



## QUEENSLAND CHILD PROTECTION WEEK – AWARD WINNER

**Award Category:** Media and Communications

**Award Description:** An article, news story, series, publication, campaign or communications strategy that demonstrates a significant contribution to highlighting child protection issues.

**Name:** Daniel Morcombe Foundation

### **BIO**

#### **Foundation Red/Keeping Kids Safe Resource Kit– Keeping Kids Safe through Education and Empowerment**

DMF has been at the fore in creating child safety resources since 2006 for school aged children, aiming to keep them safe. As technology and social media change the Foundation continues to adapt resources. Foundation Red Version I (2006), Version II (2010) and Version III (2012) were highly acclaimed and over 45,000 resource kits distributed free of charge.

The Department of Education, Training and Employment, in partnership with the Foundation, developed the Daniel Morcombe Child Safety Curriculum for Queensland students.

The curriculum is available for full implementation into Queensland schools, available to all Australian schools and can only be delivered by qualified teachers. The focus is on personal safety and awareness, through three key messages: *Recognise, React and Report*.

The Foundation moved forward to create the Keeping Kids Safe DVD and resource kit in alignment with the Daniel Morcombe Child Safety Curriculum, extending and reinforcing these three key safety messages and making the resource accessible to the general community.

The Foundation has produced and distributed 20,000 copies of the Keeping Kids Safe DVD and Resource Booklet to schools, parents, carers and community groups across the country. This includes distribution of 1 kit to every State, Catholic and Independent school in Queensland, supported by the QLD Education Minister, and Education Ministers in every State and Territory.

The Queensland Attorney-General and Minister for Justice, Minister for Training and Skills wrote “The Foundation initiatives, such as the ‘Keeping Kids Safe’ Resources Kit, provide practical and relevant ways to educate the youngest and most vulnerable in our society and keep them safe.”

The use of the ‘Keeping Kids Safe’ Resource Kit has also been supported by the QLD Police Service, with Police Commissioner Ian Stewart stating: “I am confident that the resources (KKS) will be embraced and utilised by my officers given the quality of the program. The Queensland Police Service endorses ‘Keeping Kids Safe’ on that basis”.

The ‘Keeping Kids Safe’ Resource Kit includes filmed scenarios and activities which are age appropriate and identify strategies that will help to inform students of potentially unsafe situations and allow them to navigate to a safe outcome through the 3 key words; Recognise, React and Report.

Based on feedback from schools, parents and teachers, the Resource Kit is widely used in Queensland and throughout Australia particularly on our National Day of Action on Child Safety – Day for Daniel.



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**CHILD**  
**PROTECTION**  
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Teaching Child Safety and Protection as part of the curriculum in schools is not compulsory. The Resource Kit is the perfect tool for parents, community groups, police and teachers to use to reinforce the key messages of Recognise, React and Report.

**Location:** State-wide/Sunshine Coast

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