



**BUSINESS
and
INDUSTRY**

CHILDREN

**SAFETY
TOWN**
is
**COMMUNITY
INVOLVEMENT**

**UNIFORMED
PERSONNEL**

TEENAGERS

**CITY
and
SCHOOL
OFFICIALS**

PARENTS

**SENIOR
CITIZENS**

CIVIC CLUBS

As of 2015 Bill Cosby is no longer affiliated
with National Safety Town Center



Hi There,

As you may already know, I've stayed very close to kids and their feelings all my life. Cause kids are the greatest; and they are our greatest, most valuable, natural resource.

But there is something I have found really hard to believe. Thousands of kids, won't make it to the 1st grade this year ... they'll be dead. And thousands more will be seriously injured or permanently disabled ... all from accidents ... that could have prevented.

Now, we'd rather not think about things like this ... but that's what's wrong. That's why these accidents happen. We don't think about things, like kids do. For instance ... have you ever thought about how complicated this world is when you're only four years old? There're so many rules to learn ... discoveries to make ... and problems to solve. Nearly everything is brand new to them ... and they're curious. They want to explore. How can they know what's safe and what's unsafe? There is no magic button we can push to give kids safety information the very second before they need it.

Kids must be trained to be safety minded ... and that's why SAFETY TOWN is such a fantastic program! It provides proper instruction and specific training that are extremely effective in reducing and preventing accidents of all kinds.

SAFETY TOWN not only teaches our kids about safety ... but it gets us parents involved with our children, so we can learn too. And it gets many other people involved, as you will discover by reading this booklet.

Bill Cosby
Honorary Chairman
National Safety Town Center



SAFETY TOWN was fun! I met lots of friends and learned lots of safety rules.

CHILDREN

learn a great deal more than safety education. They also . . .

- become accustomed to separation from parents
- meet, play, share and participate with children in small and large groups
- develop creative thinking which stimulates learning capabilities
- are introduced to and learn about art, poetry, music, literature, etc.
- learn process of identification and importance of following instructions
- develop confidence, self-reliance, decision making abilities and the responsibility of caring for themselves and others
- become aware of surroundings through general exposure

These are a few benefits SAFETY TOWN offers children which helps tremendously in developing and preparing them, both physically and mentally, for their days ahead.

UNIFORM PERSONNEL

welcome the opportunity of being presented in a positive manner. They feel . . .

- . . . meeting and talking with children personally is so much more effective
- . . . becoming acquainted during these early important formative years is very necessary
- . . . explaining their duties helps children eliminate any fears they might have
- . . . learning importance and necessity of basic respect for law and order
 - . . . developing a positive safety attitude and safety habits is of prime concern

“Whether they are a police officer, fire fighter, doctor, nurse, safety patrol guard, etc., people in uniform agree that being “involved” in this manner is an excellent experience for us and the children”



“Through the years, we have witnessed that SAFETY TOWN children are more at ease talking and cooperating with us when our services are needed.”



"It was really neat to build a house and take my friends to SAFETY TOWN to see it."



"I am more aware and better informed today, as a parent & driver, because of being an Instructor."

CITY AND SCHOOL OFFICIALS

strongly encourage the efforts of their community in organizing a SAFETY TOWN. They are . . .

- . . . supportive because they recognize the necessity and importance of preschool safety education
- . . . appreciative of being "involved" and enjoying the remarkable public relation benefits
- . . . most willing to offer services, such as printing, use of facilities, distribution of information to parents, etc.
- . . . pleased with the exposure, opportunity and experience SAFETY TOWN offers teenagers.

TEENAGERS

are a very important part of SAFETY TOWN. They . . .

- . . . help children learn on an individual basis
- . . . review instruction in small groups
- . . . assist personnel in numerous ways
- . . . provide lots of Tender Loving Care

These outstanding young people volunteer their services and time because they care. By participating as Instructors they . . .

- . . . assume numerous responsibilities in a meaningful and enriching experience
- . . . further their knowledge and awareness about children and safety.

Because of their "involvement" many become teachers, social workers, etc .

Teenagers that are not Instructors, are "involved" in building and designing of the houses.



"An excellent opportunity to meet parents on an individual, informal basis."



"Participation at Opening and Graduation Day ceremonies is an enjoyable pleasure."



"We enjoy being 'involved' with our child . . . plus learning teaching methods first hand allows us to continue instruction in the same manner at home"



"I never realized how easily I could help my child. . . and others. These sessions are very informative."

SENIOR CITIZENS

- enjoy being "involved". They . . .
- . . . assist with classroom activities
 - . . . design, build and paint houses and signs
 - . . . bake treats for their grandchildren during actual classes

What a tremendous way to utilize these delightful people who not only add enthusiasm and humor . . . but think of all that experience and knowledge you are acquiring . . . free of charge!

Many senior citizens are so delighted to be included in the "parent/child" and "parent" sessions that they look forward to attending as anxiously as their grandchildren.

PARENTS

being properly informed as to "how" and "why" of daily instruction and activities is a **MUST!** For this reason, they are encouraged to be "involved" by attending Orientation and Graduation days . . . and the daily 15-minute "parent/child" session.

- Many communities offer 1½ hour "Parent" sessions which provide information in . . .
- . . . first aid training . . . CPR
 - . . . purchasing of child restraints
 - . . . bicycle safety . . . alarm systems
 - . . . latest safety education and legislative material

These "parent" sessions are held in a classroom, simultaneously with SAFETY TOWN hours.

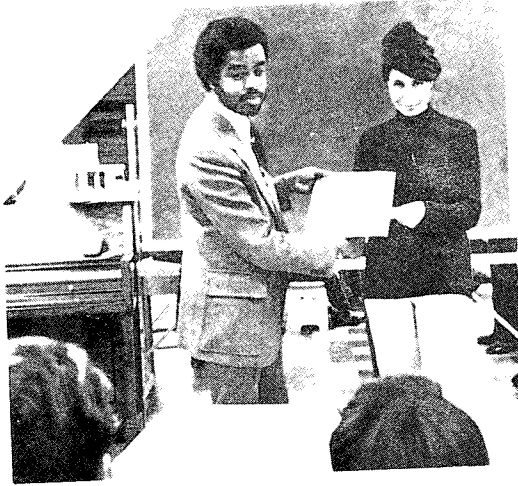
Both sessions "parent/child" and "parent" were requested by the parents so they could be "involved". Both sessions have been extremely well received throughout the country.



"I am so proud to be "involved" with my grandchild. It's important that I know "what's happenin'" in her world."



"Feeling needed and still being productive is a GREAT feeling."



"SAFETY TOWN is . . . COMMUNITY INVOLVEMENT, a great program for organizations to become 'involved' with."

CIVIC CLUBS

that are "involved" with SAFETY TOWN have witnessed and enjoyed . . .

- . . . an increase in membership
- . . . outstanding publicity
- . . . active, enthusiastic members.

Numerous organizations have received local, state and national awards, grants and recognition.

Some organizations have won their Governor's award for the best safety project of the year.

BUSINESS AND INDUSTRY

are most willing to be "involved". Some . . .

- . . . offer services such as paint, printing, etc.
- . . . give general financial assistance
- . . . sponsor a SAFETY TOWN house, with identification. (In some communities, response to sponsoring a house was so great, that sides of each house were sold . . . each side with identification.)

In return, for their support and "involvement", fantastic publicity is received and enjoyed.



"SAFETY TOWN gives us greater and longer exposure than a 'one time ad' in a program. The houses are exposed for several months and seen daily by our customers."

Hi folks,

Now that you have read about the numerous benefits and understand what this great program is all about, I'm sure you can understand why I became "involved" ... and why thousands of concerned people also became "involved".

During my activities with SAFETY TOWN, I am "CLANCY" ... but in real life I am a police officer and have been since 1968.

That is why I developed "CLANCY" and his safety related magic tricks ... which entertain children (and parents) while they learn the importance to ... "THINK SAFETY"!

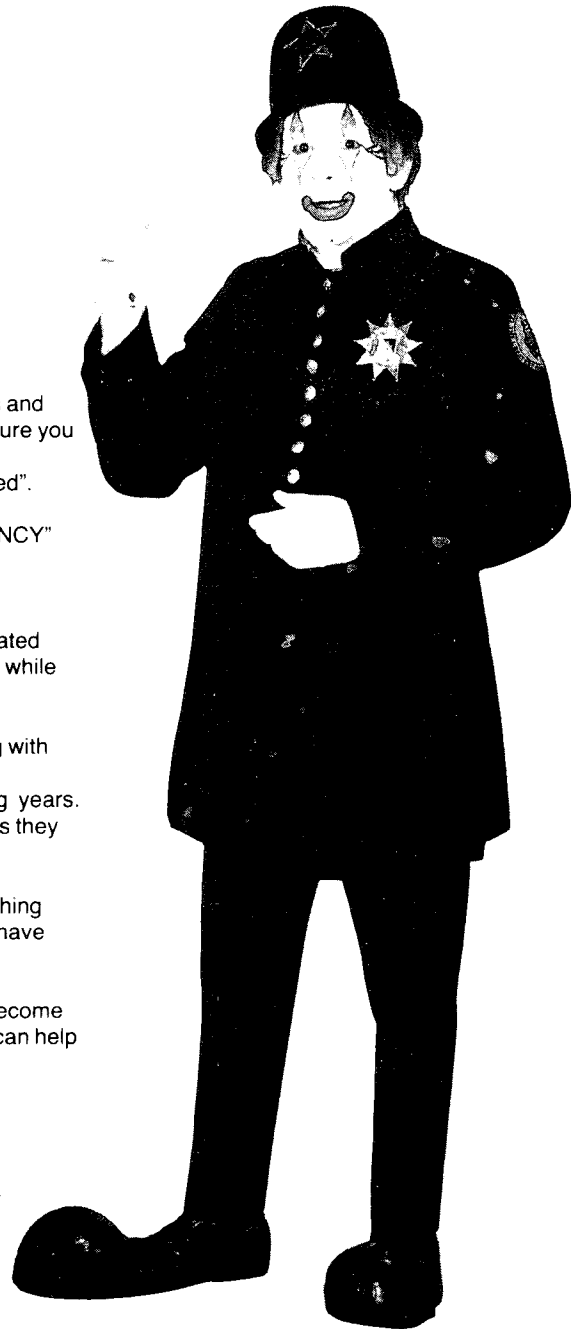
Throughout my years of being an officer, and working with children of all ages, I discovered how little they really knew about safety ... especially during their young years. Also, I was amazed at the many fears and bad images they had of police officers.

I firmly believe in the SAFETY TOWN method of teaching safety in an entertaining, educational manner ... and have witnessed the successful results it produces.

It is my sincere hope that you will join our team and become "involved" in our movement. Working together ... we can help our children develop a positive safety attitude.

Your friend,

Clancy



NATIONAL SAFETY TOWN CENTER ...

- * is a non-profit, tax-exempt, public supported organization that promotes ... safety for kids.
- * the first organization, established in 1964, solely dedicated to promoting preschool early childhood safety education.
- * is SAFETY TOWN'S the parent organization ... which ...
 - * serves as a resource and coordinating agency to local communities in establishing and conducting a program.
 - * is largely responsible during the past 52 years, for enlightening the media, organizations, corporations and government officials to the importance of ... safety for kids.
 - * has a network of concerned volunteers who continually spread the word of the importance of the program and organization.
 - * answers your specific questions everyday throughout the year.

INT'L CHILD SAFETY CENTER

