All parents want the very best for their children and you would naturally want to protect them from any dangers.

**IT’S JUST NOT OK!** is a book that has been designed to encourage safe and child friendly discussion on a difficult subject, child abuse. The book can be found on the web page: **www.keepkidssafe.website**. By going to the website, you will find free activities that can be used alongside the book and will further enable you to have a safe and open conversation with your child. These conversations are not one off occasions but are ongoing.

Openly talking about child abuse can unveil the secretive nature of the subject. It can equip children with the language they may need and knowledge of where to go for assistance, should they or someone they know, find themselves in a similar situation.

Knowledge is power. If the unthinkable was to happen, this book **“IT’S JUST NOT OK!”** and the website activities can be a useful tool in opening up safe discussions. The website is free to visit, so why not take a look. Ideally this can be used as a pre-emptive tool, before it ever gets to that situation, empower your child to keep themselves safe by making them aware of the dangers. Giving them these tools can help them to say **“IT’S JUST NOT OK!”** to child abuse.

We can all play our part in helping others, please join in saying **“IT’S JUST NOT OK!”**