



Our mission is to make San Diego safer through internet safety and awareness education for tweens and teens, educators, adults, and community leaders.

We are empowering today's youth to be safe and thoughtful users of technology.

SafetyNet: Smart Cyber Choices® is a collaborative public safety program of the San Diego Police Foundation (SDPF) and the **San Diego Internet Crimes Against Children Task Force (SD-ICAC)**. The SD-ICAC Task Force is comprised of 18 agencies, including San Diego Police Dept, San Diego Sheriff's Dept, FBI, and the District Attorney's Office. Additional partners include the San Diego Unified School District (SDUSD), Escondido Union School District (EUSD), and the San Diego County Office of Education.

We provide internet safety education through school assemblies as well as in a variety of community/workshop settings to students and adults throughout the United States. The SafetyNet® website www.smartcyberchoices.org makes available internet safety tips and a no-cost educational app offered for Apple and Android devices

Topics covered include:

- | | | |
|----------------------|----------------|--------------------------|
| Cyberbullying | Privacy | Computer security |
| Predators | Sexting | Identity theft |
| Plagiarism | Gaming | Social networking |

Program Highlights Since 2010:

- **150,000+ middle school students reached** - through our assembly programs.
- **6,000+ educators and administrators reached** - through our trainings and assembly programs.
- **12,000+ parents reached** - through our parent/community presentations.
- **Formal partnerships with school districts** - including San Diego Unified (2nd largest district in CA).
- **Promotional materials** - given to students/parents following assemblies and posted on school websites.
- **Outreach to at-risk youth** - foster families, military, and underserved communities.
- **SafetyNet® Advisory Council** -provides leadership and helps guide outreach efforts.
- **Cyber Security Youth Education Award** - recipient at San Diego CyberFest.
- **Media Campaign** - *Calling All Parents*, airs on NBC San Diego and Cox cable channels, it is moving into its 5th season.

The Problem

- **34% of kids have been cyber bullied**
- **1 in 5 kids has been sexually solicited online**
- **24% of teens have been involved in some type of sexting**
- **20% of high schoolers have met someone in person they first met on the internet**
- **Identity thieves are targeting children at rates up to 51 times higher than that of adults**

Many of these activities happen at what parents perceive to be the “safety” of home. Schools and parents are having difficulty keeping up with technology and tech savvy kids, and may not have the knowledge or time to instruct them on the safe usage of technology. Today's kids and parents are looking for help, SafetyNet® is filling this critical gap by going where the kids are.



What We've Accomplished

Reaching Students, Parents and Educators

Data suggests that over 50% of the students SafetyNet® has reached participate in free and reduced lunch programs. We also offer internet safety tips on our website smartcyberchoices.org and a no-cost educational phone app, available for Apple and Android.

SafetyNet® launched a media campaign on NBC San Diego in 2012. This was followed with a series of PSA's, and educational outreach messages aimed at educating San Diego parents. We are currently beginning our fifth season of the Calling All Parents campaign, which has grown to include multiple corporate sponsors and has been shown on both NBC San Diego and Cox Communications.

Further Outreach Efforts for At-Risk Groups

SafetyNet® provides special outreach to groups that are at a higher risk of victimization. We partner with groups like SAY (Social Advocates for Youth) and STAR PAL (Sports Training, Academics, Recreation/Police Athletic League) to provide training to kids from low income neighborhoods. We also educate foster parents and the professionals working with foster families. Our reach extends to military families and we provide education to the Marine Corps Depot, the National JROTC Teacher Training, and the Naval Special Warfare Seal Team and their families. SafetyNet® has also presented with US Attorney Laura Duffy in several anti-bullying summits for SDUSD, holds a seat on the SDUSD School Safety Task Force, and has presented at the 2013 Regional School Resource Officer Bullying Prevention Conference.

Strategic Partnerships & Sponsors

Through our proven record of success and valuable partnerships with SD-ICAC and area school districts, we have become the leaders in internet safety education in the San Diego region. In fact, we received the 2013 Cyber Security Youth Education Award at the San Diego CyberFest. Our partners for the media campaign who provided either financial or in-kind support have included: ESET, NBC San Diego, Coleman University, Mission Federal Credit Union, and Cox Communications. Sponsors who have provided financial support for the core program include Curbi, Verizon Wireless, ESET, Cox Communications, San Diego Padres, and St. Germaine.

The SafetyNet® partnership between the Police Foundation, ICAC and the school districts serves as a model for youth cybersafety education that can be replicated in other communities in California and across the nation. We have plans to pilot the SafetyNet® program in beyond San Diego where there is a lack of cybersafety education programs but great interest in replicating our program model.

Calling All Cyber Warriors and Virtual Body Guards!

With the explosion in youth's mobile and social media usage in recent years, demand for SafetyNet® presentations and outreach has grown dramatically. Cyber safety in schools is mandated by the Federal government and State of California, however, these mandates remain unfunded. ***We need your help*** to meet our ultimate goal of reaching 40,000 students a year. We look forward to partnering with you.

Contact

Kristen Amicone
Director of Education & Technology
O 619.232.2130
C 951.295.4520
kristen@sdpolicefoundation.org
smartcyberchoices.org