

# ANTI-VICTIMIZATION

## The Yello Dyno Method™

Non-Fearful • Musically-Driven • Memory-Enhancing • Award-Winning



Founder Jan Wagner and Yello Dyno

Yello Dyno Defines & Exposes

### TRICKY PEOPLE

And Corrects the Outdated Concept of Stranger Danger

### WHY MUSIC?

"If a child has information stored in cortical areas but in the specific moment is very fearful, this information is inaccessible. In this regard, cognitively-stored information does little good in the life-threatening moment."

*On the other hand,*

"Information learned in song, rhyme or rap is more easily recalled when in a state of high arousal (anxiety). This is due, of course, to the fact that this information is stored in a different fashion than traditional verbal cognitive information."

- Bruce D. Perry, M.D., Ph.D, CIVITAS  
Violence and Childhood Trauma:  
Understanding and Responding to  
the Effects of Violence on Young  
Children

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## RIGHT TO BE SAFE

Yello Dyno Starts with the Child's

### 3 Core Fundamentals...

...underlie all types of personal safety, whether it's abuse, sexual abuse, molestation, abduction, bullies, date rape, internet stalking or violent kids.

1

### IDENTIFIES Deceptive Behavior

It's not what people look like, their age, or if you know them – it's what they ask you TO DO that matters.

Song: *Tricky People!*

2

### RESTORES Instincts & Feelings

Social conditioning has often buried these innate abilities in many children.

Song: *We Trust Our Feelings*

3

### BUILDS Self Confidence

If children do not feel valuable, they won't feel worth being safe.

Song: *My Body's Mine!*

Child then senses, recognizes, understands, accepts and trusts warning signs.

## MUSICALLY-DELIVERED KNOWLEDGE

Powerful, Scientific

Knowledge is power. Knowledge removes fear.  
Music is the best way to learn and REMEMBER safety rules.

### ▲ The Above Foundation Underlies All Yello Dyno Safety Rules ▲

Most other systems start here, with "the rules".

Yello Dyno builds a foundation *before* "the rules".

**IT'S  
FUN!**

## SAFETY RULES!

Brought to you by that  
Purveyor of Protection, that  
Paleozoic Personality, that  
foot-stompin', tail-thumpin'  
Safety Maven O' Soul,  
**YELLO DYN0!**



"The finest educational music I have ever heard." - Helen Seifert, Former Producer, The Zoom Show (PBS)

# The Yello Dyno Method™

## SUMMARY

How safety knowledge is stored in the brain so that it is accessible in times of challenge and crisis.

A house is on fire in Alexandria, VA. A leading expert on fire safety is stunned. After a lifetime of service in the fire industry, he sees smoke pouring from his own home. It has finally happened to him! It's a real fire, not a pan burning on the stove. His two grandkids run screaming through the smoke. He rushes to the phone and picks it up to dial for help. While staring at the keypad, his mind goes blank. He looks to his terrified daughter and says, "Honey, what do I do?"

At the same moment this national expert on fire safety flunked his "fire drill", Billy is sitting in class ready for his vocabulary test. Even though he has prepared well, he feels anxious. Billy turns over his test paper, reads the first question, and proceeds to forget almost everything he's learned. Disaster strikes. He fails the test. Self-esteem crumbles. "I'll have to face mom and dad." "My friends will think I'm stupid." What happened? Where did his learned information go?

Some find the fire story hard to believe, but it really happened. Even though you, personally, may perform well in a crisis or stressful situation, many do not. Like Billy, his story occurs every day to countless children. **The apparent loss of important learned information is a daily reality for millions of people every day in big ways and small -- from 911 emergency calls to tests in school.** What do these two events have in common? Why do we often forget everything we have learned, whether it's an emergency or a simple vocabulary word? It's surprisingly simple, yet has profound implications for personal safety education for kids. The reason?

**The information that was needed to manage the event was stored in a part of the brain that was not accessible in an anxious or fearful state of mind.**

Cognitive learning (traditionally learned information) is often hard to access during times of pressure, anxiety and fear -- fear of failure, injury, humiliation, etc. Now, if you think a test in school produces anxiety, imagine what the anxiety or fear can be like for a child confronted with a dangerous situation of personal safety or abuse. Remember the fire expert? After a lifetime of education, he "forgot" everything he had learned in a crisis situation. In other words, what he needed was not accessible.

"If a child has information stored in cortical areas but in the specific moment is very fearful, this information is inaccessible. In this regard, cognitively-stored information does little good in the life-threatening moment." \*

So, how do you store information so it's accessible in times of challenge or crisis? The simple, scientific premise underlying Yello Dyno's unique delivery system is:

"Information learned in song, rhyme and rap is more easily recalled when in a state of high arousal (anxiety). This is due, of course, to the fact that this information is stored in a different fashion than traditional verbal cognitive information. \*

For child safety education, **The Yello Dyno Method™** offers the solution. It is built on teaching children to (1) recognize deceptive behavior; (2) reawaken instincts and feelings (intuition), and (3) build self-confidence. Then, on that basis, the **safety rules** are written in rhyme and then embedded in music and dramatic stories. These mnemonically crafted phrases are then role-played and practiced to the music and stories. This simple yet powerful technique helps children recall the right action in a challenging situation. If one occurs, chances are very good that the correct response comes back to the child and they act on it.



With 3 platinum singers on the *Can't Fool Me!* album, this is certainly not traditional "kiddy music". Helene Siefert, a former producer for the highly successful *Zoom Show* on PBS said it is the finest educational music she has ever heard. Dan Kulak, President of the Independent Music Association, said it is one of the finest children's albums ever done in any genre. This music, along with the Yello Dyno character, is the key to this powerful teaching method.

We invite you to include Yello Dyno in your safety education programs. Together we can help kids live safer, happier lives and you can leave a personal and permanent legacy in your school, organization, church or community.

\* Bruce D. Perry, M.D., Ph.D., CIVITAS, Violence and Childhood Trauma: Understanding and Responding to the Effects of Violence on Young Children