

## Why Kidscape?

Because every child has the right to feel safe. The Home Office estimates that:

- Each year 10-14 youth suicides are directly attributed to bullying
- Hundreds of young people truant, self-harm, or attempt suicide because of persistent bullying
- 66% of paedophiles are known to the children they harm

Given these frightening statistics, it is essential that we teach children 'Good Sense Defence' at the earliest possible age and give them the maximum life chances that they deserve.

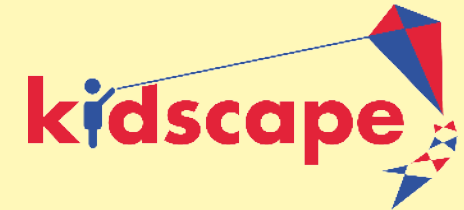
## How can you help?

As a small children's charity, we depend largely on kind donations from individuals and groups. You can help make a tremendous difference in our ability to keep children safe by:

- making a donation
- including Kidscape in your will
- becoming a 'Friend of Kidscape'
- organising fundraising activities in your area
- volunteering at regional or national projects.

To find out more about how you can help, go to [www.kidscape.org.uk](http://www.kidscape.org.uk) or contact Kidscape:

Phone: 020 7730 3300 Email: [fundraising@kidscape.org.uk](mailto:fundraising@kidscape.org.uk)



# What's Kidscape?

## Contact details



Kidscape, 2 Grosvenor Gardens, London SW1W 0DH

[www.kidscape.org.uk](http://www.kidscape.org.uk) Email: [info@kidscape.org.uk](mailto:info@kidscape.org.uk)

General Enquiries: 020 7730 3300 Fax: 020 7730 7081

Helpline for parents of bullied children: 08451 205 204  
(Mon & Tues, 10am-8pm; Wed-Fri, 10am-4pm)

Registered Charity No: 326864

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## Kidscape's aims

Kidscape is committed to keeping children safe. We are the first national charity dedicated to preventing bullying and child abuse.

We believe that protecting children from all harm is key. We work to prevent the abuse and exploitation of children and any kind of bullying - emotional, physical, racial, homophobic, etc. Where Kidscape can help, we do. Where we cannot, we refer to other relevant helpful organisations.

Kidscape encourages self-reliance. We work to provide individuals and communities with practical skills and the resources necessary to prevent harm. We equip vulnerable children with practical, non-threatening knowledge and skills in how to keep themselves safe and reduce the likelihood of future harm.

Where other charities offer after-the-event support, Kidscape works to keep children safe before harm occurs. Kidscape's work is based on the premise that:

- All children have the right as individuals to the knowledge and skills that will help them be safe, independent and able to express their feelings and concerns.
- All adults have the responsibility to keep children safe, to listen to the feelings and concerns of children and take them seriously.

## The story of Kidscape

Kidscape was founded in 1984 by Dr Michele Elliott, child psychologist and mother of 2 boys. Its aim is teaching children personal safety. With the help of parents, carers, teachers, police and other caring professionals, children are taught ways to deal with: bullies, good sense defence, approaches by strangers and even known adults who may try to harm them. Kidscape was the first nationwide prevention programme for children dealing with personal safety.

## What Kidscape offers....



### A helpline

We receive over 13,000 calls a year from parents worried about bullying. Our trained advisers offer practical support and advice to equip parents with the necessary knowledge so they are better able to help their children.



### Publications

We produce a range of leaflets, booklets, books, DVDs, videos and posters for children, parents / carers, and caring professionals suggesting ways to keep safe and prevent bullying. Sample copies of the leaflets and booklets are available free of charge.



### Child safety training

We offer training for children and those who care for them in low-key, non-sensational ways. We work with organisations such as schools, youth groups, special needs centres, police and social services - all with the aim of preventing bullying and abuse.



### Website

Our website [www.kidscape.org.uk](http://www.kidscape.org.uk) offers extensive advice for children, parents and professionals; you can download booklets and read FAQs about bullying and child safety.



### Advice and information sharing

We also share information with other caring organisations by hosting conferences and by working on boards and campaigns including the IWF and CEOP.



### Confidence building for bullied children

Kidscape offers free confidence-building sessions for severely bullied children and young people. Left unaided, they may become increasingly withdrawn, school phobic, self-mutilating or suicidal. Instead, ZAP gives them the necessary skills and support to prevent bullying.