

akc 1-sheet:

"All Kids Count"

All Kids Count was initially funded by the U.S. Department of Justice through two congressionally mandated grants and the active support of America's leading groups in law enforcement and education.

"All Kids Count" (AKC) is a 3-part child-safety film series dedicated to educating children and parents/guardians on the critical issues of internet safety, preventing targeted school violence and other important safety rules. The programs, created for ages 9 and up to experience with trusted adults, have proven to be highly effective for all age groups. AKC is about "parent-engagement" and we thank the custodians of our nation's most vulnerable members for playing a responsible role in educating children on these topics.

Based on public reaction to the first produced films, we are hoping to obtain financial support from foundations, corporations and child-safety advocates. This funding will help produce the final two "All Kids Count" films, one designed for "parent-only" viewing, the other for ages 5-8. A future goal is to launch a highly visible promotional and media campaign to create public awareness of the free availability of the child-safety/crime prevention programs and duly recognize its sponsors.

Upstart Productions, a Los Angeles based film and television production company and creator of "All Kids Count," developed distribution formulas to ensure that all kids are counted. For DVD family viewing, children check out the films from their school or public library to experience with parents/guardians. All the while, libraries will be counting the number of people who receive the programs by way of barcode technology. For those unable to accommodate home training, community screenings are held, where teachers and law enforcement personnel supervise the session. Like library checkouts, attendees at screenings are counted. The most significant distribution module is online viewings/downloads, sponsored by "All Kids Count" and its corporate and foundation partners, as well AKC child-safety advocates.

While seeking congressional and Department of Justice grants, the major organizations who represent our nation's educational and law enforcement sectors joined hands with AKC. They include the American Library Association (ALA), who served as Fiscal Agent for federal appropriations, National Education Association (NEA), National School Boards Administration (NSBA), National Association of Elementary School Principals (NAESP), American School Counselor Association (ASCA), American Association of School Administrators (AASA), National Sheriffs' Association, Fraternal Order of Police and U.S. Attorney's Office/Operation Safe Childhood. In addition, the Department of Homeland Security's Citizen Corps elected to work with their state councils to promote the initiative at the local level.

In conclusion, "All Kids Count" tackles life saving issues of great national importance and serves society's most vulnerable members. The program's effectiveness can be monitored, gauged and evaluated to meet fiscal responsibility and performance measures.