Our mission is to make San Diego safer through internet safety and awareness education for tweens and teens, educators, adults, and community leaders.

We are empowering today's youth to be safe and thoughtful users of technology.

SafetyNet: Smart Cyber Choices® is a collaborative public safety program of the San Diego Police Foundation (SDPF) and the San Diego Internet Crimes Against Children Task Force (SD-ICAC). The SD-ICAC Task Force is comprised of 18 agencies, including San Diego Police Dept, San Diego Sheriff's Dept, FBI, and the District Attorney's Office. Additional partners include the San Diego Unified School District (SDUSD), Escondido Union School District (EUSD), and the San Diego County Office of Education.

We provide internet safety education through school assemblies as well as in a variety of community/workshop settings to students and adults throughout the United States. The SafetyNet® website www.smartcyberchoices.org makes available internet safety tips and a no-cost educational app offered for Apple and Android devices.

Topics covered include:

- Cyberbullying
- Predators
- Plagiarism
- Privacy
- Sexting
- Gaming
- Computer security
- Identity theft
- Social networking

Program Highlights Since 2010:

- **150,000+ middle school students reached** - through our assembly programs.
- **6,000+ educators and administrators reached** - through our trainings and assembly programs.
- **12,000+ parents reached** - through our parent/community presentations.
- **Formal partnerships with school districts** - including San Diego Unified (2nd largest district in CA).
- **Promotional materials** - given to students/parents following assemblies and posted on school websites.
- **Outreach to at-risk youth** - foster families, military, and underserved communities.
- **SafetyNet® Advisory Council** - provides leadership and helps guide outreach efforts.
- **Cyber Security Youth Education Award** - recipient at San Diego CyberFest.
- **Media Campaign** - *Calling All Parents*, airs on NBC San Diego and Cox cable channels, it is moving into its 5th season.

The Problem

- **34% of kids have been cyber bullied**
- **1 in 5 kids has been sexually solicited online**
- **24% of teens have been involved in some type of sexting**
- **20% of high schoolers have met someone in person they first met on the internet**
- **Identity thieves are targeting children at rates up to 51 times higher than that of adults**

Many of these activities happen at what parents perceive to be the "safety" of home. Schools and parents are having difficulty keeping up with technology and tech savvy kids, and may not have the knowledge or time to instruct them on the safe usage of technology. Today's kids and parents are looking for help. SafetyNet® is filling this critical gap by going where the kids are.
Further Outreach Efforts for At-Risk Groups

SafetyNet has provided special outreach to groups that are at a higher risk of victimization. We partner with groups such as S.A.V.E. (Social Advocates for Youth) and STAR PAL (Sports Training Academy). We also educate foster parents and the professionals working with foster families. Our reach extends to juvenile rehabilitation centers and we provide education to the Marine Corps Depot. SafetyNet has also provided training to the Special Weapons and Tactics Team. SafetyNet has also provided a seat on the SDUSD Prevention Conference.

Strategic Partnerships & Sponsors

Through our proven record of success, we have developed valuable partnerships with local, national, and international organizations. Our partners include the San Diego County Probation Department, the San Diego County Sheriff's Department, the San Diego Fire-Rescue Department, the Marine Corps Base, the U.S. Marine Corps, and the San Diego Police Department. Our partnerships have provided valuable resources and support to our programs, allowing us to reach more students and families in need.

Calling All Cyber Warriors and Virtual Body Guards!

With the explosion of online and social media usage in recent years, demand for SafetyNet outreach and education programs has grown dramatically. Cyber safety education is a high priority for SafetyNet, but we still have a long way to go.

Contact

Kristen Amicone
Director of Education & Technology
O 619.236.2130
C 951.296.4520
kristen@sdpolicechoices.org