

# radKIDS

By Gini And Dan McKain

radKIDS is the national leader in children's safety education and provides the only holistic, practical and realistic life skills safety program available for children and parents today. radKIDS teaches children individually in an activity based hands-on training classroom, which means every child participates in all activities.

The man in the bright red suit wasn't playing Santa Claus; in fact he didn't even have a great white beard or a belly full of jelly. He was however, possibly bringing to the children and their parents a very important present...the gift of life!

At the 07 NSA Conference Deputy Dean Larsen, a radKIDS instructor from Provo, Utah was dressed in heavy bright red protective gear. Its purpose was to ward off possible injury from actual defensive assaults' from children being realistically taught evasive maneuvers should they ever be accosted and need to escape.

Other safety programs give children general guidance rules, show videos or simply "talk" to the children. radKIDS is dedicated to providing children with a hands-on, activity-based physical skill development program empowering children with options, not fear. It provides children with the instinctual options they need to recognize, avoid and if necessary respond to potential danger in their world today. The radKIDS program believes, and it is further proven by a National Center for Missing & Exploited Children (NCMEC) study, that the first few seconds of a potentially violent encounter are critical. When a child is approached or grabbed, the response needs to be immediate, instinctual and absolute.

This instinctual response can be "taught" and enhanced through individual demonstration, training and practice. radKIDS is dedicated to providing communities and families the tools they need to teach and empower children with realistic options in their own personal safety.

Through radKIDS training, children become empowered, learning to replace the fear, confusion, and the panic of dangerous situations with confidence, personal safety skills, and self-esteem. Through this hands-on educational program the lives of children are being saved. radKIDS is dedicated to empowering parents, educators, deputies, police officers, and other child safety advocates with the "gift" of the program by training those interested in becoming Instructors in their own communities.



#### FOR ADDITIONAL INFORMATION:

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