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Hot off the press! The latest issue of Vodafone's Digital Parenting magazine is now available for free to schools across the UK.



Child Protection Initiatives Update

19th January 2016

Presented by Paul Cording

Module 3: My Digital Life



The internet has changed our lives in so many ways. This module helps young people to discuss the positives and negatives, including how to stay safe online.

Go to the My Digital Life vodafone.co.uk

Want to get your school or youth group involved in Be Strong Online?



Go to the Be Strong Online vodafone.co.uk and enter your details (name of school/organisation, postal code and email address) to download the free module. Your email address will be used to notify you of new modules only.

Module 2: Coding & Creativity



Get your students talking about why coding is important and how it can help them to be strong online, with some fun challenges and games.

Go to the Coding & Creativity vodafone.co.uk

Looking for other resources about digital safety?



Learn about our anti-bullying research and our new 'Be Strong Online' UK schools and other organisations working with young people can view order free copies of the latest issue of Vodafone's Digital Parenting magazine, published in September 2015.



Remember Vodafone Guardian?

- Presented to ICT Forum in 2013
- Offered in all Vodafone Markets (to all mobile users) and a number of partner markets (e.g. Telekom Austria markets)
- One of the main capabilities was to block individuals from contacting you
- Capabilities of the device put behind PIN control
- These capabilities are now becoming available via the device OS, showing how the value chain evolves



How to...
set up the Vodafone Guardian app

The Vodafone Guardian app helps to keep children safer when using a smartphone.

As part of Vodafone's commitment to supporting parents in encouraging their children's safe and responsible use of digital technology, it offers the free Vodafone Guardian app for use on a range of Android devices.

Vodafone Guardian helps parents to manage their child's smartphone by providing protection from inappropriate calls, messages and online content. The app enables parents to stay in control in a number of ways, including:

- Blocking specific contacts or mobile phone numbers to prevent bullying text messages or calls
- Specifying times during which their child can make or receive calls, use apps, access the Web and use the camera
- Restricting outgoing calls to named contacts, such as Mum, Dad or specific friends
- Transferring bullying text messages to a secure folder on the phone that could be used as evidence with the child's school or the police

Vodafone Guardian is available to download for free from Google® Play.



Direction of Travel

- Then
 - Vodafone has focussed on delivering to/supporting parents. Collateral has been for parents.
 - With the Digital Facts of Life launched in 2014, designed to be used with young children, but still delivered by parents



- Now
 - Continue to inform /support parents, (we are hoping to distribute 1,000,000 copies of the Digital Parenting Magazine in the UK by end of this school term,)
 - Specialists in online skills/safety point to the success of the Peer to Peer approach as peers will have the “user experience” of the children with the latest online trends.



Emotional Resilience – Emoji campaign

When & What

- Launched 22/23 September
- Awareness raising campaign on cyberbullying issues, directed at teenagers
- Launch of an Emoji, an infographic and supporting videos by “YouTube” celebrities
- YouGov Survey – 5,000+ teenagers in 10 VF Markets + USA (DE,ES,GR,IE,IT,NL,NZ,TU,UK,ZA)

Why?

- Recent academic research has found that it is difficult for young people to show compassion and support for their friends in words if they are being bullied online

Who & How?

- Leading US psychologist and emoji design experts. Survey includes teenager preferences
- With SnapChat GeoFilters – 80 Million sent & Received



Peer to Peer Modules

When & What?

- First module (cyberbullying) launched 22/23 September (integrating with Emoji campaign)
- A resource of 10 modules for online skills and safety, including 5 videos and supporting presentations

Why?

- Previously online skills/safety training as seen as too complex a subject for many
- Proposal to provide “bite-size” modules that can be used as a stand-alone to deal with a particular issue/situation in a classroom or a bigger project using all the modules

Who & How?

- Working with Diana Awards, an anti-bullying ambassador scheme in the UK and IE and also delivering expertise for the pan-EU Enable project (see over)
- The modules are envisaged to be used by teachers/youth leaders to train older teenagers to deliver the modules to younger teenagers. 750+ schools downloaded so far.

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<p>Want to get your school or youth group involved in Be Strong Online?</p>  <p>Go to the Be Strong Online vodafone.com page and enter your details (name of school/organisation, postcode and email address) to download the first module. Your email address will be used to notify you of new modules only</p>	<p>Looking for other resources about digital safety?</p>  <p>Learn about our anti-bullying research and our new support article. UK schools and other organisations working with young people can now order free copies of the latest issue of Vodafone's Digital Parenting magazine, published in September 2015.</p>

Coming Soon : Digital Footprint, Power of Play, Social Media, Critical Thinking, Peer Pressure, Wellbeing, Selfies



Next Steps

- Integration of Modules with other initiatives/organisations
- Partnership use of emoji through social media services via existing commercial relationships
- Roll-Out across Vodafone Markets
- Review and hard-launch September 2016

