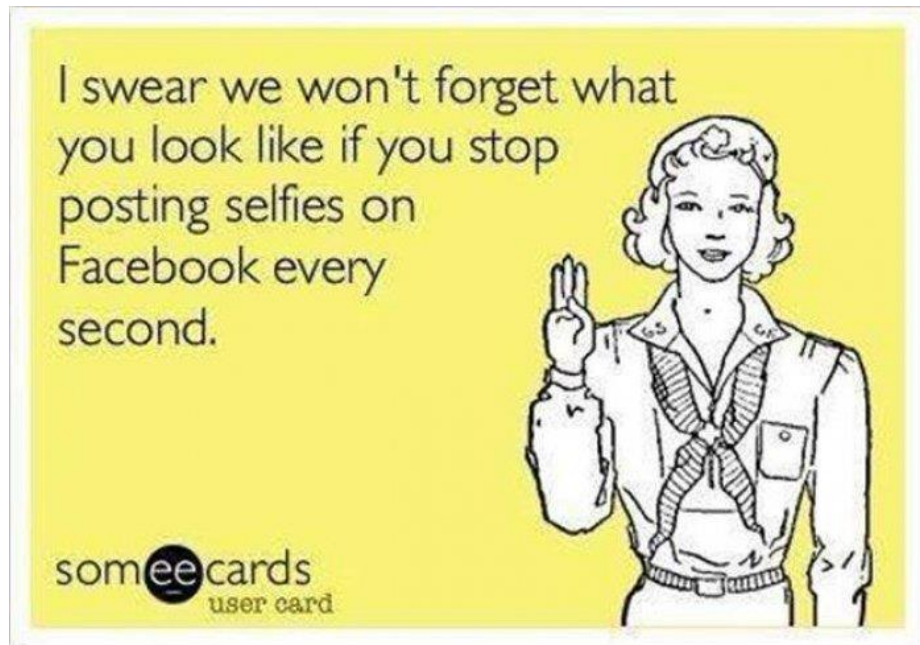


“Children and young people need to be **empowered** to keep themselves safe – this isn’t about a top-down approach. Children will be children – pushing boundaries and taking risks. At a public swimming pool we have gates, put up signs, have lifeguards and shallow ends, but we also teach children how to swim

... just like in the offline world, no amount of effort to reduce potential risks to children will eliminate those risks completely. We cannot make the internet completely safe. Because of this, **we must build children’s resilience to the material to which they may be exposed so that they have the confidence and skills to navigate these new media waters more safely.**”

Safer Children in a Digital World
Report of the Byron Review
Executive Summary
March 2008



what's the Problem?

You've arrived at




**KEEP
CALM
AND
BURY YOUR HEAD
IN THE SAND**

**Parental
Controls**



Northamptonshire
County Council



1. The first selfie was taken in:

- a) 2001 b) 1985 c) 1863

2. The average age most parents talk to their children about online safety is:

- a) 6 b) 9 c) 12

3. 88% of images that go onto social media will end up on other websites without us realising?

True or false

4. 1 in 5 11 to 15 year old girls in Northamptonshire have had nudes shared or passed around without consent.

True or false

5. On Instagram young people use the acronym 'tbh' what does 'tbh' stand for?

- a) To be heard b) To be honest c) To be hated

6. According to young people when is the best time to put a selfie on Instagram to get optimum likes?

- a) 8am b) 1pm c) 6.30pm



The reality.....

77% of children in Northamptonshire have no limits on the internet at home

Social media is having a massive impact on children's friendships and mental health.

A third of parents would like more information

1 in 4 primary children have seen something online that has upset them

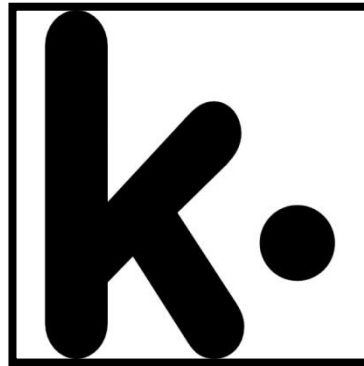
70% of parents don't have a say in the apps their son or daughter download.

88% of young people in this county do not feel at risk online

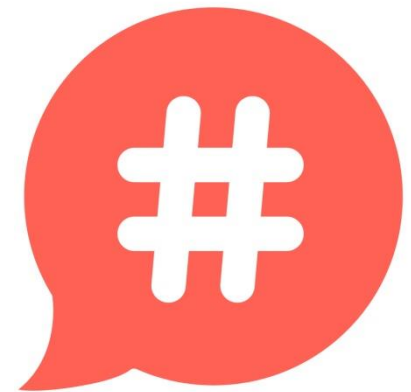
1 in 5 primary aged children say someone has been rude or horrible to them online.

1 in 2 children aged 5 - 11 in every classroom in Northamptonshire would go and meet someone they met on the internet.





Instagram, Musically and Twitter



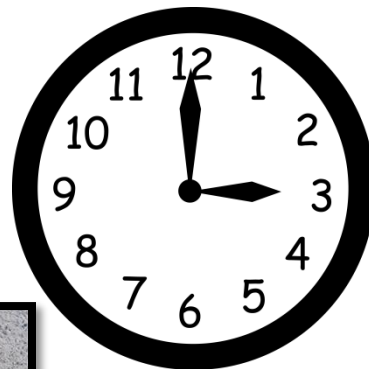
OFFENDER

- Grooming can take, minutes, hours, days or months.
- Scatter gun approach.
- Identify and exploit the victims vulnerabilities.
- Online the offender feels invisible; this invisibility leads to increased courage.
- Dissociative anonymity
- The offender becomes the person the victim is looking for.....
- The offender isolates the victim.
- Then increases his control of the victim and the victim does not really realise it.
- Blackmail/Threats to disclose personal information and pictures on social networks.



Ways to keep safe.....

Multiplayer



WWW Approach

To an extent, it does not matter where young people go online always remember the basics. **We don't talk to strangers and we do not give out personal information!**

Questions



Twitter: NCCcybersafe



Resources



- Think u know
- SWGFL Resources
- Parent Zone – scroll to the bottom of the page link to parenting magazine
- Internet Matters
- Childnet International – resources
- NCC → e-safety → go/search → 1st and 2nd link
 - Parent booklet
- Youtube for kids app
- Swiggle – search engine
- Google game console then parental controls UK e.g. Playstation + parental controls UK
- UK Safer Internet Centre
- Share Aware – Net Aware

