

Agenda

- Introduction
- Latest research & insight
- Supporting parents
- Supporting professionals
- Q&A



For children the benefits of technology are far reaching

We cannot ignore the risks

- Almost daily the media exposes us to the harms children can sadly experience online from cyberbullying to radicalisation, from online reputation to online grooming
- The pace at which new connected technology has developed has resulted in **children using the internet in ways that have been designed for adults** and exposes them to an increasing number of risks
- There are a large number of organisations involved when children use 'the internet' which means that **no one group of organisation is responsible for the online safety of children**
- Whilst technology solutions can help minimise the risks, the **education of children is critical** in preventing risks from turning into harm
- The Government aspires to **make the UK the safest place to be online** and through their Internet Safety Strategy wants to see industry working together towards minimising the risks children face online

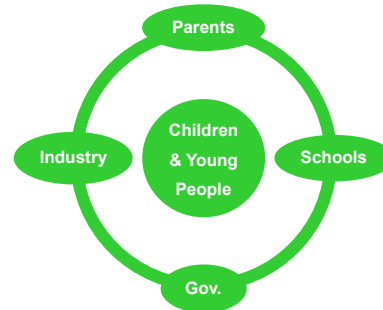
Working together to reduce the risks

A collective responsibility

- **Parents accept it is their responsibility** (96%) to keep their children safe **but lack the knowledge** to do so; more than 7 in 10 want more information
- **Schools have a duty of care** to teach children about their online safety but this can be a challenge to deliver effectively
- **Government have a responsibility** to develop a policy framework which allows innovation to flourish whilst keeping everyone safe online. The size, scope and scale of the challenge means the only way this can be

achieved is through partnership working.

- **Industry have a significant role to play;** they need to develop products with children's interests at their heart whilst recognising the need to educate parents and children where appropriate



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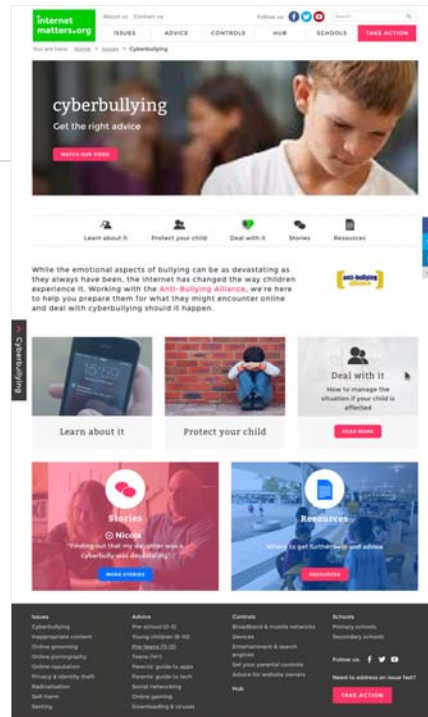


Helping parents
keep their children
safe online

Education of Parents

- Internet Matters is a **not for profit organisation** that helps educate parents about the most effective ways to keep their children safe online
- It is a **members body funded by industry** that seeks to work collectively to deliver a sustainable education programme for parents that has a material impact on the well-being on children
- Members of the Executive Board at UKCCIS; Members of HRH Duke of Cambridge Cyberbullying Taskforce & recipient of a grant from the Department of Education

Our vision is to be the trusted gold standard for children's internet safety in the UK. We empower all UK parents and carers to help their children benefit from digital technology smartly and safely.



Visiting the Internet Matters has a strong positive impact upon parents' intention to spend more time thinking about online safety issues and likelihood to take specific actions as a result

Internet Matters advocacy

88%

Definitely/probably recommend

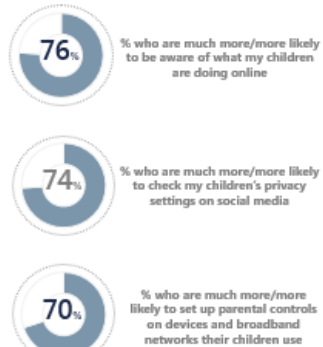
Think – impact scores

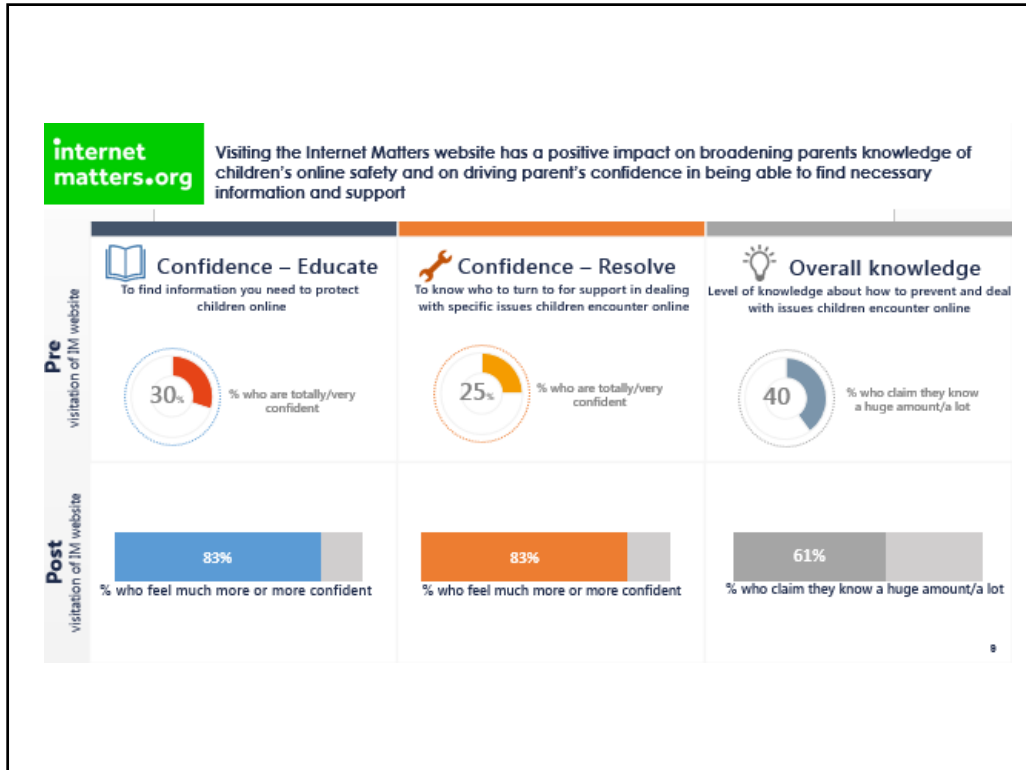


Talk – impact scores



Do – impact scores






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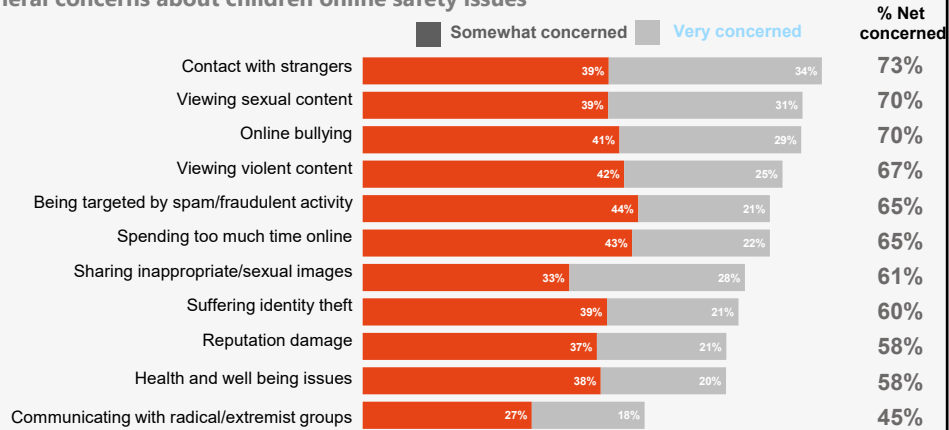
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Parents face many worries about what their children may encounter online. Contact with strangers, online bullying & inappropriate content are top concerns

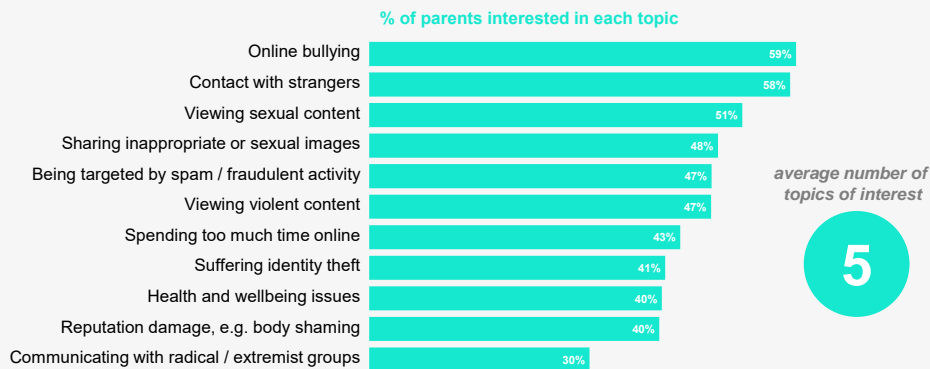
General concerns about children online safety issues



Source: QB7new. There are a number of different issues which could affect your child / children's safety when online. How concerned, if at all, do you feel about any of the following issues? Base Total (2033)

The information parents seek to help keep their kids safe online mirrors the issues that concern them the most

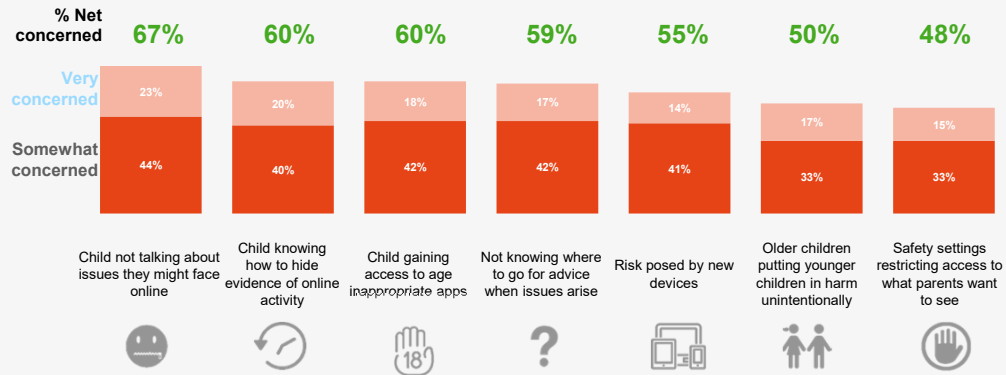
The level of interest in finding out more online safety issues



Source: QB4. Which of the following would you be interested in hearing more about to help prevent any of these happening to your child / children? Base Total (2033)

Children's savviness online is a concern for many parents. Not talking about issues, hiding online activity and access to age inappropriate apps are challenges

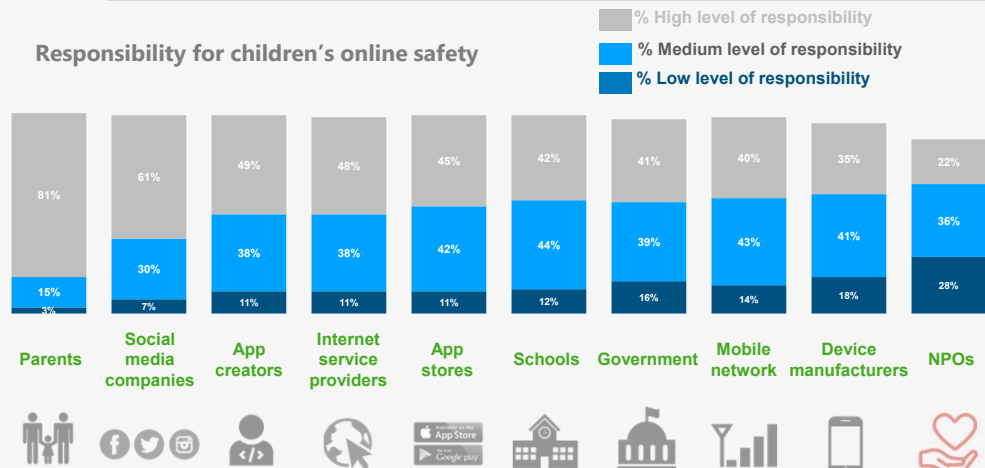
Other online safety issues which concern parents (%)



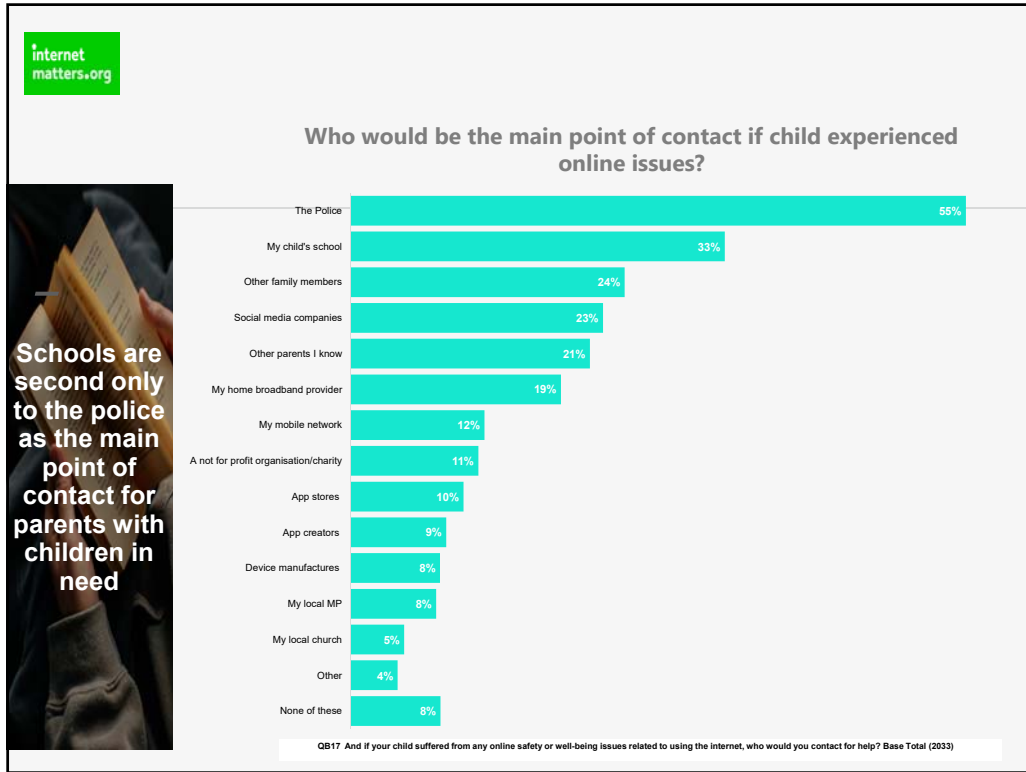
QB11 And how concerned if at all do you feel about the following specific issues? Base Total (2033)

Aside from themselves, parents think that lots of organisations have a high level of responsibility for children's online safety

Responsibility for children's online safety



QB15 Now think about who should be responsible for children's online safety and well-being. For each of the following, please select the most appropriate level of responsibility you feel each should have in keeping children safe online Base Total (2033)



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Engaging with parents



How we
can help:



Raising awareness



Website

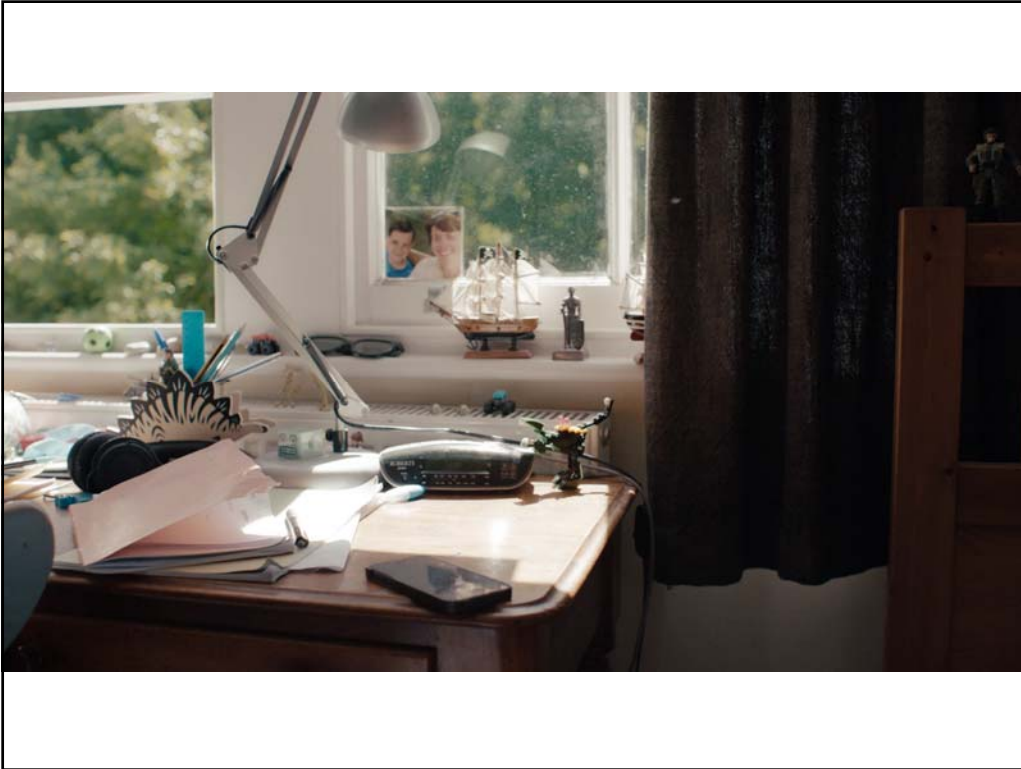


Apps



Downloadable
resources





internet
matters.org

Our website

Designed to help parents

- Advice tailored by age
- Cover a wide range of issues
- Offer a range of advice guides; simple, practical & easy to access
- Dedicated section on settings & controls
- Plus articles, research and expert opinion



Set Up Safe: Simple step by step guides to set up the right parental controls and privacy settings

A comprehensive and easy to navigate hub for parents to help them protect their children from the things they shouldn't see or experience online.

www.internetmatters.org/parental-controls



Help for parents with social media & cyberbullying



Dedicated resources
focussed on
cyberbullying

Social media advice:
Advice for parents with
children using social
media

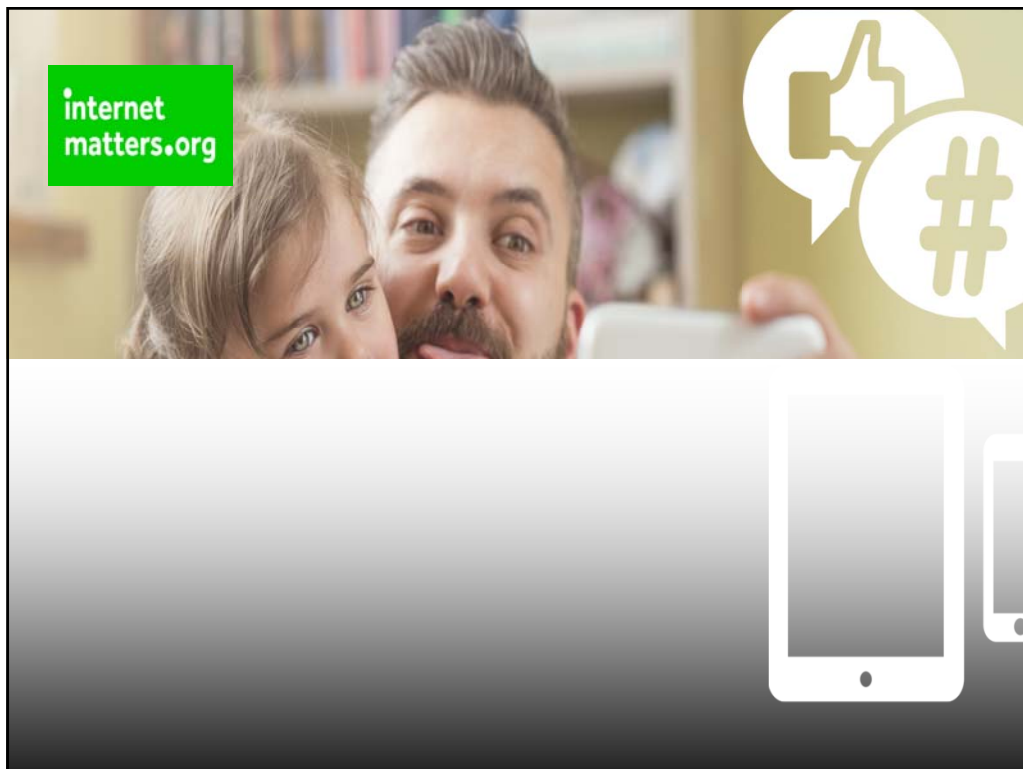
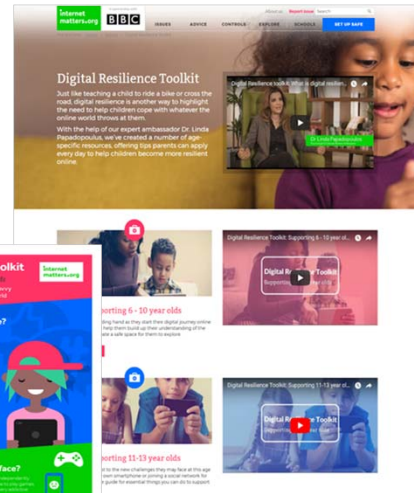
Stop Speak
Support campaign

Help with online
gaming platforms like
Twitch & Steam

Parents guides for
popular social media
networks


Digital Resilience Toolkit for parents

- We've created age specific content to help parents encourage their children to be digitally savvy and resilient
- What resources are available?
 - 5 videos featuring:
 - Tips for parents with children aged 6-10
 - Tips for parents with children aged 11-13
 - Tips for parents with children aged 14+
 - What kind of parent are you?
 - What is Digital resilience and why is it important?



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Internet Matters App



- Free tablet app for iOS and Android
- Ideal for parents with children aged 8-11
- Learn and play together
- Multiple choice questions with fun tilt and turn game
- 8 categories including: cyberbullying, making friends, chatting & sharing

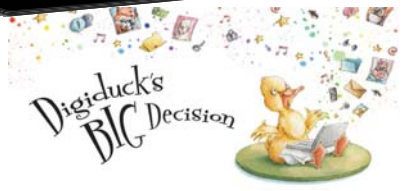
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Digiducks Big Decision



Working with Childnet we have transformed their classic story book into an interactive app

- Narrated by Sophie Ellis-Bextor and her mother Janet Ellis
- Helping children age 3-7 about how to be a good friend online social media
- Free to download for both Android and iOS



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Supporting schools

- Dedicated section at internetmatters.org to support professionals; Split into clear sections including Primary, Secondary & Early Years
- Searchable database of resources which include:
 - Policy & Guidance
 - Staff Training
 - Classroom resources
 - Whole school programmes
- Parent Support Pack provides comprehensive resources to share with parents



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Parent Support Pack



- A range of resources designed for schools to share with parents:
- Presentations
- Posters & Leaflets
- Digital content
- Recommended resources

Parent presentations
A selection of online safety presentations, along with scripts that you can download and use at parents evenings or assemblies.

Parent evening presentation Cyberbullying presentation Bullying presentation

Posters & Leaflets
Use our range of leaflets, age guides, and posters to raise awareness of online safety at parents evenings, one-to-one sessions or as a simple take-home.

Poster Pack Leaflets Age guides

Digital resources
We've provided bright and impactful online banners, a monthly e-newsletter and a range of digital safety guides that you can use to share the latest developments in online safety.

Digital banners Monthly e-newsletter Social media guides

Internet Matters app Digiduck app Conversation guides


More to explore
Here are more resources to help you keep your child safe online.

internet matters.org NSPCC Net Aware

internet matters.org

Downloadable resources

A suite of downloadable PDF's that include:



- Set Up Safe checklist
- Online safety age guides Ages 0-5, 6-10, 11-13 and 14+
- Banners for school websites
- Article for newsletters
- Internet Manners
- Social media top tips
- Online safety guide

Make a Noise



Reporting platform for teachers,
students and parents



Resources and self-
help for pupils,
parents and staff



Incident recording
platform for staff

tootoot

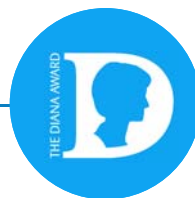
tootoot is the award-winning pupil voice and safeguarding platform

The Make A Noise programme

One of four programmes awarded a total of £1.6m from the
Department of Education



Online reporting &
resource hub
for bullying &
cyberbullying



Peer to peer
anti-bullying
programme

**Anti-Bullying
Alliance**

Supporting children
with SEN/Disability



Discrimination
and hate related
bullying

Objectives

1

Provide schools with a reporting tool that will enable them to capture and evidence bullying, cyberbullying and other issues

2

Provide schools with a process to deal with and escalate issues raised

3

Educate parents and pupils about bullying & cyberbullying by providing a new resource one-stop shop to support schools, young people and parents

4

Generate evidence, via school reporting dashboard and through external evaluation, to show the programme provides a successful approach - in ensuring that children and young people feel able to report issues and they can be dealt with effectively

Verbatim comments support the programme

- *'MaN has been amazing it's enabled us to fit the whole jigsaw together when we respond to a report or incident... The platform has given us continuity and given staff a safer way to address bullying and cyber bullying.'*
- *'You are more likely to talk about bullying to someone if you know you are going to remain anonymous'*
- *'We feel that MaN is really important as it allows adults to hear the genuine voice of the children. When they report things at home they appear to be taking more time to reflect on what it is they want to say.'*
- *'Having everything in one place has been so useful and means that things can get resolved and sorted quicker than previously'*

Additional helpful resources

- Cyberbullying Guidance for Schools
 - <http://www.childnet.com/ufiles/Cyberbullying-guidance2.pdf>
- Professional Online Safety Helpline
 - <https://www.saferinternet.org.uk/professionals-online-safety-helpline>
- UKCCIS Education for a Connected World Framework
 - https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/680356/Education_for_a_Connected_World2.pdf
- Stop Speak Support Lesson Plan
 - https://www.stopspeaksupport.com/wp-content/uploads/2017/11/SSS_Pack_2.pdf



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