

THE I KNOW CAMPAIGN

The “I Know” Campaign helps students remember what to do when something doesn’t feel right. It’s built around three simple steps:

- **I Know How I Feel.** *Emotional awareness and self-protection.*
- **I Know What to Say.** *Setting and enforcing boundaries.*
- **I Know Where to Go.** *Seeking help from trusted adults.*

Students also practice using a Strong Voice—speaking up clearly and confidently to stay safe, set boundaries, or ask for help.

- **Step 1: Show courage!**
Stand with your shoulders back and your hands on your hips.
- **Step 2: Use your voice!**
Speak clearly and loudly using strong phrases like “No!” or “I need help!”

Together, the “I Know” rule and Strong Voice give students the tools to protect themselves and others in everyday situations.



Child Abuse Prevention Standards (Erin's Law)

| Standards | Learning Objectives/Skills |
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| 1: Students will recognize healthy and unhealthy relationships | A. Discern healthy vs. unhealthy relationships by identifying warning signs B. Identify trusted adults & understand the importance of seeking help when needed C. Understand that abuse is never the student's fault |
| 2: Students will recognize and protect personal boundaries | A. Understand that their body is theirs & deserves respect; know that some parts of their body are private B. Recognize manipulative behaviors & set personal boundaries for safety |
| 3: Students will recognize risks and respond safely | A. Identify and respond to unsafe situations B. Practice assertive refusal skills C. Understand human trafficking & seek help D. Recognize coercion & manipulation E. Acknowledge personal safety & responsibility |