



MEDIA RELEASE

Schoolyard Sex Attacks: Not so unthinkable

22 September 2009

Yesterday's revelations of sex attacks by Year 1 and 2 students in a Brisbane primary school may not be so "unthinkable" considering the prevalence of sexual abuse committed by young people.

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 someone they know and trust and about one third of abuse is committed by other children or young people.

Despite these startling statistics, many protective adults, including parents and teachers, are failing to provide children with practical strategies and skills to effectively respond to safety threats. Children's Safety Australia Inc. Director and Founder, Kim Jackson, said, 'The current lack of children's safety information is significantly increasing children's vulnerability to abuse'.

Children's Safety Australia has developed a 'Children's Safety Kit' for to raise the awareness of key children's safety messages in Queensland Primary Schools. The kits are available *free* to all Queensland Primary Schools upon request, and include a range of resources for teachers, parents and students including lesson plans, worksheets, posters, stickers and postcards. The kits have been funded by the Queensland Government's Gambling Community Benefit Fund.

The Children's Safety Kits aims to raise the awareness of four key children's safety messages forming the foundation of the *Safe Start: Protective Behaviours for Children and Young People program*. The Safe Start program has been independently reviewed and has been found to reflect current best practice in child protection. The four key children's safety messages are:

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.

The kits will be launched on **7 October 2009 at the Queensland Police Academy**, Oxley. Special guests include Denise and Bruce Morcombe, Daniel Morcombe Foundation, Meshel Laurie, Nova 106.9, and Chrislyn Hamilton, 2009 Australian Idol Finalist.

School representatives interested in attending the launch or receiving a free Children's Safety Kit, should email: admin@childsafety.org.au or tel: 07 3379 4475.

Further information:

Contact Kim Jackson via tel: 3379 4475, mob: 0423 532 868 or email: admin@childsafety.org.au