



**Every kid deserves a
safety plan for thriving
in the digital age.**

Arm them today.

PRESS KIT — UPDATED DEC 2022

OUR GOAL

An engaging "open and go" curriculum to teach kids refusal skills for digital dangers.

We offer your students a fun, video-based curriculum to keep them safe from cyberbullying, pornography and internet addiction. Brain Defense is a trusted resource that arms kids with safe technology habits to protect their growing minds.

**We know what you're up against.
That's why we created Brain Defense.**

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CONTACT INFO

Brain Defense®: Digital Safety

We'd love to hear from you! Contact us at braindefense@defendyoungminds.com or use the chat bubble at braindefense.org.

Ask us about affiliate opportunities.

Defend Young Minds™

Contact Defend Young Minds at hello@defendyoungminds.com if you would like to:

- Get more information about **Good Pictures Bad Pictures**.
- Receive a bulk pricing sheet for *Good Pictures Bad Pictures: Porn-Proofing Today's Young Kids* in English or Spanish and *Good Pictures Bad Pictures Jr.: A Simple Plan to Protect Young Minds*.
- Inquire about a **licensing agreement** to publish the books in another language or country.

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DIGITAL SAFETY CURRICULUM

Brain Defense® teaches kids refusal skills for online dangers, healthy tech habits and principles of good digital citizenship.

An entertaining, video-based curriculum for students in 3rd to 5th grades which is easy to use for both teachers and parents. Designed to keep kids safe from cyber-bullying, pornography and internet addiction, Brain Defense arms kids with safe technology habits to protect their growing minds.

And students love learning from their older peers in the Brain Gang!

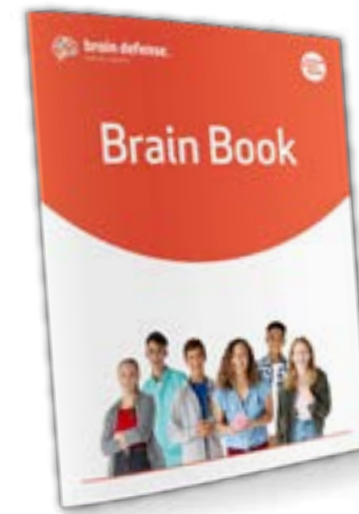
Visit braindefense.org





Curriculum Description

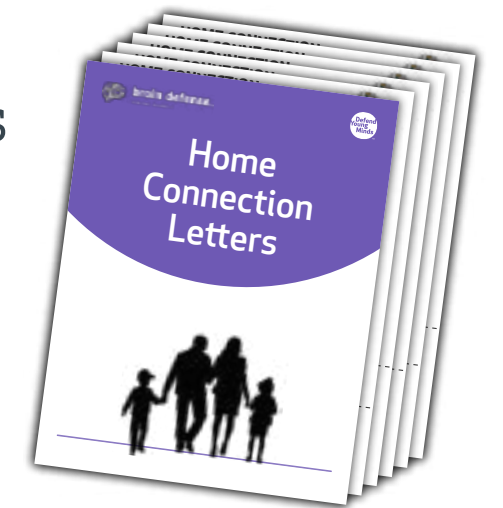
Brain Defense does all of the heavy lifting – it’s basically open and go! Easy to follow scripts walk instructors through each lesson step-by-step.



Students have their own “Brain Book” workbooks filled with fun learning activities to reinforce and apply the concepts taught in the lesson videos.



Brain Defense provides parents with discussion questions and role plays for each lesson to continue crucial conversations at home.



Features 5 video-based Brain Defense lessons, 10 *Continue the Conversation* booster lessons, a *Brain Book* for students, *Instructional Manual*, and *Home Connection* letters for parents

Based on prevention research and proven concepts from the best-selling *Good Pictures Bad Pictures* books

Fully tested in classrooms nationwide and enthusiastically endorsed by educators, parents and students

Presented by the Brain Gang – a group of positive teens who model safe and smart online behavior

Includes a Parent Support website with access to FREE downloadable guides and lesson outlines

One time fee!
**Plans start
at just \$97**

LESSON TITLES:

Lesson 1: Be Screen Safe!

- Lesson 1.1: I Can Control How I Use Screens
- Lesson 1.2: I Can Stay Safe and Healthy on Screens

Lesson 2: Be Brain Healthy!

- Lesson 2.1: I Can Use Good Habits to Protect My Brain from Addiction
- Lesson 2.2: I Have Two Brains

Lesson 3: Be Brain Smart!

- Lesson 3.1: I Can Recognize and Reject Pornography
- Lesson 3.2: Three Way Pornography Can Hurt My Growing Brain

Lesson 4: Be Brain Strong!

- Lesson 4.1: I Can Reject Pornography with the CAN DO Plan
- Lesson 4.2: What I CAN DO When I Remember Pornography

Lesson 5: Be Screen Responsible

- Lesson 5.1: I Can Become a Good Digital Citizen
- Lesson 5.2: I Can Be Part of the Brain Gang

**Designed using prevention research.
Founded on trusted resources.**

WHICH PLAN IS RIGHT FOR YOU?



Family/Homeschool: License covers members of one family residing in a single household.



Classroom: License for up to 40 student participants.



School/Church: Site license for up to 200 student participants.



Multi-school: Custom site licenses available for districts that need access for more than 200 students. Contact us today!

Endorsements

“**The Brain Defense: Digital Safety Curriculum is one of the most important child protection measures that we take at our school.** It is easy and comfortable to teach to our students. Not only is it pertinent to what they need to learn at this age, but the students and parents love how engaging it is. I wish every child, family, and school could protect themselves with training like this.”

— **Grant Beckwith,**
Principal, American Heritage School

“**The Brain Defense curriculum was easy to use and the short videos were very engaging!** I felt very comfortable teaching my students about the dangers of pornography, particularly, because this program laid out vital information about how the brain works and how addiction occurs. My students found the topic interesting and the tips helpful! It is a program I will definitely use again!”

— **Sonya Carrillo,**
Teacher, St. Catherine's

“This is awesome because it helps parents bring up these topics without coming off weird and random to kids.”

— *Parent of a 4th grader*

“THANK YOU for bringing this information to the kids and helping us continue these conversations at home.”

— **Bain Haberly,**
Kansas

“Vital for all students to have this course each year as part of their curriculum.”

— *Parent from Utah*

“Thank you for this! It's so needed for our youth in these days! I would like to see schools across the country implement this to counteract the modern day scourge of pornography. Thank you for fighting back!”

— **Grace,** *Utah*

“As a teacher of 4th and 5th grades, I highly recommend the Brain Defense: Digital Safety curriculum. Both students and parents thanked me for presenting such helpful internet use guidelines. I have seen how giving my students the language and tools to recognize and turn away from inappropriate and dangerous material has already helped some of them who have been exposed.”

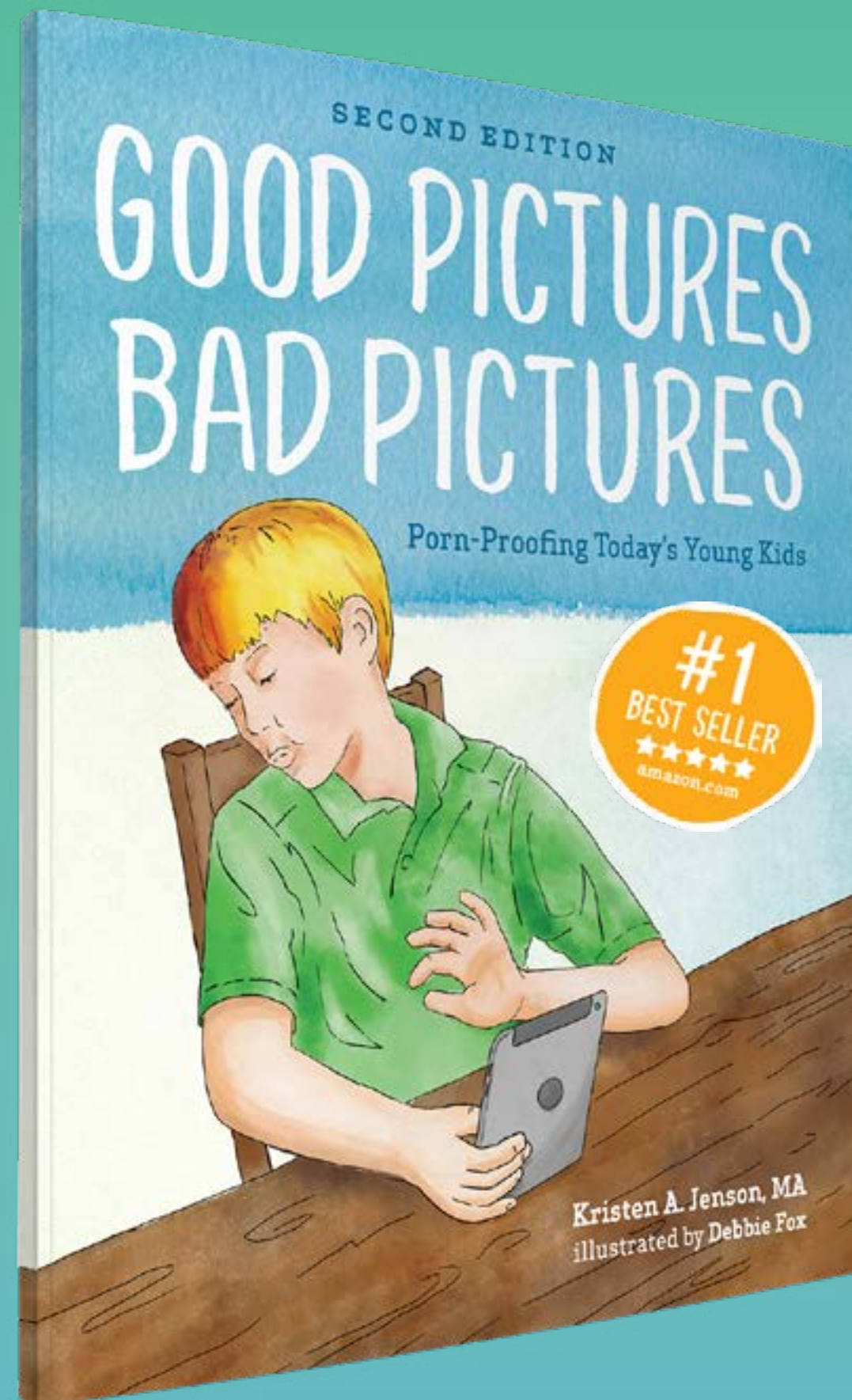
— **Elizabeth Fresse,**
Teacher, Portland, Oregon

“The Brain Defense curriculum is fantastic! I enjoyed using the resources provided to help children feel confident that they know how to keep their brains healthy and safe.”

— **Ty Crossley,**
American Heritage School

“Parents were appreciative of the Brain Defense: Digital Safety curriculum. The information and talking points sent home about the lessons here at school gave them the opportunity and tools to discuss a topic they wanted to discuss with their children, but were uncertain on how to do so.”

— **Jane Shiver,**
Principal, Prince of Peace



Check out
our companion
#1 best-selling
books



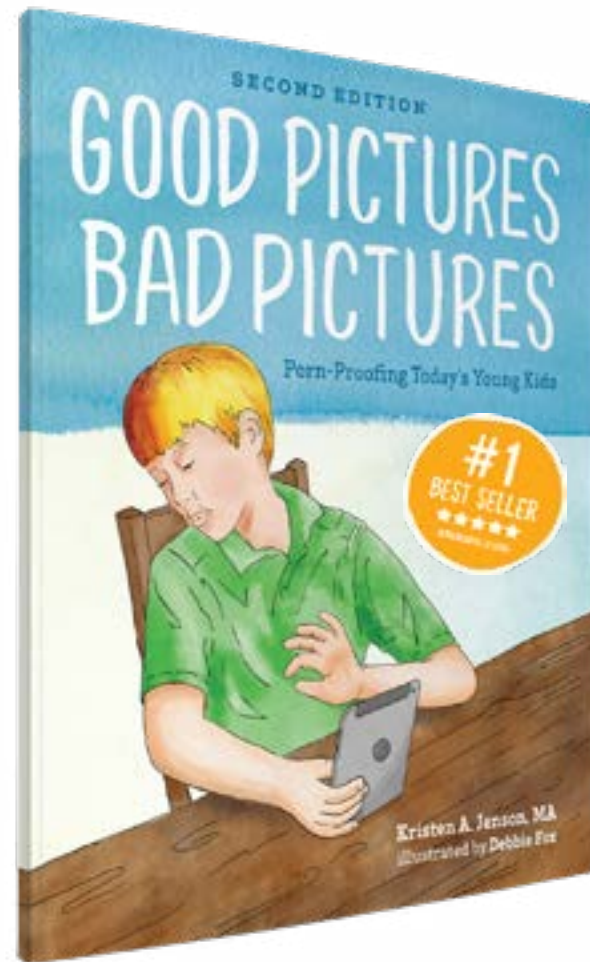
GOOD PICTURES
BAD PICTURES



***Good Pictures Bad Pictures: Porn-Proofing Today's Young Kids* is spot on! Not only does it make starting a conversation about pornography easy, it also teaches kids why avoiding porn is so critical to their mental health. Most importantly, it empowers kids with a specific plan to use when they are exposed to it. I highly recommend it."**

— Sean Covey

President, FranklinCovey Education and International bestselling author of The 7 Habits of Highly Effective Teens



★★★★★
1600+ RATINGS

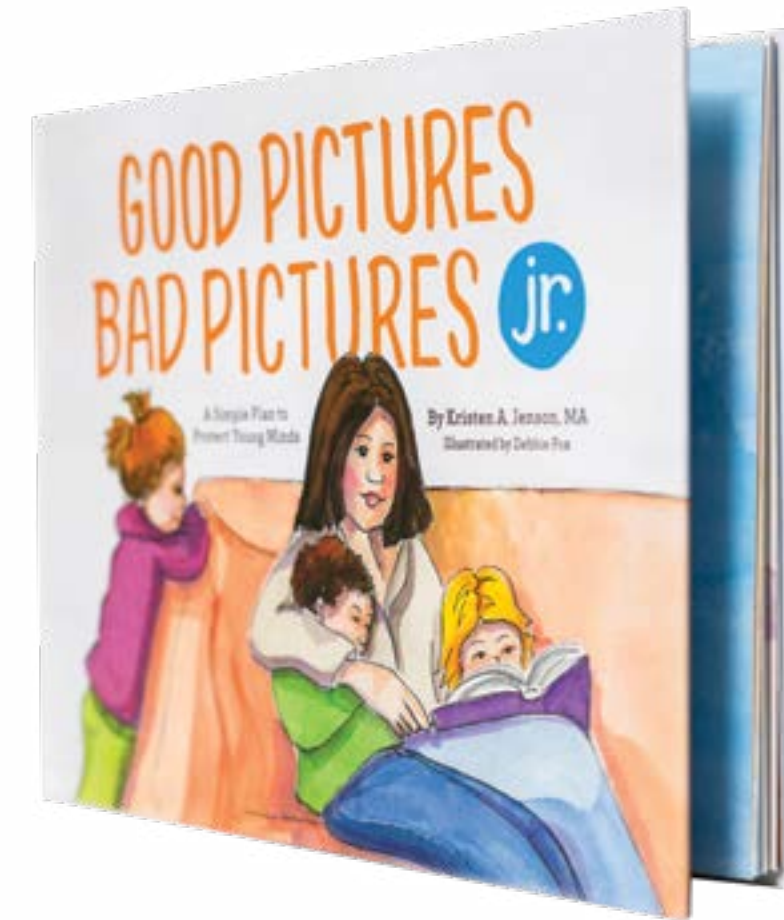


BOOK SUMMARY

Good Pictures Bad Pictures: Porn-Proofing Today's Young Kids

Good Pictures Bad Pictures: Porn-Proofing Today's Young Kids (2nd Edition) is a comfortable, read-aloud story about a mom and dad who teach their child *what* pornography is, *why* it's dangerous, and *how* to reject it. Using easy-to-understand science and simple analogies, this ground-breaking book teaches children ages 7 to 12 how to porn-proof their own brains.

Available on [Amazon](#).



★★★★★
1000+ RATINGS



BOOK SUMMARY

Good Pictures Bad Pictures Jr.: A Simple Plan to Protect Young Minds

Good Pictures Bad Pictures Jr.: A Simple Plan to Protect Young Minds makes it easy for parents to protect their young kids ages 3 to 6. Using gentle, age-appropriate messages, children will learn to Turn, Run & Tell when they are accidentally exposed to inappropriate content.

The Jr. version is a comfortable, effective way for proactive parents to empower their young kids with their first internal filter!

Available on [Amazon](#).

Amazon #1 best-sellers with 5-star reviews, trusted by
hundreds of thousands of parents and teachers worldwide.



Love it! We have to give our kids tools to recognize danger in the digital world and empower them with tools to stay safe.

This book does an amazing job at equipping and empowering kids without instilling fear.

—Tiffany, Mother of Two
Amazon Review of *Good Pictures Bad Pictures, Jr.*



Excellent, practical book for protecting our children from the scourge of porn.

It will help your children to develop an internal filter to avoid pornographic images and to know what to do if they are accidentally exposed.

—William, Father of Five
Amazon Review of *Good Pictures Bad Pictures*

THANK YOU



GOOD PICTURES
BAD PICTURES