

# TULEE

## MEANS BUSINESS



CANADIAN CENTRE for CHILD PROTECTION™  
Helping families. Protecting children.



# TULEE

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Dedicated to keeping kids safe.

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The **Canadian Centre for Child Protection Inc.** (Canadian Centre) is a national charity dedicated to the personal safety of all children. It offers a number of programs, services and resources for Canadians to help them protect children and reduce their risk of victimization. For more information on the Canadian Centre, visit [www.protectchildren.ca](http://www.protectchildren.ca)

“Tulee” is a character created by the **Canadian Centre for Child Protection Inc.**, and “Tulee Means Business” is one in a series of books that has been designed to complement the 7 Root Safety Strategies from the **Kids in the Know** program.

“Tulee Means Business” corresponds with the “**SHOUT NO! RUN-TELL Someone**” root safety strategy.

“**Kids in the Know**” (KIK) is a national safety education program designed to empower children and reduce their risk of victimization online and offline. It focuses on building self-esteem through teaching critical problem-solving skills. The program uses an inclusive, community-based approach to heighten safety awareness. The core premise of the program is based on the 7 Root Safety Strategies, which are reinforced and practiced throughout each grade level.

For more information on the “**Kids in the Know**” safety program, visit [kidsintheknow.ca](http://kidsintheknow.ca)

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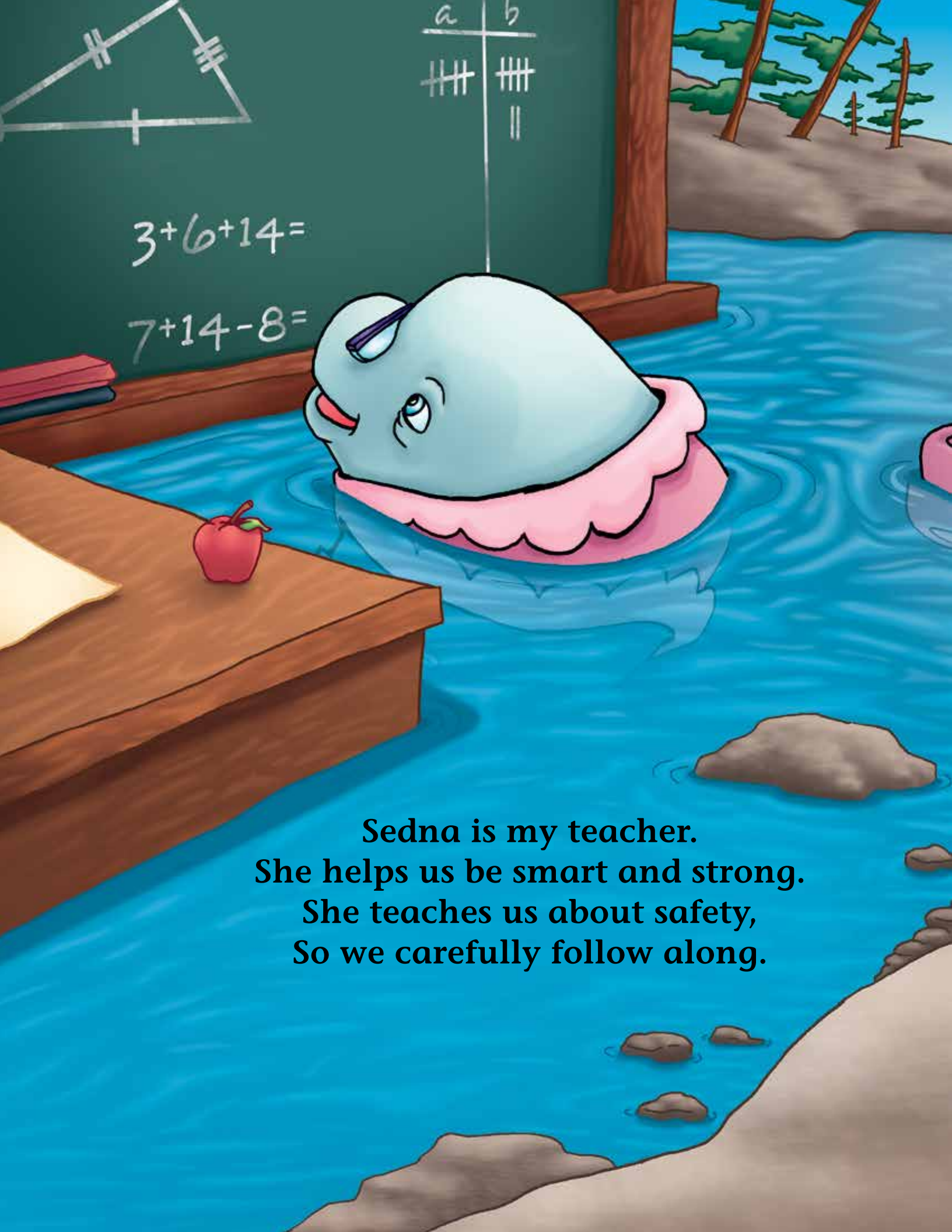
kids in the know®

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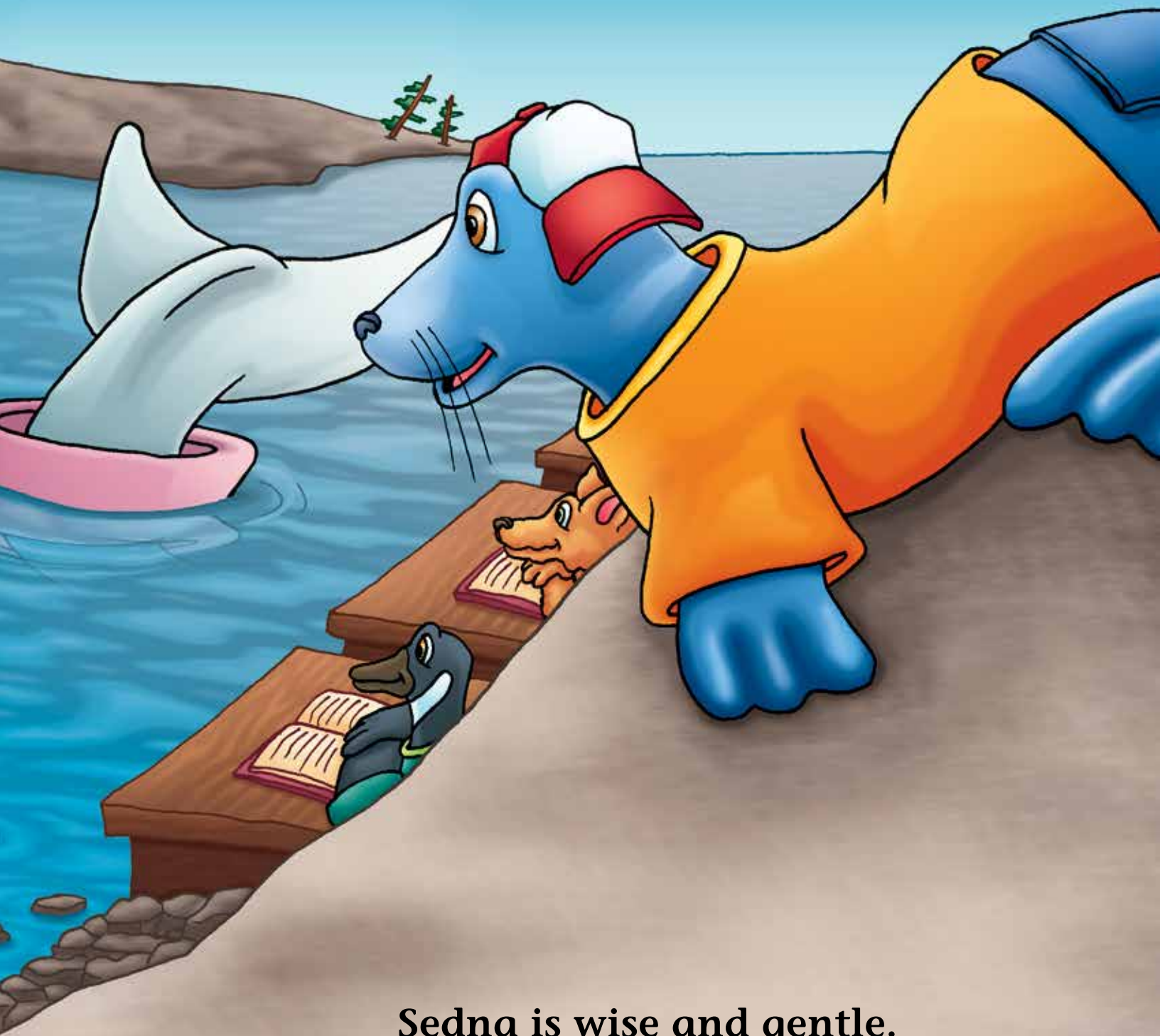
Hi, my name is Tulee.  
I live in Hudson Bay.  
My home is near Churchill  
Where I love to swim and play.



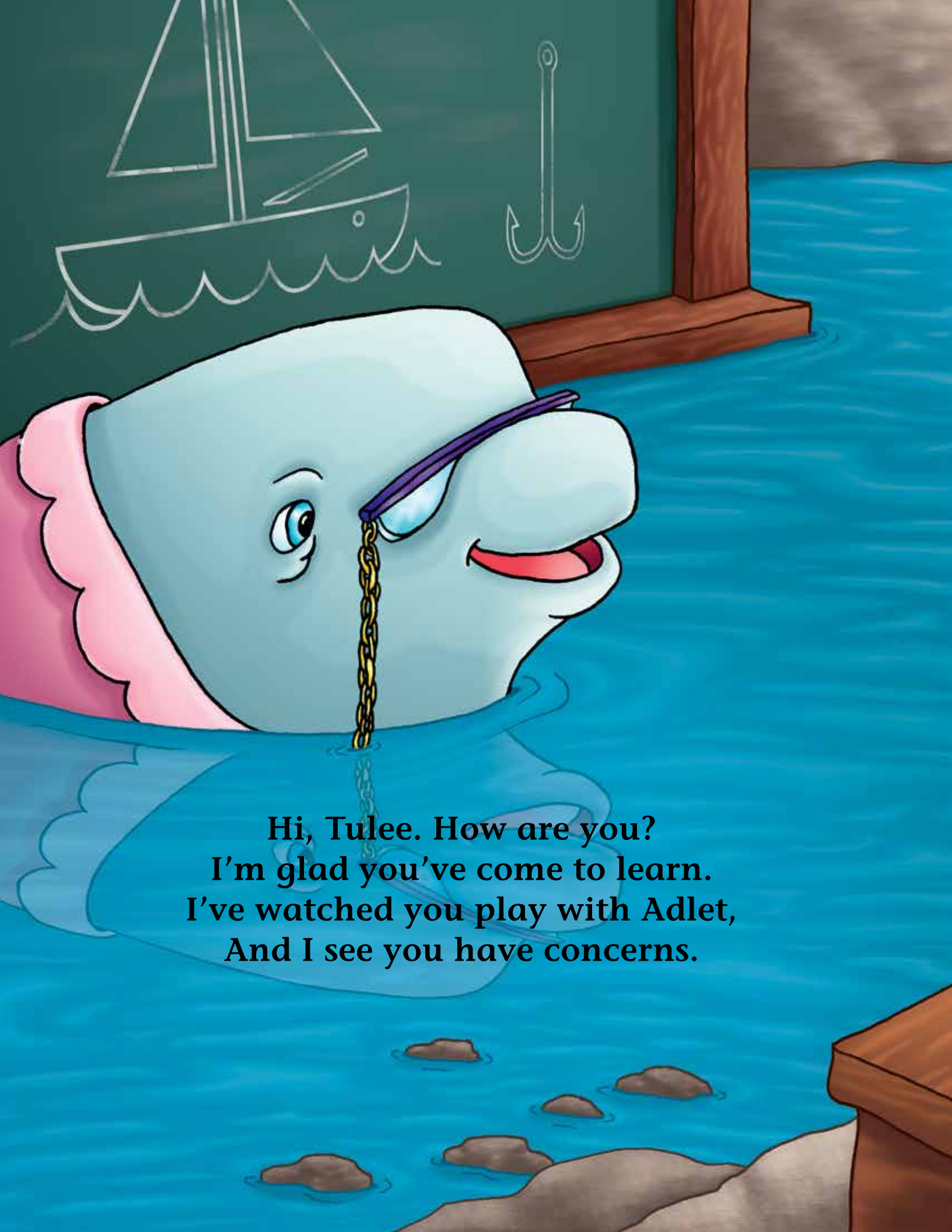




Sedna is my teacher.  
She helps us be smart and strong.  
She teaches us about safety,  
So we carefully follow along.



Sedna is wise and gentle.  
She watches while we play.  
I'm on my way to see her,  
To hear what she's planned today.



Hi, Tulee. How are you?  
I'm glad you've come to learn.  
I've watched you play with Adlet,  
And I see you have concerns.

Adlet asks me to do things  
That I feel unsure about.  
He doesn't always listen  
And I'm sometimes scared to shout.





Listen to your instincts, If it doesn't feel alright.  
Trust the way you're feeling  
And scream with all your might!  
**SHOUT NO! RUN-TELL Someone!**

If you feel upset,  
Make sure you shout, No!  
Don't wait for an answer  
Just get up and go.  
**SHOUT NO! RUN-TELL Someone!**  
**SHOUT NO! RUN-TELL Someone!**





Find a safe adult  
And tell them what was done.  
Their job is to protect you,  
And keep you safe from anyone.



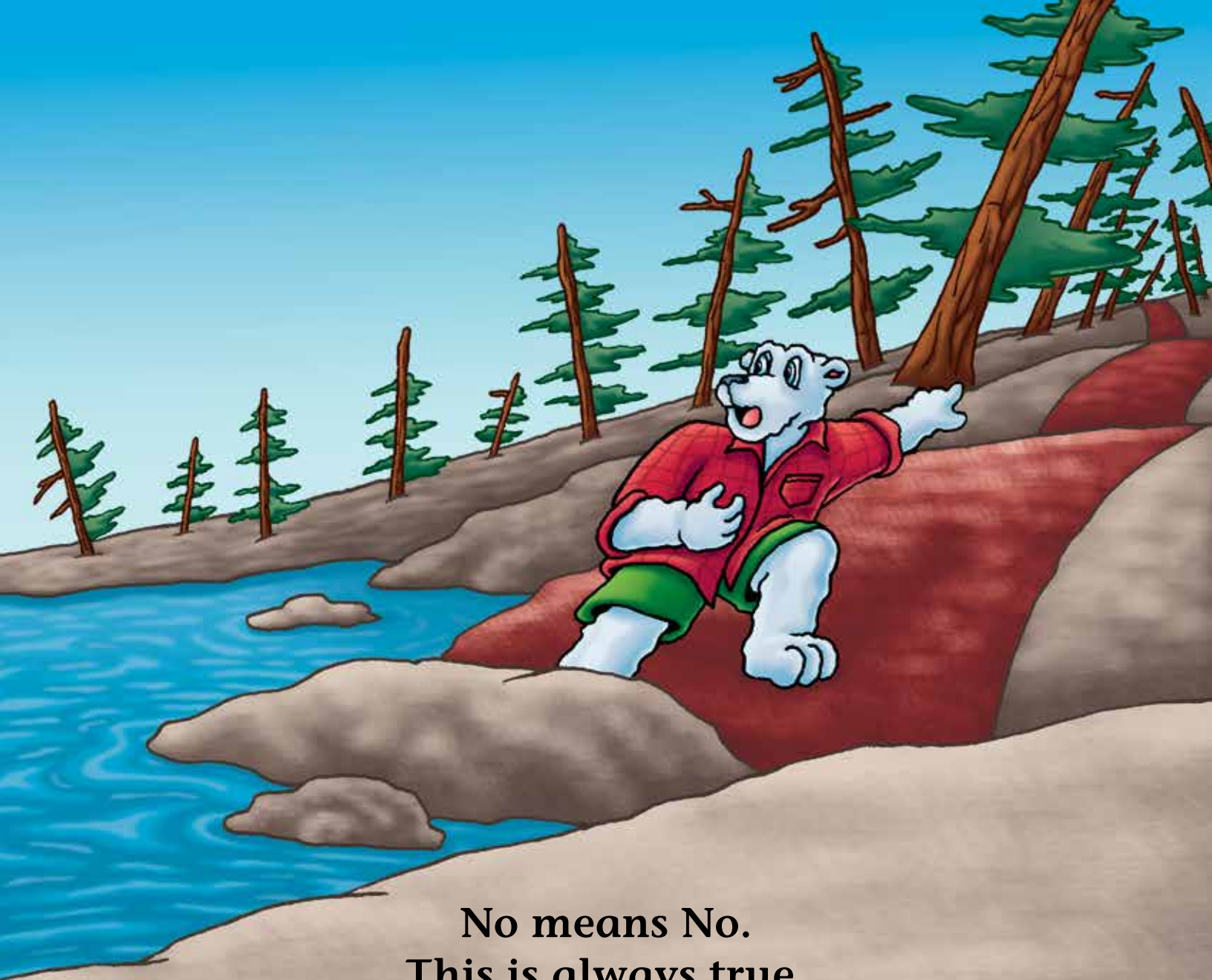




Remember:  
If someone wants you to do something,  
You have the right to say **“No!”**

**NO!**





No means No.  
This is always true.  
If someone doesn't listen,  
They are controlling you.  
**SHOUT NO! RUN-TELL Someone!**  
**SHOUT NO! RUN-TELL Someone!**

Use a loud voice,  
And say your message strong.  
The message should mean business  
This choice is never wrong.

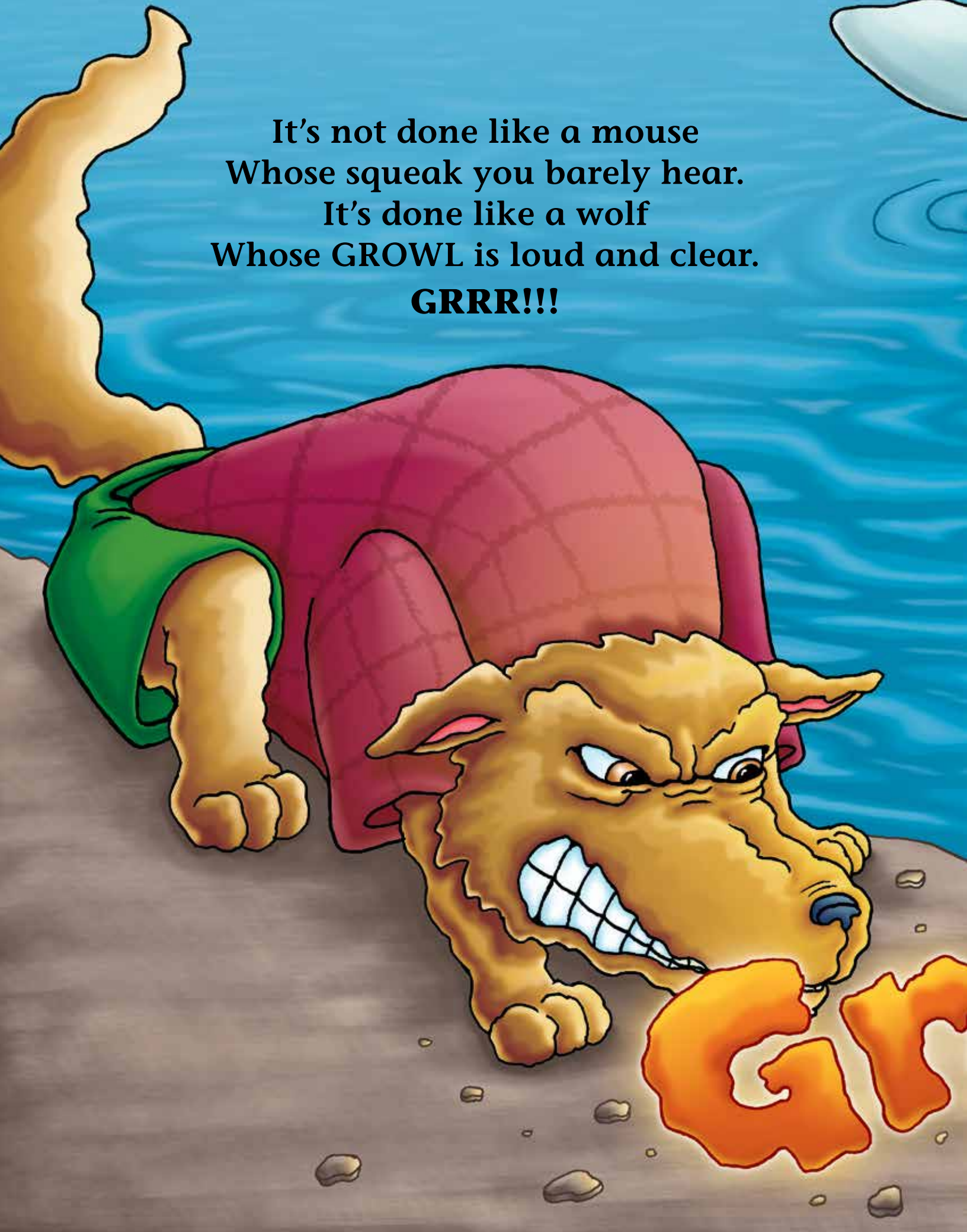


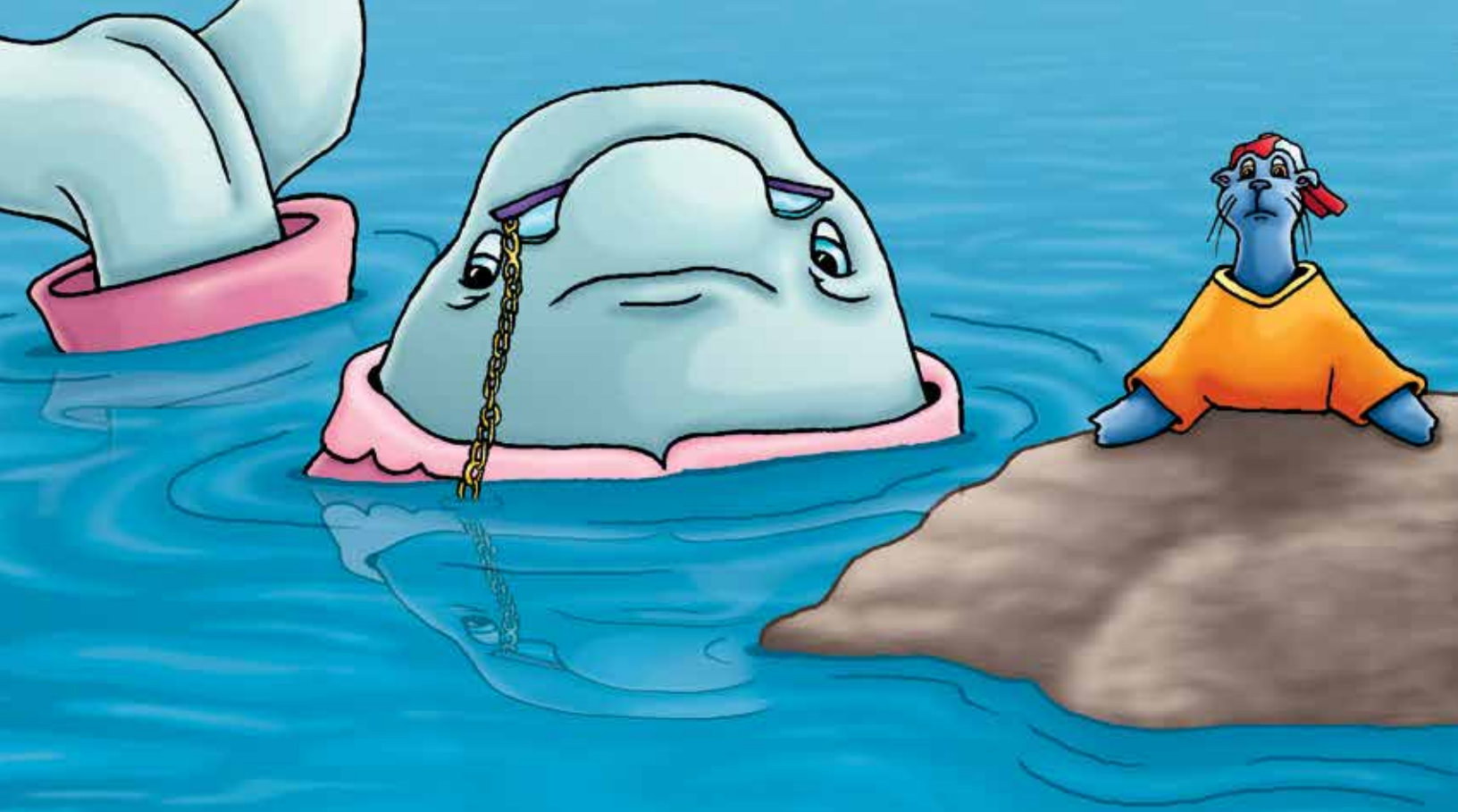
A message that means business?  
I don't understand. How do I do that?  
Please help me make a plan.

It's not done like a rabbit  
Who twitches its nose.  
It's done like a walrus  
Whose ROAR reaches your toes!  
**ROAR!!!**

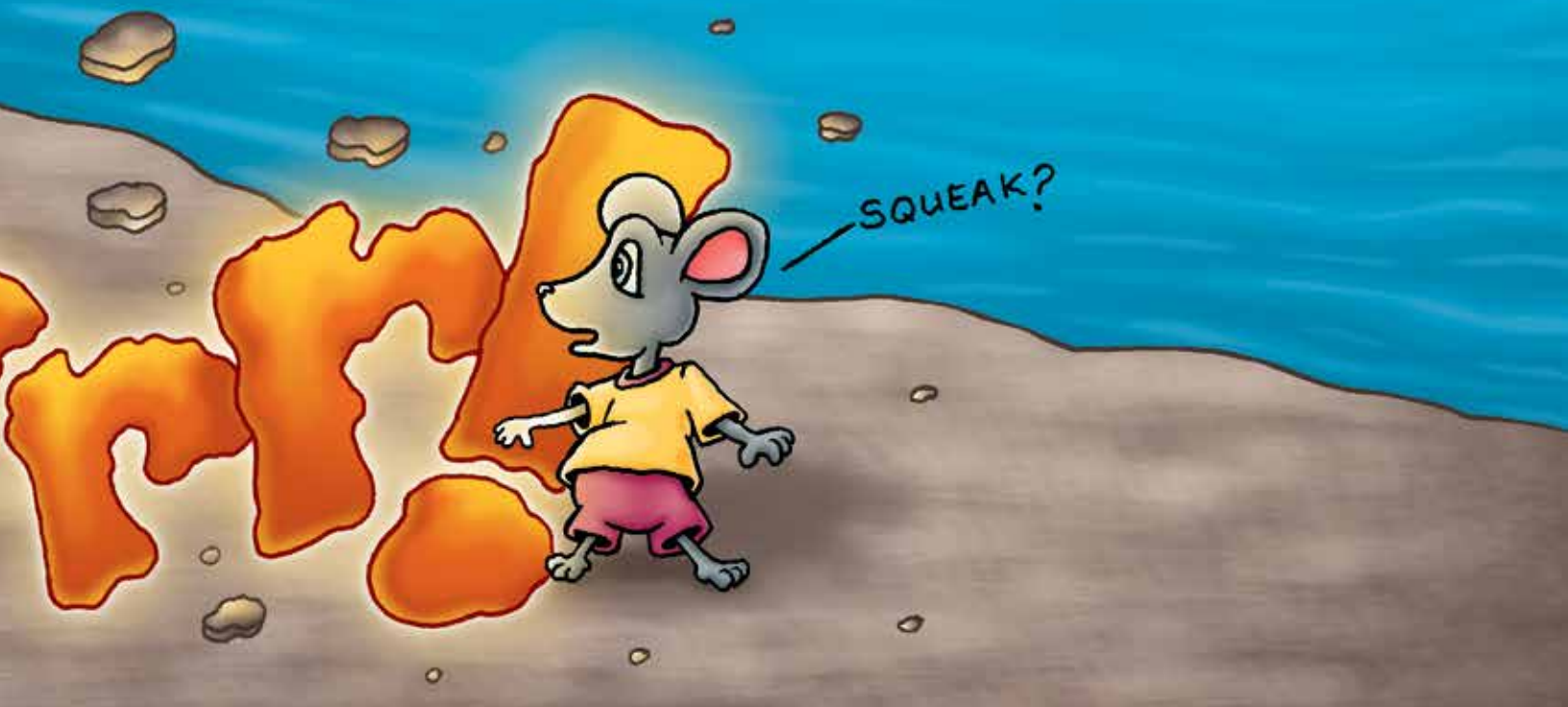


It's not done like a mouse  
Whose squeak you barely hear.  
It's done like a wolf  
Whose GROWL is loud and clear.  
**GRRRR!!!**



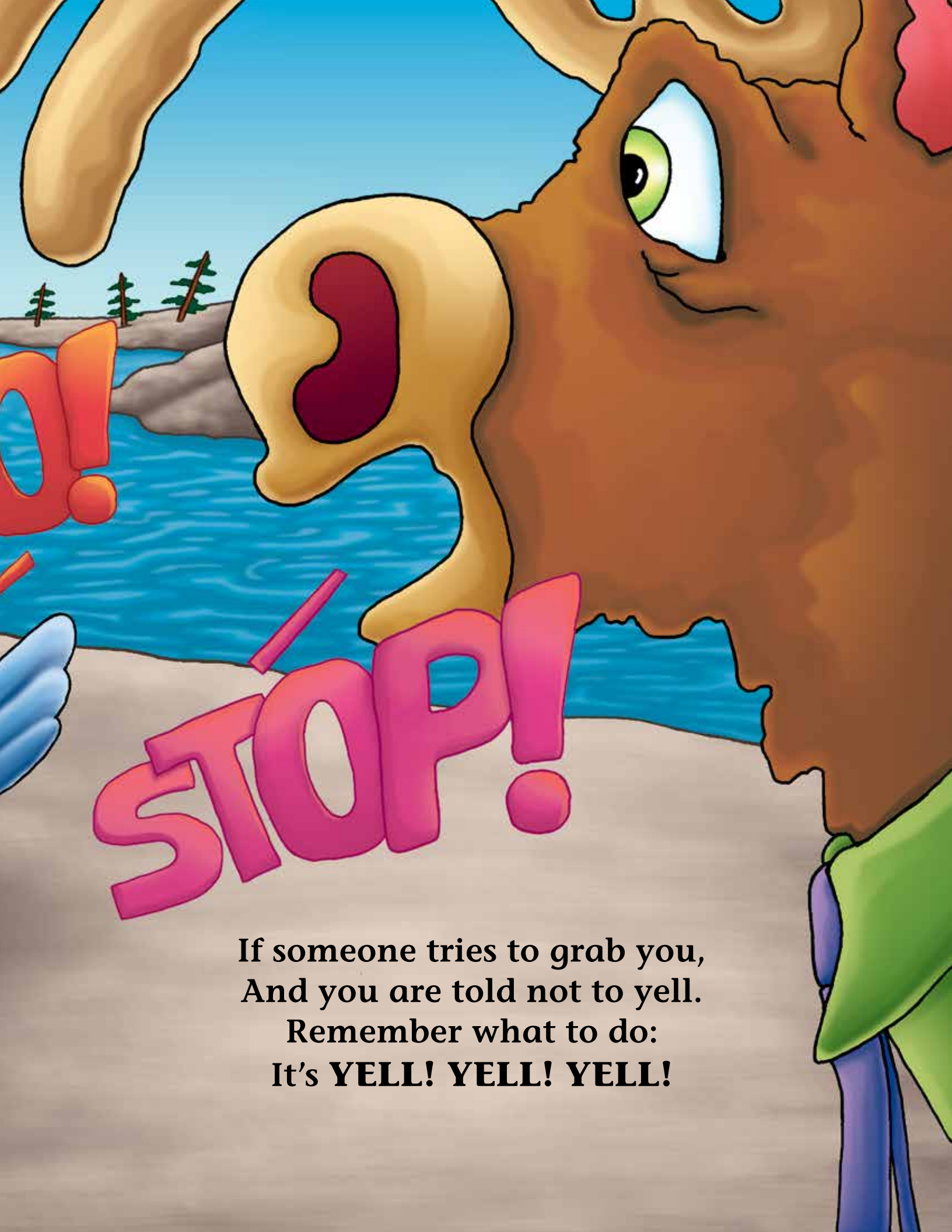


Your face must look serious  
Your eyes and mouth can frown.  
Stand up tall and straight.  
Keep your head up, never down.



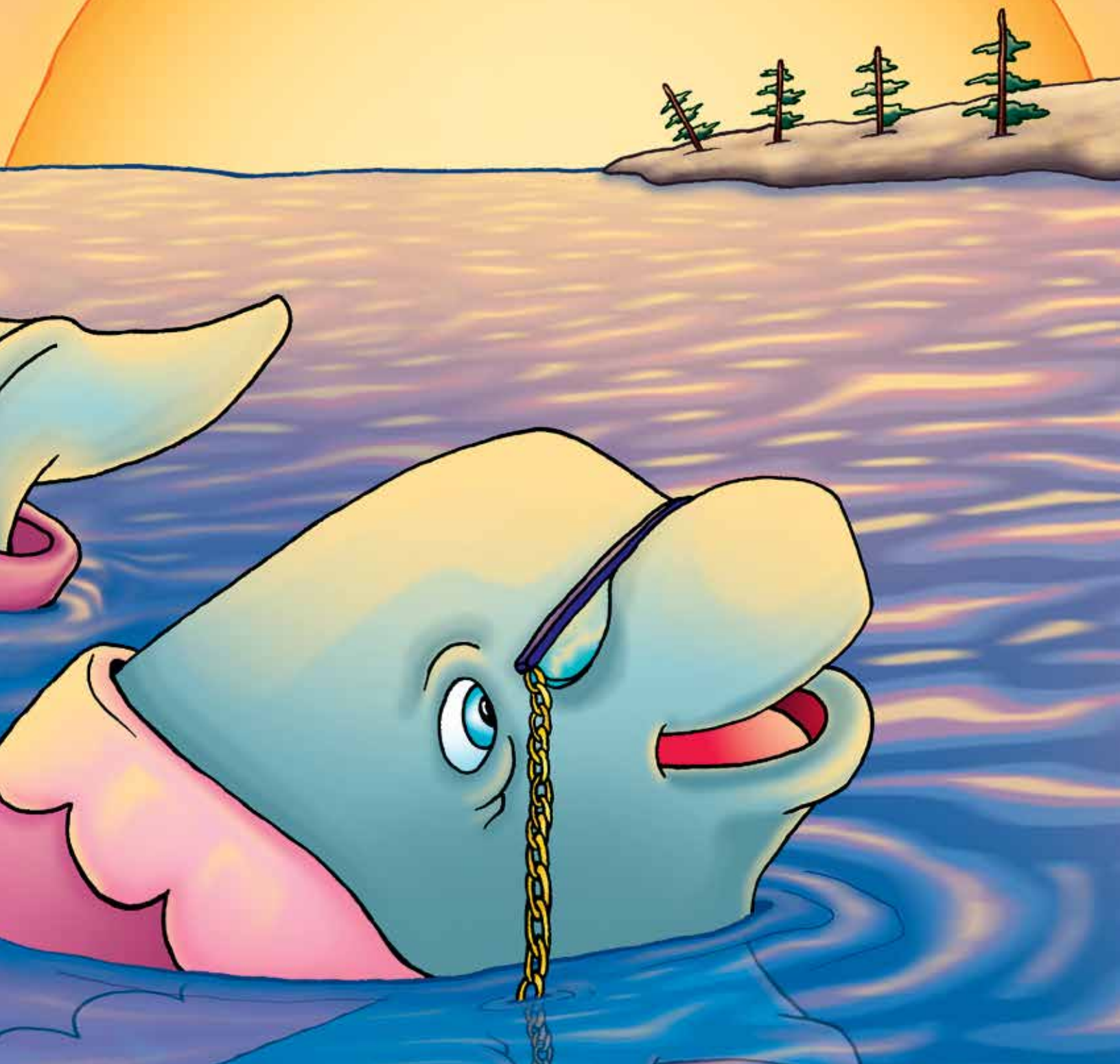
If something ever happens  
And you are told not to tell.  
Remember what to do:  
It's **TELL! TELL! TELL!**

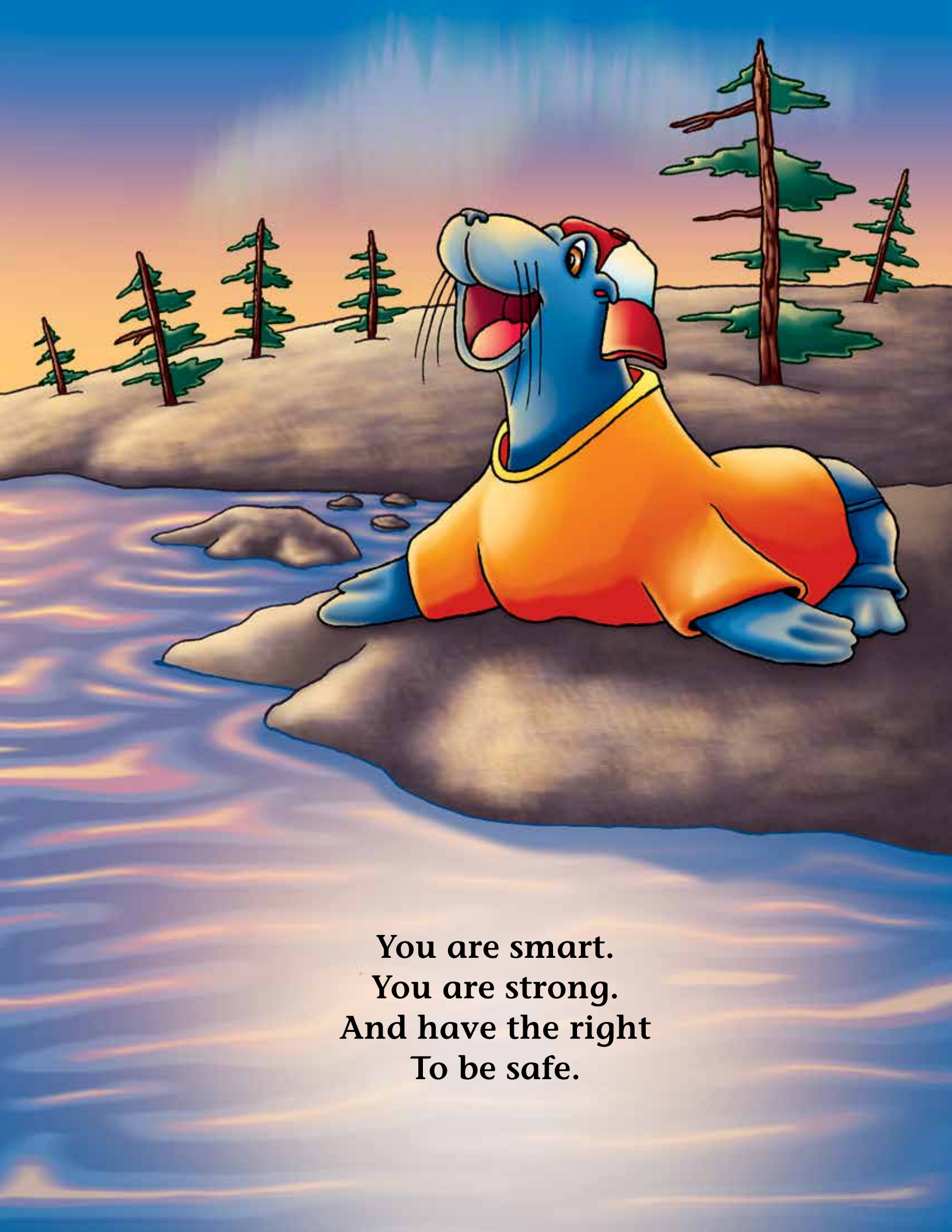




If someone tries to grab you,  
And you are told not to yell.  
Remember what to do:  
It's **YELL! YELL! YELL!**

**SHOUT NO! RUN-TELL Someone!**  
**SHOUT NO! RUN-TELL Someone!**





You are smart.  
You are strong.  
And have the right  
To be safe.

The Canadian Centre for Child Protection Inc. (Canadian Centre) is a national charity dedicated to the personal safety of all children. The Canadian Centre offers a number of programs, services and resources for Canadians to help them protect children and reduce their risk of victimization. This includes:



Cybertip.ca is Canada's tipline for reporting online child sexual abuse and exploitation. Cybertip.ca also provides the public with information and other resources, as well as support and referral services, to help Canadians keep themselves and their families safe while using the Internet.

[cybertip.ca](http://cybertip.ca)



MissingKids.ca is Canada's missing children resource centre. MissingKids.ca offers families support in the search for their missing child and provides educational resources to help prevent children from going missing.

[missingkids.ca](http://missingkids.ca)



Kids in the Know (KIK) is a national safety education program for children from kindergarten to high school. The program engages students with interactive activities to help build skills that increase their personal safety and reduce their risk of victimization online and offline.

[kidsintheknow.ca](http://kidsintheknow.ca)



Commit to Kids (C2K) is a program that helps child-serving organizations reduce the risk of sexual abuse and create safer environments for children in their care. It provides organizations with information on the issue of child sexual abuse which forms the basis for educated policies and procedures – from hiring and screening to reporting and staff training.

[commit2kids.ca](http://commit2kids.ca)



Learn more:

[www.protectchildren.ca](http://www.protectchildren.ca)



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