

# E Aware Conference

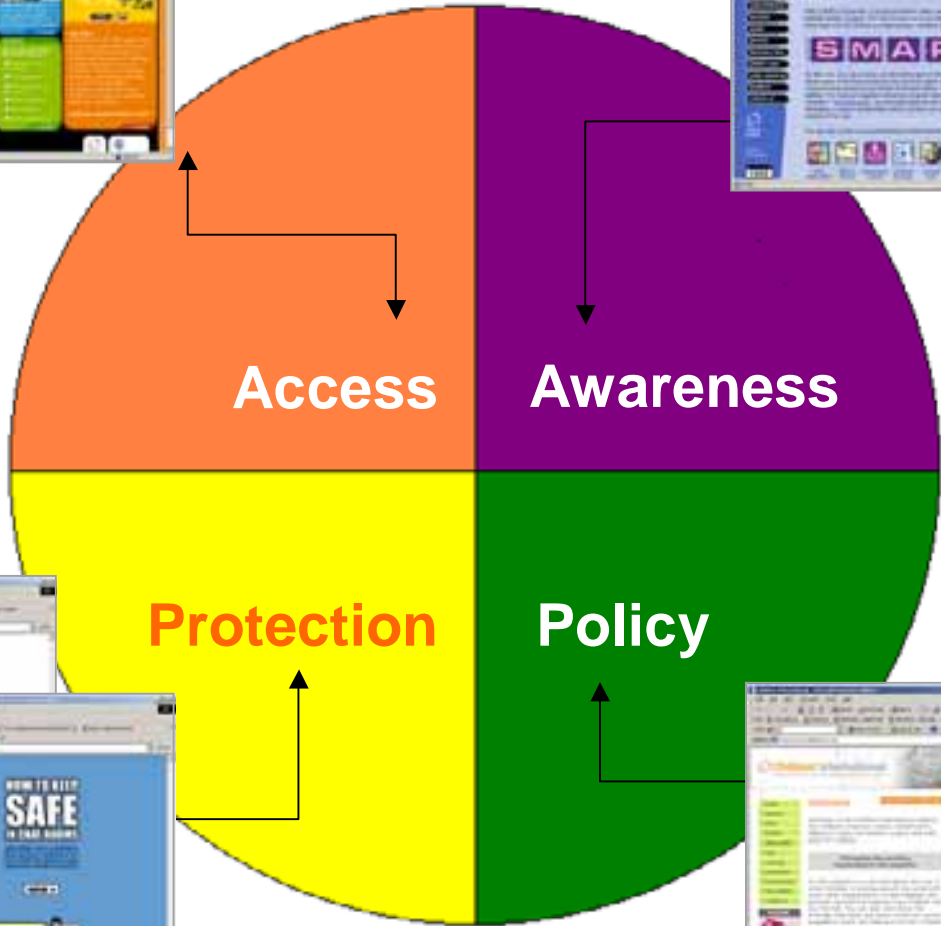
## Protecting Children Online

### Childnet's *Kidsmart* Programme a 360 degree approach



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CHILDNET INTERNATIONAL





*About Childnet*

# THIS PRESENTATION

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TAKING A BALANCED APPROACH TO COMMUNICATING  
INTERNET SAFETY TO PUPILS AND PARENTS



What are the dangers and why  
is this important ?



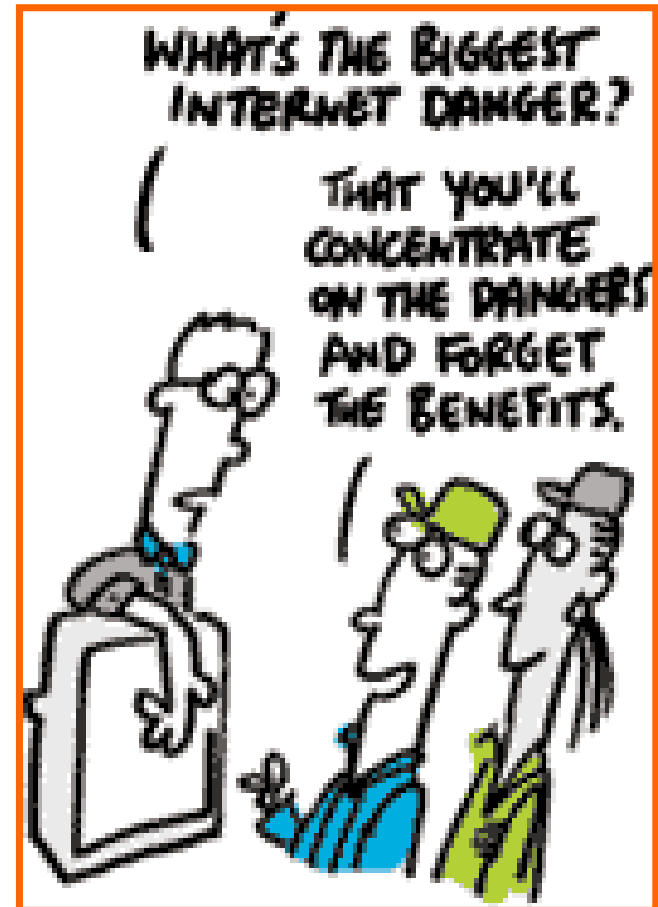
Childnet's Kidsmart programme



Our Approach

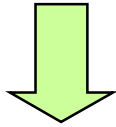


Lessons we have learnt



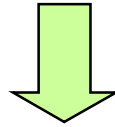
# THE DANGERS TO CHILDREN

Content



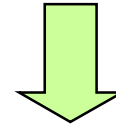
- **Pornography**
- **Racism**
- **Inaccurate information**

Contact



- **Threatening e-mail**
- **Paedophiles in chat rooms**

Commerce



- **Invasion of privacy**
- **Blur between advertising & content**

# Why is this important ?

## ONE FAMILY'S STORY..

“My daughter was contacted starting in February this year by a pedophile whilst using a chat room. He quickly moved to e-mail and shortly afterwards sent her pornography, purporting to be pictures of himself. My daughter was just 12 at this time.

After grooming her for some weeks, he made telephone contact and eventually persuaded her to miss school and meet him.

In total, he met her five times and took her back to his flat where she was sexually abused...

... I have worked in the computer industry for 18 years, latterly with the Internet, and had no idea what went on in these chat rooms. Surely there is some regulatory body that can make the ISPs monitor at least the teenage chat rooms to make sure kids aren't in danger.... Perhaps you can offer some guidance?”

June 2000



A practical Internet safety advice resource for schools that focuses on 5 key “SMART” Safety Tips which children need to remember when they use computers at school and out of school.



**KEY FOCUS = SCHOOLS**

*Supporting Teachers in their work with pupils + parents*

# The Audience for Safety messages



**PUPILS** (Upper years primary )  
- formative stages



Seeking to influence behaviour rather than just inform

**TEACHERS** +ICT Co-ordinators  
- Providing resources & learning



Helping deal with these issues outside of classroom (education and supervision) + resources


**PARENTS**  
- Need support in addressing issues with their children



Vague about children's online use (Creating a safe comfortable forum)



## APPROACH TAKEN

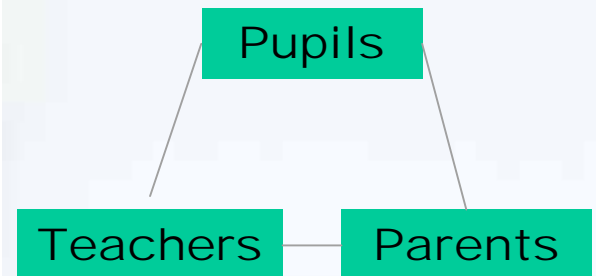
Kid Smart 

- Strengthen tie between home & school with mixture of stand alone, online + face to face resources.
- Emphasis on Engaging rather than just informing Pupils + Parents.
- Piloted the resource with different age groups – focus on 8-13 year olds.
- Partnership with Commercial companies and DFES – credibility for users.
- Active media strategy to extend “reach” to wider audience with Personalities for endorsement.



Complement  
and  
support

**GOVERNMENT ACTIVITY, BECTA  
AND OTHER PARTNERS' WORK =  
CRUCIAL THAT WE ARE SEEN TO  
BE WORKING TOGETHER**



# The Strategies for reaching audience

**WEBSITE**  
[www.kidsmart.org.uk](http://www.kidsmart.org.uk)  
Downloadable  
resources

**ACTIVITIES**  
Drama, Online  
roleplay + class  
room activities

**TRAINING**  
Teachers &  
ICT  
Co-ordinators

**PARENTS' SEMINAR**  
in evening



# The challenges !

School vs out of school use

Constantly changing technology/ platforms

Teachers under great pressure

Danger of inadvertently marketing dangers

Keeping issues in some sort of balance

Technology throws up contradictions

Different parts to the issue constantly change

Kids can know more than parents

How do test whether policies are effective ?

Parents want simple answers + think that filtering is all you need.

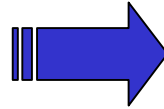
Different complex audiences (not just age)

Only one part of "net literacy"

How do you communicate in a relevant way ?

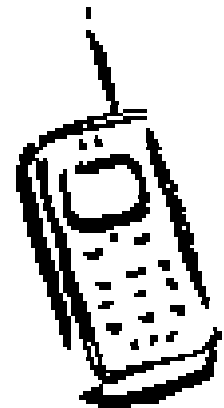
# CONVERGENCE + THE NET GOING MOBILE

Fixed location  
for access eg  
home/school



Already some  
children are  
receiving  
abusive/hoax  
txt messages

Increasingly  
mobile



As technologies converge we need to  
re-view the safety messages

# Lessons Learnt

## 1 DEMAND

Parents, pupils + teachers

## 2 APPROACH

Creativity + Engage

## 3 RESOURCES

Offline + Online

## 4 MESSAGE + AUDIENCE

Positive + segmented

## 5 MARKETING

Multiple pathways + partners + media



education and skills  
Centre for research, learning, innovation, and policy

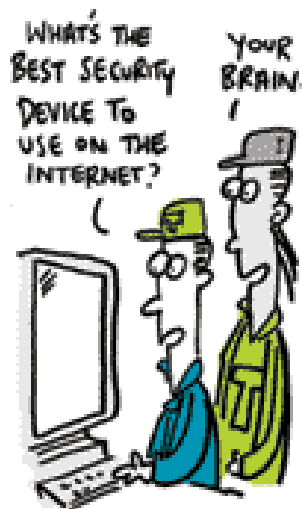
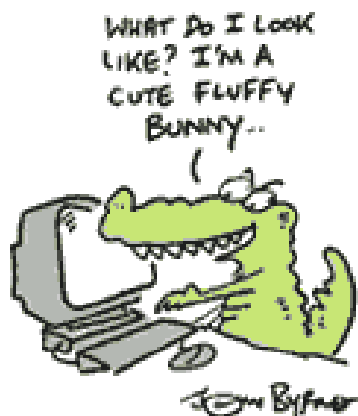
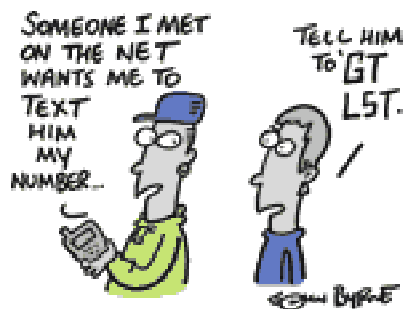


# How Childnet can help you ?

1 Leaflets for Parents + Pupils good first step



*"The Internet is great fun and a brilliant way to keep in contact with friends. However, it is really important that we all use the Net safely and always remember these SMART rules to stay safe online."  
Ant and Dec*



A young boy with short dark hair, wearing a dark jacket, is shown in profile, looking towards the left. He is holding a large, illuminated globe of the Earth. The globe is glowing from within, and the boy's hands are visible near the bottom of it. The background is a soft, out-of-focus grey. The text is overlaid on the left side of the image.

***"The web is more a social creation than a technical one. I designed it for social effect - to help people work together - and not as a technical toy. The ultimate goal of the web is to support and improve our weblike existence in the world..... We have to ensure that the society we build with the web is the sort we intend."***

***Tim Berners-Lee Weaving the Web 1999***