

Smart Kids Play It Safe Educational Program

The Smart Kids Play It Safe program is a comprehensive educational program aimed at children ages K-6. Its primary purpose is to inform children and their parents about the dangers associated with playing on, or near, construction job sites. The program centers around a 7_ minute video tape, and is designed to be used by a construction company working on a project adjacent to a school, housing project or other public area. Company representatives present Smart Kids Play It Safe in an effort to discourage local children from playing on the job site and/or company equipment, and to inform parents about the project.

The program is offered to the construction industry as a kit containing the video tape, a brochure of instructions for implementing the program, presentation guidelines, a sample letter to parents, an evaluation form to provide feedback on the program, and an order form for support materials, i.e. construction coloring books, crayons, plastic hard hats, etc. The program is designed to be presented by anyone affiliated with the construction industry.

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