

SWITCHED ON

YOUR HALF TERMLY GUIDE TO NAVIGATING THE DIGITAL WORLD WITH CONFIDENCE SPONSORED BY



TECHWISE
EMPOWERING DIGITAL LEARNERS



As a TechWise initiative, Switched On is dedicated to partnering with parents and the wider school community. Our goal is to share practical ideas and resources that help you confidently navigate the digital world alongside your children.

Who to FOLLOW



UK Safer Internet Centre

youtube.com/@UKSIC

[uk_sic](https://www.instagram.com/uk_sic)

'Helping children and young people stay safe online'



CEOP Education

[@CEOPeducation](https://www.youtube.com/@ceop) [youtube.com/@ceop](https://www.youtube.com/@ceop)

'Helping you to better protect your children online'



Keeping It Real

"The internet is educating our children. New Zealand decided parents should too. In 2020, they released a viral national ad campaign about what children are being exposed to online. It's uncomfortable. It's honest. And it's surprisingly funny. That's why it worked. Because the real danger isn't access. It's silence. We are raising a generation fluent in technology but not always fluent in judgement.

Children don't "go online" anymore. Digital and physical are fused. Which means if we don't explain what they're seeing. An algorithm will. A stranger will. Or a system designed to capture attention before understanding catches up.

We often think protection means control. But control without conversation creates secrecy. And secrecy is where risk compounds.

If we're not parents, we're an aunt, an uncle, a family friend and watching children grow up in this world has made one thing clear:

- Start earlier than feels comfortable
- Ask more than you lecture
- Use humour before fear
- Model the behavior you expect

Because kids don't copy advice. They copy patterns. Technology will keep evolving. AI-enabled manipulation. Deepfakes. Algorithmic influence. The tools are accelerating. So we have to get more intentional."

Dr. Martha Boeckenfeld

Watch New Zealand's viral online safety campaign

Covering pornography, bullying, grooming and parental supervision New Zealand's 'Keep It Real' campaign is hard hitting but perfectly highlights the online world our children experience. **N.B Preview before sharing with young children**



[Keep It Real Online Playlist](#)

Digital Literacy & Well-Being Resources

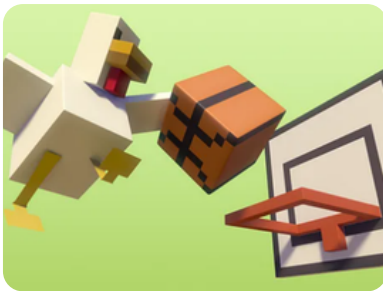
Common Sense Media have developed a collection of resources to encourage children and their families to reflect on their media habits and build digital citizenship skills. Their family tips and activities (available in multiple languages) cover six Digital Literacy & Well-Being curriculum topics. Dive into their Carpool Conversation podcast series, watch their Kids and Tech Video Series or explore their AI Literacy Toolkit. There are a range of multimedia resources to choose from and many are grouped by age. Spark meaningful conversations and allow your children to share their views and experiences about being a digital native.

Click on the links below to access Common Sense Media resources:

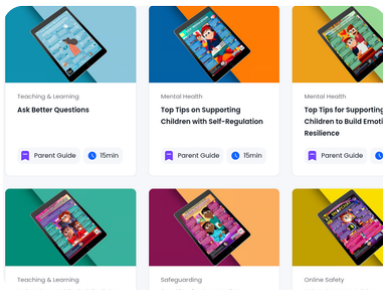
- [Digital Literacy & Well Being Resources](#)
- [Carpool Conversations](#)



Staying Informed



Primary Online Safety - from BBC Bitesize - has a vast range of resources to support teachers & parents.



Research-driven resources to help parents, and carers protect children from online risks.



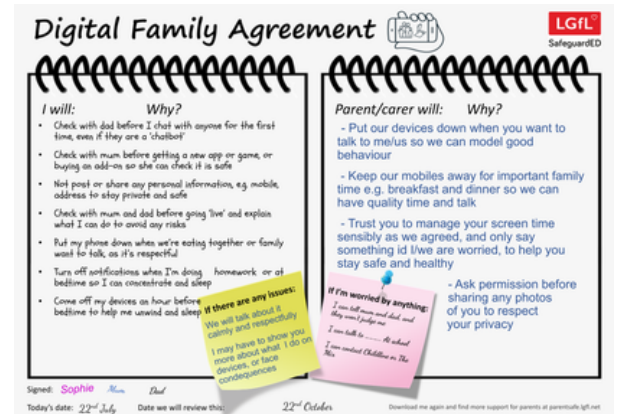
An online safety advice resource. Providing free internet safety advice to help keep your family safe online.



Choose parental controls that are right for your family

We work directly with experts and educators to help inform the types of parental controls that we offer, so that you can set boundaries and use technology in a way that's right for your family.

Set boundaries and use technology in a way that's right for your family



Digital Family Agreement

Balancing the benefits and challenges of the use of technology can be complex for families, and having an external reference point can support them in setting boundaries. Curating a digital family agreement can help you clearly establish how technology will be used by your family at home, ensuring your children grow into a healthy young person who can coexist with, rather than be consumed by, the digital world.

A digital family agreement helps promote open discussions about online safety as parents can clarify what is/isn't allowed and the reasons why. It helps establish ground rules like no phones at the table or in the bedroom at night-time. Agreeing shared expectations helps to reduce arguments and keep everyone safe & healthy.

Importantly, it also gives parents an opportunity to lead by example as often their own use of technology can negatively impact their children.

Click on the links below to access a variety of Digital Family Agreement templates:

- [LGFL Parent Safe Template](#)
- [ISB Age-Appropriate Templates](#)

Get Involved!

We always welcome your input and feedback. If you have an idea for our next issue, suggestions on how we can improve our newsletter or wish to share your personal online safety experience, please contact us using the details below.