

**clever  
never  
goes** 

**THE NEW RULE FOR  
KEEPING KIDS SAFE**

**home  
pack**



Whether you're a parent, carer, friend or guardian angel, this pack is an easy guide to teaching **Clever Never Goes** to the children in your life.

**Clever Never Goes** has been developed to replace the out-dated 'stranger danger' approach. Teaching children simply to avoid strangers doesn't work. Most strangers will help rather than harm children. Conversely, it is often people known to children that pose the greatest threat.

Clever Never Goes moves the focus away from strangers and instead teaches children to recognise when someone (anyone) is asking them to go with them. It's easy for them to remember, and for you to teach!

## 3 clever, easy steps

1. Don't tell your kids to fear strangers, instead talk to them about who they are allowed to go with: Mum, Dad, Grandma, the childminder, best friend's parents, etc. Settle on a short list of 'safe' people. Kids usually love this bit and always come up with some funny suggestions.
2. Tell your kids how clever they are and that you want them to use their cleverness when they're outside so they can stay safe.
3. Tell them there's one easy rule to remember: **CLEVER NEVER GOES**.



**CLEVER NEVER GOES MEANS NEVER GO  
ANYWHERE WITH ANYONE UNLESS IT WAS  
PLANNED BEFOREHAND.**



Make sure they understand by asking them to explain the **CLEVER NEVER GOES** rule to you.

**REPEAT, REPEAT, REPEAT.** Kids learn through repetition so this conversation shouldn't be a one-off. Remind them of the rule when you drop them off at school and clubs, when you go out shopping together, or when they go outside to play.

**Please print this out and pass onto friends, relatives or other parents you know.**

We are looking for **donations to develop teaching resources and create a national awareness** campaign. If you would like to donate to help us **keep children safe**, please visit [www.clevernevergoes.org](http://www.clevernevergoes.org), or **Text CLEV22 £3 to 70070 to donate £3**

What and how to teach your children if they are asked to go with someone.

We've created a character, **CLEVER** the robot, to help with this bit. **CLEVER** has built-in features that help him know whether he is in a safe or unsafe situation. Use the picture of **CLEVER** on the next page to look at **CLEVER** together and talk to your child about what safe and unsafe situations feel like and what to do if someone asks them to go with them when it hasn't been arranged beforehand.

## MEET CLEVER

### Recognising when they're unsafe

### What to do

'CLEVER' has **sensors** in his head that recognise when someone is asking him to go with them.

They alert him if the person is someone he's never met before or even if it's someone he knows but who he isn't expecting to collect him.

**Heart** beats faster when he feels unsafe.

'CLEVER' also has a really cool '**Go-Spotter**' that helps him.

**The green part is Safe** - this is when 'CLEVER' feels safe, either by himself or with his family or friends.

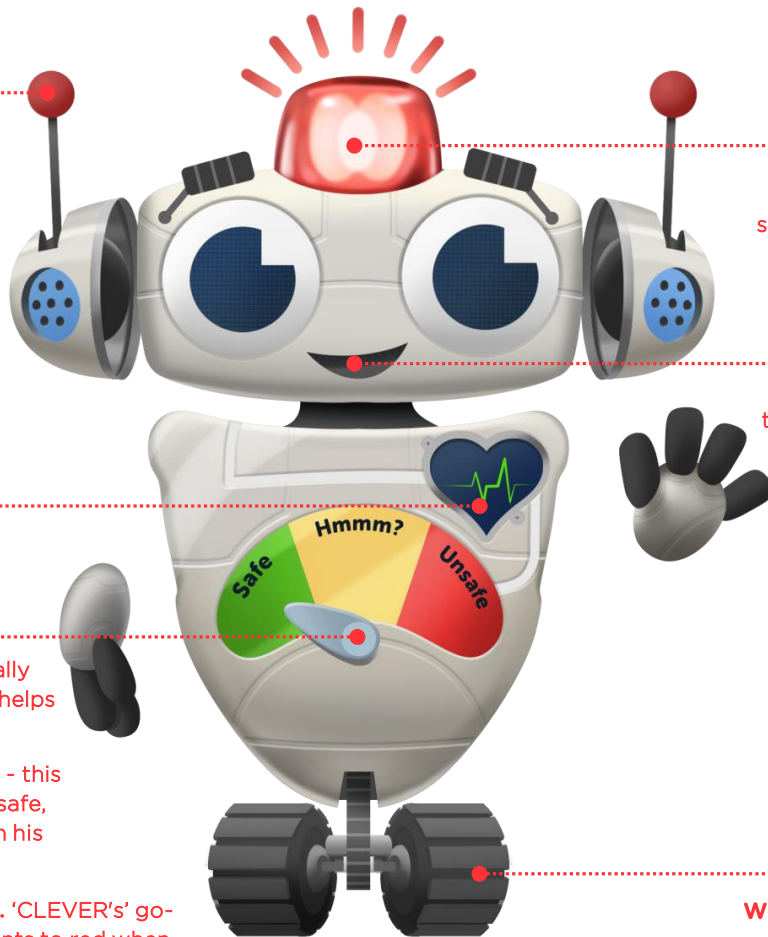
**The red part is Unsafe.** 'CLEVER's' go-spotter immediately points to red when anyone asks him to go with them.

**The yellow part is Hmm.** This is for when 'CLEVER' is unsure about something. It tells him to be alert in case anyone asks him to go with them.

**Alarm** goes off really loud. Children should shout and make a noise.

**Mouth** lets him tell a trusted adult about an incident.

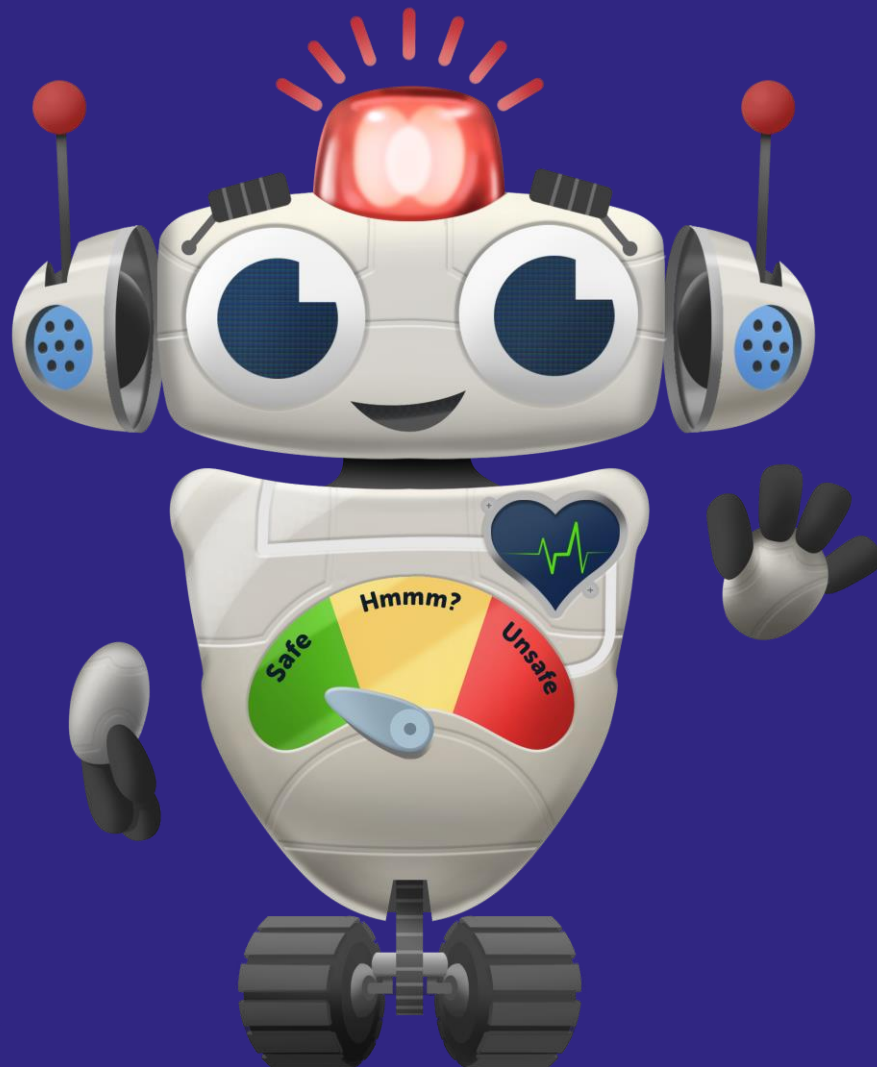
**Wheels** let him run away fast if he feels unsafe.



If someone asks **CLEVER** to go with them or makes him feel unsafe, he knows this isn't right and it's time for action. He knows to shout, run away, and tell another adult.

# PLAY TIME

These next four pages are activities that you can print off and do with your child.



1. Which parts of CLEVER's body tell him when he's not safe?
2. What does CLEVER do when he's not feeling safe?

(Refer to previous page for answers)



# 1. TONGUE TWISTER

Can you repeat CLEVER'S tongue twister 5 times fast?

**WHEREVER CLEVER GOES  
CLEVER ALWAYS KNOWS  
CLEVER NEVER GOES**

Why not make up your own tongue twister, ending with the rule.

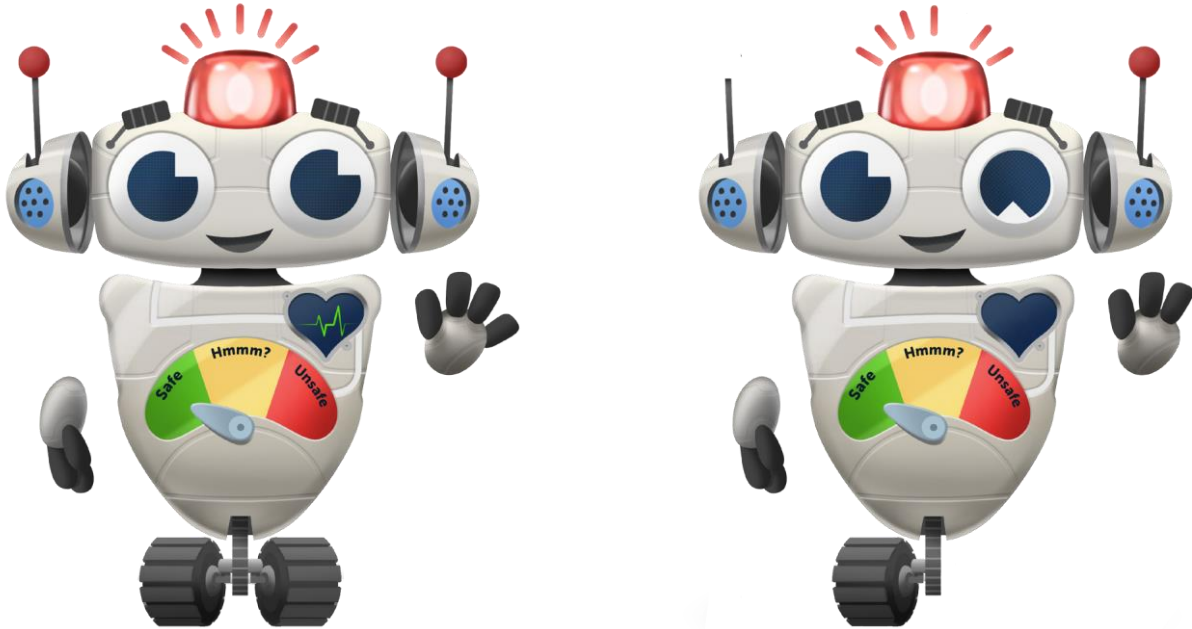
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**CLEVER NEVER GOES.**

## 2. SPOT THE 6 DIFFERENCES



## 3. WORD SEARCH

Circle the words or phrases in this grid.

CLEVER  
NEVER  
GOES  
RUN AWAY  
SHOUT  
GO SPOTTER  
TELL AN ADULT

F	V	T	T	R	F	Q	O	T	T	A	B	Q
G	O	E	S	Y	S	H	O	U	T	S	F	E
L	Z	L	P	F	S	A	O	R	L	P	E	B
T	E	L	L	A	N	A	D	U	L	T	F	Q
X	T	A	U	A	R	X	C	V	V	L	V	N
F	O	N	U	Q	E	M	U	Z	V	Z	L	E
F	G	O	S	P	O	T	T	E	R	L	Q	V
U	E	D	W	W	E	D	E	U	P	V	Y	E
E	Z	U	R	A	L	E	A	V	A	U	E	R
U	C	L	E	V	E	R	R	A	E	F	Y	R
C	R	T	T	S	E	D	P	V	A	R	T	R
E	A	R	E	Y	F	R	U	N	A	W	A	Y



## 4. DRAW A ROBOT

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Draw your own version of CLEVER the robot. What cool features would your robot have that would show it's feeling safe or unsafe? How would it run away shout, make a noise or tell someone?

Why not share your child's picture on social media?  
(@clevernevergoes)

## 5. PRACTICE, PRACTICE, PRACTICE!!



Make sure you take a look at our four Go Spotting cartoon strips online ([www.clevernevergoes.org/parents](http://www.clevernevergoes.org/parents)). Can your child spot when someone is asking them to go with them? Keep repeating the Clever Never Goes rule.

### Get your school involved!!

Tell your child's school about Clever Never Goes (if they don't already know!)

Schools can register to receive a free CNG Schools Pack which will enable them to deliver two CNG lessons to you child. Just ask your school to go to [www.clevernevergoes.org/schools](http://www.clevernevergoes.org/schools) for details.

### We hope you've enjoyed using this Home Pack.

We're urgently trying to raise funds to launch a national campaign. Even a small amount can help us to reach our target. You can donate by texting **CLEV22 £3 to 70070 to donate £3** or visit our website to donate online.