

Clever Never Goes

Impact: 2020

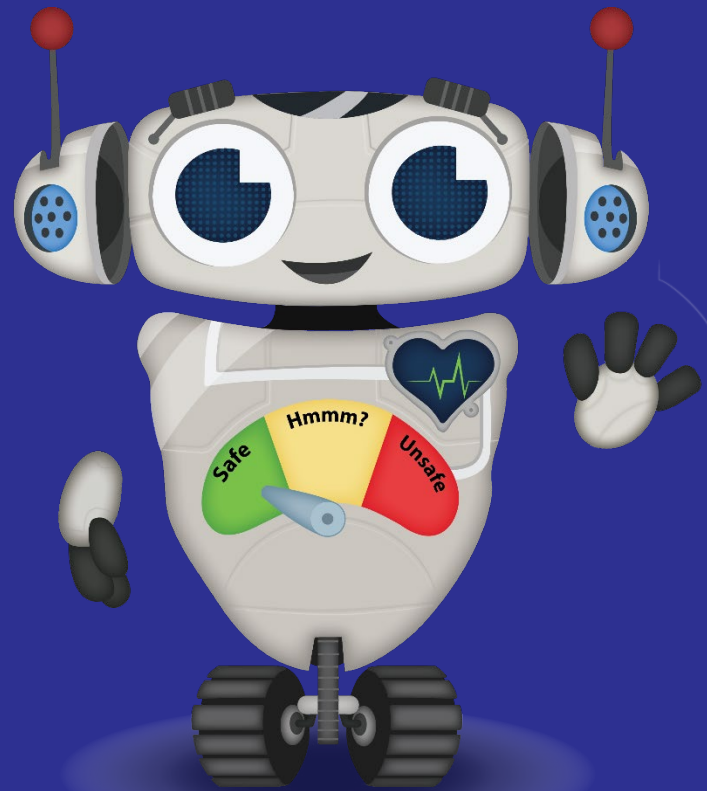


OUT WITH STRANGER DANGER IN WITH
CLEVER NEVER GOES



Clever Never Goes Impact: 2020

We created Clever Never Goes to give parents and teachers an effective alternative to 'stranger danger'. Rather than fearing the worst in everyone they don't know, Clever Never Goes helps children to recognise specific situations that are unsafe and gives them the tools to respond. It's designed to be positive, practical, playful and – above all else – to keep things in perspective.



For 50 years we've been warning children about 'stranger danger'. Yet most strangers won't harm children, and many people that do pose a risk to children are not strangers. Today's children live in an increasingly shielded world. They spend less time playing outdoors and moving about independently (for example walking to school) and more time online fuelling a rise in childhood obesity and mental health problems.

Our long-term goals are:

To give children the skills and aptitude to engage safely with the outside and online worlds, and parents the confidence to let them.



To make Clever Never Goes the widely recognised, 'go-to' replacement for 'stranger danger' in the UK (and beyond).



Our aims for 2020 were:



To reach over 1,000 schools with our Clever Never Goes teaching materials

By the end of 2020 **1,197** schools had registered on the Clever Never Goes website. As a result we estimate to have reached over **200,000** children with the Clever Never Goes message.



To forge a Clever Never Goes partnership with the Metropolitan Police Service (London)

After a comprehensive trial in **37** London primary schools a partnership with the Metropolitan Police Service was signed in June 2020, giving Clever Never Goes teaching resources to all Schools Officers.



To create a new version of Clever Never Goes for older primary age children

The new Clever Never Goes 'Junior' programme has been produced and is being tested prior to launch in Spring 2021



That's not all we've been up to!



We teamed up with Mind + Matter to publish a personalised Clever Never Goes book for children.



We've partnered with Streetwise 365 to include Clever Never Goes in their child safety programme.



We secured funding from Hampshire Police and Crime Commissioner to produce a new Clever Never Goes information leaflet for parents.



Ollie's story

"After school one Friday I was walking home by myself and a lady pulled over to my side of the road. She was wrinkly and around the age of 60. A man was sat next to her. She called out to me and asked me if I wanted a lift home. Straight away I said 'No' because I have been taught that things or people I'm not sure about to say 'No' or not answer because it could lead to DANGER.

At school we've learnt about Clever and I remembered that he NEVER GOES! I ran home to my mum and told her what had happened straight away. She notified the police and my school for everyone else's safety. Remember Clever Never Goes."





Can you help us?

Clever Never Goes is run entirely by volunteers
*no salaries *no office – we urgently need
funding to keep developing resources and
making them freely available for parents and
teachers. Please donate to keep Clever Never
Goes going!

In 2020 the Clever Never Goes programme was
generously supported by players of People's
Postcode Lottery and customers of the
Southern Co-op.

