

For over 40 years, PEI Kids has empowered vulnerable children to thrive by delivering Prevention Education focused on personal safety for students pre-K through high school along with the parents, educators, and adults who support them.

Child Safety Matters (CSM)

Our Prevention Education programs seek to reduce children’s vulnerability and empower them to safely disclose fear, abuse, or danger in their lives.

CSM is an evidence-based child assault prevention program for children in grades K-5 that teaches them to recognize unsafe situations and apply the 5 Safety Rules. The two-day training covers personal safety, sexual abuse prevention, bullying prevention, and online safety. An optional third day provides training in mental health awareness.

Following each workshop, our Facilitators hold “Talk Time” sessions where students can meet one-on-one to reinforce the safety principles they’ve learned. This is often when a child may make a disclosure of physical or sexual abuse. Facilitators are expertly trained to process disclosures with school personnel and ensure that immediate intervention is in place, when needed, to ensure the child’s safety. CSM is available to schools and youth-serving organizations.



Teen Mental Health First Aid (tMHFA)

Our tMHFA program is responding to tremendous need in our community: Suicide is the second leading cause of death among adolescents and young adults in New Jersey⁽¹⁾, and last year, 15% of teens reported having a major depressive episode. ⁽²⁾

TMHFA is an evidence-based mental health training program for teens in grades 9-12 (ages 14-18) that teaches them how to identify, understand, and respond to signs of suicide risk, substance use, and mental health challenges among friends and peers.

Originated in Australia, tMHFA was adapted to the unique experiences of young people in the U.S. and brought to New Jersey in 2022 as part of a pilot program in partnership with the National Council for Mental Wellbeing and the Born This Way Foundation. PEI KIDS was selected by the National Council to lead the local effort delivering tMHFA for high-school students in Mercer County, and we’ve been providing the training in high-schools throughout the region ever since.

¹ Source: Senate Bill, No. 4050, State of New Jersey 221st Legislature, Introduced Jan.30, 2025

² Source: National Public Radio, The TED Talk Hour, WHY, Sept. 6, 2025



Kind Words



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The children were very involved in the lesson. [PEI Kids'] Facilitators made the students feel very comfortable talking about things that [are] difficult to talk about.

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Teacher Evaluation (May 2024),
Hamilton Twp School District

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I enjoyed it when they taught us how to help someone who is thinking about suicide because I never knew how to handle it.

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10th-grade student,
West Windsor-Plainsboro High School



Lifting kids out
of harm's way.

