iSAFE™

Student Toolkit
What Drives You?

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DRiVE

The i-SAFE Youth Empowerment Campaign

i-SAFE Inc. presents DRiVE: a campaign designed to inspire the youth of America. i-SAFE America challenges every student living in the cyber generation to get involved and make a difference. This is your world. It's up to you to speak out and raise awareness of the dangers you are facing online everyday. The DRiVE Campaign urges you to take action and make the Internet a safer place.

We all know that the power of the Internet doesn't come without dangers and risks. You take a risk every time you log on. Internet predators, cyber bullying, pornography, piracy, spam, and identity theft are a handful of crimes currently infecting the cyber world today. With over 50 million students from ages 5-17 using the Internet, there is no better time to get the message out to other students, family members, and people in your community about how they can protect themselves when surfing the 'Net. Students all across the country are taking action by educating and empowering themselves and others to act safely and responsibly online. By joining the DRiVE Campaign and becoming an i-SAFE Student Mentor or Certified Mentor, you can impact the future of the Internet.

Take ownership! Decide how you want to get involved. i-SAFE has provided a way for you to use your talents to creatively educate others about 'Net safety. i-SAFE has given you the keys. It's your turn to DRiVE!

What DRiVEs You?

What Drives You? The i-SAFE America **DRiVE** Campaign challenges you to get involved and make a difference at your school and community. By learning the Internet Safety Lessons, you now have the info you need to make noise. People need to know. That's where *you* come in.

A Student Mentor

- *Knows the rules of the road*
- *Promotes Internet safety*
- *Plans Activities and Events outside the classroom*
- *Makes a difference*

A Certified Mentor

- *Knows the rules of the road*
- *Promotes Internet safety*
- *Plans Activities and Events outside the classroom*
- *Makes a difference*
- *Teaches i-SAFE Lessons and presentations to others*

What is a Student Mentor or Certified Mentor and what do they do? Joining the Student Mentoring Program is more than just joining an ordinary club. It's about working with students across the country to promote Internet safety. i-SAFE is proud to report that we have active Student Mentors in all 50 states.

i-SAFE Mentors and Student Mentors are students that understand the rules of the road and want to DRiVE the message to students, parents, and community members. Any student can join the i-SAFE Student Mentoring Program. All you need is a little DRiVE.

Promote Internet safety. Take what you've learned in the classroom and online, and spread the message of Internet safety outside the classroom.

Internet Safety Activities and Events are ways you can educate your fellow classmates about Internet safety. Check out the *Action!* section of the *Toolkit* and decide how you want to get involved.

If you are interested in teaching the i-SAFE Lessons to younger students, become an i-SAFE Certified Mentor. You can do this by going to the i-SAFE website at www.isafe.org and registering to watch the Mentor Training Network. Once you have received your training, you can order i-SAFE materials that will help you teach or train others about the rules of the road. What are you waiting for? Get out there and *make noise*!

Why DRiVE?

How It All Works

Do you want to start a Mentor Program on your campus? How about compete in a national contest? Whether you'd prefer working with a large school-wide Mentor group or simply as an individual Mentor, the i-SAFE Student Mentor Program is the place for you. You can make a difference in people's lives as part of a group or as an army of one.

Now that you've become a Mentor or Certified Mentor, you can decide how you want to help spread the message about online dangers and help others stay safe while on the 'Net. Let the *Student Toolkit* be your guide to help you get started. Check out the *Action!* in the *Toolkit* for activity and event ideas to help you carry out your mission. Students and parents will learn valuable Internet safety information by participating in the Activities and Events you organize.

Activities and Events

Select the Activity or Event of your choice from the Action Guide and contact i-SAFE at mentors@isafe.org. Fill out the Mentor Menu (*Toolbox* section) and fax it to i-SAFE at (760) 603-8382 or go to www.isafe.org and fill out the online Mentor Menu. Let us know your plans so we can assist and send you any materials or videos you will need to succeed.

Stay Connected

Keep in contact with i-SAFE; you have an opportunity to receive national recognition via the i-SAFE newsletter, website, and national media outlets. Stay connected with us at mentors@isafe.org.

Most Valuable Mentor

i-SAFE honors one student each month with the title of "Most Valuable Mentor." This honor is awarded to the Mentor or Certified Mentor that goes beyond the call of duty and shows excellence in Mentoring. MVMs are featured in the i-SAFE *Times*, *Kewl Timez,* and at www.isafe.org.

Advisory Board

Mentors or Certified Mentors can apply to be on the i-SAFE Student Advisory Board, where the students play a leading role in the Mentoring Program at a national level. Advisory Board members work with Mentors across the country and also become Student Consultants for i-SAFE, advising on programming from a student's perspective. Go to www.isafe.org to find out how you can apply to be on the Student Advisory Board.

Community Service

The i-SAFE Mentoring Program can count toward *community service* and *service learning* credits for state high school graduation requirements. Contact i-SAFE at mentors@isafe.org directly to create a process to get school credit for Student Mentoring hours.

i-SAFE Contests

Mentors or Certified Mentors have the opportunity to participate in national i-SAFE Student Contests. Contests are run on a bi-monthly basis and can inspire more students at your school to get involved. Check out www.isafe.org for new contests.

Start a Mentor Club on Campus

- *Ask an Activity Coordinator, School Resource Officer, teacher, Media Specialist or Librarian to act as your Mentor Advisor. Contact mentors@isafe.org.*
- *Recruit other students to become Mentors.*
- *Promote and conduct your first Mentor meeting.*
- *Plan Activities and Events.*
- *Raise money for Mentor shirts and activity expenses.*

What Does i-SAFE Provide to Student Mentors and Certified Mentors?

- *Internet safety education*
- *Student Toolkits*
- *Free Internet safety materials for Events and Trainings, including videos, CDs, and brochures*
- *Creative ideas for Internet safety Activities and Events*
- *Support and guidance to help Mentors and Certified Mentors organize and complete events*
- *Official i-SAFE Student Mentor Certificate*
- *Opportunities for national recognition, community service credits, contest prizes, and free giveaways*
- *Training via the online Mentor Training Network*

Now go out and be a Mentor!

Drivers Education

Would you hand over the keys to your car to someone before they had taken Drivers Ed? Well, it's the same for the Internet. Learn the rules of the road so you can DRiVE defensively and warn others about the dangers on the Information Superhighway. Welcome to DRiVERs Ed, the one-stop shop for the 411 you need on important online issues and dangers. Read up before you speak out about Internet safety. If you have received the i-SAFE lessons at school, you may already know. If not, this will be good to take on your road trip. Or if you have watched the online Mentor Training Network and have become a Certified Mentor, you are ahead of the game.

Get the 411

- *Night Driving*—Online Predators
- *Road Rage*—Cyber Bullying
- *Hitchhiking on HWY 411*—Illegal Downloading
- *Traffic Jam*—Spam
- *My Car Won't Start!*—Viruses
- *Wanna Buy a Car?*—Online Scams
- *Dude, Where's My Car?*—Identity Theft
- *Can I Get a Free Ride?*—Plagiarism

Night Driving—Online Predators

It's dark, the fog is thick, and whether you know it or not, online predators are out there lurking, in the dark. It may be tough to spot them. Here are some ways to detect predators in chat rooms and on IM, and more importantly, what to do if you get into a bad situation.

Myth—If you don't give away your real name, address, home number, cell number, or school name to strangers online, you can't be found.

Fact—False. Some information can be more personal then you think. Information like when a specific concert is happening in your town, your school mascot, names of sports teams you play on, or your sports jersey number can be pieced together by predators to find you.

These are some of the techniques a predator uses

- *Seeks out provocative user names.*
- *Studies your profile.*
- *Starts with an innocent IM.*
- *Asks personal questions, ASL.*
- *Wants you to private chat.*
- *Asks you for personal info.*
  (Phone number, e-mail address, home address, school name, etc.)
- *Wants to be your best friend, boyfriend or girlfriend.*
- *Starts sexual conversations.*
- *Is all about keeping secrets.*
- *Asks for personal photos.*
- *Wants to send you strange gifts.*
- *Wants to set up a face-to-face meeting.*
- *Makes threats when you no longer want to chat with him or her.*

Ways to avoid predators

- *Recognize creepy techniques meant to deceive you.*
- *Choose safer user names.*
- *Remove identifying information from your online profile.*
- *Set Chat boundaries on discussions* (sex talk, problems you're having at home, school, etc.).
- *Keep your personal info personal* (school location, e-mail address, home address, phone number, cell number, hangouts, recent shows).

If you're threatened

- *Don't be afraid to say "no."*
- *Log off.*
- *Don't panic. Tell them that you took a screen shot of your conversation and you are going to report them to the police.*

Report it

- *Save your e-mails.*
- *Take a screen shot of your chatroom conversations.*
- *Write down all dates, times, and locations.*
- *Write down all nicknames, user names, and screen names.*
- *Create a history of your communications.*
- *Use your chatroom quick response feature to report danger or harassment.*
- *Tell a friend.*
- *Tell a teacher.*
- *Contact your local police department cyber crimes unit.*
- *Contact the FBI Office in your area.*
- *Don't log off—keep your account open to show law enforcement.*

—Research from websafecrackerz.com and i-SAFE America classroom lessons

IP Address

Static IP addresses can also be used to trace the location of your computer. Computers use IP addresses to locate and talk to each other on the Internet, much the same way people use phone numbers to locate and talk to one another on the telephone. A Static IP address is a number that is assigned to a computer by an Internet service provider (ISP) to be its permanent address on the Internet. Most ISPs use dynamic IP addresses, which means you are given a different IP address every time you log on and off the Internet. If your computer is left connected to the Internet or if you operate on a wireless network that never shuts down, a person can find you by grabbing a satellite photo of the location of the IP address you are using. This is yet another reason why you should monitor your online communications.

True Story

Thirteen-year-old Kacie Woody liked to play soccer, sing, and chat online. On December 3, 2002, she vanished from her home in Holland, Arkansas. Police found her body, along with that of her abductor, 19 hours later in a storage facility. She had been murdered by 47-year-old David Fuller of La Mesa, California, who then committed suicide. Kacie's friends told police that she had an ongoing online relationship with some boy named David whom she believed was another teenager. Signs of a struggle at her home indicated that she was unaware that he was coming to see her and unwilling to go anywhere with him.

—Story from http://missing.puellula.org/Memoriam/Woody.html

Road Rage—Cyber Bullying

Can't we all just get along? It's not always fun and games on Highway 411. There are crazy DRiVERs out there that want to ruin it for others. Flame e-mail, hate mail, harassment on bulletin boards or blogs, nasty text messages, and websites specially made to hurt people's feelings can cause serious damage in the long run. Here are ways to keep the cyber bullies from pushing you around.

Myth—I cannot be held accountable for what I say or do online.
Fact—False. Cyber Bullying can be considered a form of harassment in most states punishable by law as a misdemeanor, and in some cases a felony, if there is a reasonable threat to a person's personal safety. Most schools have their own bullying plan in place with penalties that can range from detention to expulsion. The United States Data Protection Act also upholds the right to keep personal information and records private. Depending on how personal the information is, posting someone's private and personal information on the Internet without permission can result in punishment by federal law.

What do you do if you're being bullied

- *Be strong and stop it early. Don't stoop to their level and lash back.*
- *Don't suffer in silence. Tell an adult. Keep telling people until someone takes action.*
- *Don't open or read messages from cyber bullies.*
- *Contact your Internet service provider abuse department.*
- *If the problem continues, alert the local police department.*
- *Tell your school if it is school related. If your cyber bully attends your school, contact your teacher or principal.*
- *Don't erase the messages. Log all dates and time. Put them in a folder and hold them as evidence.*
- *Change your e-mail address or screen name.*
- *If it's happening with text messages, change your cell number.*
- *Take screen shots of your chat room pages.*
- *Save URLs, e-mail addresses, and profiles of the bully.*
- *Stay protected—never agree to meet with a bully face to face.*
- *Block the bully if you are in a chat room or IMing.*

The Reality

- 63 million U.S. students between the ages of 2-17 drive Hwy 411 today. **
- 19% of students feel safer in the cyber world than they do in the real world.*
- 31% of students feel it is easier to talk to people on the Internet than in real life.*
- 10% of students have been asked by a stranger to meet somewhere face to face.*
- 10% of those students have actually met an online stranger face to face.*
- 39% of students trust people that they chat with online.*
- 24% of students say they see nothing wrong with chatting with a stranger.*
- 9.5% of students have been asked to keep their Internet relationship a secret.*

* i-SAFE America Student Assessments 2004
**Nielsen/NetRatings 2004

Avoid being cyber bullied

- *Be kind to others and use netiquette (no flooding, be nice to newbies, avoid using all caps, and set a good tone).*
- *Don't give out personal information online like pin numbers, passwords, home address, cell number, family and friends' names. The information can and will be used against you.*
- *Avoid exchanging pictures or giving out e-mail addresses to people you meet online.*
- *Don't send messages when you are angry.*
- *Trust your instincts. When something doesn't seem right, it probably isn't. Get out of the site, end the chat, or turn off your CPU or cell phone.*

True Story

Ryan Halligan, a 13-year-old student of Albert D. Lawton School in Essex Junction, Vermont, fell victim to cyber bullying. "Ryan tried to escape the bullying at school by seeking refuge on his computer at home, but it followed him into cyberspace," said John Halligan, Ryan's dad. "After his death by suicide, I found out that Ryan was harassed online by his school-day bullies, and he unfortunately tried to retaliate in unhealthy ways. As a parent, I know now that I should have stepped up the monitoring of my son's computer activities. I wish I had known the potential for this to occur and how to prevent it." You don't want this to happen to someone you know. Tell your friends to treat others with respect and dignity online.

Hitchhiking on Highway 411—*Illegal Downloading*

Many students think that hitchhiking on Highway 411 is an innocent free ride in the back seat of the jeep. What they may or may not know is that it can also be a very dangerous trip if they go down that road. Not to mention it is illegal. Here's the download on illegal downloading.

Myth——I cannot be sued for downloading music and movies off P2P sites. They'll never catch me.

Fact——True and False. You can't be sued if you have downloaded songs that have been put online with the approval of record labels and artists—which usually involves paying for royalties. If you download unapproved tracks from unsanctioned sites—whether it is one song or a million—you are violating copyright laws and you run the risk of being sued. The Recording Industry Association of America (RIAA) filed 3,000 lawsuits against individuals as of May 2004, and in some cases sought financial damages of up to $150,000 per copyrighted song.

The Reality

- **42 % of students have been bullied online.**

- **20% said that they were upset by something that was said by a stranger they met on the Internet.**

- **57% of students said they have received hurtful messages online, while 13% said it happened frequently.**

- **53% of students admitted that they have said hurtful things online, while 7% said they did it "quite often."**

- **58% of students have not told their parents or another adult when someone has been mean or hurtful to them online.**

—i-SAFE America Student Assessments 2004

Key Words

Intellectual Property (IP)—Is a term used for copyrighted material. IP can be a creative work, idea, or expression. Examples are songs, movies, commercials, articles, photos, software and paintings.
Piracy—is the official term used for when music, movies, and software are ripped illegally.
P2P—peer-to-peer sharing. These are websites designed to allow files to be shared by the site users.

The Law

U.S. Copyright Law {Title 17 U.S.C. Section 101 et seq., Title 18 U.S.C. Section 2319} protects copyright owners from the unauthorized reproduction, adaption, or distribution of sound and video recordings, as well as certain digital performances to the public. Basically, it is illegal to steal the creative work of others and claim it as your own.

What you need to know

- *P2P sites are not illegal, but trading unauthorized music and movies is. The U.S. constitution protects P2P sites from being shut down. The argument is that P2P sites are not providing the illegal files—they are only providing a way to share files with others logged onto the site. Just because there are P2P sites doesn't mean you have to use them.*
- *Downloading music and movies without paying on unsanctioned sites is illegal and can result in criminal penalties.*
- *There is a good possibility of downloading a virus when using P2P sites.*
- *You are also creating a gateway for a hacker to break into your car and jack your stereo or other personal stuff on P2P sites.*
- *Other hitchhikers unknown to you could gain access to files on your hard drive through the file-sharing network.*

What's the alternative?

Find a safe site where you can download legally. Songs and movies that you find on legal download sites are:
- *In the public domain.*
- *Uploaded by artists who are trying to get exposure.*
- *Released by record companies trying to build interest in a CD.*
- *Paid for by you for the right to download, and the site pays the artist and/or record company royalties.*

The Reality

- *Music sales are falling, with annual global record sales down from $40 billion to $30 billion over the past four years.* —New York Daily News
- *According to RIAA, record sales in the United States were down 30% in 2003.* —New York Daily News
- *As of April 2004, the Recording Industry of America has sued 2,454 people for downloading songs. Of that number,437 people have agreed to pay $3,000 in fines.* —cnn.com
- *The April 2003 launch of iTunes® was a huge success, with more than five million songs downloaded in the first month.*
- *In 2004 RIAA, MPAA, and the Recording Academy launched national campaigns against illegal downloading and what the repercussions are for future artists.* —i-SAFE America Research
- *The Motion Picture Association of America estimates that it already loses more than $3 billion annually to the sale of illegally copied videotapes. By some estimates, more than 350,000 movies are illegally downloaded every day.* —Washington Times
- *45% of the students polled by i-SAFE have copied music from the Internet.*

True Story

September 9, 2003—Brianna, a shy seventh grader from Manhattan, New York, is sued for illegally downloading more than 1,000 songs. The Recording Industry Association of America filed suit against 60 other suspects in the New York area on the same day. Each person was subject to the possibilities of fines of up to $150,000 for each song. —*New York Daily News*

May 5, 2004—In Lafayette, South Carolina, a grandmother is sued by RIAA for $3,500. Her grandson Devon had used her computer to illegally download 520 songs. A month earlier Barbara had received notice a month prior from AOL that her account was being suspended because she had illegally downloaded and shared copyrighted material with people on the Internet. When she found out, she told Devon to stop the downloading activity immediately. Devon stopped downloading but did not erase the files. Devon's grandmother refuses to pay the fines and a court date has been set. —*News 14 Carolina*

Traffic Jam—Spam

Tired of the e-mail traffic every time you log onto the Information Superhighway? How about the pop up windows that won't go away? They need to be towed away to the junkyard. Here's the rush-hour traffic report on what you need to know about traffic jam spam.

Myth—If I unsubscribe from the company I'm getting spam from, the spamming will stop.

Fact—False. In most cases it will actually increase the amount of spam you get because you are identifying your e-mail address as a real address that is used by a real person. Spamming companies send e-mail to thousands of e-mail addresses everyday without knowing if the addresses are real or not. When you open them—or worse, unsubscribe to them—it tells the spammer that a real person is on the other end. They will continue to spam you harder and perhaps even sell your e-mail address to a large corporation.

How do spammers get your address?

• *Using software that creates thousands of made-up e-mail addresses. A web beacon is placed in the spam e-mail that is sent to you. Every time an e-mail is opened, it is added to a live master list. The live list is then sold to other marketing and sales companies, and the cycle never ends.*
• *Companies scrape the web for e-mail addresses. Spammers road trip for websites that list active e-mail addresses.*
• *Registering for software on other products online is an easy way to hand over your e-mail address to be spammed. They usually tell you in the fine print. That's why you never see the part where they say that you will be hit hard with an extra helping of spam.*
• *Spammers buy e-mail addresses. It's a good chance that yours is one of them.*

Opening Spam, what's the big fuss?

Every time you open spam mail you let the spammer know that your address is active. This is what you get:
- *More spam*
- *Viruses or spyware (in attachments or links)*
- *Pop-up pornography*
- *Scams*
- *Even more pop ups*
- *Harassment*
- *Threats*
- *New spam scams*
- *Green eggs and Spam*

—Research from www.websafecrackerz.com

Things you need to know

Fake Subjects—Spammers fake the subject line of the e-mail so it looks like it could be from a friend. They use hundreds of fake lines. Do these look familiar? "Re: your mail"/ "Re: "/"Hey"/ "How are you?"/"Thinking of you"/"Check this out!"/"Fw: u need to see this"

Spoofing—Spammers also fake the From line. At first glance everything looks legit—maybe from a family member, or your ISP—but when you open it...Wham!

Phishing—Spammers fake e-mail addresses from legitimate companies and place big warning messages in the main body. They also say that your account is about to be closed if you don't update your personal information. They will do what they can to make the website look real. By putting in your information you just handed over your license and registration to your car.

Adware—Any application that displays ad banners or serves ads to your browser can be called adware. Companies pay people to spam you with these ads. Many offer free downloads to lure you to their site.

Spyware—Also known as trackware or thiefware, it uses your Internet connection to secretly transmit data to the company supplying the ads. This data, including personal information required to install software on your CPU combined with information about your online activity, is then sold or traded to others. It's a sneaky way companies learn about their customers. It's also a violation of your privacy.

Firewall—It's a filter used to block predetermined spam. Screening methods include predetermined domain names or IP Addresses.

Spim—Spam sent through IM.

How do I reduce the amount of spam I get?

- *Choose a non-obvious e-mail address.*
- *Limit where you enter your e-mail address (registrations, subscriptions).*
- *Use spam blocking and filtering software.*
- *Don't open spam e-mail.*
- *Don't respond to spam e-mail.*
- *Report spam to your ISP.*
- *Contact the spammers ISP.*
- *Report chain letters asking for money to fraud@uspis.gov.*
- *Report spam to the U.S. Government at spam@uce.gov.*

Adware Vs. Spyware

What's up with all the pop-up ads showing up when you log on or try to close out of sites? You are being attacked and bombarded with advertisements called "adware." Other then being bothersome, they are not necessarily dangerous to your computer. "Spyware" is what you have to look out for. They usually are hidden in downloads in the adware and can actually live on your computer reporting back to the spam company of your personal information and your surfing trends. Not good. Set up filters to block the adware and get software to search your computer for the spyware leeches.

How do I detect spyware on my computer?

- *Be cautious about what programs you download and install on your computer.*
- *Be cautious with adware sent to you. Try not to open them up.*
- *Hunt down the spyware in your engine with detection software. (Ad-aware and Spybot—Search & Destroy).*
- *Install a firewall. (ZoneAlarm, Sygate Personal Firewall, and Tiny Personal Firewall).*

Can spammers be punished?

On December 16, 2003, President Bush signed the Anti-Spam Bill legislation to stop the flood of unwanted e-mails that annoy us and drain the economy. The so-called "Can Spam" bill encourages the Federal Trade Commission to create a do-not-spam list of e-mail addresses and includes penalties for spammers of up to five years in prison in rare circumstances. They can face fines of $250 for each e-mail pitch—fines that could total up to $6 million for the most serious offenders. The federal law does not allow individual e-mail users to sue spammers. Instead, the Federal Trade Commission (FTC), other federal agencies, Internet Service Providers, and state attorney generals can sue on behalf of Internet users. Report it to the Federal Trade Commission. Send a copy of unwanted or deceptive messages to spam@uce.gov. The FTC uses the unsolicited e-mails stored in this database to pursue law enforcement actions against people who send deceptive spam e-mail. —*www.whitehouse.gov News Release 7/15/04*

True Story

May 7, 2004—The Federal Trade Commission settles with two spammers, David D. Westby of Baldwin Missouri and Marijn P. Bevelander of the Netherlands. The FTC alleged that the two spammers sent messages containing "deceptively bland subject lines" with false return e-mail addresses to lure consumers, including students, to sexually explicit material. The settlement calls for the defendents to give up the $112,000 earned for their spamming efforts. —*unspam.com*

My Car Won't Start!—Viruses

Whether it's a dead battery or a faulty transmission, viruses can infect your engines and even send your CPU to the shop. Here's how you can avoid them and keep your machine running smoothly.

Myth—You can get a computer virus just by opening an e-mail.

Fact—False. To get a virus you need to open an e-mail attachment. However, opening the mail can still let the spammer know your address is active.

Avoid traffic accidents

Opening any attachment from an unknown source is risky, especially if you don't check it with anti-virus software. Anti-virus software only works properly if it's updated every week because new viruses are always on the loose. It's not difficult to hide a virus in a file sharing site. Most P2P networks will let you report anyone who disguises viruses as files. However, telling the network about a bad user isn't going to take that virus off your machine.
—**Research from www.websafecrackerz.com**

Word up!

Virus—Programming code that gets on your CPU without you knowing and runs without your approval. All computer viruses are man-made. A virus can copy itself, use your memory, and halt your computer. Viruses are most commonly spread through e-mail attachments, infected discs, and file downloads. They can only be spread with human assistance.

Worm—A special type of virus that can replicate itself and use your memory to cause harm to your friend's computer. A worm can spread by itself within a network of computers.

Trojan Horse—A virus in disguise. What looks like a free game is actually a program that might erase every file on your hard drive.

- Spam e-mail now account for roughly 40% of all email traffic. **

- Worldwide 12.4 billion spam emails are sent everyday. **

- Yahoo reported that over 11 million spim messages went out in 2003.**

- 1 in 4 students have been exposed to unwanted sexual material online. -National Center for Missing and Exploited Children.

- 26 states have anti-spam laws. **

- On average individuals receive 6 spam e-mail per day.**

- In the US alone, it is estimated that spam costs the country more than $10 billion annually due to expenses for anti-spam equipment, software, manpower, and lost productivity. **

** Spamreview.com

student toolkit

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Style your ride

• *Install and run your anti-virus software.*
• *Update your anti-virus software every week (Symantec).*
• *Ask the sender if they meant to send you an attachment.*
• *Delete questionable e-mail.*
• *Be aware of files with extensions .exe, .vbs, .shs, .pif, .cmd, and .scr.*
• *Avoid attachments with double extensions like: hello.doc.pif.*
• *Get the right software to check to see if you have spyware on your machine.*

True Story

The MyDoom virus hit computer systems worldwide in January 2004. Message Scan, which tracks e-mails for viruses, said that at its peak 1 in 12 messages contained the worm. MyDoom appeared to log keystrokes on infected computers so it could collect user names and passwords. It did the most damage to computers with a Windows OS but also slowed down other networks with a flood of messages. The e-mail was very technical and looked official, making it more appealing to open. F-Secure, an anti-virus research company in Finland, estimates that between 200,000 to 300,000 computers were hit worldwide.

—Research from www.f-secure.com and www.securitystats.com

Wanna Buy a Car?—Online Scams

There are plenty of used car dealers on Highway 411 that want to sell you a lemon. They might show you a really good picture of a nice car with a great paint job, new rims, and a booming sound system. What they don't do is actually let you take a test ride. They want your credit card and personal information before they let you look under the hood. Find out what those creepy salesmen are doing to target students and avoid getting scammed.

Terms you need to know

Fraud—Deceiving ways used to secure unfair and unlawful financial gain.
Cramming—Billing your credit card or phone bill for services that were not authorized.

Look for potholes on Hwy 411

• *Beware of e-mails asking for passwords and personal information.*
• *Beware of companies you have never seen before or that you cannot find info about on search engines.*
• *In auction sites understand the roles of the buyer and what the seller's obligations are before you drop coin.*
• *In auction sites learn as much as you can to make a good decision.*
• *Ask or research about delivery of the product you have purchased.*
• *Look for reputable sites with secure pay systems before you enter your credit card number. An icon or lock symbol that shows the site has a higher level or security.*
• *Look for a physical address and phone number of the company you are buying from. Call the phone number to see if it's real.*
• *Look to see if the site has links to other known sites for validation.*
• *Use known auction sites with a track record of good business ethics.*
• *Avoid clicking on links in e-mails or pop-up messages. Scammers want to convince you to give them personal info with bogus products and Get Rich Quick scams with spam and pop-ups.*
• *Avoid the "Something for Nothing" scam—Offers of free items usually require giving out your personal details.*

—Research from www.websafecrackerz.com

Buckle up!

• *Never give out your credit card numbers, bank account information, Social Security Card number, driver's license number or personal passwords from unsolicited e-mails or unfamiliar sites asking for them online. That is a sure sign that someone has thrown out the bait and is waiting for someone like you to take it.*

• *When shopping online, you are taking a risk. Make sure the company is well known and has a secure and trustworthy payment system. Is the company a name you've heard of? Are phone numbers and a postal address for the company listed? Avoid dealing with a company that doesn't publish phone numbers of contact addresses. Is it mentioned by other Web sites? Also make sure your Web browser is connected in "secure mode" to the site before entering your credit card details. Secure mode is usually indicated by a small symbol that looks like a closed padlock appearing at the bottom of your browser window.*

• *Use common sense. Think before you pay. Use search engines for references to any company that wants to sell you something, claims to owe you money, or offers you a service or wants you to renew a subscription. Check your sources to help you make a good suggestion.*

Federal Trade Commission's top 10 online scams

• *Internet Auction Fraud*
• *Internet Service Provider Scams*
• *Internet Web Site Design/Promotions—Web Cramming*
• *Internet Information and Adult Services—Credit Card Cramming*
• *Multi-level Marketing/Pyramid Scams*
• *Business Opportunities and Work-At-Home Scams*
• *Investment Schemes and Get-Rich-Quick Scams*
• *Travel/Vacation Fraud*
• *Telephone/Pay-Per-Call Solicitation Frauds (including modem dialers and videotext)*
• *Health Care Frauds*

What to do if you've been scammed

• *Stop it right away. Don't let the charges continue to pile up.*
• *Tell a trusted adult.*
• *Report them to your ISP.*

True Story

A Florida husband and wife team operating a Green Card lottery immigration scam has been sentenced to jail and their eight websites shut down. In addition to the criminal actions, the defendants were hit with a $2.2 million fine for consumer fraud. Last October, the Federal Trade Commission (FTC) charged Romano and Nofal with operating Web sites that misled consumers into believing the sites, for a fee, could help immigrants register for the State Department's annual Diversity Visa (DV) lottery and get them into the United States.

The Reality

• **U.S. Consumers spent nearly $13.7 billion online during the holiday season, according to Goldman Sachs, Harris Interactive and Nielse/Netratings.**

• **Internet-related fraud was the subject of 55% of the more than half-million fraud complaints filed in 2003 up from 45% a year earlier. —FTC**

• **Over the past nine months, the monthly volume of phishing e-mails has risen nearly tenfold to 3.1 billion worldwide in April, San Francisco-based e-mail filtering firm Brightmail said. —May 2004 article by Bernhard Warner, European Internet Correspondent, Reuters**

• **The Gartner study projected 1.78 million Americans reported giving personal information or financial details about themselves to online fraudsters. —May 2004 article by Bernhard Warner, European Internet Correspondent, Reuters**

Dude, Where's My Car?—Identity Theft

Getting your car stolen would be a total nightmare. How about getting your personal identity stolen? It's a smooth ride until someone messes with your cash flow. DRiVing safe on the Information Superhighway and checking your rear view mirrors before you change lanes can help minimize your chances of having some identity thief ruin your financial reputation. Slow down and find out how you can limit your chances of Identity Theft on HWY 411.

Myth—It's safe to give out my personal credit card information over the Internet.

Fact—True and False. It's never 100% safe. Some sites are safer that others. It's a risk every time you put it out there. Base your online purchases on good research. You can also take a few safety precautions along the way.

Get the 411

Identity theft is the fastest-growing crime in the United States with close to ten million people victimized each year. Identity theft is when someone takes your personal information (name, address, credit card or Social Security number) and uses that to open up new charge cards, buy stuff, or borrow money from the bank. For victims of identity fraud, it may mean months of headaches trying to recover the money lost and repair credit. An identity thief can damage a victim's financial reputation for years.

Identity theft undermines our basic trust in business and in our economy. When a person applies for a car loan, makes an online purchase, or opens a bank account, he or she must have confidence that the personal financial information you give will be protected and treated with care.

How to limit your chances of getting your car jacked (Tell your parents!)

- *You and your parents should remove personal information from your CPU.*
- *Avoid giving out your name, birth date, and Social Security number online.*
- *Shop on secure sites. Look for the padlock icon in the lower right of the screen.*
- *Research the company's privacy policy.*
- *Use reputable companies. Call to confirm they are legit.*
- *Look in the URL to see if it has https. The s in "https" indicates the site is secure.*
- *Frequently check your credit report if you have a credit card.*
- *Close out and cancel all unused credit cards.*
- *Protect your passwords to all your accounts.*

The Law

On July 15, 2004, President Bush signed the Identity Theft Penalty Enhancement Act, which established the federal offense of aggravated identity theft. Someone convicted of that crime might receive jail time and fines that reflect the damage done to individuals. These criminal sentences will come on top of any other punishment for crimes that precede identity theft. For example, when someone is convicted of mail fraud in a case involving stolen personal information, judges will now impose two sentences, one for mail fraud and one for identity theft. Those convicted of identity theft must serve an additional mandatory two-year prison term. Someone convicted of identity theft, such as using a false passport in connection with a terrorism case, would receive an additional prison sentence of five years.

The Reality

- Last year alone, close to 10 million Americans had their identities stolen by criminals.
  —identity-theft.us.com

- Identity thieves made away with over $50 billion in bogus transactions.

- 52 % of all ID theft victims, approximately 5 million people last year, discovered they were victims by monitoring their accounts—another 26% percent (2.5 million) were alerted by credit card issuers and banks. —FTC Survey September 3, 2003

- 87% of Americans can be uniquely identified by just 3 pieces of information: date of birth, gender, and their 5-digit zip code. —Data on "Standards of Privacy of Individually Identifiable Health Information."

- ID thieves stole nearly $48 billion from financial institutions last year, or an average of $10,000 per victim.
  —identity-theft.us.com

- " Every 79 seconds, a thief steals someone's identity, opens accounts in the victim's name and goes on a buying spree."
  —CBSnews.com, 1/25/2001

Can I Get a Free Ride?—Plagiarism

There are many secluded shoulders on Highway 411 where you can pull over and load your trunk up with free information. If you drive off without giving credit to those that created the info, you could be pulled over and punished by the plagiarism police. Each school and state has set their own penalties regarding plagiarism. Get in the fast lane and find out about plagiarism on the 'Net.

Myth—I can't get caught copying and pasting information from the 'Net into term papers.

Fact—All a teacher needs to do is go to a popular search engine, type in phrases from your paper in quotations, and search for URLs that contain the same phrase.

In case you didn't know

Plagiarism is when you use someone else's work and claim it as your own. In other words, "jacking" other people's work.

Things you need to know before you decide to cut corners

- *Teachers are on the look out for papers that are copied.*
- *Teachers save old term papers to compare them against yours.*
- *Teachers can check your papers against sites that sell term papers.*
- *Teachers can use search engines to check for original work.*
- *Punishment can result in a failing grade, suspension, and, in some cases, expulsion.*
- *Plagiarism, in the professional world, can result in job demotion or firing and copyright infringement cases.*

Take the high road—Learn how to avoid plagiarism

- *Create your own original work.*
- *Always cite sources for facts, statistics, or other pieces of information that are not known to be common knowledge.*
- *Take good notes when researching your subject. Write down the author, title, and publication or website identifying information as soon as you take the notes.*
- *Avoid copying and pasting webpage text directly into your document with the intentions of later changing or using portions of the text. Take notes in your own words and then start writing from there.*
- *Form your own conclusions from your researched information.*
- *Put quotes around any exact words from the text so you don't forget that it is a direct quote.*
- *Give credit to the author whenever you use another person's idea or opinion.*
- *Make sure you always properly cite sources for facts, statistics, or other pieces of information that are not known to be common knowledge.*

The Reality

- A national survey published in Education Week found that 54% of students admitted to plagiarizing from the Internet.

- 74% of students admitted that at least once during the past school year they had engaged in "serious" cheating. —Education Week

- 47% of students believe their teachers sometimes choose to ignore students who are cheating. www.plagiarism.org

- Rutgers and Duke University researchers discovered that 38% (up from 10% two years ago) of college students have plagiarized material from the Internet in the past year, from a survey of 18,000+ college students and 3,250 faculty and teaching assistants.
   —The Center for Parent/Youth Understanding's Youth Culture E-Update Edition #-44 September 2003

True Story

Last fall, Susan Youngwood, an adjunct journalism instructor at St. Michael's College, a small liberal arts school near Burlington, Vermont, phoned the offices of *Columbia Journalism Review* to pose a question. For an exercise in covering speeches, she had asked her students to listen to John F. Kennedy's inaugural address and write a story about it. The sixteen students, mostly sophomores, complied with the assignment. However, two students, acting independently, took a short cut, plagiarized the *New York Time*'s account of Kennedy's speech, and submitted the *Time*'s words as their own. The students received an F for the course, the maximum penalty the journalism department demands. Think twice before you decide to copy and paste. **—Columbia Journalism Review**

DRiVERs Test

Test your DRiVING skills before you make your next trip on the Information Superhighway. Take the i-SAFE DRiVERS Test and receive your license to DRiVE.

1.) What is considered personal information to help a predator locate you?
a) Your real name.
b) Your school mascot.
c) Your cell number.
d) Events or concerts in your town.
e) All of the above.

2) How can you avoid getting bullied online?
a) Give threats back to the bully.
b) Send angry messages.
c) Give in and give out personal information to the bully.
d) Use netiquette.
e) All of the above.

3) I cannot be sued for downloading music online if I…
a) Get music released by the artist or record label to gain exposure.
b) Go to a P2P site and share music.
c) Only download 10 songs.
d) Burn downloaded songs on CD and give them to friends.
e) All of the above.

4) According to i-SAFE what is the percentage of students polled that have been bullied online?
a) 25%
b) 42%
c) 60%
d) 75%

5) How can I reduce the amount of spam e-mail sent to me?
a) Unsubscribe from the company sending the spam e-mail.
b) Reply back to the spammer and tell them to stop.
c) Open up the attachment sent with the spam to use as evidence in reporting spam.
d) Use spam-blocking software and filters.
e) All of the above.

6) I can detect spyware on my computer by…
a) Checking my cookies in e-mail preferences.
b) Using a filter.
c) Use a spyware detection software.
d) Install a firewall.
e) All of the above.

7) I can report excessive spam to…
a) My ISP.
b) The spammer's ISP.
c) The U.S. Government.
d) The United States Postal Service.
e) All of the above.

8) I can receive a computer virus by…
a) Opening up an attachment from a friend.
b) Downloading a free program from adware.
c) Opening up an attachment from a company.
d) Downloading a song from a P2P site.
e) All of the above.

9) A special type of virus that can replicate itself and use your memory to cause harm to another computer is called a…
a) Bug.
b) Worm.
c) Fly.
d) Horse.
e) All of the above

10) What can I do to prevent getting scammed?
a) Check if the site looks real.
b) Ask a friend what they think.
c) Avoid giving away a credit card number or bank account number to unfamiliar sites.
d) See if pictures of the product are offered.
e) All of the above.

11) How can my parents and I reduce the chances of identity theft?
a) Update my personal information on identity theft sites.
b) Keep my personal information on the hard drive.
c) Shop on online sites that advertise security of personal information.
d) Call to confirm companies are legit.
e) All of the above.

12) How can I avoid plagiarism when writing school papers?
a) Cite sources for facts.
b) Avoid copying and pasting text directly from a website.
c) Give credit to authors when using their ideas.
d) Put quotes around exact words used from the text.
e) All of the above.

Action!

Draw Attention—with Internet Safety Posters

Create Awareness Art that Promotes Internet Safety!

One of the best ways to reach out and get your message across is through expression. A creative poster that inspires, educates, and motivates students to be responsible and safe online is right at your fingertips.

Gather Materials!

- **Cardboard, poster board, or butcher paper—anything easy to paint or write on**
- **Paint and paintbrushes**
- **Crayons, markers, pencils**
- **Masking tape (to attach posters to windows or doors)**
- **Magazines**
- **Scissors**
- **Glue**
- **Optional: computer software (i.e. Adobe Photoshop®, Illustrator®, Microsoft Paint®, etc.) to enhance or create your awareness art digitally**

Build It!

On some scrap paper, draw up a rough idea of what you'd like the poster to look like. Internet Safety is the theme. Remember to use **powerful words and bold pictures** to catch everyone's attention. You can use quotes, song lyrics, or passages from a book. (Be sure to cite your source.) You can even cut out lettering or photos from old magazines to use. Next, get to work! Take your idea and make it come to life.

Post It!

Put your poster up where the most people will see it. A poster is only as good as its **location**. Be sure to ask your principal before you hang posters around school. If your class is creating a large number of posters, create a cyber art gallery in the school library, cafeteria, or main hallway. Create a "Hallway of Inspiration" motivating students to be safe online. You can also ask your favorite restaurant or music store if you can hang a poster in their window to get the message out to the community!

Be Creative! A poster that draws attention is one that gets your message across!

Sample Poster Ideas

(See the *Drivers Education* section or the *Stuff You Need To Know First* section for an explanation of terms)

The Grooming Techniques–Identify the ways an online predator operates.
Internet Safety–Why it's important to never reveal personal identifying information.
Viruses, Worms and Trojan Horses–How to recognize and avoid them.
Online Bullies–What to do if you encounter them.
Intellectual Property–Download what?
The 4 Rs–Recognize, Refuse, Respond, and Report.
Top Ten List of Internet Safety.

Hints for Poster Topics

How do you use the Internet in your everyday life?

Examples: surfing, chatting, communicating, or research

What dangers can you find on the information superhighway?

Examples: cyber predators, identity theft, viruses, copyright infringement, and hackers

How does i-SAFE help you to be safe on the Internet?

What can you do to be safe online?

Hold a Poster Contest!

Organize a poster contest to get your friends to create many different types of Internet safety posters. Explore different themes. Give prizes to the most creative, the best design, the most inspirational, etc. Have fun with it, it's your contest!

An Example of a PSA Script

From an actual PSA made by the Student Mentors of High Tech High in San Diego, California:

"What if it was you, what if it was your best friend, what if it was your little brother or little sister? If you or someone you know has been a victim of cyber bullying, contact an adult and then go to www. isafe.org to learn how you can protect yourself online."

Get Started!

It's up to you how many people you want to reach—everything you need is right at your fingertips. For all your PSA needs and questions, see www. isafe.org or contact an i-SAFE representative at mentors@isafe.org.

Good luck, and make some noise!

San Diego, California, Mentor speaks out in a PSA about cyber bullying.

Make Noise

Raise Internet safety through Public Service Announcements (PSAs)! PSAs are television or radio advertisements intended to educate or alert the public on important social issues. Think of them as 30-second commercials intended to inform the public. Radio and TV stations will even donate free airtime to play the PSAs. This is a great way to get loud and let others hear your message of online dangers and Internet safety!

How many people can you reach? Use PSAs to communicate online dangers to all of the students on your campus. You can also contact your local radio or TV station programming departments to get them played on the air. Tell them about your mission to increase awareness of online dangers. Contact the programming department of your favorite radio and TV stations. Have your teacher, advisor, or parents help you identify and contact the stations or contact mentors@isafe.org for assistance. The community needs to know about Internet safety.

Get the Message Out with PSAs
- **Contact your favorite radio or TV stations**
- **Play or read your PSA**
  - **In your classroom**
  - **At an Internet safety presentation**
  - **As a school announcement**
  - **At a school assembly**
  - **As a lunchtime activity**

i-SAFE PSAs
Hear what actor/comedian Rob Schneider or NFL quarterback Jeff Garcia has to say about the dangers online. You want to get a little X-treme? Scope out what top X-Games athletes have to say about Internet dangers. You can find, view, listen, and download all the i-SAFE Audio and Video PSAs at www.isafe.org. You can also use the i-SAFE PSAs as examples when creating your own.
- **Jeff Garcia – NFL Quarterback**
- **Robert Davi – Actor, i-SAFE's National Spokesperson**
- **Rob Schneider – Actor/Comedian**
- **Buzz Aldren – Astronaut, Walked on the Moon**
- **Al Joyner – Olympic Triple Jump Gold Medalist**
- **Shannon MacIntyre – Pro Surfer**
- **Rat Sult – X-Games Street Luge Gold Medalist**

Rat Sult – X-Games Street Luge Gold Medalist

Create Your Own
Are you a writer, producer, or director? Make your own PSA and showcase your talent. The challenge is to communicate the message of Internet safety in 30 seconds or less.
- **Pick an Internet Safety topic. Check out the Drivers Ed. section of the Toolkit for topic ideas.**
- **Decide on audio, video, or live.**
- **Write the script.**
- **Record the PSA on camera or using an audio recorder.**
- **Edit the PSA with original music and titles. i-SAFE provides a free library of legal music and graphics at www.isafe.org.**
- **Play your masterpiece in the venue you've chosen.**

Reach Out...

...and make a difference. Are you trying to think of a way to reach people about the dangers of the Internet? Well, here it is. Why not set up an information table and give students and community members new ways to stay cyber safe?

Hand It Over

Set up a table at lunch, during study hall, at a school sports event, or after school to let students, teachers, and parents know how to play it safe online. Or, if you want to do more than just letting those in your school know, take your information table down to a local grocery store or mall and let others in the community learn how to protect themselves online.

Get Started

Here are ideas to help you give the 411. It's up to you how you want to get the info out there.

- *Select a location.*
- *Fill out the Mentor Menu and let i-SAFE know the details.*
- *i-SAFE will send you brochures and tip sheets.*
- *Set up a table and electrical power.*
- *Make an i-SAFE poster or banner for your info table.*
- *Recruit some friends to help.*
- *Pass out brochures and tip sheets.*
- *Play the i-SAFE videos on a TV or laptop at the table for others to view.*
- *Get a PA system and play the i-SAFE Audio PSAs.*
- *Announce safety tips over the PA system.*
- *Conduct an Internet safety survey.*
- *Raffle off prizes.*
- *Hold a slogan or PSA contest.*

Contact mentors@isafe.org for assistance.

Maryland Mentors reach out to students and educators about the i-SAFE program at a youth conference.

Showtime!

It's time to show others what you've got. If you can act, direct, write a script, or want to work behind the scenes, this is for you. Take the message of Internet safety and bring it to life! This is an ideal activity for school assemblies or a presentation for the class next door. It's up to you how big you want your production to be.

Cast and Props

- *3 people: yourself, 1 other student, and 1 adult*
- *You'll need a dividing wall or something else to block the vision between 2 people. They should not be able to see each other at all.*
- *Two lap tops or computers for the chat.*

Ready and Action!

Before you begin the skit, place the student and the adult on either side of the divider (this should be done without the audience seeing) so the adult is also hidden from the audience's view. Then, tell the audience you are going to simulate a typical conversation in a chat room.

Script Outline

- *Student starts by asking typical chat room questions, such as A/S/L—age, sex, location.*
- *Adult answers, giving a student's age, their sex, and city.*
- *Conversation continues with a pre-planned script consisting of typical chat room questions like: favorite band, interests, what do you like to do for fun, do you have a boyfriend/girlfriend, etc.… The adult answers the way a student would. Have them both make the mistakes of giving away personal information.*
- *After 10-15 questions, tell the audience that the two seem to have a lot in common and would probably want to meet in person at this point.*
- *Have the two set up a time and place to meet , i.e. the mall or park.*
- *The skit continues with the student waiting at the location for the chat friend.*
- *The adult comes out from behind the divider and goes over to meet the student.*

When the adult is revealed to the audience, the message is clear. Tell the audience that this is what typically happens in chat rooms. The person on the other end could be lying and may not be who they say they are. Let your audience know to always be aware of the information they are giving out, because you never know who is on the other end of the computer. Ask the audience what mistakes the student made to be put in a dangerous situation.

The skit is simple to produce. The message is powerful. Feel free to elaborate when needed. Use your personal experience when writing the script and teaching the audience Internet safety. Good luck, and enjoy!

California Mentors perform an i-SAFE skit for a local middle school.

Speak Out!

Bring people together to speak out! Share information and personal experiences about dangers on the Internet. Tell others what you've learned from i-SAFE and what you've experienced surfing the 'Net. Find out what other students think about online issues and the dangers facing them today. This is a round table discussion where the opinions of the students can be heard. You can have a large or small group. If you want to spark some interest in Internet safety on your campus, this is your chance to organize a *Speak Out!*

Get Started

To perform this *Speak Out!* is simple. All you need is your i-SAFE Internet safety information and your brain.

- **Select the date, time, and location.**
- **Contact i-SAFE and let us know (fill out the Mentor Menu and send the info to i-SAFE). Order i-SAFE brochures and tip sheets to hand out.**
- **Invite your friends and fellow classmates.**
- **Advertise the Speak Out! in the school paper, flyers, posters, and school PA announcements.**
- **Choose heated topics of discussion, i.e. filtering in schools, downloading music, cyber bullying, pornography, and cyber predators.**
- **Choose a Student Mediator. It should be someone who can keep the discussion on track and has the background knowledge of Internet safety. The Student Mediator should do his/her homework and research current issues on the Internet. i-SAFE can provide statistics and details on current laws.**
- **Conduct your open discussion and welcome the opinions of your participants.**

The goal of the *Speak Out!* is to increase awareness and communication about online issues and the dangers facing students on the Internet today. It's also to help educate students to become safer web surfers. Promote free speech. Encourage them to participate without feeling self-conscious. Make sure they know that there is no such thing as a dumb question.

Talk to your teacher or advisor to help you get started. It's up to you how loud you want to be, and even more importantly, it's up to you to help protect your friends and classmates. Contact mentors@isafe.org for additional information or materials needed for this event.

Utah Mentor gives classmates the 411 on the dangers of online predators.

Download This

Do you like to teach others? What about speaking to groups? If so, then this is the spot for you. Go to the i-SAFE website at www.isafe.org and locate the Certified Mentor Training Network. There you will find training videos about various programs and ways to help spread Internet safety. Once you have viewed the videos, you will then become a Certified Mentor. As a Certified Mentor you can teach the i-SAFE Lessons to other students and also have the authorization to order i-SAFE presentations and materials. Present Internet safety concepts or trainings to the classroom next door or to your student organizations. Teach your friends and classmates how to be safe and protect themselves online. Sound easy enough? Well, here's how to get started.

Upload

- *Take the information in the Drivers Ed. Section of the Toolkit and make sure you know it inside and out. If you were taught the i-SAFE Curriculum in your class, use that information as a resource as well.*
- *Select the group of students or parents you would like to teach Internet safety to.*
- *Set up the date, time, and location of the presentation and go to the website and view the Mentor Training Network.*
- *Contact i-SAFE and notify us of your event; this can be done using the Mentor Menu in your Toolkit (See the Toolbox section) or go to www.isafe.org and use the online Mentor Menu to make your selection.*
- *Finally, visit www.isafe.org to order any videos or materials that you will need. Use the online Mentor Menu and Implementation Plan to help you get started. Contact mentors@isafe.org if you or need assistance.*

Download

What's the best way to present the i-SAFE information? Well, that's up to you. Ask yourself what the best way to communicate the message of Internet safety to your group is and what you can do to make sure people listen.

San Diego, California Mentor shares what he's learned about identity theft.

- *Create a PowerPoint® presentation with info, tips, and statistics given to you by i-SAFE. Add pictures and animation to make the presentation come to life.*
- *Use an existing i-SAFE PowerPoint.*
- *If PowerPoint isn't your thing, visit the i-SAFE website to order one of our many videos or PSAs.*
- *Write a skit to help you convey the message.*
- *Conduct an Internet safety survey.*
- *Pass out i-SAFE brochures and tip sheets.*

Your presentation will help keep others safe on the Internet. Your presentation will make a difference in their lives as they learn new ways to protect themselves from online dangers. Now go out and change the world!

We Want You!!

Do *you* have what it takes to inspire others? Can you recruit others to help you get the message out? If so, here's your chance to show what you've got. Ever heard the phrase "There's strength in numbers"? Well, now it's time to put that theory into effect—and we're going to show you how.

You ready? What you need to do first is figure out how you're going to let others know about the Mentor Program and how they can get involved. Good thing we have a few ideas for you. Set up a Mentor Meeting and promote the Meeting at an information table at your school. Hand out the i-SAFE student flyers and/or play the Student Mentor Video, both of which you can get at the i-SAFE website store at www.isafe.org. Make sure you let the rest of the school know about your table, either by putting it in the school newspaper or PA announcements. The more people that know about your info table and where it is, the more will stop by and sign up. If an information table doesn't work for you, start smaller by making a presentation to your class or another class in your school. You can also hang posters or start an e-mail campaign. However many people you recruit is up to you. Just remember, "There's strength in numbers." Good luck, and, let's see what you can do!

Recruit Mentors

- **Plan a Mentor Meeting.**
- **Select a date and time.**
- **Pick an on-campus location.**
- **Go to** www.isafe.org **to order your videos or PSAs.**
- **Promote the meeting via**
  - > **Information table**
  - > **Classroom presentations**
  - > **Class announcements**
  - > **School Newspaper**
  - > **PA Announcements**
  - > **Posters**
  - > **Flyers**
  - > **E-mail**
  - > **Word of mouth**
  - > **Student survey**

Kentucky Mentors recruit teachers for the i-SAFE Education program at an education conference.

- **Have students sign up online using the online Mentor Menu located at** www.isafe.org **or have them fill out the Mentor Menu (Toolbox section) and fax or snail-mail them to i-SAFE.**
- **Have students register at** www.isafe.org**.**
- **Have a good time and hold your first meeting.**

Contact Information:
i-SAFE America
5900 Pasteur Ct.
Ste. 100
Carlsbad, CA 92008
(760) 603-7911 office
(760) 603-8382 fax
www.isafe.org

Hype It Up!

The best way to reach the public about Internet safety and i-SAFE America is by shouting out to the media about the hot things you're doing to keep your community safe! There are so many different ways you can get the word out through television, radio, and newspaper. i-SAFE is here to make your job easier by providing you with the basics to get you jump-started.

Writing Your Media Alert

1. *Use the media alert sample in the Toolbox section of the Toolkit.*
2. *Change the date, time, and location to fit with your event.*
3. *In the "What" section, tell the world why your event is the place to be that day. Let them know about the great photo opportunity you've set up for the press. Describe the best of what's going on and the people they can talk to when they get there. Make it sharp, quick, and concise.*
4. *The "Press Contact" is you! Give them all your info and how to contact you onsite.*
5. *Save it, print it, and send it to the media. Let the media Hype It Up!*

Contacting Your Local Media

Television News

Watch TV! Local news is on some, if not all, of these channels: ABC, CBS, Fox, NBC, WB, and UPN. Find out the local station's call letters and look them up on your favorite search engine. Each website should have a link that says "contact us." That's your key to getting inside. Call the number listed and notify them that you're a student and that you have a story for the news. Explain to them about your event and why they don't want to miss it. Ask for an e-mail address or fax number and send them your Media Alert right away.

Newspaper

Grab a copy of your local newspaper. In there, they will have a list of editors to contact for news stories. Find the one that would be best to cover your event. Is it the education beat? The technology beat? Maybe it's both! If you're in a larger city go for the big paper and the community paper to get the most bang. Just as with television, phone them about your "can't-miss" event and send the alert out immediately.

California Mentor raises awareness speaks to DRiVE TV about the dangers of the Internet.

Radio News

If you listen, they will come! Go for your favorite radio station. Avoid the "hotline" because we know they never answer that phone. Go to the website and find the Program Director and a main number. This is the person in charge of telling the DJs what to play and who to talk to. Get in with them and you'll soon be on the airwaves hyping i-SAFE and your event! Ask your parents what talk radio they listen to and have them help you. Talk radio show Producers"control what's on the show. They line up the interviews. Tell them what your plans are and before you know it you'll be on the radio plugging your i-SAFE event.

You are now a representative of i-SAFE America. Don't be shy. Be prepared when you call. A good reporter will ask you questions. This is your event and you know why they should be there. Get them there! Good luck with your event and the media coverage. Let us know how it turns out at mentors@isafe.org.

Radio and TV PSAs:

Every station across the country plays Public Service Announcements, so why wouldn't they play one of yours? All the PSAs are on the i-SAFE website at www.isafe.org. Contact the programming

department of the local Radio and TV stations in your area and ask them to play the PSAs. Give them the 411 on what i-SAFE is all about and why it's important for them to play these PSAs. It's as easy as that!

Pledge Wall

Write it out! Do you speak best on paper? Then it's time you put it in ink and let it shine! Imagine walking into your school or library and seeing an entire wall covered with inspirational slogans and powerful messages about something that could save lives. Make your imagination become reality.

So, what are you waiting for? There's nothing to it. All you need is some imagination, white construction paper, drawing tools, and somewhere to post your words of wisdom. Now that you know how easy it is, get into the DRiVER's seat. The first thing to do is find a location. Find a heavily-traveled area on campus and secure white construction paper to the entire wall. Next, come up with some slogans, or "rules for the road," as we like to call them. This is your chance to think of something that will stick in the minds of all who read it. Give the wall a title and post instructions for other students to participate. Make your words come to life and lead by example. You start by writing something catchy that reminds your classmates about the dangers of the Internet. Then encourage others to do the same with inspirational drawings and slogans. Create awareness graffiti that will make a lasting impression on others.

Imagine how many people could learn from the words put down by your classmates about cyber safety! So go out, start your own Pledge Wall, and see how many students and teachers you can reach.

What You Need

- *Location*
- *White construction paper*
- *Tape*
- *Markers and paint*

What To Do

- *Ask your teacher or principal if you can create a Pledge Wall for students.*
- *Scout the location.*
- *Hang the construction paper.*
- *Create a title for the wall.*
- *Write out instructions for students.*
- *Write out the first few slogans.*
- *Watch your blank canvas come to life.*
- *Take pictures and share them with i-SAFE at* mentors@isafe.org.

Missouri Mentors won the National i-SAFE Poster Contest with this winning design.

Cyber Safety Week

This is your chance to showcase all your talents while showing others how to DRiVE defensively on Highway 411. Take the resources contained in your *Toolkit*, and plan multiple activities throughout the week. Activities are easy and can be coordinated by yourself or with other Mentors or Certified Mentors. Create a Cyber Safety Week that will excite the students and get your message across.

Here's how you do it! Pick any five activities from the Mentor Menu and perform one a day for a week with the students at your school. Start your week off by playing one of the i-SAFE PSAs, or create your own. The rest of the week is up to you. Recruit Mentors, hold a poster contest or a Speak Out, set up an info table, make a drop box for Internet advice, or plan an i-PARENT Night. And if you really want to make some noise, take your school down the Information Superhighway with the i-SAFE Experience. Encourage others to get involved and stay safe online. Let others know what to expect throughout the week and where they can go to get Internet safety information. The opportunities are endless. All you need to do is decide what works best for your school.

Let's get it started and have i-SAFE provide you with the tools you need to have a successful week. If you plan it, they will come. Contact mentors@isafe.org if you have any questions or need additional information.

What To Do

- *Contact i-SAFE at* mentors@isafe.org*.*
- *Promote your cyber safety week.*
- *Pass out flyers with your events for the week.*
- *Plan your activities and events.*
- *Make posters and banners announcing your Cyber Safety Week.*
- *Organize prizes for the contests.*

Day 1

Morning announcements—Kick off the week highlighting events and activities. Announce the poster contest. Play the Jeff Garcia PSA. Set up information table—All week outside the office with i-SAFE brochures, tip sheets, surveys, the drop box, and event line-up. Play music and give out candy.

Day 2

Morning announcements—Play the Rat Sult Extreme PSA—Promote the i-PARENT Program on Thursday and the poster contest and assembly on Friday. Information table—Check out a TV/DVD player from the library to play the i-SAFE video. Host a Speak Out—At lunch hold a speak out in the computer lab so the students voices can be heard. Discuss important online dangers and issues. Hang posters—The poster contest entries should be coming in. Hang them in a hallway of inspiration or cyber gallery.

Day 3

Morning announcements—Read i-SAFE statistics on current dangers online. Invite students to the CLM tonight. Remind student to invite their parents to the Parent Night tomorrow night. Information table—Put the surveys out today. Find out what the student think. Community Leaders Meeting—Library @ 6:30pm. Get there early to test the equipment. Remember the Sign-In sheets!

New York Mentors create an i-SAFE poster for a pledge wall.

Day 4

Morning announcements—Robert Davi PSA. Tonight is the i-PARENT Program. Remind the students to bring out their parents. Last day to turn in posters by noon. Have the

students judge. Winner announced at tomorrow's assembly. Answer an interesting question from the drop box.
Information Table—Have students take the Library Safe Card challenge. Recruit Mentors
i-PARENT Program—Room 7 @ 7pm—Take pictures and remember the Sign-In sheets!

Day 5

Morning announcements—Rob Schneider PSA—Read the survey results, announce the assembly time for today.
Promote the Mentor program and your next Mentor meeting. Assembly—Host the assembly, announce the winner
to the poster contest. Ask students to become Mentors.

Hawaii Mentor speaks her mind about illegal downloading issues.

That's a wrap—Clean up and then relax. A job well done.
Think of the impact you made and how many students you have helped.

Student i-Adopt-A-School Program

i-SAFE America has developed a new i-Adopt-A-School Program for Certified Mentors to take action in the true definition of the word mentor. As an i-SAFE Certified Student Mentor, you know what it's like in the cyber world. There are plenty of sharks looking to steal your personal information or take your money. Do you want that stuff to continue online? Do you want that to happen to other kids? Or is it time to fight back and do something about it?

When you hear the word "mentor," what synonyms come to mind? Role model, guide, teacher? You might even think of an older, experienced person helping a younger person learn something new. At i-SAFE, we know that younger kids look up to older kids, and that's why we're introducing the i-Adopt-A-School Program. We want our Certified Mentors to use their experience with Internet dangers and their knowledge of Internet safety to teach the younger students who surf the web unprotected.

The goal of the i-Adopt-A-School Program is for you, as a Certified Student Mentor, to select a middle school or elementary school in your community where you can organize Internet Safety Events and Activities. You can also teach the i-SAFE Lessons to students in the classroom by watching the online Mentor Training Network. By adopting a school of your choice, you'll have the opportunity to help an entire school of younger students learn what it means to be cyber safe. You will be fulfilling your mission as a Certified Mentor by helping younger students avoid dangerous online situations in their future.

The i-SAFE America i-Adopt-A-School Program lays out how Certified Student Mentors can come together, empower themselves, and adopt a school. i-SAFE will also provide ongoing support to Mentors who show interest and actively participate in the program. If you want to make a difference, and are up for the challenge, read the steps below and contact mentors@isafe.org.

Here's What You Need To Do

1. Plan a meeting. Select a teacher, SRO (School Resource Officer), Activity Coordinator, or Librarian to be your Mentor Advisor. Announce and hold an i-SAFE Mentor Meeting at your school or organization. Let your classmates and friends know what you are planning to do with e-mails, flyers, posters, school newspaper ads, or school PA announcements. Bring the current Mentors and Certified Mentors together and invite other students interested in the i-Adopt-A-School Program. Don't limit this only to Mentors. Open it up to other students and get them involved. You can get them to sign up to become Mentors later.

2. Select a school. At your first meeting, recruit the team that is going to help you and select the school. Discuss dates and activities you want to do at the school. You should also decide if you want to teach the i-SAFE lessons to the younger students. If so, plan on taking the required i-SAFE Training at your next Mentor Meeting. Activity ideas for the school can be found in the *Toolbox* section of your *Student Toolkit* or at www.isafe.org. We suggest organizing a Cyber Safety Week. Get your team's contact information and set up your next meeting.

3. Call the school. Contact the principal of the middle or elementary school you've selected. i-SAFE will assist you in what to say to the principal. Tell the principal what you want to do and set up dates for your activities, events, or classroom instruction. Put together a plan with the principal. Identify what you need from the school. If you are doing an assembly, you need a location and an electrical outlet nearby. If you're having a contest, you need to know how to notify the kids. If you are setting up an information booth, you need tables. If you are teaching a class, you need to know the grade level of your audience.

California Mentors make noise at a local middle school.

4. Plan and train. At your second meeting, tell your team what you discussed with the principal and get started planning. Go to the online Mentor Training Network and have everyone view the Certified Mentor Training video. Use the online Mentor Menu to notify i-SAFE of your activities and to order materials. A teacher or advisor will help you with the lesson. i-SAFE will give you all the materials necessary to conduct a successful training for free. Discuss your needs and delegate tasks to your team; for example, what kind of material do you need to make posters? Set up goals for your team and select a time for a third meeting. Order the outreach and education materials you need from i-SAFE at www.isafe.org.

5. Communicate. Keep in constant communication with your team, the adopted school, and i-SAFE. Keep everyone informed and on the right track. Make sure you and your team are getting things done.

6. Execute. The day is here. Make it happen! Go out to your adopted school and have fun. Be a Mentor. The kids look up to you. Tell the students what's going on in the cyber world and teach them how to navigate it safely.

7. Report. We want to recognize you for your achievement. Tell us all about it. Send i-SAFE photos of your team in action. We will spotlight you on our website and in the i-SAFE Times. We want the world to know what you are doing to make the Internet a safer place.

Support Provided by i-SAFE America

- *Online Certified Mentor Training*
- *i-SAFE advisor helping you every step of the way*
- *Tips for approaching students and principals with the program*
- *Internet safety information used when mentoring the younger students*
- *Activity and event ideas*
- *Student Toolkits that include event/activity ideas*
- *Education materials for teaching younger students*
- *Official i-SAFE informational brochures and tip sheets to pass out to kids*
- *Internet safety videos to use at your events*
- *PowerPoint® presentations to use at your events Media coverage of the events*
- *Awards and recognition to the participating mentors*

Events!

The Experience

Experience Cyberspace!

Take your school to Cyberspace. Order the i-SAFE Assembly Experience and take a road trip on the Information Superhighway with your classmates.

i-SAFE America has created an interactive multimedia Assembly Experience for grades 5 through 12. Using lights, videos, and true-life stories, i-SAFE shows you and your classmates how actions in the cyber world can have serious real-world consequences. This one-hour program is designed to educate students on the dangers of online predators and empower students to DRiVE defensively on the Hwy 411. The i-SAFE Experience serves as a launching pad for the DRiVE Campaign and the Student Mentoring Program. Take the lead and bring the Experience to your school.

The Assembly Experience consists of student participants reading true stories, student faces on Missing/Wanted posters, a mock crime scene, an opening video, the Christina Long Video, Law Enforcement guest speaker, and the Student Mentor Video. It's a great way to raise awareness on your campus by reaching out to all of the students school-wide with the important message of personal online safety.

This Assembly Kit contains all the info you need to produce a great show. i-SAFE gives you the tools to plan and execute the program from start to finish. By your efforts, your fellow students will come away with a real sense of the dangers on the Internet and a practical knowledge of Internet safety concepts they can apply immediately. One small step for you, one giant step for your classmates! Make it happen at your school!

Produce the Experience

- *Ask your teacher, advisor, or principal if you can bring the Experience to your school.*
- *Select the date, time, and location (give yourself one month to plan).*
- *Go to the i-SAFE website and view the Assembly Experience Training video on the Mentor Training Network.*
- *Contact i-SAFE and order the Assembly Kit.*
- *Follow the instructions, and have a great show!*

Internet Safety Topics

- *Personal Safety*
- *Grooming techniques of cyber predators*
- *Chat rooms*
- *Instant messaging*
- *Screen names*

Assembly Kit Contents

1) Instruction booklet and CD
  - *a) Synopsis*
  - *b) Show outline*
  - *c) Script*
  - *d) Timeline*
  - *e) Art Direction—Posters, Crime Scene, Lighting*

2) DVD
  - *a) Pre-Show Video*
  - *b) Assembly Open Video*
  - *c) "Christina Long True Story" Video*
  - *d) Mentor Citizenship Video*

Utah Mentor wins the Most Valuble Mentor award for reaching out into the community.

To order the Experience, contact mentors@isafe.org or fax in your Mentor Menu to (760) 603-8382.

i-PARENT Program

Hey—you're not the only one who needs to learn about Internet safety. i-SAFE has an entire toolkit written specifically for parents that gets them involved in not only the DRiVE campaign, but also getting other parents up to speed on Internet safety.

How do you start? Let us know you want to hold an one-hour i-PARENT Program (contact us at mentors@isafe.org), and we'll send you the DVD with three different presentations, as well as brochures, parent tip sheets, sign-in sheets, and sample agenda you can customize. Then, all you have to do is get the equipment needed to show your presentation, find a room with a screen or a white wall, and invite a bunch of parents that are willing to listen. Work with your school's PTA/PTO and ask them if you can give them an i-PARENT Program.

Teach Parents!

- *Go to the i-SAFE website and view the i-PARENT Training video on the Mentor Training Network.*
- *Contact i-SAFE and request the i-PARENT Program at mentors@isafe.org.*
- *Select the date, time, and location.*
- *Promote your event at school and have students invite their parents.*
- *Contact your PTA and PTO organizations at your school and invite them.*
- *Hang posters, hand out flyers and make announcements on the school PA.*
- *Contact the local police to have an officer speak at your event.*
- *Get the equipment together for your presentations.*
- *Give the presentation, hand out the 411, and know that you are helping parents keep their families safe online.*

Here's what a typical i-PARENT Program looks like:

I.	*Introduction*	*(2 minutes)*
II.	*Guest Speaker (school official, policeman, pastor, etc.)*	*(05 minutes)*
III.	*Parent PowerPoint® Presentation*	*(40 Minutes)*
III	*Q & A*	*(10 minutes)*
IV.	*Close Out & Sign up*	*(05 minutes)*

Each presentation urges parents to form an i-PARENT Board to organize events and activities that support the DRiVE Campaign by using the i-PARENT Campaign Toolkit. Their Toolkit gives them the tools to create an i-PARENT Board. An i-PARENT Board works with students and teachers to promote Internet safety in the school.

So get your parents involved in Internet safety, and who knows—with enough time, they might even make it on your buddy list ;-)

Community Leaders Meetings (CLM)

This is your opportunity to educate those who can make a difference. Encourage the people who you invite to your CLM to get involved with i-SAFE. By joining the Community Action Team, they help you and your fellow Mentors accomplish your goals.

Here are the steps necessary to put on a successful Community Leaders Meeting:

1. MEET WITH OTHER MENTORS to decide what you want to accomplish. Create a plan to organize a successful CLM.

- **INVITE** at least 20 community leaders. Write their name, job title, phone number, and address on a list, which will help the Contact and Thank You Crews. Send the list to i-SAFE after your CLM.
- **SCHEDULE** a date, time, and location for your CLM. A meeting room or the library are both ideal locations. Ask a teacher for help reserving your site.

Maryland Mentor takes a stand about Internet safety at an i-SAFE Congressional Briefing on Capitol Hill.

2. GO to the i-SAFE website and view the Community Leaders Meeting Training video on the Mentor Training Network. Complete an online Mentor Menu or the one found in your *Toolkit*. Order your *Community Toolkit* using your Mentor Menu and either mail or fax it to i-SAFE America well
in advance of your event. A *Community Toolkit* will be delivered to the address you provide on the Menu. Note: This step is included for Mentors who are organizing additional activities.

3. DIVIDE the Mentors into Task Groups.

*Here are a few suggestions for the groups:

Groups	Tasks
Contact & RSVP Crew...............................	Contact community leaders to invite them to the CLM; create and send CLM invitations; contact all invitees five (5) days prior to CLM.
Set-up...	Locate and set up chairs, podium, & microphone; Test equipment before CLM begins.
Refreshment Crew....................................	Decide upon and obtain drinks and snacks; Set up refreshment table.
Presentation Crew....................................	Give the PPT presentation during the CLM.
Breakdown..	Clean up; remove and return equipment.
Thank You Crew..	Host the sign-in table; create and send thank you notes to attendees.
Media Crew...	Report the CLM to local media; document and send all info to i-SAFE.

4. MEET with Mentor Task Groups to continue preparations.
- Groups should give an update on their progress.

5. INVITATIONS —The RSVP Group sends community leaders the invitations from Page F9 of the T-Kit.
- Include the date, time, and location of the CLM!

6. ADVERTISE! Create a poster or flyer. Be creative! Hang your posters throughout the community. Make sure you get permission to hang any posters and write down each location and address. (Examples: Library, police station, restaurants, and hotels)

7. FIVE DAYS before—Contact & RSVP Crew contact invitees to remind them of the CLM.

8. TWO DAYS before—Take care of all last-minute preps:

- Set-Up Crew locates, obtains, and sets up the chairs, podium, and microphone.
- Refreshment Crew confirms drinks and snacks for the refreshment table.

9. YOUR CLM! Good luck! Get there early—set up the sign-in and refreshment tables and test the equipment (TV/VCR, speakers, computer, microphones, etc.) to make sure everything works. Make enough copies of all the materials below for everyone at the meeting.

The Sign-In Table should include the following i-SAFE materials:
- *Sign-In Sheets*   - *Tip Sheets*
- *i-SAFE brochures*   - *CAT Sign*

Community Leaders Meeting Sample Timeline

2-5 min	*Introductions—Who you are, how you learned of i-SAFE, who the community leaders are in attendance.*
2-5 min	*Speaker—A student to describe what i-SAFE has done for your school and community; introduce the guest speaker.*
6-10 min	*Speaker—Have a government official, law enforcement official, or celebrity speak about the importance of being safe online.*
30 min	*i-SAFE presentation—Present the video and PPT presentation. (Make sure you practice!)*
10-15 min	*Questions and Discussion*
5 min	*Sign-up for the Community Action Team, Thanks, and Closing.*

Who Got Game?

Nothing's wrong with a little friendly competition—especially if you can win great prizes while learning something important at the same time. Set up a contest to get the students on your campus excited about 'Net safety. Internet safety does not have to be boring and uncool. By organizing a contest you can have a good time while keeping students safe online. Organizing a contest to go along with an assembly or another event is a great way to gain momentum leading up to the event. Here are some contest ideas to help you get started with the planning of your classroom, student organization, or school-wide contest.

Bring It On!

1. Select a contest.
2. Decide how long you will run the contest.
3. Contact your school principal or teacher.
4. Get support for your event by contacting i-SAFE at mentors@isafe.org.
5. Decide on prizes for the winner.
6. Select a date to announce your contest.
7. Select a date to announce the winner.
8. Promote your contest. Announce it over the PA system, create flyers, and coordinate an i-SAFE information table.
9. Announce the winner over the PA system.
10. Display the winners' creative work for all to see.

Contest Ideas

- **Poster Contest**—*Students create awareness art with Internet safety drawings and slogans. Create a Cyber Art Gallery or Hallway of Inspiration to showcase all of the art.*
- **Slogan Contest**—*Students write Internet safety slogans that would be on a billboard or mall poster. Read the winning slogan during morning announcements.*
- **Video Contest**—*Students write and film Internet safety commercials. Pick the top three and show them at an assembly or school event. Have the audience select the winner by the loudest response.*
- **Songwriting Contest**—*Students write rap, rock, or country songs and perform them for the students.*
- **Website contest**—*Students build websites to inform others about online dangers. Set up a website and provide links to the websites. Provide a place where students can judge the winners.*
- **Poetry Contest**—*Have students write poems about true Internet stories.*
- **PSA Writing Contest**—*Students write Internet safety scripts for Public Service Announcements. Have the winning script produced by the media department at your school.*
- **Net Safety Flyer**—*Students design flyers promoting Internet safety for students and parents. Have the winning flyer produced by the school and hand out copies at local stores in the community.*

Utah Mentor wins the Most Valuble Mentor award for reaching out into the community.

Contact mentors@isafe.org for additional ideas or contest support. Get your school and classmates fired up!

Toolbox!

Student Mentor Activities Menu

Mentors across America are organizing activities to warn others about online dangers. Now is the time for you to get involved! We've provided a variety of ways to help DRiVE the message of cyber safety. Decide what you and the other Mentors in your school would like to do, fill out your contact info in the Mentor Menu below, and mail or fax it to i-SAFE.

We are here to help you organize your activities and recognize your accomplishments. Let's team up to organize Internet safety events and help make your community a safer place. No matter what your talents or interests are, as a Mentor you can get involved in many ways. Once your Mentor Menu has been received and processed by i-SAFE, we will send you your official Student Toolkit.

Use the list below to help you get started. Pick the activities that interest you and then fill out the Mentor Menu so we can provide you materials to get you started.

Mentor Basics

☐ *Form a Mentors Group* and have a Meeting. Discuss things you can do to help spread the word about Internet safety.

☐ Get permission and Reach Out by setting up an *i-SAFE info table* at the mall, school, at the movies, sporting events, etc. Hand out brochures and play the i-SAFE video.

☐ *Create Internet safety flyers.* Hand them out at your school.

☐ *We Want You! Sign up new Mentors.* Everyone needs to know about Internet safety and everyone can get involved!

☐ *Find a guest speaker* to come talk to your class about Internet safety (police officer, sports athlete, etc.).

☐ *Speak Out* Coordinate a roundtable discussion where the opinions of the students can be heard.

Future Business Leaders

☐ *Set up an i-SAFE link* on your school or a city website. Download a banner at www.isafe.org.

☐ Organize *a Cyber Safety Day or Community Leaders Meeting at your school, or a local middle or elementary school.* Find complete details about the Mentor i-Adopt-A-School plan in the Toolkit.

Writers

☐ *Write an Internet safety skit to perform at school.* A sample skit is detailed in the Toolkit.

☐ *Write an i-SAFE radio commercial.* Read it on the school PA System or on your local radio station.

☐ *Write an Internet safety article,* monthly column, or Q&A for the school or community newspaper, or for the *i-SAFE Times.*

☐ *Write letters to the Mayor or your Congressperson* about the need for Internet safety in the community. Send a copy to i-SAFE for recognition.

☐ Organize an *i-SAFE slogan contest.* Keep it short and simple! Have others vote on the best slogans.

Speakers

☐ Teach parents. *Organize an "i-PARENT Program."* All the details are provided in the Toolkit.

☐ *Plan a school assembly "i-SAFE Assembly Experience."* Find a cool guest speaker. Play the i-SAFE video that comes with the Toolkit.

Directors

☐ *Write, direct, and shoot an i-SAFE short film or commercial.* Air it on a local TV or radio station.

Graphic Artists

☐ *Design an Internet safety website.* Let i-SAFE know the url so we can link up and increase traffic to your site!

☐ Create an *Internet safety PowerPoint® presentation* to show to another class.

Musicians

☐ Write and record an *i-SAFE song or rap*. Play the song at school. Send a copy to i-SAFE.

Other Creative People

☐ *Create an Internet safety game.* Play the game with another class—be sure to tell i-SAFE about your game!

Artists

☐ *Draw an Internet safety cartoon.* Publish it in the school paper, and send a copy to i-SAFE.

☐ *Internet Safety Poster Contest.* Get your friends to make Internet safety posters. Have your school vote on the best!

Don't want to mail or fax the Mentor Menu to i-SAFE? No problem. E-mail mentors@isafe.org with the info below. An i-SAFE Advisor will contact you to help get you started.

1. Your full name
2. Your phone number
3. Your birthday
4. Your city, state, and zip code
5. Your school name and phone number
6. Which activity you want to do

Fill out the Mentor Menu on the next page and return that sheet to i-SAFE by mail or fax to get started.

Mentor Menu

Mentors across America are organizing activities to help educate others about Internet safety. Don't miss out. It's time to get involved! Below is a list of the activities and events you can do to help spread the important message of Internet safety. Talk to the other Mentors in your school to decide what you're going to create. Circle your choice, fill out your contact information, and return this Menu to i-SAFE by mail, fax, or e-mail to mentors@isafe.org.

This Mentor Menu must be completely filled out and returned to i-SAFE before beginning each of your Outreach Events. Once this form has been processed by i-SAFE, you will receive free Internet safety materials for the event you choose to do. Remember to send your completed Menu to i-SAFE **at least three weeks before your event**.

One Event or Activity per Menu. Make extra copies as necessary for other activities.

Outreach Events and Activities: Circle the event or activity you plan to accomplish. If you have any questions about any of the activities below, please contact i-SAFE at mentors@isafe.org.

• *Poster/Flyer Creation*	• *Hype it Up* (Media Alert)	• *Website Creation*
• *Make Noise* (PSAs)	• *Pledge Wall* (Slogans)	• *i-SAFE Video Broadcast*
• *Reach Out* (Information Table)	• *Cyber Safety Week*	• *School PA Announcement*
• *Showtime* (Skit)	• *i-SAFE Assembly Experience*	• *Adopt-A-School*
• *Speak Out* (Discussion)	• *i-PARENT Program*	• *Surveys*
• *Download This* (Classroom Presentation)	• *Community Leaders Meeting*	• *Hand-out i-SAFE Brochures/Tips*
• *We Want You!* (Mentor Recruitment)	• *Who Got Game* (Contests)	• *Newsletter Article*

student 44 toolkit

Outreach Event/Activity Information: Use blue or black ink. Please write clearly!

Your Name:		Your E-mail Address:	
Your Birthday: day/month/year		Your Phone Number:	
Signature:		Planned Date of Your Activity:	
Site of Activity: (gym, library, etc.)		Address (where you'd like your materials delivered):	
City:		State and Zip Code:	
Your School Name:			
Your School's Phone Number:		Your Teacher's Name:	
Your Parent's Printed Name and Signature:			

Office Use Only Date of Materials		Order Number:	

What Do You Drive?

- *You plan and create your own activities and events.*
- *You meet and work with local professionals, elected officials, TV personalities, and other kewl people.*
- *You get to teach community leaders, parents, or other students about the rules of the road.*
- *You can receive national recognition and awards.*
- *You can get credit for community service hours.*
- *You can participate in national contests.*
- *You can make a difference.*

Whatever your talents are, there's a role for you as an i-SAFE Mentor.
- *Are you a leader?*
- *Do you draw?*
- *Are you a writer or an actor?*
- *Are you a great speaker?*
- *Do you know a ton of people?*
- *Are you an athlete, an honor student, or even simply a computer whiz?*
- *Do you have unique ideas?*
- *Do you use the Internet?*
- *Do you want to make a difference?*

If you answered "Yes" to any of these questions, *you* will be a great Student Mentor!!

If you would like to find out more about how you can join the i-SAFE Student Mentoring Program, please visit www.isafe.org.

1) How much time do you spend on the Internet each week?

☐ Less than 2 hours
☐ 2-3 hours
☐ 4-12 hours
☐ 12+ hours

2) Do you visit chat rooms?

☐ Yes
☐ No

3) Have you ever spoken to someone online in a chat room that you did not know personally in the real world?

☐ Yes
☐ No

4) Do you have an information profile of yourself online?

☐ Yes
☐ No

5) Have you ever been asked for your A/S/L (age/sex/location)?

☐ Yes
☐ No

6) When chatting online, do you use IM (Instant Messaging)?

☐ Yes
☐ No

7) How many people are on your buddy list?

☐ 0-10
☐ 10-20
☐ 21-50
☐ 50 or more

8) Where do you keep your computer?

☐ Living Room/ Family Room
☐ Your Bedroom
☐ Parents' Bedroom
☐ Parents' Office

9) Do you think it's safe to chat online with people you don't know?

☐ Yes
☐ No

10) Have you ever given out personal information while chatting online (Example: name, age, location, school, etc.)?

☐ Yes
☐ No

Intellectual Property Tips

The Facts!

- *An estimated 2.5 billion dollars lost by the movie industry and 4.1 billion lost by the music industry due to Internet piracy.*

- *Over 50% of the students polled by i-SAFE America have copied/downloaded music from the Internet.*

- *The Business Software Alliance estimates over 840,000 Internet sites sell illegal software.*

- *The Recording Industry Association of America, as reported by Billboard Bulletin, is blaming illegal file-sharing for the 15.8% drop in mid-year 2003 music shipments.*

- *Legally, recording labels can demand $150,000 per song for copyright infringement.*

- *A recent investigation indicates that more than 60% of software sold through Internet auction sites is counterfeit, and more than 90% is sold in violation of the publisher's license agreement.*

Consider This!

Bridgeport, Conn.—A federal judge has fined a Connecticut woman $6,000 for allegedly downloading copyright-protected music from the Internet.

May 5, 2004—In Lafayette, South Carolina, a grandmother is sued by RIAA for $3,500. Her grandson Devon had used her computer to illegally download 520 songs. Barbara received notice a month prior from AOL that her account was being suspended because she had illegally downloaded and shared copyrighted material with people on the Internet. When she found out, she told Devon to stop the downloading activity immediately.
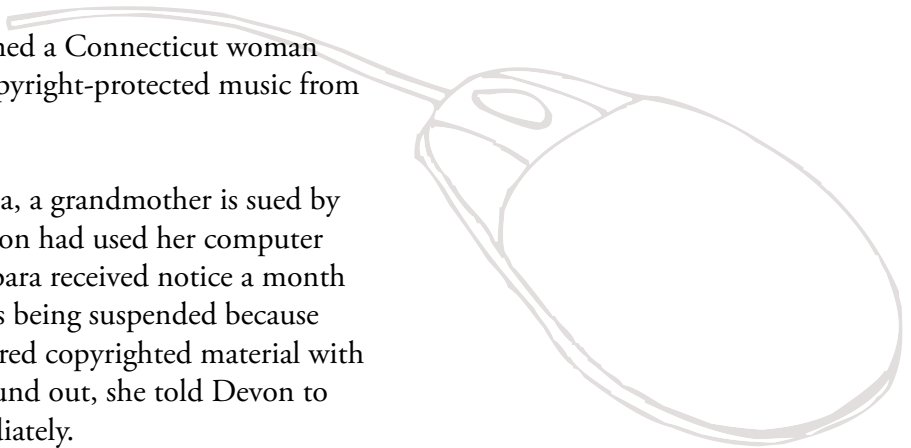
The Rules of the Road

- *US Copyright Law (Title 17 U.S.C. Section 101 et seq., Title 18 U.S.C. Section 2319) protects copyright owners from the unauthorized reproduction, adaption, or distribution of sound and video recordings, as well as certain digital performances to the public. Basically, it is illegal to steal the creative work of others and claim it as your own.*

- *Downloading music and movies without paying on unsanctioned sites is illegal and can result in criminal penalties*

- *There is a good possibility of downloading a virus when using peer-to-peer sites for downloading intellectual property such as music, videos, and photos.*

- *Don't fall for a well-designed site. Often, illegal businesses have slick sites that can fool even the experienced online user.*

- *Get full company addresses and phone numbers up front.*

- *Avoid sites that are unwilling to give full details on services and policies.*

Online Personal Safety Tips

The Facts!

- One in five children who use computer chatrooms have been approached over the Internet by pedophiles.

- A study by the NOP Research Group found that of the four million children aged 7 to 17 who surf the net, 29% percent would freely give out their home address and 14% would freely give out their e-mail address if asked.

- There are 250,000 to 500,000 pedophiles in the United States, according to the U.S Department of Justice (which equates to one pedophile in every 100-200 Internet users).

- 2 million new Internet users per month. Do you know with whom you are chatting?

Consider This!

Thirteen-year-old Kacie Woody liked to play soccer, sing, and chat online. On December 3, 2002, she vanished from her home in Holland, Arkansas. Police found her body, along with that of her abductor, 19 hours later in a storage facility. She had been murdered by 47-year-old David Fuller of La Mesa, California, who then committed suicide. Kacie's friends told police that she had had an ongoing online relationship with some boy named David whom she believed was another teenager. Signs of a struggle at her home indicated that she was unaware that he was coming to see her and unwilling to go anywhere with him.

Online Social Networks

MySpace, Xanga, Facebook, TagWorld—which site are you on? And on which sites are online predators? The answer may be all of them, at least for predators. Think about it: A profile is free, and anyone can lie about his or her age, or post a fake picture. Who are you really talking to?

- Connecticut: In a span of a few weeks, nine girls reported sexual abuse from adults they met on MySpace.
- Texas: A 15-year-old was lured from home and assaulted by an adult met on MySpace.
- California: A 12-year-old was sexually assaulted by an adult met on MySpace.

The Rules of the Road

- Don't give out identifying information on the Internet. These are things like your full name, address, age, school, and phone number.

- Review your screen name and see if it reveals too much information about you.

- Check your profile. You may be displaying information about yourself that predators can use.

- Screen your buddy list. Do you really know who's on there?

- Tell a trusted adult or police officer if you or a friend gets into a dangerous situation!

- Be aware of strangers asking too many personal questions and trying to become friends quickly.

Remember the 4 R's

RECOGNIZE techniques used by online predators to deceive their victims.

REFUSE requests for personal information.

RESPOND assertively if you are ever in an uncomfortable situation while online. Exit the program, log off or turn off the computer, and notify your Internet Service Provider or local law enforcement.

REPORT, to law enforcement authorities, any suspicious or dangerous contact that makes you uncomfortable.

PARENTS

You are invited to attend an **i-PARENT Program** to learn how parents around the country are making their homes and communities Internet safe through the **i-PARENT Campaign.**

You Look Out For Them in the Real World...

Do You Know What They're Doing Online?

According an ongoing i-SAFE poll:

- *Just under half of all 7th Graders visit Internet chat rooms.*
- *Nearly 70% of 8th Graders admitted to having "flamed" someone (sent a hurtful or angry online message).*
- *Over 30% of high school seniors have posted their photo on the web and up to 20% have met someone face to face they came to know online.*

Learn how to:

- *Protect your family from on-line risks.*
- *Avoid being victimized by Internet predators.*
- *Be part of a nation-wide Internet safety education campaign.*

1 in **5** children under the age of 17 has received unwanted solicitation only

(*National Center for Missing and Exploited Children)

Location:

Date:

Time:

iSAFE ™

The Leader in Internet Safety Education

i-SAFE America cordially invites you to attend a

Community Leaders - Call to Action Meeting
Internet Safety for (AREA)'s Youth

- *48 million children between the ages of 5 to 17 now use computers.*

  (National Telecommunications and Information Administration)

- *Online Child Pornography/child sexual exploitation is the most significant cyber crime problem confronting the FBI that involves crimes against children.*

  (FBI, "Online Pornography: Innocent Images National Initiative" Crimes Against Children. 2002)

- *Children under the age of 18 spend 6 billion hours online annually.*

  (Datamonitor, 2002)

Learn how this affects your community and what you can do to prevent this escalating crime wave

At this Community Leaders Call to Action Meeting, you will hear about the current Internet safety landscape and how education and the raising of community awareness is key in protecting children and families from victimization resulting from online behavior.

It is imperative that you attend this vital meeting.

SITE
ADDRESS, CITY, STATE ZIP
AREA-PHONE

Day, Month Date, Year
Start to End

For more information or to RSVP, contact Kent Gates at (760) 603-7911 ext. 30 or kgates@isafe.org

i-SAFE America is a Congressionally funded non-profit Internet safety education foundation. Founded in 1998, i-SAFE America provides students with the critical-thinking and decision-making skills they need to recognize and avoid dangerous, destructive, or unlawful online behavior and to respond appropriately.

Media Alert for (date)

STUDENTS FROM [YOUR SCHOOL] PARTNER WITH i-SAFE AMERICA TO RAISE AWARENESS ABOUT INTERNET SAFETY IN [YOUR CITY/STATE]

WHO: **Students from (Your school) and i-SAFE America - a non-profit, government funded, Internet safety foundation that teaches children how to surf the web safely.**

WHAT: **Include details of Youth Empowerment activity. (e.g. photo opportunities, interviews, etc.)**

WHERE: **Location**
Address
City, State, Zip Code

WHEN: **Date**
Time

WHY: **Next year in the United States, more than 77 million children ages 5 – 17 will be online. Recent studies show that 1 in 5 children under 17 have been propositioned for sex online and 1 in 33 have received an aggressive solicitation to meet their "cyber friend" somewhere in person. America's children need to be protected from Internet dangers by learning the skills to act responsibly and having the tools to be a better cyber citizen. Children who are online without Internet safety training are at high risk of becoming victims of Internet-related crimes. All this, along with Internet basics, protection of intellectual property rights, piracy issues, hackers, and identity theft, is covered in the i-SAFE America workshops. For information on i-SAFE America please visit the i-SAFE website at** www.isafe.org**.**

<u>**PRESS CONTACTS:**</u>
Contact Information (include Your Name, Phone Number, Email)

###

Event Sign-in Sheet

Internet Safety Activity:_____

Date:_____

City, State:_____

Name:_____ Age:_____
E-mail Address:_____ Phone Number:_____

Name:_____ Age:_____
E-mail Address:_____ Phone Number:_____

Name:_____ Age:_____
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Name:_____ Age:_____
E-mail Address:_____ Phone Number:_____

student toolkit

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Here are the terms you need to understand as you use the ToolKit on your way to fun and success as an i-SAFE Student Mentor.

4 R'S:

An easy way to take control of your online experiences. The 4 R's are:

Recognize techniques predators use to deceive you.

Refuse requests for personal information.

Respond assertively in uncomfortable or compromising online situations.

Report suspicious or dangerous contact on the Internet.

CAP (COMMUNITY ACTION PLAN):

An outline to extend Internet safety awareness throughout the community. A CAP is used by a Community Action Team (CAT) to extend Internet safety awareness.

COMMUNITY LEADERS:

People who have the resources and ability to bring different parts of your community together to help you and other Mentors spread Internet safety awareness. (Examples: Mayor, Police/Fire Chief, Governor, School Superintendent, Business owners).

CLM (COMMUNITY LEADERS MEETING):

This is a meeting where Internet safety information is provided to community leaders. A CAT is usually formed from a CLM.

CYBER GROOMING:

The process that online predators use to trick their victims by building false trust and relationships.

DRiVE:

This is used to describe the campaign for mentors. Drive the message of safety on the information superhighway. The drive campaign is your key to success.

i-ADOPT-A-SCHOOL:

A program designed for Mentors to adopt and teach other students in a neighboring school. This gives Mentors the opportunity to teach other students what they have learned about the i-SAFE program.

IDENTIFYING INFORMATION:

Personal info that can be used by people to distinguish you from another person and possibly find you in real life or steal your identity. (Examples: your name, age, phone number, address, school, friends' names, and family names).

IDENTITY THEFT:

When someone uses your personal info (Examples: Social Security number, credit card number) to steal your identity for illegal purposes. This is the fastest-growing crime in the U.S.

IP (IMPLEMENTATION PLAN):

Known in the *Toolkit* as "Mentor Menu," you need to fill this out completely and send it to i-SAFE before you begin your events & activities. Find a Menu on page 44 of the *Toolkit*.

INTELLECTUAL PROPERTY:

Refers to materials protected by copyright laws. These materials include songs, movies, and books.

INTERNET SAFETY:

The concept of being educated and empowered to take control of your online experiences. This also involves recognizing and making smart and responsible decisions in potentially dangerous situations.

MEDIA ALERT:

This is how you inform the media of your event. Fill out the information required and send it off. The more media at your event, the more you spread the message of internet safety.

MENTOR "LINK":

This is an adult (usually a teacher) in your school who helps you organize events & activities. A "Link" is a member of your local CAT and relays your ideas to other CAT members.

MENTORS CLUB:

This is an area on the i-SAFE website, www.isafe.org, that helps you with activity ideas. You can also chat with other Mentors across the United States.

OUTREACH:

This means extending valuable Internet safety info from beyond the classroom and into the school and community.

PPT (POWERPOINT®):

This is presentation software that allows slides to be shown with information. A PPT, along with a computer and a projector, are used to display i-SAFE presentations.

PSA (PUBLIC SERVICE ANNOUNCEMENT):

A PSA is a type of advertisement or announcement that educates people on specific issues, such as the need to be safe online.

THM (Town Hall Meeting:

A THM is a meeting where concerns and information about the Internet is discussed in a "roundtable" forum. Political figures and Internet specialists can serve as a panel for your THM.

Write It Down

Jot down any notes, ideas, or plans on this page. You are helping your community become a safer place as an i-SAFE Student Mentor. Good luck and have fun!

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