



NEWSLETTER // October 2014 // VOLUME 8 - ISSUE 3

10th Day for Daniel

Friday 31st October
"Wear Red and Educate" is our catch-cry.

As a lasting legacy to Daniel, people from all walks of life have stood tall and said that crimes against children have no place in modern Australia.

Please register your support online. It is free!

Businesses and Schools plus local community groups and individuals will be sporting a red themed day, some raising money, others raising the profile of the day and doing what they can to teach children about the importance of keeping safe. This year's focus will be about 'Online Safety'.



Visit www.dayfordaniel.com.au for more information, and information on how to register. While there download some printable educational resources. Every school and community group that registers will automatically receive a complete educational resource pack plus some fun items like bunting flags and balloons.

Get involved in Australia's largest day-of-action of its type.

Free Safety DVD Launched

"Keeping Kids Safe" our new educational resource is a complete rewrite of our previous DVD "Foundation Red" plus much more. All safety strategies are now in line with the Daniel Morcombe Child Safety Curriculum with those 3 key words: "Recognise, React and Report".

At the DMF we wanted the updated DVD to assist children and adults not only about internet and phone safety but also safety tips for the home, at the shops, on the beach and in the suburbs.

This has been a work in progress for around 18 months. Just like "Foundation Red",

Keeping Kids Safe will be supplied free of charge to schools and community groups around Australia. Targeting children from 5 to 15 years old, it has a series of menu prompts that are easy to navigate and use. Filmed segments identify potentially unsafe situations and allow the viewer to observe how to find a safe outcome. Key role models who have volunteered their time to assist with this project include: The Wiggles, Steven Bradbury OAM, Australian of the Year - Adam Goodes, Agro, Ben Roberts-Smith VC and others.

Filmed scenarios include age appropriate topics covering: Why Obeying Rules is Important; Safety Strategies; Creating a Family Password, Safe Internet Use; Safe Mobile Phone Use and others.

Keeping Kids Safe was officially launched at Chancellor State College, Sippy Downs on the Sunshine Coast by Denise Morcombe on behalf of the Daniel Morcombe Foundation. Guest speakers included the Hon Mal Brough MP, Senator James McGrath and Inspector Jason Overland with Michael 'Gibbo' Gibson officiating as MC.

The free educational package also includes a 20 page resource booklet for teachers to assist in the classroom with activity sheets in the form of printable pdf files on a cd rom. They include safety rules in our home and community, body clues, how to react, who to ask for help by creating a safety network of adults, internet safety tips, plus a number of fun and child friendly learning tools using a maze, crossword, word search and colouring in.



The \$200,000 project was fully funded by private donations and sponsorship to the Foundation.

It will be supplied and posted free of charge to schools and community groups.

Our initial order is 10,000 and we expect these to go quickly.

One will automatically be posted to every school that registers for Day for Daniel.

We would like to thank Epix Entertainment for their outstanding contributions, Kay McGrath and Channel 7, all our actors, sponsors, DMF Committee and staff.



Keeping Kids Safe is our finest single project in almost 10 years and something we are very proud of.

Daniel Morcombe Rose

Now is your last chance before Summer to purchase the Daniel Morcombe Rose.



It is a brilliant red in colour with a beautiful scent. Its cut flowers also make it a fine specimen for floral display.

You can simply go on line at danielmorcombe.com.au to order or visit your nearest Masters Hardware Store. Sales have been strong so don't be disappointed. Stocks are limited.

Daniel Morcombe Child Safety Curriculum

Background

In September 2011 Denise and Bruce Morcombe were appointed by the then Queensland Premier, Anna Bligh, as Child Safety Ambassadors. This announcement also included a statement that a working group was to be established to facilitate a comprehensive child safety program to be known as the Daniel Morcombe Child Safety Curriculum.



Former Queensland Premier Anna Bligh

This would allow professional educators to enhance and expand on our private initiative at the Daniel Morcombe Foundation of speaking to students at schools. Clearly we had identified a need for child safety to be taught in a formal learning environment.

The Daniel Morcombe Child Safety Curriculum for Prep to Year 2 was successfully launched by the Queensland Education Minister John Paul Langbroek, in 2012. This was followed in 2013 by Years 3 to 6 and Years 7 to 9



Qld Education Minister John Paul Langbroek

Each of these 3 phases has the following resources:

- Nine lesson plans
- Teacher's Guide
- Parent's Guide
- Safety Resources for Teachers
- Principal and Curriculum Leader's Guide
- Assessment exemplar
- Resources to accompany the lessons.

Working Group Established

A working group was established in late 2011 which included many stakeholders. The task of this group was to research and coordinate the implementation of the Daniel Morcombe Child Safety Curriculum in Queensland.

The Curriculum delivers key safety messages to students in Prep to year 9 and aims to improve students' knowledge, skills, understanding and awareness through three core messages: Recognise, React, Report.

The Queensland Department of Education, Training and Employment developed the Curriculum with the guidance of working group representation from:

- The Daniel Morcombe Foundation, including John Pearce, Denise and Bruce
- Queensland Commissioner for Children and Young People and Child Guardian
- Queensland Police Service
- Queensland Department of Communities, Child Safety and Disability Services

The Working Group developed the Daniel Morcombe Child Safety Curriculum using evidence based research to align with principles of best practice in child safety education.

A network of advisers involved in researching child abuse and its prevention also provided guidance and critical feedback on the development of the curriculum including:

- Associate Professor Kerryann Walsh,
- Dr Jennifer Sanderson
- Holly Brennan OAM

Child Safety Ambassadors

Since 2011 Denise and Bruce have fulfilled their role as Child Safety Ambassadors in Queensland by visiting in excess of 300 schools and supporting 100 community events. Incidentally Catholic School presentations stand at 85, and around 28,600 students. Representing the Daniel Morcombe Foundation they have also made presentations to a significant number of schools in Tasmania, N.S.W, S.A, W.A, N.T and Victoria. The DMF has also worked closely with the AFP in the A.C.T. to promote safety in schools through their Kenny Koala initiative.



In every school talk undertaken, Denise and Bruce directly pitch their safety messages to students from a unique perspective. Linking Daniel's very real story to the importance of child safety makes children appreciate that no longer can they think; "That will never happen to me."

Incorporating Daniel's name into the program title makes everyone think about their personal safety.

Research indicates that effective child safety education includes:

- Active learning experiences, such as role playing
- Rehearsed behaviours that they are expected to use in an unsafe situation, such as telling someone that they have been harmed
- Discussing challenging topics in group settings rather than on their own
- Connection with other learning and teaching rather than 'stand-alone'
- Presented over a long period of time followed by 'top-up' sessions
- Parents need to be involved and reinforce key messages

Research also indicates that Child Safety Education should include content about:

- Grooming Strategies
- Limits of Adult Authority
- How harm can be caused by known and trusted people
- How harm can be caused by other children or young people

The Curriculum has three key words: **Recognise, React, Report**. Please note that it is a child safety program with a broader focus than sexual abuse.

• The **Recognise** message encourages students to be aware of their surroundings and to recognise the early warning signs. Like smelling smoke which naturally alerts one of a possible fire, the lock down alarm at school warns of potential danger and our body sends us clues, like a fright, sweaty palms, your heart beats faster. We all have them and they occur when you are not fully in control or you sense danger. Students learn about the potential safety risk of technology, including computers and phones. They are taught to be wary about sharing personal information and to report when they are exposed to unsafe incidents.

• **Reacting** is about the choices a student may make to keep themselves safe or help to make them safe again as quickly as possible. This could be as simple as ringing home if running late, knowing what to do if lost at the shops or a sporting event and most importantly running to a safe location if threatened. Basically, the message is as simple as remove yourself as quickly as possible from potential danger.

• **Reporting** is a really important aspect of their safety. This means telling an adult in their life why they felt unsafe. Students are

reminded that it is an adult that will keep them safe from harm and it is an adult that will make the situation safe again for them. They are taught to establish a safety network. This is made up of adults that they know are available, will listen to them and want to help. It is recommended that their safety network contain 5 adults and importantly some of these are not related to them and do not live with them at home. As an option for inclusion by the students is perhaps a school teacher or Principal. In addition to that, the Police and the Kids Help Line are equally good choices.

Anatomical Names Used

The Daniel Morcombe Child Safety Curriculum is not sex education. The curriculum primarily aligns with the Health and Physical Education curriculum and strongly encourages children to get help when they are faced with situations that could harm them physically, psychologically or emotionally.

Whilst the Curriculum considers abduction scenarios and explores prevention strategies, its main focus is on a range of safety issues and situations that children and young people are more likely to encounter. While information about abduction and safety with strangers is important, the reality is that the majority of young victims are harmed by someone they know and trust.

An important aspect of the curriculum is that students are taught to use anatomical language for private body parts to remove the shame and embarrassment often associated with discussing genitalia.

Teaching students to use the correct anatomical names can improve their confidence to report inappropriate touching and is also highly beneficial should a disclosure be made. Family nick names for private parts are fine at home but have in the past caused confusion with legal interpretation of an offence.

Developing appropriate scenarios are also used to explore and discuss safety situations that children and young people may encounter at home, at school or in their environment.

Some of the lessons use interactive whiteboards or hard copy flash cards showing images of safe and unsafe situations. Other resources include books, online material, student worksheets, class safety books, open class discussion and printed posters.

Students are encouraged to share the resources they complete in class with their family to help keep parents informed about the content being discussed and to promote discussion about safety in the home.

Teacher Access Approved Nationally

We are very pleased to report that slowly but surely the Daniel Morcombe Foundation

is making progress in our desire to have the Daniel Morcombe Child Safety Curriculum adopted nationally, and eventually, that it be compulsory.

The Queensland Government has been working towards making this important program available to all schools beyond the State borders. On the 11th of September the DMF received news that every teacher in Australia now has access to all the educational material connected with the Daniel Morcombe Child Safety Curriculum.

Teacher's Access

- All teachers working in Queensland State Schools can access the Curriculum through the Learning Place and through OneSchool.

- For teachers in the Catholic and Independent sectors throughout Queensland, and State, Catholic and Independent schools in other States and Territories, password-protected access to the Curriculum material is available via Scootle, a National Digital Learning Resources Network managed by Education Services Australia. If teachers are not currently registered, they can do so at <https://www.scootle.edu.au/ec/preregister.action> When logged in to Scootle, teachers can use the search function to locate the Curriculum material.

- Teachers working in the state school sector in Victoria (Department of Education and Early Childhood Development) can access the Curriculum through FUSE.

Compulsory Momentum Starts

Catholic Education Queensland has announced that all 38 schools in the Rockhampton Dioceses, Central Queensland will now be making the Daniel Morcombe Child Safety Curriculum compulsory.

Speaking in Rockhampton on September 10th on the first day of a 2 day Catholic Education Conference where the announcement was made, Denise and Bruce Morcombe could hardly believe what they were hearing. "This is a huge step forward in the DMF's primary aim of educating children about personal safety." Explained Denise.

Miss Leesa Jeffcoat is the Diocesan Director of Catholic Education in the Diocese of Rockhampton and the driving force behind this significant step.

Miss Jeffcoat explained, "I am very pleased to advise that Catholic Education in the Diocese of Rockhampton will be implementing the Daniel Morcombe Child Safety Curriculum across all its schools and colleges. I know that Bruce and Denise were delighted with this news and adopting this Child Safety Curriculum will only further strengthen the Policies and Protocols that Catholic Education in this Diocese has in place to protect the children in our care."



National Curriculum Review

In the last 12 months Denise and Bruce Morcombe representing the Daniel Morcombe Foundation have held private meetings with every State Education Minister plus the Federal Minister Christopher Pyne and the Parliamentary Secretary to the Federal Minister for Education Senator Scott Ryan.

Dialogue has been encouraging but we wait for the tabling of the National Curriculum Review and in particular any recommendations emanating from it.

Moranbah Dance for Daniel

The second annual gala 'Dance for Daniel' in Moranbah has come and gone. Another triumph for Brenda McFadzen and the organising committee. It was a terrific night of fun, laughs and entertainment.

The DMF is so lucky to have such wonderful support across the country. We thank all those who attended, looking splendid in red of course, plus sponsors and volunteers.

Amazingly, this small mining town in central Queensland raised more than \$20,000 on the night. A super effort by any standard, thanks to great auction items, raffles and ticket sales. You guys rock!



We thank Event Photography yet again. Check out all their images on our website; remember they can be downloaded for free.

'Walk Tall' Program

The Daniel Morcombe Foundation receives many contacts from parents and families where children have been impacted by crime and abuse. In the past, we have had limited avenues to refer people to for help. We've recently partnered with Act for Kids, a not-for-profit organisation that works to prevent and treat child abuse and neglect. Act for Kids is one of the most prominent providers of free professional therapy to prevent and treat child abuse and neglect. With 14 centres from South Australia to the Cape York Peninsula, Act for Kids has supported thousands of children and their families throughout Queensland for more than 26 years.



Through the partnership, the Daniel Morcombe Foundation and Act for Kids have set up a service called Walk Tall. Walk Tall provides counselling and emotional support to children, adolescents and their families on the Sunshine Coast that have been the victim of a crime and/or who have been impacted by a crime and/or are at risk of abuse or neglect. Kay McGrath who is our Patron is also a long standing Ambassador for Act for Kids and played a key role in bringing this partnership together. Walk Tall is located at the Daniel Morcombe Foundation Offices at Woombye and is staffed by a skilled psychologist Diane Booth 4 days per week. Diane and some of the Act for Kids team will be joining us on the Walk for Daniel on 31 October.



We would also like to thank mokka.com.au who have kindly donated a range of quality kids furniture and toys to help us set up our new Walk Tall kids room. The Kids room is designed to create a safe and fun place for kids to heal (see photo). If you would like to know more about this service please call: (07) 5442 1517 or email walktall@actforkids.com.au Monday to Thursday.

New Isuzu MU-X

The DMF's commitments and opportunities in the field are on the rise. With that in mind we have just secured our second Isuzu MU-X. Pictured here are Ken and Robin receiving the keys. Our commitments will be made so much easier, for all the non-stop activities done behind the scenes at our office.

Thanks to the team at Isuzu Ute for our new MU-X. Want to win a new MU-X yourself? Just guess how far it can go on a single tank by entering the Max Run Challenge now: <http://maxrun.isuzuute.com.au/>



New DMF Website

We are pleased to inform everyone that our websites have just undertaken a visual change. Please visit DanielMorcombe.com.au and DayforDaniel.com.au to experience it for yourself. A significant amount of planning has gone into the site and very much front and centre is our latest Facebook posting and News updates.

It also has a number of new menu options that we trust will enable the user to navigate promptly throughout our site.

We thank Bloomtools for their professional building of our websites and all at 'mate's rates'. True champions to the cause!

Townsville Golf Day

September 5th was a warm sultry day, typical of weather in Townsville at that time of the year. A fundraising golf day had been in the planning stages for months by Sgt. Bernadette Strow and Sgt. Janelle Poole.

The Foundations 'Big Red' truck was on hand as well as Denise and Bruce Morcombe who were visiting schools in the region. A party atmosphere descended, as some of the 100 players arrived for the shotgun start at noon, some were decked

out in fancy dress others take their golf more seriously. The Wiggles arrived in their 2 motorised carts which too were dressed up. Others wore grass skirts and we all enjoyed a laugh.



Thank you to all our sponsors, players and volunteers. It was a great day!

Dates to Remember

Townsville's 3rd Annual Dance for Daniel
Friday 24th October.

Pre-dinner drinks from 6.30pm
Red Tie Gala Event. Jupiters Townsville Grand Ballroom
Tickets \$150 Purchase online
www.danielmorcombe.com.au/events-calendar.html
Call 0417 070 532 or 0404 228 819

Melbourne's "Rock Out in Red"

Tuesday 28th October
Riva, St Kilda
Rock Legends: Darryl Braithwaite and Ross Wilson
Tickets \$95 Purchase online
www.rockoutinred.com.au
Guest Speaker: Derryn Hinch

National Day for Daniel

Friday 31st October
Visit our website for a complete list of events and activities.
Register online now. It's free!

Sunshine Coast Walk for Daniel

Friday 31st October
Join us and up to 1,000 walkers for our 10th Walk for Daniel.
Assemble at Suncoast Christian College, Woombye from 6.30am

Where Is Daniel? – A Family's Story

Bruce and Denise's personal story of survival is now on sale.

Christmas is not that far away! This is not a crime novel! It takes you into the lounge room and behind the computer at the Morcombe's home. How did they manage to stay focussed for more than 10 years to find Daniel, all the while experiencing a living hell, yet able to harness the collective will of a nation and in so doing, establish the Daniel Morcombe Foundation?

The storyline is challenging in parts, as you would expect, yet the reader is overcome with personal strength and positive energy because they too walk the walk and talk the talk every step of the way. Available at all good booksellers and online. Published by Pan MacMillan

