed that normally appear.
- **Do not include information without attribution.**  
Reference any stats or quotes not in the i-SAFE original.
- **Check your newspaper for any Op-Ed guidelines.**  
Don't let a technicality keep a good piece out of publication.
- **Appoint only one person to send this specific piece in!**

### SAMPLE OP-ED

#### Call to Action!

A recent study by i-SAFE America Inc., a government-funded, non-profit organization, shows that 92 percent of parents say they have rules for their children regarding the use of the Internet. The same survey reveals that more than a third of their children say the parents have *not* established rules for Internet use. Both numbers are true. For the sake of our families, our community, and our future, this dichotomy has to change.

More than half the parents surveyed realize they are limited in monitoring and sheltering their children from inappropriate material on the Internet. They need our help. Whether or not you have kids, the children of our community are our children. They also need our help.

As a leader, I am calling on all members of this community to take action now. We would not stand by and watch a child get abducted on our streets. So, why are we doing the equivalent of this on the Information Superhighway? More than half the children in i-SAFE's study have given out their name, sex, and age over the Internet. They don't understand that the virtual world is every bit as real as the physical world and has consequences that can be fatal.

I am building an i-SAFE America Community Action Team (CAT) for the leaders of this area. With our help, local children will receive the foundation for being safe online. With our help, they will be empowered to take control of their Internet experience. With our help, our children will have the critical decision-making tools they need to recognize and avoid dangerous, destructive, or unlawful online behavior. With our help, parents will not feel helpless when it comes to protecting our children.

Nearly 40 percent of the children surveyed by i-SAFE say their parents would be concerned if they knew what they did, where they went, or with whom they chatted on the Internet. The same percentage of children say they do not discuss Internet safety with their parents. The CAT is a great way for the leaders of this community to change those figures.

The CAT works with schools to implement i-SAFE's age-appropriate K-12 curriculum. Provided free of charge thanks to a government grant, the lessons have an invaluable message.

Each i-SAFE lesson fosters active participation and open communication. Students are provided opportunities to share what they learn about Internet safety with their peers, their families, and their communities. i-SAFE volunteer Student Mentors serve as role models, creating events and activities in their school and community. These Student Mentors are also members of the CAT.

Through the Internet, our children can explore the marvels of the world and travel to the furthest reaches of our galaxy. But, if they're not aware, they can become entrapped in the darkest, most detestable realms of human imagining. Awareness comes through education, and education comes from parents, educators, and community leaders. Not one. Not some. All. Join our Community Action Team before it's too late.

## COVER LETTER TIPS

- **Keep it short!**

Editors don't have time to read an Op-Ed piece about an Op-Ed piece.

- **Establish why this needs to be printed.**

Why would the Editor and readers care whether or not this gets out? Make them want to print this because their readers have to be informed.

- **Provide contact information.**

Include at least your address and e-mail in case they have any questions. They will not print anything from an anonymous source.

- **Sign the letter!**

This is simple and easy to forget, but very important, if you are serious.

- **Send it to the correct contact-person!**

Most of this information is right in the newspaper or on their website. If you're still unsure, call and ask. If it doesn't get into the proper hands, it won't get anywhere.

Date

Your contact info

Bernie Jones  
Op-Ed Editor  
San Diego *Union-Tribune*

Dear Mr. Jones,

Please consider the enclosed Op-Ed for publication in the San Diego *Union-Tribune*. I am [PROFESSIONAL TITLE] and Director of our local i-SAFE America Community Action Team. The children of this community are in trouble and very few adults are doing anything to change this. We are letting our children surf the Internet at home, in school, and at the public library without teaching them about the risks involved. I hope this piece enlightens and encourages the other leaders of this community to step up and help keep our children safe.

Thank you for your time and consideration.

Sincerely,

John Doe  
[PROFESSIONAL TITLE]  
i-SAFE America CAT

\*Thank you for your continuous help and support of i-SAFE America. We cannot spread our message of keeping children safe on the Internet without you. If you have any questions please feel free to contact us at [media@isafe.org](mailto:media@isafe.org). Good luck!

# Sample Letter to the Editor

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## LETTER TO THE EDITOR TIPS

- **Send letter to the proper person.**  
If it is not in the right hands it will not get printed.
- **Tie it to a news event or anniversary.**  
Your i-SAFE event is perfect timing.
- **Keep it short.**  
200 Words or less. Use clear and concise words, sentences, and paragraphs.
- **Respond to articles or Op-Ed pieces.**  
Anything relating to Internet safety will work.
- **Do not sign the letter to the editor: "i-SAFE CAT Team."**  
Most papers only accept them from individuals.
- **Follow the newspaper's guidelines on how often you can submit a letter to the Editor.**  
We encourage all to write many letters on their own.
- **Appoint only one person to send the piece in!**

## SAMPLE LETTER TO THE EDITOR

A recent article you ran about a child abducted by someone they met over the Internet left out the most important part. A solution! I am a member of the local i-SAFE America Community Action Team (CAT). The leaders of this community are uniting to educate and empower all youth in this area to take control of their Internet experience. Whether you have kids or not, these are our community's children.

We work directly with i-SAFE America, a government-funded, non-profit organization who believes that kids' awareness is the key to their own safety. Our children need to be educated. It is time leaders took action to lead. Parents teach their children to recognize and avoid danger in the physical world, but the same principles in the virtual world are often ignored. As your article showed, the virtual world has *real-world* consequences. These tragedies can be avoided through awareness and education. The CAT provides this for our local children, parents, law enforcement, and leaders. I encourage all concerned leaders to join our i-SAFE America Community Action Team and make a difference in the lives of the children in our community.

Your Name

Your Title

Your City

E-mail address for concerned leaders

# Parents Section

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The i-SAFE mission is to educate and empower youth to safely take control of their Internet experiences. As part of that mission, i-SAFE seeks to raise parental awareness and knowledge of Internet safety. Parents are their children's primary teachers, and it is the parents' responsibility to know how to recognize and avoid dangerous, destructive, inappropriate, or unlawful online behavior.

Armed with this knowledge, parents can teach their children about Internet safety and show them how to respond and be safe. The fact is, i-SAFE only succeeds in protecting children by educating and empowering *parents*, and that's why i-SAFE has launched the i-Parent Campaign.

In 2003 and 2004, i-SAFE conducted 241,090 assessments of students who received the i-SAFE Curriculum and their parents. What i-SAFE found is that there is a real "digital divide" between parents and kids about online activity. Consider the following statistics from the i-SAFE Assessments.

*Fact: 14% of students polled stated that their parents have no idea where they go or what they do on the Internet.*

## What Parents Say

- **90% think they have a good idea of what their children do on the Internet.**
- **92% stated that they had established rules for the child's Internet use.**
- **54% feel limited in monitoring & sheltering their child from inappropriate material on the Internet.**



## What Students Say

- **Only 66% said they share what they do on the Internet with parents.**
- **Only 65% stated that they have established rules for their Internet use.**
- **53% stated that they would prefer to be alone when surfing the Internet.**

CATs can partner with i-SAFE to bridge this digital divide between children and parents by organizing Parent Nights. i-SAFE has prepared a PowerPoint presentation that it can provide to CAT members who are speaking to a group of parents. In the Toolbox section are copies of the Safety Tip Sheet and Identity Theft Tip Sheet that CAT members can distribute to parents. Copies of these materials can also be ordered through the i-SAFE store at [www.isafe.org](http://www.isafe.org).

# Community Toolbox



# Toolbox Table of Contents

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# CAT Members Sign up Sheet

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The most effective way you can protect your community's children online is by joining a local Community Action Team. CATs are partners in bringing the i-SAFE program to local communities through the i-Adopt-A-School and i-Adopt-A-City programs. Please check the appropriate box that corresponds to your direct involvement. Get involved with Internet safety in your community.

**Become a "Director"**  
The Director is the person who oversees the implementation of a Community Outreach Program. The Director should be someone who is well-known in the community, has the resources to organize a group of leaders, and has the ability to call and run a meeting.

**Become a "Team Member"**  
A Team Member is a person that works with the Director and other CAT members to raise money, participate in Outreach events, advocate to elected officials, generate earned media and conduct educational meetings with parents. The CAT members also work with students to engage them in the Mentor program. CAT members may provide a specific service, including but not limited to: the donation of facilities, food, and/or beverages, etc. **\*Please specify below regarding your area of interest\***

**Educators**  
An Educator can assist by:

- respective school.
- b) Serving as a liaison between Student Mentors and community leaders in the creation of a Community Outreach Program.
- c) Implementing i-SAFE's Safe School Education Youth Empowerment Campaign within their school(s).

**Parents**  
A parent can join the CAT or assist the CAT by:

- a) Volunteering as a member of the Outreach Team.
- b) Organizing a Parent Night at their children's school.
- c) Joining the CAT members on the advocacy visits to elected officials.

**Donations a) Financial b) Facilities c) Prizes**  
If you are unable to donate your time, there are other opportunities to assist in the Community Outreach Program by:

- a) Monetary donations to assist with funding of an event. Financial donations are greatly appreciated!
- b) Donation of facilities to assist with the costs of holding an Outreach Event.
- c) Donation of relevant prizes to reward youths for attending or participating in the event.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Fax: \_\_\_\_\_

\*Area Of Interest: \_\_\_\_\_

**Please fill out the checklist completely and return to i-SAFE via mail or fax. i-SAFE thanks you for your support and initiative and looks forward to helping you make your event one that will never be forgotten.**



This Implementation Plan (IP) is a requirement of i-SAFE America and represents your commitment to the i-SAFE i-Adopt-A-School Program. This form allows i-SAFE to track the progress of your program and provide assistance, and allows you to order materials for your activities.

This completed form must be received and processed by i-SAFE prior to your i-Adopt-A-School activities or receipt of donation.\* You need to complete a new form for each event and/or activity that your CAT holds.

- Complete the i-Adopt-A-School IP and sign it.
- Mail, fax, or e-mail to i-SAFE America. Address and fax number are listed below. E-mail as an attachment to [implementationplans@isafe.org](mailto:implementationplans@isafe.org).
- Once your IP has been processed, i-SAFE sends a reply e-mail containing your ID number to the e-mail address you provide below and establishes a bank account for your CAT to deposit funds.
- Order Outreach materials and resources from our online store. The reply e-mail you receive will have instructions about accessing the store and your ID number. To ensure timely delivery, please order your i-SAFE materials at least three weeks prior to your event or activity. Please note that i-SAFE is unable to distribute Outreach materials and/or resources prior to processing this Implementation Plan.

## CAT Information Please write clearly using black or blue ink or submit electronically.

Contact (CAT Director) Name:		Contact Address: Phone: E-mail Address:	
Adopted School Name and Complete Address:		Contact Name and Phone Number at Adopted School:	
Signature:		Today's Date:	

\* i-SAFE America agrees to establish a separate bank account for the local CAT and deposit the first \$10 to open the account. i-SAFE will provide the CAT Director with a monthly statement of the account, and all funds raised will be spent in the adopted school.

Enter your CAT's sponsorship goal \_\_\_\_\_

i-SAFE has determined that it costs \$18 per student to fully implement the program each year. Therefore, the CAT determines how much they need to raise based on the number of students who will receive i-SAFE training.

Check the method by which your CAT will provide the i-SAFE Program to the "adopted" school.

**Charitable Event**

In the space below, please provide information about your event or activity.

**Corporate Sponsorship**

In the space below, please provide information about the corporate sponsor.

Short, Detailed description of event: <small>(reception, dinner or other)</small>		Name of the Corporate Sponsor:	
		Detailed Description of the Business: <small>(Type of business, mission, target market)</small>	
Date of Event:		Address, Phone Number, and Web Address (if applicable) of business:	
Site of Event: <small>(Name, address, and phone number of site)</small>			
# Expected Attendees:		Name of the Corporate Sponsor Contact:	
Method of Obtaining Sponsorship from Attendees: <small>(e.g., ticket sales, direct solicitation)</small>		Monetary Amount of Corporate Donation:	

If you have any questions, please call us at (760) 603-7911 or send an e-mail to [outreach@isafe.org](mailto:outreach@isafe.org). Thank you for your involvement with i-SAFE America. We look forward to helping you educate and empower students, parents, and your community to safely and responsibly take control of their online experiences.

This Implementation Plan (IP) is a requirement of i-SAFE America and represents your commitment to the i-SAFE i-Adopt-A-City Program. This form allows i-SAFE to track the progress of your program and provide assistance, and enables you to order materials for your activities.

This completed form must be received and processed by i-SAFE prior to your i-Adopt-A-School activities or receipt of donation from a corporate sponsor.

- Complete the i-Adopt-A-City IP and sign it.
- Mail, fax, or e-mail to i-SAFE America. Address and fax number are listed below. E-mail as an attachment to [implementationplans@isafe.org](mailto:implementationplans@isafe.org).
- Once your IP has been processed, i-SAFE sends a reply e-mail containing your ID number to the e-mail address you provide below.
- Order Outreach materials and resources from our online store. The reply e-mail you receive will have instructions about accessing the store and your ID number. To ensure timely delivery, please order your i-SAFE materials at least three weeks prior to your event or activity. Please note that i-SAFE is unable to distribute Outreach materials and/or resources prior to processing this Implementation Plan.

## CAT Information

Please write clearly using black or blue ink or submit electronically.

Contact/Board Chair:		Contact Address:	
Adopted City:		Phone:	
Signature:		E-mail Address:	
Short, detailed description of event: (Reception, dinner or other)			
Date of Event:			
Site of Event: (Name, address, and phone number of site)			
Number of Expected Attendees:			
Today's Date:			

Please check the Internet Safety outreach event(s) &/or activity(ies) to be held and provide detailed description above.

- |   |   |
|---|---|
| <input type="checkbox"/> Outreach Team—A group of volunteers who attend community events and distribute i-SAFE materials. <ul style="list-style-type: none"> <li>• <b>Information Table</b></li> <li>• <b>Open House</b></li> <li>• <b>Athletic Event</b></li> <li>• <b>Public Meeting</b></li> <li>• <b>Block Party</b></li> <li>• <b>Other</b></li> </ul> | <input type="checkbox"/> Advocacy—Contacting elected officials to discuss Internet safety and the i-SAFE program, and then soliciting their support to bring i-SAFE to the local schools.<br><br><input type="checkbox"/> Earned Media—Write letters, op-eds, and call talk radio shows to promote Internet safety and i-SAFE.<br><br><input type="checkbox"/> i-Parent Program—Conduct meetings to educate parents on the need for Internet safety and how to make certain their children are protected. |
|---|---|

If you have any questions, please call us at (760) 603-7911 or send an e-mail to [outreach@isafe.org](mailto:outreach@isafe.org). Thank you for your involvement with i-SAFE America. We look forward to helping you educate and empower students, parents, and your community to safely and responsibly take control of their online experiences.



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# Student Mentor Activities Menu

Mentors across America are organizing activities to warn others about online dangers. Now is the time for you to get involved! We've provided a variety of ways to help DRIVE the message of cyber safety. Decide what you and the other Mentors in your school would like to do, fill out your contact info in the Mentor Menu below, and mail or fax it to i-SAFE.

We are here to help you organize your activities and recognize your accomplishments. Let's team up to organize Internet safety events and help make your community a safer place. No matter what your talents or interests are, as a Mentor you can get involved in many ways. Once your Mentor Menu has been received and processed by i-SAFE, we will send you your official Student Toolkit.

Use the list below to help you get started. Pick the activities that interest you and then fill out the Mentor Menu so we can provide you materials to get you started.

## Mentor Basics

- Form a Mentors Group** and have a Meeting. Discuss things you can do to help spread the word about Internet safety.
- Get permission and **Reach Out** by setting up an **i-SAFE info table** at the mall, school, at the movies, sporting events, etc. Hand out brochures and play the i-SAFE video.
- Create Internet safety flyers.** Hand them out at your school.
- We Want You! Sign up new Mentors.** Everyone needs to know about Internet safety and everyone can get involved!
- Find a guest speaker** to come talk to your class about Internet safety (police officer, sports athlete, etc.)
- Speak Out** Coordinate a roundtable discussion where the opinions of the students can be heard.

## Future Business Leaders

- Set up an i-SAFE link** on your school or a city website. Download a banner at [www.isafe.org](http://www.isafe.org).
- Organize a **Cyber Safety Day or Community Leaders Meeting at your school, or a local middle or elementary school.** Find complete details about the Mentor i-Adopt-A-School plan in the Toolkit.

## Writers

- Write an Internet safety skit to perform at school.** A sample skit is detailed in the Toolkit.
- Write an i-SAFE radio commercial.** Read it on the school PA System or on your local radio station.
- Write an Internet safety article,** monthly column, or Q&A for the school or community newspaper, or for the *i-SAFE Times*.
- Write letters to the Mayor or your Congressperson** about the need for Internet safety in the community. Send a copy to i-SAFE for recognition.
- Organize an **i-SAFE slogan contest.** Keep it short and simple! Have others vote on the best slogans.

## Speakers

- Teach parents. **Organize an "i-Parent Program."** All the details are provided in the Toolkit.
- Plan a school assembly "i-SAFE Assembly Experience."** Find a cool guest speaker. Play the i-SAFE video that comes with the Toolkit.

## Directors

- Write, direct, and shoot an i-SAFE short film or commercial.** Air it on a local TV or radio station.

## Graphic Artists

- Design an Internet safety website.** Let i-SAFE know the url so we can link up and increase traffic to your site!
- Create an **Internet safety PowerPoint® presentation** to show to another class.

## Musicians

- Write and record an **i-SAFE song or rap.** Play the song at school. Send a copy to i-SAFE.

## Other Creative People

- Create an Internet safety game.** Play the game with another class—be sure to tell i-SAFE about your game!

## Artists

- Draw an Internet safety cartoon.** Publish it in the school paper, and send a copy to i-SAFE.
- Internet Safety Poster Contest.** Get your friends to make Internet safety posters. Have your school vote on the best!

Don't want to mail or fax the Mentor Menu to i-SAFE? No problem. E-mail [mentors@isafe.org](mailto:mentors@isafe.org) with the info below. An i-SAFE Advisor will contact you to help get you started.

1. Your full name
2. Your phone number
3. Your birthday
4. Your city, state, and zip code
5. Your school name and phone number
6. Which activity you want to do

**Fill out the Mentor Menu below and return that sheet to i-SAFE by mail or fax to get started.**

**Log on to [www.isafe.org](http://www.isafe.org) for info, ideas, and support.**

Mentors across America are organizing activities to help educate others about Internet safety. Don't miss out. It's time to get involved! Below is a list of the activities and events you can do to help spread the important message of Internet safety. Talk to the other Mentors in your school to decide what you're going to create. Circle your choice, fill out your contact information, and return this Menu to i-SAFE by mail, fax, or e-mail to [mentors@isafe.org](mailto:mentors@isafe.org).

This Mentor Menu must be completely filled out and returned to i-SAFE before beginning each of your Outreach Events. Once this form has been processed by i-SAFE, you will receive free Internet safety materials for the event you choose to do. Remember to send your completed Menu to i-SAFE **at least three weeks before your event**.

**One Event or Activity per Menu.** Make extra copies as necessary for other activities.

**Outreach Events and Activities:** Circle the event or activity you plan to accomplish. If you have any questions about any of the activities below, please contact i-SAFE at [mentors@isafe.org](mailto:mentors@isafe.org).

- **Poster/Flyer Creation**
- **Make Noise** (PSAs)
- **Reach Out** (Information Table)
- **Showtime** (Skit)
- **Speak Out** (Discussion)
- **Download This** (Classroom Presentation)
- **We Want You!** (Mentor Recruitment)
- **Hype it Up** (Newspaper Article)
- **Pledge Wall** (Slogans)
- **Cyber Safety Week**
- **i-SAFE Assembly Experience School**
- **i-Parent Program**
- **Community Leaders Meeting**
- **Who Got Game** (Contests)
- **Website Creation**
- **i-SAFE Video Broadcast**
- **School PA Announcement**
- **Adopt-A-School**
- **Surveys**
- **Hand-out i-SAFE Brochures/Tips**
- **Newsletter Article**

**Outreach Event/Activity Information:** Use blue or black ink. Please write clearly!

Your Name:		Your E-mail Address:	
Your Birthday: day/month/year		Your Phone Number:	
Signature:		Planned Date of Your Activity:	
Site of Activity: (gym, library, etc.)		Address (where you'd like your materials delivered):	
City:		State and Zip Code:	
Your School Name:			
Your School's Phone Number:		Your Teacher's Name:	
Your Parent's Printed Name and Signature:			

<b>Office Use Only</b>		Order Number:	
Date of Materials			

# i-SAFE America Internet Safety Tips for Parents

## **Online predators are out there.**

They can infect your computer with viruses, they want to steal your personal information and possibly your identity, and they may be out to harm you or the people who use your computer.

i-SAFE America has created this list of helpful tips and reminders that can be used to help recognize these potentially hazardous situations and how to respond appropriately.

- **Have the family computer in an open area**—Never in your child’s bedroom.
- **Respect your child’s privacy**—Rather than “policing” your child’s online behavior, keep the lines of communication open with your child. Talk to your child about online predators, identity theft, viruses, and other online dangers. Let them know that they can come to you if they ever find themselves in an uncomfortable situation.
- **Become a part of your child’s online experience**—It can be a fun journey to explore the wonders of the Internet as a family. As computer-savvy as kids and teens are today, they may even teach you a thing or two!
- **When using e-mail, beware of opening unsolicited attachments**—Viruses, worms, and Trojan horses can be activated by unsuspecting e-mail users opening infected attachments to e-mail messages. Viruses can “spoof” the sender of the e-mail, making it look like someone you know sent the message. Use updated anti-virus scanning software regularly to monitor your computer.
- **Usernames and profiles can provide a wealth of personal information**—Ask your child about his or her online user name, profile, and downloading activities. Having too much information in user names and profiles can attract predators. Examples of dangerous user names are *surfergirl15* or *hiphopboy14*. We suggest creating a family profile—not an individual profile for your child.
- **Know intellectual property and copyright regulations**—Downloading music and movies is illegal and can result in lawsuits and heavy fines against parents. If your child is using file-sharing programs for downloading music, it can also open up your computer to identity thieves by giving access to your personal information. Talk to your child about the consequences of this type of behavior, emphasizing that intellectual property theft is a crime, not just an inconvenience.
- **Learn about the Internet**—The more you know about how the Internet works, the more you can be informed about how online predators and identity thieves work and what you can do to stop them.
- **Get involved with i-SAFE America**—Make a difference! Talk to other parents about online hazards, and help raise Internet safety awareness by joining an i-SAFE Community Action Team.

### Remember the 4 R’s

**RECOGNIZE** techniques used by online predators to deceive their victims.

**REFUSE** requests for personal information.

**RESPOND** assertively if you are ever in an uncomfortable situation while online. Exit the program, log off or turn off the computer, and notify your Internet Service Provider or local law enforcement.

**REPORT**, to law enforcement authorities, any suspicious or dangerous contact that makes you or your child feel uncomfortable.

# i-SAFE America Identity Theft Tips

## ***Identity theft is the fastest-growing crime in the United States!***

A Federal Trade Commission study reports that nearly 10 million people were victims of identity theft in 2003. Don't become a victim!

i-SAFE America has created this list of helpful tips and reminders that can be used to help recognize these potentially hazardous situations and how to respond appropriately.

- **Monitor your credit situation regularly.** Obtain your credit report at least once a year from at least one of the three major credit bureaus (Equifax, Experian, and Trans Union) and look carefully for any unusual or fraudulent activity.
- **Beware of all requests for your personal information online.**  
Legitimate companies will not send unsolicited requests for personal information (addresses, account numbers, passwords, Social Security Numbers ((SSN)). A good rule of thumb is to never give out this type of personal information unless you have a trusted business relationship with the requestor and you initiate the correspondence.
- **Shred all documents that you plan to throw away.**  
These documents include bank statements, pre-approved credit card offers, utility bills, and any other documentation with your Social Security or account numbers.
- **Don't carry your Social Security Card (unless absolutely necessary).**  
Any item containing your SSN can be an inviting target to identity thieves.
- **Take your outgoing mail to your local Post Office.**  
Send bills, checks, or other personal correspondence from a secure location. Residential mailboxes without locks are open targets to identity thieves.
- **Install a locking mailbox at your residence.**  
Criminals often obtain the info they need by intercepting mail in unlocked mailboxes on the street.
- **Notify law enforcement if you see someone "dumpster diving."**  
People rummaging through garbage may be looking for unshredded documents that contain valuable personal information.
- **Beware of "shoulder surfers."**  
These people look over your shoulder as you fill out forms or provide passwords and secret codes. Hide from others any papers, receipts, notes, or any other documents with your passwords, PIN numbers, Social Security Number, account numbers, and other personal information.
- **Place a fraud alert on your credit.**  
This is a first line of defense if you have lost your wallet, purse, Social Security card, passport, or if you suspect you may be a victim of identity theft. Contact each of the three credit bureaus for assistance.

### Remember the 4 R's

**RECOGNIZE** techniques used by identity thieves to obtain people's personal information.

**REFUSE** to become a victim! Protect your personal information and only provide it when absolutely necessary.

**RESPOND** assertively if you suspect you may be an identity theft victim. Contact the three U.S. credit bureaus and put a fraud alert on your credit.

**REPORT** any unusual or fraudulent activities you notice on your credit report, "dumpster divers," or e-mail scams that you encounter, to local authorities.

# Media Sign-In

Community Action Team

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Name: \_\_\_\_\_

Affiliate: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Affiliate: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_