

Aleinu: Safeguarding Our Children is a web platform that empowers Jewish youth-serving organizations (YSOs) to create new norms for child safety. The Aleinu campaign provides participating institutions with the education and practical tools they need to a) prevent opportunities for child abuse and b) take responsible action should allegations or suspicions of abuse emerge. With a low barrier for participation, Aleinu enables YSOs of any size or capacity to gain the tools they need to protect the children in their care.

Campaign "headquarters" will take the form of a website, where:

The web-platform:

- Outlines 10 Best Practices in child protection
- Equips YSOs with interactive tools to guide them in implementing each Best Practice
- Empowers YSOs to adopt two Best Practices a year for five years
- Connects participating YSOs with each other for peer support
- Publicly recognizes YSOs upon completion of a Best Practice

Community Members can:

Access an overview of the campaign; learn about child maltreatment and prevention strategies; educate themselves about standards for child safety in Jewish YSOs; and track the progress of participating YSOs throughout the campaign.

Youth-serving Organizations can:

Register to join the campaign; pledge annual commitments to best practices; monitor their own progress; access best practice tool-kits; receive credit for completing a best practice; exchange resources and engage in dialogue with other participating YSOs.

Aleinu brings child protection from an aspirational construct, to concrete implementation steps, transforming in a short time the state of child safety in Jewish communities across North America.

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