



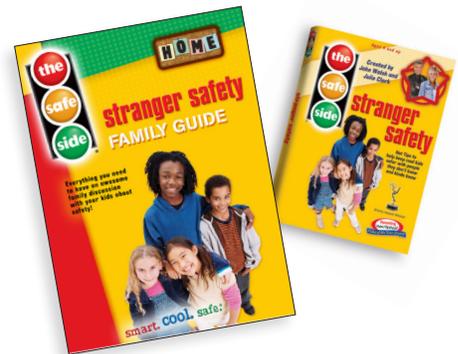
## Please read this first!

- ❖ Be patient when printing this PDF document. It may take several minutes of processing time before your printer begins outputting pages.
- ❖ A version of this Internet Safety program designed for use in elementary schools is available as a free download at: [www.thesafeside.com/downloads](http://www.thesafeside.com/downloads). Tell your child's principal or the president of the PTA or PTO about The Safe Side.

Also available from The Safe Side!

### A Stranger Safety program for families

The Stranger Safety Family Guide  
can be downloaded for free at:  
[www.thesafeside.com/downloads](http://www.thesafeside.com/downloads)





# internet safety FAMILY GUIDE

Everything you need  
to have an awesome  
family discussion  
with your kids about  
Internet safety!



smart. cool. safe.®



## Dear Parents and Guardians,

We're pleased to welcome you to The Safe Side.

We're constantly asked what families can do to help their children stay safer on the Internet. Here's a simple three-point plan.

### 1 Educate your kids. Knowledge is power.

We created The Safe Side to present important safety information to kids in an engaging, easy-to-remember way. This Family Guide was developed to help lead families through an important learning process. Here's what we recommend:

- ❖ Read the first section—**An Internet safety program for beginners**—to familiarize yourself with the resources contained in this Family Guide.
- ❖ Watch the *Internet Safety DVD* with your child at least once. Encourage your child to watch it as many times as he or she wants to.
- ❖ Hold a family discussion and complete the various activities we've provided.
- ❖ Celebrate completion of your home study program with a "graduation event."
- ❖ Periodically discuss safety and review the Hot Tips with your child.

### 2 Know your "Internet neighborhood"

The Internet is just like a place—and potential threats can exist anywhere. Visit [www.netsmartz.org](http://www.netsmartz.org) to learn more about how to avoid dangerous web sites and how to report threatening Internet activity.

### 3 Support changes in the child protection laws

After years of effort, the Adam Walsh Child Protection and Safety Act finally became law in July 2006, putting Federal penalties and enforcement in place. Many states also have implemented legislation to help protect children from Internet predators. We encourage you to support such efforts by writing to your representatives and voting for laws that protect our kids.

As the parents of young children, we hope our work at The Safe Side contributes to your family being safer. Nothing is more important.

  
John Walsh

  
Julie Clark

*The Safe Side was founded by John Walsh, host of America's Most Wanted, and Julie Clark, the creator of Baby Einstein, to distribute important safety information to children ages 5 to 9 and their families. The Safe Side released its first video, Stranger Safety, in May 2005. The video has become one of the best-selling safety videos ever, and it has received numerous awards, including three Youth Programming Emmys and Parenting Magazine's 2005 Video of the Year Award. The Safe Side released its second award-winning video, Internet Safety, in October 2006.*





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## An Internet safety program for beginners

Welcome to The Safe Side's Internet Safety Family Guide! You have joined a growing number of families that recognize the importance of discussing Internet safety with their children.

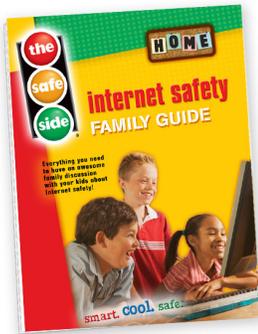
We believe the most important way to teach safety to children is through open communication, discussion and practice. We understand that different families have different sets of rules and opinions on safety topics and on the Internet, so our approach is flexible and open ended.

### When is a good time to discuss Internet safety?

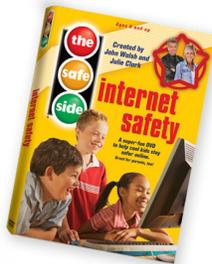
Any time is a good time to discuss safety with your child. We recommend reviewing safety tips and any family rules at the beginning of the school year and every few months after that. Kids often use the Internet after school and in the evening, a fact known to online predators.

### Overview

The **Family Guide** provides a road map for reviewing important safety information with your child and preparing a family safety plan. The **Internet Safety DVD** presents The Safe Side's safety messages in a way that is engaging, fun and memorable.



Family Guide



Internet Safety DVD

As you'll see, the *Internet Safety DVD* is a home video rather than an educational film. It was designed to be something kids want to watch again and again.

Visit [www.thesafeside.com](http://www.thesafeside.com) for more information and resources.

### A note to homeschoolers

If you're interested in a more comprehensive curriculum, download the Internet Safety Teacher Guide at [www.thesafeside.com/downloads](http://www.thesafeside.com/downloads).

## Planning your family program

Our family program is divided into three general activities.

- ★ Watch the *Internet Safety DVD*.
- ★ Discuss the *Internet Safety* movie and create a family safety plan.
- ★ Wrap up with a celebration.

Each activity is supported with a family friendly, self-explanatory “lesson plan.” The Family Guide features the three lesson plans in sequence, plus an option fourth activity.

The checklist below can be used to move through the steps of the family program correctly.

## Planning chart

Step	Activity	Time
<b>Step 1</b>	<b>Watch the <i>Internet Safety DVD</i></b> <ul style="list-style-type: none"> <li>– Read the <i>Internet Safety</i> movie notes on pages 3–5.</li> <li>– Watch the <i>Internet Safety</i> movie.</li> <li>– Watch the <i>Internet Safety</i> music videos (optional).</li> </ul>	10 minutes 35 minutes 10 minutes
<b>Step 2</b>	<b>Discuss the <i>Internet Safety</i> movie and create a safety plan</b> <ul style="list-style-type: none"> <li>– Discuss the movie’s information using the Family Discussion Questions and Activities on page 7.</li> <li>– Discuss the Role-Playing Questions on pages 7–8 (recommended).</li> <li>– Review the <b>Hot Tips Mini-Poster</b>.</li> <li>– Complete the <b>My Safe Side E-plan</b> fill-in form.</li> </ul>	30 minutes 30 minutes 5 minutes 10 minutes
<b>Step 3</b>	<b>Celebrate</b> <ul style="list-style-type: none"> <li>– Complete the home program with a celebration event, using the suggestions on page 10.</li> <li>– Celebrate by going to a favorite restaurant or ice cream shop.</li> </ul>	15 minutes



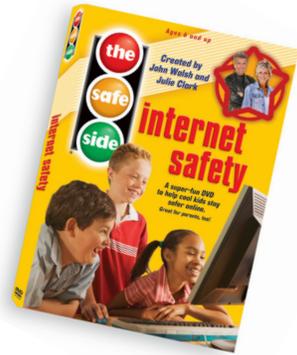
## Activity 1: Watch the Internet Safety DVD Let's get on The Safe Side

### Objectives

- ✦ Introduce key concepts:
  - Safe places to surf;
  - Avoid Cyber Snakes and other villains; and
  - Be a Cyber Sleuth.
- ✦ Introduce the four *Internet Safety* Hot Tips (safety rules).

### Activities

- 1 Read the background information below.
- 2 Watch the *Internet Safety* movie as a family.
- 3 Watch the *Internet Safety* music videos (optional).
- 4 Let your child watch the movie again (recommended).



### The Internet is a place

Many children do not understand that the Internet is a place. Like many other places, it is full of dangerous things and people. As you'll discover, we have taken a fresh, child-friendly approach to a topic that is unfamiliar and sometimes frightening to many parents. A key goal of our activities and home video is to provide children with effective ways to evaluate situations they might encounter on the Internet.

### A few words about the Internet Safety movie

Prepare yourself for something a little different! The movie is an interesting and engaging blend of zany characters, humorous situations, and serious safety messages. The *Internet Safety* movie is a viewing experience designed to prevent safety from being "boring" or "scary." Kids love it, and so do the critics. *Internet Safety* has won numerous awards, including the iParenting Media Award in 2007.

Here are some notes that you'll find useful as you watch the *Internet Safety* movie.

- ✦ The Safe Side motto is **smart. cool. safe.** We tell kids there are times when it's important to be **smart** (recognize danger), and other times when it's important to be **cool** (be cautious and think). Staying **safe** is the reward for knowing what to do and doing it.

**smart. cool. safe.®**

- ★ The movie is structured around defining where and when to go online safely, and avoiding potentially dangerous people and things on the Internet. The Internet is a remarkable place, but it also provides an easy way for child predators and junk mailers to target kids and teens. Gathering personal information is not difficult for Internet-savvy predators. We try to arm kids with the tools to evaluate what they encounter on the Internet and to make smart decisions.
- ★ Our rules are called Hot Tips. We use “tips” rather than “rules” because we want kids to take ownership of the concepts and actively apply the knowledge to everyday situations, like reading E-mails, visiting Web sites, and chatting online with their friends.
- ★ The Safe Side characters are fun, but have a serious purpose. Safe Side Superchick is modeled on everybody’s favorite aunt—part kid, part grown-up. Buddy, her gorilla pal, appears periodically to provide comic relief and draw kids into the action (“What’s he doing now?”) Fang is a Don’t Know, canine style, and gives Safe Side Superchick something to be afraid of that isn’t scary to kids. And from time to time, Clicky—the mascot of Internet safety Web site NetSmartz.org—makes guest appearances!



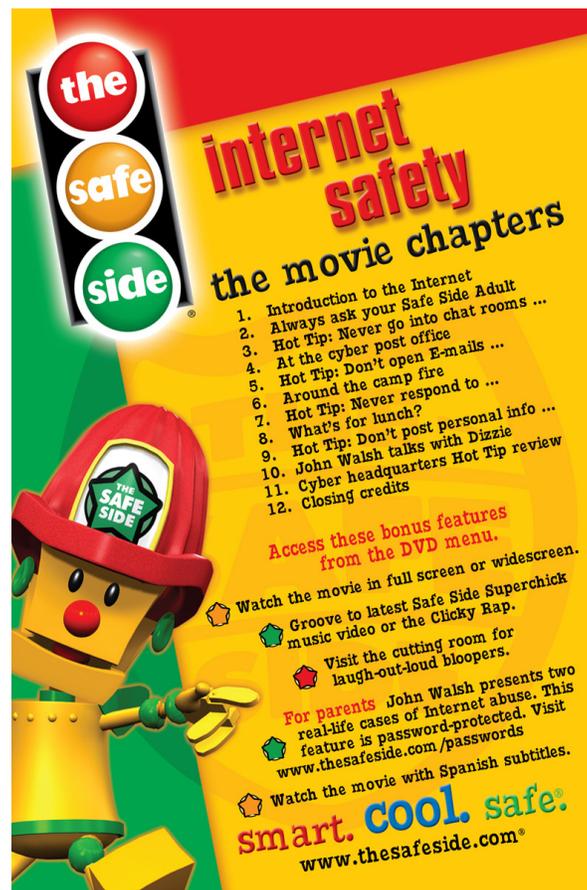
- ✦ In addition to the movie, the DVD has a few special features, all accessible from the main menu. You can select to watch the Hot Tips Review, music videos, or the movie with Spanish subtitles. Like most DVDs, the movie is divided into chapters. You can skip forward or backward through the chapters using the DVD player's remote control.
- ✦ From the DVD main menu, adults can access a parents-only, password-protected section of the *Internet Safety DVD*. In this section, John Walsh presents alarming statistics about Internet predators, as well as two real-life cases of Internet abuse. This section is not intended to frighten parents, but rather to educate them about how children are using the Internet and emphasize the importance of talking to their kids about online safety.

After selecting "For parents" on the *Internet Safety DVD's* main menu, you will be asked for a password. **The password for this section is 342.**

### When you watch

The primary purpose of the movie is to show kids how the Hot Tips should be used in a number of common situations. While watching, tell your child to look for the introduction of key vocabulary terms (Safe Side Adults, Don't Knows, Kinda Knows, Safety Mail, and Danger Mail) and presentation of the four Hot Tips.

Another useful viewing reference that was included with your *Internet Safety DVD* is **the movie chapters** program, shown below.





## Activity 2: Discuss the Internet safety Be smart. Be cool. Be safe.

### Objectives

- ★ Review and reinforce the information presented in the *Internet Safety* movie.
- ★ Create an Internet safety plan by helping your child select safe Web sites and E-mail addresses, and completing the My Safe Side E-plan fill-in form.

### Activities

- 1 After watching the *Internet Safety* movie, sit down with your child and discuss it using the Family Discussion Questions and Activities provided on page 7.
- 2 Review the Hot Tips Mini-Poster and post it near the computer your child uses most often.
- 3 Work with your child to complete the My Safe Side E-plan fill-in form.
- 4 As a culminating activity, discuss the Role-Playing Questions on pages 7 and 8 with your child.

### Activity materials

- ★ Copies of the Hot Tips Mini-Poster and My Safe Side E-plan fill-in form were included in your *Internet Safety DVD* package. In case they've been lost, we've also included cut-out versions on page 9 of this Guide.



### Family discussion questions and activities

After viewing the movie, there are a number of questions you can ask and things you can do to make sure your child understands and learns the information. Try our recommended questions or create your own.

- ?** Why should you always ask a Safe Side Adult for permission before going online?
- ?** Are all kids' Web sites safe?
- ?** Why are chat rooms dangerous?
- ?** Read the Hot Tips together from the Hot Tips Mini-Poster. Have your child explain what each means in his or her own words, and give an example of when the Hot Tip should be used. Cut out the Hot Tips Mini-Poster and put it in a place where your child will see it. Quiz your child about the Hot Tips from time to time.
- ?** Complete the My Safe Side E-plan fill-in form with your child, selecting and recording safe Web sites and E-mail addresses. Post the Safe Side E-plan near the computer your child uses most.

### Role-playing questions

Role-playing is an excellent way to practice applying knowledge. The following questions provide your child with an opportunity to demonstrate his or her understanding of when and how our Hot Tips should be used. Our suggested answers (in italics below each question) may differ from your family's rules and are subject to change, as appropriate.

- 
- ?** **What would you do if you received an E-mail from an E-mail address you didn't recognize? Do you think you should open the message?**

*Your child should never open an E-mail if he or she does not recognize the E-mail address of the sender. Teach children to find a Safe Side Adult to help them, or to just delete the E-mail.*

- 
- ?** **What would you do if your teacher assigned you homework that requires using the Internet, but your Safe Side Adult is not home to help you?**

*Teachers should recommend safe sites to use for homework, but it's always a good idea to ask your Safe Side Adult first. Even better, work side-by-side with your Safe Side Adult while online.*

- 
- ?** **If you receive an E-mail from someone at school that says mean or cruel things, what should you do?**

*Bullying can go on anywhere—on the school bus, in the classroom, and on the Internet. Saying mean things in an E-mail can be as hurtful as saying them to someone's face. Teach your child to never answer these types of letters, and to always show these E-mails to a parent, teacher or Safe Side Adult. Grown-ups can help sort out hurt feelings and determine whether the letter should be reported to school officials.*

---

**? What if your friend wanted to help you make a Web page on a social community site like Facebook?**

*Many children have listed themselves on so-called social community Web sites. Unfortunately these listings become places where adults can gather all kinds of information about kids. Teach your child that sites like Facebook are for kids 14 years of age and older. Like a scary movie, children never know what they are going to see online. Anyone can post anything on those kinds of sites, and anyone can be looking at what is posted. Anyone can be watching. Facebook is fine for grown-ups, but it's not necessarily safe for kids.*

---

**? What if you accidentally go to a chat room and someone is trying to speak to you in a way that makes you feel weird or uncomfortable?**

*Everyone makes mistakes. Teach your child to tell a Safe Side Adult immediately if someone says something or does something online that feels weird and makes the child uncomfortable. These kinds of feelings may be scary, but they are a warning that the brain gives when something is not right. A parent, teacher or Safe Side Adult can help get the child out of the chat room, off the Web site or away from the E-mail, and report the incident to the CyberTipline at [www.cybertipline.com](http://www.cybertipline.com).*

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**? What if your friends are looking at online sites at school that are off-limits or inappropriate?**

*Teach your child that looking at inappropriate sites at school, at home or at a friend's house is wrong. It can show them things that may be disturbing or harmful. At school, the child should notify a teacher in private immediately. Let your child know that he or she is doing a good thing and will not be punished when reporting something that is dangerous or against the rules.*

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**? What if you meet someone really nice online and that person sends you a picture of himself or herself? They can't be a bad person, right?**

*WRONG! Parents must understand how dangerous this situation is. It is very important parents keep lines of communication open with their children in the event something like this happens. People that may want to harm children will spend countless hours getting kids to trust them. It's like a job for these kinds of people—it's what they do, and they're good at it. They will often send a photo of a person the child expects to see, and then speak to the child in the "voice" of that photo. When online, it's almost impossible to know if a person is who he or she says they are. Teach your child that it's best not to go to chat rooms, and to stop immediately if they have made contact with someone they do not know.*

---

**? What should you do if you are at a friend's house and your friend wants to go online in secret, without asking their Safe Side Adult?**

*Teach your child that doing the right thing can be hard. Many kids don't understand the dangers of the Internet. If your child's friend goes online without asking his or her Safe Side Adult, your child should leave the room. Teach your child to call a Safe Side Adult and let him or her know what's going on. Always encourage them to stay smart, cool and safe, even if the people around them are not.*



# my Safe Side E-plan

## my Safe Side E-pledge

I promise to check with my Safe Side Adult before using the Internet. When I am online I will always follow the Hot Tips. If anything online makes me feel uncomfortable, I will tell my parents immediately so that we can decide together if it should be reported to the CyberTipline at [www.cybertipline.com](http://www.cybertipline.com).

Signed \_\_\_\_\_

## my Safe Side Web sites

www. \_\_\_\_\_

www. \_\_\_\_\_

www. \_\_\_\_\_

www. \_\_\_\_\_

## my Safe Side E-mail addresses

Who \_\_\_\_\_ Address \_\_\_\_\_

Who \_\_\_\_\_ Address \_\_\_\_\_

Who \_\_\_\_\_ Address \_\_\_\_\_

Who \_\_\_\_\_ Address \_\_\_\_\_

[www.thesafeside.com](http://www.thesafeside.com)



# Hot Tips for cool kids

from the Internet Safety movie

Never go into chat rooms without asking your Safe Side Adult first.



Don't open E-mails, downloads or pop-ups without asking your Safe Side Adult.



Never respond to E-mails or anything that makes you feel weird or uncomfortable, and always tell your Safe Side Adult.



Do not post personal information about yourself online, and never meet someone in person you have met online.



smart. cool. safe.  
[www.thesafeside.com](http://www.thesafeside.com)



### Activity 3: Celebration ceremony

## You've got a License to Surf!

#### Objectives

- ★ Celebrate the completion of the family program.
- ★ Present a License to Surf! Certificate of Achievement to your child.

#### Suggested activities

It's important to reward children for work well done. Celebrating the completion of the family program also lets your child know the importance you place on the subject of safety.

Here are some suggestions for a cool celebration.

- ★ Include other children in your family, or invite relatives or friends.
- ★ Hold a brief discussion to relive some program highlights, asking questions such as:
  - ? What was your favorite part of the video? Why?
  - ? Who is your favorite character?
  - ? What's the funniest thing Safe Side Superchick did in the movie?
  - ? What's the most important thing Safe Side Superchick taught you in the movie?
- ★ Include entertainment during the celebration by trying one or more of these ideas:
  - Play the Safe Side Superchick music video or the Clicky Rap on the *Internet Safety DVD* while kids sing and dance.
  - Have the kids perform an Internet safety skit that they create themselves.
- ★ Congratulate and present your child with a License to Surf! Certificate of Achievement (see next page). Consider making the presentation formal, like a graduation.
- ★ Serve snacks or take your child to his or her favorite restaurant to celebrate.





**Safe Side Superchick**  
**says**



name: \_\_\_\_\_

**has earned a**  
**License to Surf!**

