



Workshop

Parents' Public Campaign

June 22

DigiLitEY Project Meeting 6

Riga, Latvia

Workshop Agenda



Developing a Parents' Public Campaign

1. What we've done previously: the last workshop and ideas so far
2. Scale and scope
3. Reaching Europe-wide and at the national level
4. Content and key messages
5. Brief for the Design Company – the *Frameworks Institute*
6. Implementation

Think Tank - Parenting Young Children in the Digital Age



First meeting: 27th of March 2017, LSE, London

Participants:

- Cbeebies,
- Vodafone
- Academic Experts (COST action members + others)
- NGOs (Digital Parenting, COFACE, European Parents' Association)
- The European Regulators Group for Audiovisual Media Services - ERGA

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Some of the issues discussed

- How to reach parents with information?
- Methodological & ethical issues;
- More studies needed on parental use and their interaction with children in parental digital environment;
- New issues (e.g. sharenting and over sharenting);
- More studies that focus on family as a whole (including siblings and grandparents);
- Longitudinal studies that focus also in the influence of the research on family's digital practices

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Are parents receiving appropriate guidance about mediating young children's use of digital technologies?

- Some parents/ some guidance / limited topics concentrated on screen-time
- Information is getting into the public domain but it is a slow process
- Too much emphasis on media panics
- Parents want the information when they are in crisis
- Parents very busy - general message
- Pre-school vs schools: 0-8 is a large group
- Does it matter who gives the message - once it is approved?
- Is it coming from a trusted source?
- Trust in the quality of the research
- Better regulation may make parents trust the source

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What sort of guidance might be appropriate for them?

Guidance on connectivity

In the box: is this for a child / what might need to be considered / could this endanger your child

Labelling advice - is this message

Changing role of regulator

Ofcom - Leaflet on social media – though recognition of regulators is low

Content labelling - is useful but difficult. Industry has not taken it up.

Country of origin - rating - end users don't have control

Soft approach to industry responsibility

YouTube Kids and Netflix Kidz

Netflix parental control has PIN control in Germany

VOD services focusing on children - more urgent need for guidance

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What sort of formats should guidance take?

- Innovative ways of getting messages to parentings
- Online training – kids and parents
- Games - other family members;
- Limited resources - where is it best deployed?
- Ways of accessing where it is needed the most.

What networks exist already that the Action could draw on in disseminating any information to parents?

- Social services
- Ante-natal clinics
- Health services
- Educational settings
- Peer-to-peer groups - particularly for parents

Recognising the challenges

- The gender bias on approaching the parents;
- Because of the competition for funding, organisations don't necessarily cooperate in putting together data and solution/ best practices
- Diversity of languages and cultures: need to keep wider focus beyond the Anglo-centric world to have meaningful impact.



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Follow-up meeting: 31st August, Bologna

Developing a Public Campaign aimed at parents to help them monitor and support their children's digital literacy practices

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An example – “Digital 5 A Day”

Home > Latest



The **Digital 5 A Day** provides a simple framework that reflects the concerns of parents/ carers as well as children’s behaviours and needs. It can also act as a base for family agreements about internet and digital device use throughout both the holidays and term time.

Based on the NHS’s evidence-based [‘Five steps to better mental wellbeing’](#), the 5 A Day campaign gives children and parents easy to follow, practical steps to achieve a healthy and balanced digital diet.

<https://www.childrenscommissioner.gov.uk/2017/08/06/digital-5-a-day/>

**Parenting Young
Children in the Digital
Age
A Digital Parenting
“Diary”**

<p>January</p> <p>8</p> <p>Sunday</p>	<p>Be Mindful</p> <ul style="list-style-type: none"> • What is digital in your environment?
<p>January</p> <p>9</p> <p>Monday</p>	<p>Together. Interact.</p> <ul style="list-style-type: none"> • Be together online and offline, mentally and physically with your child
<p>January</p> <p>10</p> <p>Tuesday</p>	<p>Listen and learn</p> <ul style="list-style-type: none"> • Listen to and learn from your children • Learn from trusted sources
<p>January</p> <p>11</p> <p>Wednesday</p>	<p>Reach Out</p> <ul style="list-style-type: none"> • Don't wait for a crisis to build your support network
<p>January</p> <p>12</p> <p>Thursday</p>	<p>Privacy is Precious</p> <ul style="list-style-type: none"> • Your child is owner of his/her image and data
<p>January</p> <p>13</p> <p>Friday</p>	<p>Be an example</p> <ul style="list-style-type: none"> • 'Children are great imitators: let's give something great to imitate'
<p>January</p> <p>14</p> <p>Saturday</p>	<p>Seek balance</p> <ul style="list-style-type: none"> • Create memories that you may share online mindfully!

1 - Be Mindful

- To know yourself - and how you want to bring up your child
- DigComp 2.1 Framework
- Find out about your own digital practices
- Self-evaluate your digital practices
- Be aware ...
- Critical awareness/critical literacy
- Exploring the environment – what is digital in your environment
- Mindfulness – your own feelings, reasons, motivations

2 - Together. Interact

- Be together online and offline, mentally and physically with your child
- Shared activities
- Have fun, play together, explore, create
- Make mistakes
- Foster autonomy and independence
- Build mutual trust, guide and be there for support
- Discuss, explain and set rules together
- Learn together

3 - Listen and Learn

- Listen to and learn from your children
- No two children are the same. Every child is different
- Listen to and learn from trusted sources
- Be curious and be open to new things
- Encourage your child to listen and observe
- Don't just be a follower of fashion!
- Learn from your mistakes and discover / share your lessons learned

4 - Reach Out

- Don't be shy: most parents are in the same boat. You are not alone!
- Don't wait for a crisis to build your support network
- Find sources that you trust: professionals and peers
- Be critical and check your sources
- There is no one right approach. There are different parenting styles.
- Embrace and celebrate diversity in families and in society
- Be flexible

5 - Privacy is Precious

- Think before you post
- Think about how you share
- Sharenting and oversharenting: it is okay to share but be mindful that you are a guardian of your child's digital footprint
- Your child is owner of his/her image and data
- Will he/she be happy with what you share in the future
- Consider your child as a rights holder
- Be aware of commercial practices of data collection

6 - Be an Example

- ‘Children are great imitators: let’s give something great to imitate’
- Practice what you preach – actions speak louder than words
- Nobody’s perfect: don’t be afraid to make and acknowledge your mistakes with your children
- Children are learning from their parents’ actions all the time
- Be aware of children’s other role models, e.g. teachers, grandparents, tv programmes

7 - Seek Balance

- Importance of balance in all activities
- Importance of family moments
- Positives and enjoyment from a good balance
- There is time to sit back and have fun
- Don't be terrified by scare stories
- Don't heed all scaremongering: think critically. Balance counts here too.
- Don't exaggerate the risks, e.g., cyberbullying
- Create memories that you may share online mindfully!

How FrameWorks Zeros In on a Message

A typical project can take up to 18 months.

Here's how the communications think tank "reframes" an issue:



Researchers interview experts to learn what they want to convey to the public.



Staff members examine how the issue is portrayed in the news media and advocacy communications.



FrameWorks interviews and surveys the public, or the people the client wants to reach, often testing for people's values or assumptions that influence how they perceive the issue.



FrameWorks identifies the gaps between what experts understand about an issue and how the public perceives it and tries to bridge those gaps with new ways to describe the issue with scientific accuracy.



The new communications are tested on people randomly selected on the street to help fine-tune the final message.

- **See videos** that show how nonprofits are using FrameWorks Institute's ideas to get their messages across.

The goal is to shape policy by creating messages that are scientifically accurate and easy to understand.

