



SHATTUCK APPLIED RESEARCH & EVALUATION

Program Evaluation • Research • Policy Studies

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To: Kidpower Board of Directors

From: Julie Shattuck, Principal, Shattuck Applied Research & Evaluation

Date: March 7, 2011

Re: Executive Summary: The Effects of the Kidpower Everyday Safety Skills  
Program Research Summary Report

I am very pleased to present the results of Kidpower's 2010 outcomes study entitled, "The Effects of the Kidpower Everyday Safety Skills Program on Third Grade Children in Santa Cruz County." The attached Executive Summary provides a snapshot of the study and significant findings. I look forward to your thoughts on the draft.

We have assembled team of writers who are currently preparing a publishable journal article. They include Dr. Alaina Brenik and Dr. Kimberley Leisey from the University of Maryland along with Dr. Eileen Zubriggen and Shinchieh Duh, from the University of California, Santa Cruz.

# **The Effects of the Kidpower Everyday Safety Skills Program on Third Grade Children in Santa Cruz County**

## **Research Summary**

### **Executive Summary**

This study presents evidence of effectiveness of the Kidpower Everyday Safety Skills Program derived from a quasi-experimental study on a population of 238 third grade children in Santa Cruz County in 2010. The Kidpower school-based workshop and follow up “booster” sessions were designed to help youth build self-esteem and learn how to prevent bullying, harassment, and violence, thus reducing the risk of victimization and lessening their likelihood of becoming perpetrators during their lifetimes. The findings demonstrated that the two-hour training and reinforcement activities positively contributed to an immediate increase in children's safety knowledge and that the effect was retained three months after the workshop.

The research study, directed by Julie Shattuck, Principal of Shattuck Applied Research & Evaluation was conducted between January and May 2010. The study examined the effectiveness of the program in impacting children’s behaviors and skill development in protective factors associated with preventing and stopping most bullying, molestation, violence, and abduction. The researcher utilized a quasi-experimental, time series research design with a matched comparison group. Treatment groups (N=128) received a pretest, a two-hour training program, and an immediate posttest, followed by ten classroom “booster” sessions and weekly parent-child homework. A three-month posttest was then administered to examine sustained effects of the program. Comparison groups (N=110) completed the pretest and the three-month posttest and did not receive the training. The study compared pretest and three-month posttest survey scores of the children who received the Kidpower training with the comparison group.

The study revealed that there were 4 competency areas that had positive, sustained effects validating Kidpower's effectiveness that were not evident in the control group in the three-month posttest. Significant findings at the .01 significance level by competency area are detailed below along with a summary of pretest to three-month posttest gains.

#### **1. Knows how to yell, leave, and get help when feeling scared**

- If a person does something that makes you feel scared, what would you do?  
**Results: 38.3% to 54.7%, a 16.4% gain**

#### **2. Sets clear, appropriate boundaries with familiar people such as family, friends, and peers**

- If someone you like a lot wants to give you a hug, but you do not feel like a hug, what would you do?  
**Results: 33.6% to 63.3%, a 29.7% gain**

- If someone you like a lot feels upset or sad because you do not want to be hugged or kissed, what would you do?  
**Results: 39.8% to 66.4%, a 26.6% gain**

### **3. Knows where to get help and how to persist in getting help when a safety problem arises**

- If a person you liked a lot asked you to keep a problem a secret, what would you do?  
**Results: 14.8% to 63.3%, a 45.5% gain**
- If you have a safety problem and your grownups are busy, what would you do?  
**Results: 18% to 81.3%, a 63.3% gain**

### **4. Understands the safety rules regarding strangers**

- Suppose your grownup is talking on the phone and a woman in a uniform with a delivery truck wants to deliver a package to your house. What would you do?  
**Results: 51.6% to 80.5%, a 28.9% gain**
- Suppose you are on your own and someone you do not know picks up your bike and asks you to come and get it. What would you do?  
**Results: 53.9% to 84.4%, a 30.5% gain**

These results supported our hypothesis that children's safety knowledge was enhanced significantly by the Kidpower Everyday Safety Skills program. This study extends the evidence that a school-based safety skills program can enhance protective factors associated with preventing and stopping most bullying, molestation, violence, and abduction.