

Polly Klaas Foundation
Proposed Partnership with Rotary District 5130

Social Media Safety Education Program for Middle School Students

HISTORY

The Polly Klaas Foundation has been in existence for over 30 years and is considered a “Subject Matter Expert” in child safety and the safe return of missing children.

85 % of our missing child cases are runaways. In 2014 it became apparent that a majority of our runaways went missing after being in contact with adult predators online. As a result, 1 in 5 of our missing children became victims of sex-trafficking.

This is a terrible crime, and if we can spare even one child from this horrific trauma, it is an effort well-worth making. Knowledge is the most powerful tool to prevent this crime.

The Polly Klaas Foundation developed a “Social Media Safety Education” program to deliver to middle-school students, to help keep them safe. We recognize that children are their first, and sometimes only, source of self-defense, so if we can arm our children with knowledge, and the understanding of what red flags to look for when online, we can help them to make better decisions and avoid being groomed by adult predators.

Since 2014 we have delivered the program to over 17,000 Sonoma and Marin County Students. Our goal is to get the program into as many middle-schools, or in front of as many middle-school students and their families as possible.

HERE’S HOW ROTARY DISTRICT 5130 CAN HELP

If your club would like to be part of this effort, there are two ways you can get involved:

1. PUBLIC OUTREACH / PKF DELIVERS THE PROGRAM TO YOUR COMMUNITY

- Weeknight Evenings are best 5:30 – 8:30PM
- 1 hour set up – 1 ½ hour program – 30 minutes pack up.

HOW TO GET STARTED

- Reach out to your community library or public venue and see if they are willing to host an event open to the public. Ask for the space for 3 hours.
- It is best if the venue has a projector and screen (we bring the laptop)
 - If your venue does not have a projector and screen we can improvise with handouts
- Contact PKF staff with the date in advance, so they can deliver the program

- PKF does not charge for this training – we raise those funds separately (donations are welcome but not required).
 - Your club will need to provide a simple meal (Pizza and drinks) to attract families to the event. This is not expensive and having a meal provided during the program makes all the difference in getting families to attend.
 - While this is an affordable and great way to reach families – it does require Advance planning (secure your date with PKF and the venue)
2. CONTACT YOUR PUBLIC SCHOOLS, BOYS AND GIRLS' CLUBS YMCAS' ETC.
- Let them know this program exists
 - Explain PKF can come to their school, after-school program etc. and provide this education training at no cost to them.
 - Contact PKF and provide school or after-school / summer program contact 's information and PKF will follow-up with them to answer any questions and provide the training.

These are two very straight-forward activities that will have a major positive impact on childhood safety in your community.

POSITIVE BENEFITS:

- These are affordable options
- This training is highly recommended by educators
 - (please see teacher testimonials)
- It does not require “heavy lifting” as far as coordination
- PKF will create all the flyers to post for public events
 - "Sponsored by Rotary” on all flyers
 - Your club may choose to advertise in your local paper
- The program is instructed by an agency you can trust
 - The Polly Klaas Foundation has a stellar reputation
 - 30 years of keeping children safe and bringing missing children home
 - We are endorsed by Law Enforcement
- Rotary and your Rotary club will have major signage at all presentations and events, letting your community know you care about this important issue.

If you have any further questions, or would like a demonstration at your club, please do not hesitate to contact Raine Howe. Raine@PollyKlaas.org