



# MEDIA RELEASE

## Launch of Children's Safety Kits

5 October 2009

Brisbane-based charity, Children's Safety Australia Inc. will be launching Children's Safety Kits for Queensland Primary Schools on Wednesday, 7 October 2009 at the Queensland Police Academy, Oxley.

Members of the media are invited to attend the launch, to be held as follows:

**Date:** Wednesday, 7 October 2009

**Time:** 9.45am (for a 10.00am start) – 11.15am  
*Note:* Formalities to be held from 10.00 – 10.30am, followed by morning tea.

**Venue:** Jim O'Sullivan Recreation Club, Queensland Police Academy, Oxley (entrance via Boundary Road near the entrance to the Oxley Golf Club).

Comedian and radio personality, **Meshel Laurie** will MC the event. Other special guests include **Denise and Bruce Morcombe**, Daniel Morcombe Foundation, **Julie Attwood MP**, Member for Mount Ommaney, and **Chrislyn Hamilton**, 2008 Australian Idol Finalist.

The Children's Safety Kit Project, funded solely by the Queensland Government's Gambling Community Benefit Fund, was undertaken in response to concerning levels of personal violence against children and the lack of effective children's safety information being provided to children by parents and teachers.

Children are among the most vulnerable members of the Australian community with physical, sexual and emotional abuse, neglect and bullying occurring at concerning levels, as evidenced below:

- In Australia, a child is reported abused or neglected every three minutes.
- It is estimated that one in every three boys and girls will experience some form of sexual abuse before they leave school. Most children are abused by people they know and trust and about one third of abuse is perpetrated by other children or young people.
- At least one in six Australian children is bullied by another child or group of children on a weekly basis.

Children's Safety Australia Director and Founder, Kim Jackson said, 'The most common message currently taught to children is 'stranger danger', which fails to account for the vast majority of abuse perpetrated by known people. Failing to provide children with practical strategies and skills to effectively respond to safety threats significantly increases their vulnerability to abuse.'

The Children's Safety Kits are available **free** to Queensland Primary Schools upon request and contain a range of resources for teachers, parents and students including lesson plans, worksheets, posters, stickers and postcards.

The Children's Safety Kits aims to raise the awareness of four key children's safety messages:

1. **I am special, so are you!**: to build a healthy self esteem and encourage respect and empathy for others.
2. **Safety is my right**: to identify and effectively respond to potentially unsafe situations, including bullying.
3. **My body belongs to me**: to identify, prevent and stop all forms of abuse.
4. **I can get help**: to access help from trusted adults and relevant organisations.

### Further information:

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