



OUT WITH STRANGER DANGER IN WITH CLEVER NEVER GOES

TEACH THE CLEVER OPTION AT HOME

CLEVER NEVER GOES is the new, child-friendly lesson that teaches children how to stay safe from abduction when they are outside (e.g. walking to or from school), or online.

It's been created to help parents/guardians talk to their children about staying safe in a simple way.

Instead of creating a fear of people it teaches them to recognise the danger in a situation, regardless of who's involved.

THE RULE:

If anyone asks you to go - even someone that you know - if it hasn't been agreed, remember: CLEVER NEVER GOES



The **CLEVER NEVER GOES** rule means children shouldn't go anywhere with anyone - even if they know them - if it hasn't been agreed in advance by a parent or guardian.

And please remember, children learn through repetition so make sure you remind them regularly of **CLEVER NEVER GOES** when they're going outside or online.

For more information, ideas and resources to have that clever conversation go to: clevernevergoes.org

WHY CHANGE?

Since it was introduced in the 1970's, the 'stranger danger' message has been fundamentally flawed.

Most strangers will help rather than harm a child, and many people that do pose a risk to children are not strangers.

Furthermore, it demands that all strangers should be treated with suspicion, which breeds fear in our communities. This has led to children spending less time outdoors, fuelling a rise in obesity and mental health problems.

Add to this, children are spending more time online, increasing their risk of being groomed. Now is the time for a new approach that creates safer, happier and healthier children.

Backed by more than 1,000 schools across the UK, **CLEVER NEVER GOES** is more practical than stranger danger and gives children the skills and confidence to safely explore their outdoor and online worlds without fear. And gives parents the reassurance to let them.

clever never goes