

# Kiwanis

## International

Hello to you all.

This is Mike Schneider, Lt. Governor of Division 9 of the WI/UM Kiwanis District. I am writing to each of you because you were listed as either the president of your club or as a district official/officer. If this e-mail has reached you erroneously, please forward it to the correct individual in your club.

Past Governor Dr. Richard (Dick) Anderson and his wife Elaine are in charge of the WI/UM District Community Services Committee. He has asked me to head one of our most recent, and most effective, Community projects. It is called **Yell & Tell**. Even though this program has only been in place for about 2 years, it has literally been "...changing the world one child and one community at a time." How? By saving the lives of 12 children nationwide, with at least 6 having been saved in Wisconsin.

What is Yell & Tell? It is the brain-child of Jean Davidson in Milwaukee. She developed the program after losing her 4 year old grandson in a preventable accident. The Yell & Tell program is aimed at the child who sees something dangerous, feels afraid, and doesn't know what to do. Many times this child will run away or be quiet because he/she doesn't want to get into trouble or be called a tattletale. Sometimes the child is so afraid, he/she does nothing at all. The Yell & Tell program teaches children how to take action and be a hero.

There are 5 Yell & Tell programs available; Water (lake and pool), Fire, Poison, Guns, and Child Enticement. Each program follows the same easy to learn 4 steps: SEE something dangerous, FEEL scared, YELL for help, and TELL the first responding adult. Children learn the 4 steps quickly by singing the Yell & Tell song, and practicing yelling "help" to attract attention.



Each program is approximately 45 minutes in length-15 minutes in a large group (assembly) learning the steps, then 30 minutes in the individual classrooms. The focus is on Kindergarten thru 3<sup>rd</sup> grade, although many schools are using the programs for all grade levels. With the teaching DVD, Yell & Tell could be taught in each individual classroom.

The cost is only *\$1.00 per child*, per program.

This is where Kiwanis and all of its Service Leadership groups come in. Up to now, Jean Davidson has been the only person teaching her programs to any school wanting it. There are programs running all over the country, but inconsistently. The only location I know of who has complete “market penetration” is Wauwatosa, WI. The Wauwatosa Kiwanis Club has adopted this program and has implemented it in the entire Wauwatosa School District. Impressive! Because of Kiwanis’ goals and efforts to change the world through children, Jean has asked Kiwanis to spearhead these Yell & Tell programs first in Wisconsin, then the world.

With our Service Leadership Programs (Circle K, Key Club, K-Kids, and Builders Club) we are the ideal organization to effectively promote, sponsor, and teach Yell & Tell.

Here is how I see Yell & Tell and WI/UM working together;

- Kiwanis Clubs throughout the District adopt Yell & Tell as an ongoing project through the Committee on Community Services.
- Kiwanis Clubs help their Service Leadership clubs introduce, promote, and teach the Yell & Tell programs to any and all schools in their area.
- Where there are no Circle K or Key Clubs; Kiwanians can start them using Yell & Tell as the impetus.
- Where there are no K-Kids or Builders Clubs; Kiwanis Clubs, along with their sponsored Key Clubs and/or Circle K Clubs, can use Yell & Tell to start one.
- Kiwanis Clubs can use the networking now developed with their Service Leadership Clubs, to start joint fundraising projects to fund the Yell & Tell programs.

I see this as a wonderful vehicle through which Kiwanians everywhere can network with and develop the leadership skills of their Service Leadership groups and, therefore, develop the leaders of tomorrow.

The WI/UM Key Club District Board has recently been introduced to the Yell & Tell program and they are extremely excited to endorse it. They will need our help!

Please contact me at [mschneider@kiwanisearlyrisers.org](mailto:mschneider@kiwanisearlyrisers.org) for more information, answers to your questions, and/or orders for your schools.

Also, please go to [www.yellandtell.com](http://www.yellandtell.com) for more detailed information.

I look forward to hearing from you.

MNS