



هيئة أبوظبي
للطفولة المبكرة
Abu Dhabi Early
Childhood Authority

Child Protection in Digital Environment

Presentation for ITU Committee

October 2023

About ECA

Our Vision

Every young child is healthy, confident, curious, able to learn and develop strong values in a safe, family-friendly Abu Dhabi

Our Objectives

All children have the necessary personal foundations for healthy physical and social-emotional development and early learning

All children live in a stable and secure environment and are protected from harm and danger

Parents are confident and have the capabilities to support their children's holistic development and well-being

Our Focus



Health & Nutrition

Children
Ages 0-8

Parents, Caregivers
& Families



Child Protection

Community

Policymakers &
Government Entities



Family Support

Practitioners &
Professionals

Private & Third
Sector Entities



Early Care & Education

Higher & Applied
Education Entities

Child Protection System Framework

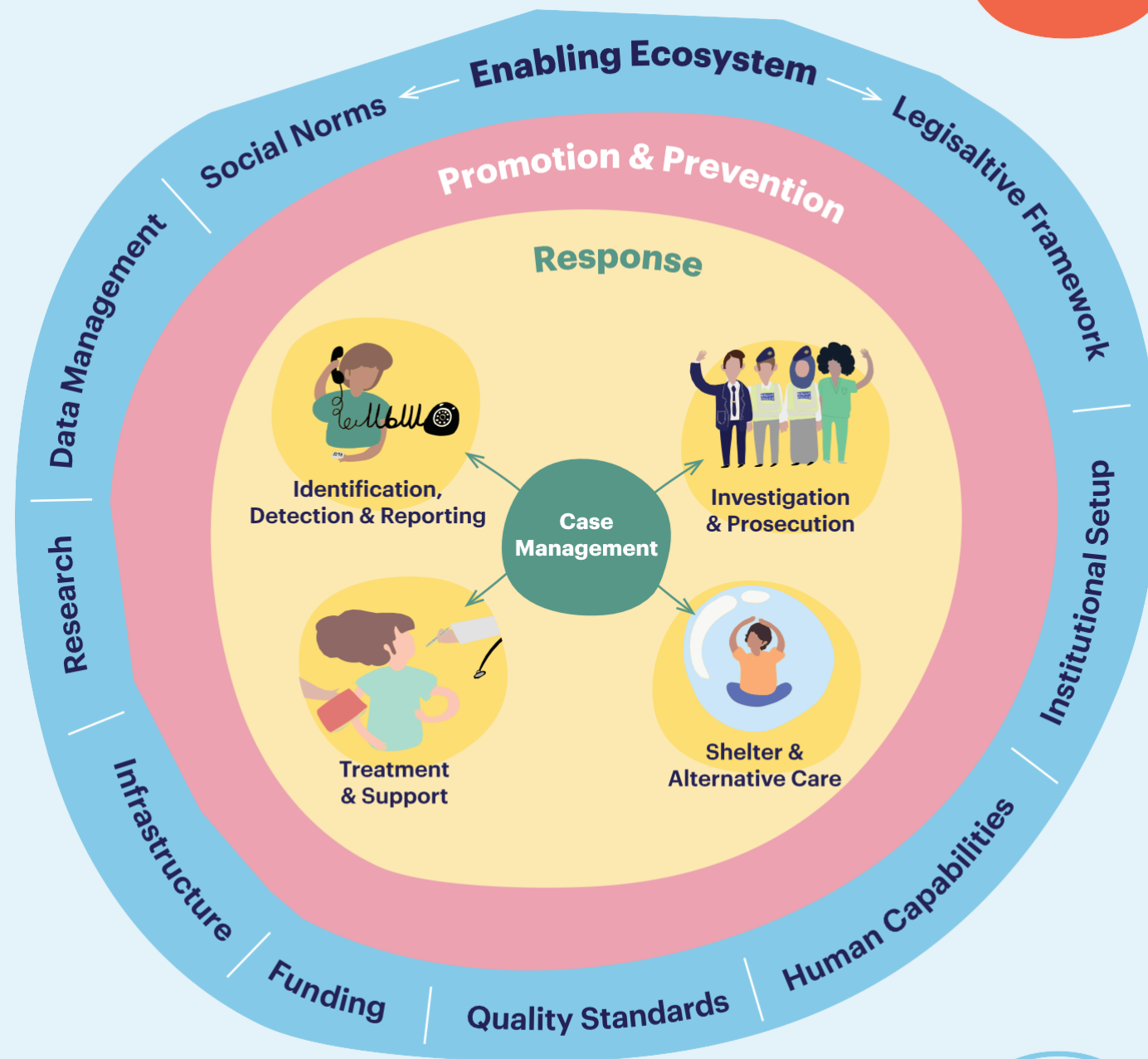
The Child Protection System Framework is segmented across three main layers namely enabling ecosystem, promotion and prevention and response, with online protection a key focus across the entire system.

دامع
الأمان



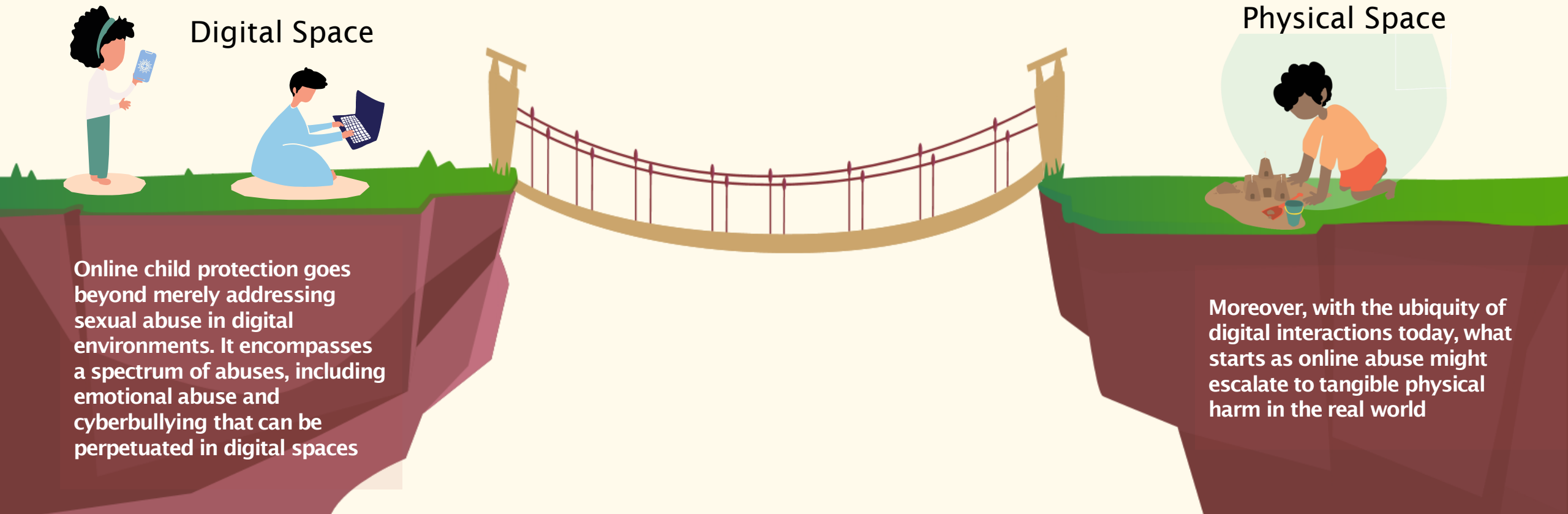
dama
al-aman

Dama al-aman program is an Emirate-wide initiative developed to unify child protection initiatives in Abu Dhabi under one cohesive identity, cascading into four sectors: social, education, health, and judicial and law enforcement.



A Unified Approach to Ensure Protection of Children in Digital and Physical Spaces

A unified approach is vital for effective family and community protection programs. Engaging both parents and children, online or in-person, is key. To best protect our children, it's essential to adopt a holistic approach, addressing all potential risks.



Key Agencies

Agencies in Abu Dhabi, spanning the social, educational, health, and judicial/law enforcement sectors, play pivotal roles in the child protection system. Working in unison, these entities collaborate efficiently to ensure the safety, protection and well-being of children.

Social Sector



Ministry of Community Development (MoCD)



Abu Dhabi Early Childhood Authority (ECA)



Abu Dhabi Department of Community Development (DCD)



Family Care Authority (FCA)



Ewa'a



Family Development Foundation (FDF)



Zayed Higher Organization (ZHO)



Endowments' and Minors' Fund Authority

Health Sector



Abu Dhabi Department of Health (DoH)



Abu Dhabi Public Health Centre (PHC)

Education Sector



Ministry of Education (MoE)



Abu Dhabi Department of Education & Knowledge (ADEK)



Emirates Schools Establishment (ESE)



Khalifa Empowerment Program - Aqdar

Judicial/ Law Enforcement Sector



Ministry of Interior Child Protection Center (MoI CPC)



Abu Dhabi Judicial Department (ADJD)



Abu Dhabi Police Criminal Investigation Department (CID)



Telecommunications And Digital Government Regulatory Authority (TDR A)

Joint Commitment to Protecting Children



1 Policy, Legislation and Governance

- Wadeema's law
- Dama al-aman child protection policy
- Dama al-aman student policy
- Dama al-aman child protection system design

2 Criminal Justice

- Potential development of treatment program for alleged offenders
- Operationalization of the We Protect National Response Model, including alerting users accessing illegal sites, using advanced CSAM (child sexual abuse material) detection tools (led by the Ministry of Interior)
- Parent and child awareness campaign on CSAM

3 Victim Support and Empowerment

- Centralized management of child abuse cases
- Imminent launch of Children's House, a one-stop support center for abused children and families
- Potential launch of a dedicated child helpline
- Child-friendly forensic interviewing
- Several specialized trainings for child protection specialists, frontliner staff and hotline operators



WE Protect Model

4 Society and Culture

- Awareness and outreach campaigns on child protection
- Dama al-aman in Schools and Nurseries program
- Parental awareness campaigns

5 Industry

- Pursuit of innovative tech-enabled models for the dedicated child helpline

6 Research and Data

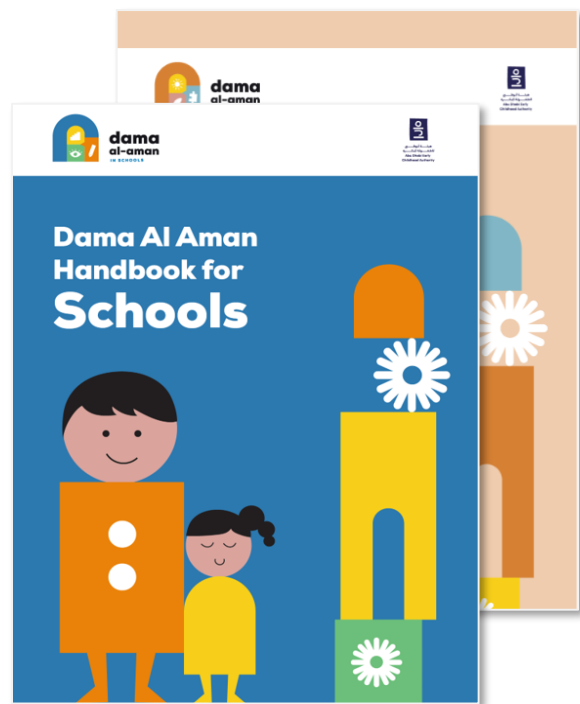
- Adverse Childhood Experiences (ACEs) study
- Student absenteeism research to uncover root causes

7 Enablers

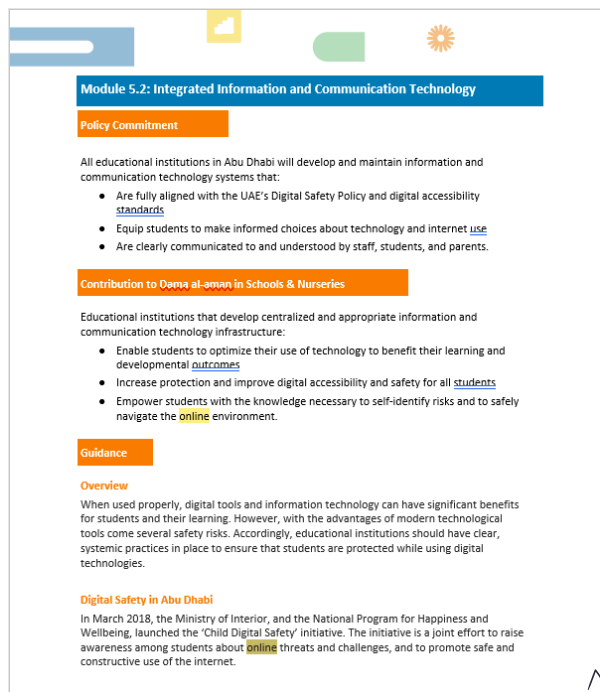
- Inter-agency case management manual facilitating cross-sector collaboration
- Information monitoring system
- Digital safety concern portal for mandated reporters to report suspicion of child abuse
- Funding allocation for various initiatives



Dama al-aman in Schools and Nurseries Program Handbook



Provides school and nursery staff with guidance and practical applications to effectively implement the program across its pillars and modules



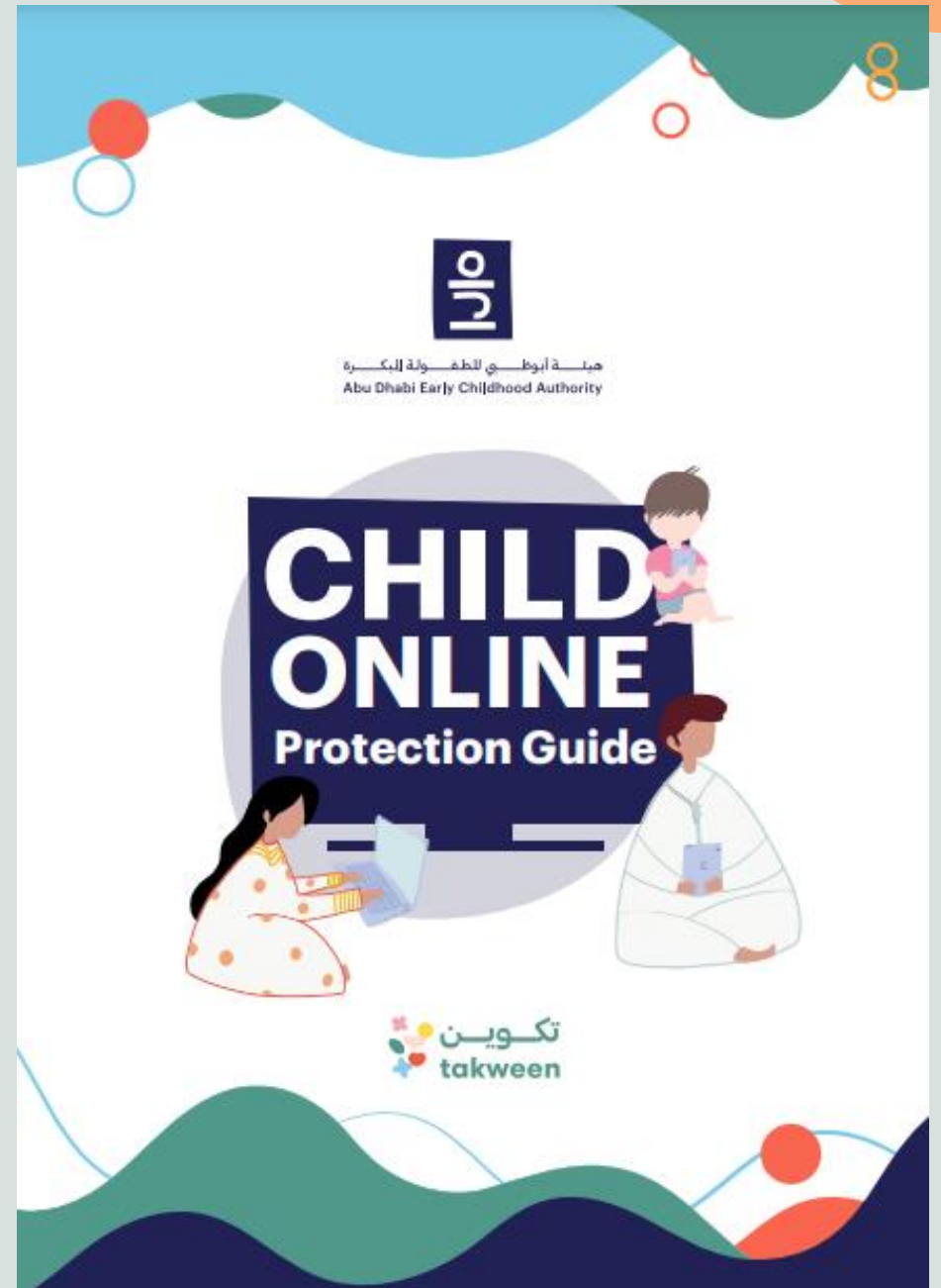
Empowering students with the knowledge necessary to self-identify risks and to safely navigate the online environment

Increasing awareness of digital safety will help families better monitor the time spent, and content accessed, using technology



Child Online Protection Guide

Child Online Protection Guide is designed for parents/ caregivers, especially of young children, to promote children's safe online activities across social media, electronic games and other digital platforms. It addresses potential risks of cyberbullying and other online abuses, offering solutions and reporting methods. The guide also highlights beneficial online resources for children of determination, ensuring their educational and social needs are met



Guidelines for Screen Exposure for Children (0-8 years)

90% of GCC children have access to mobile devices, with 82% between 8 and 19 years old in Abu Dhabi having a social media account

During COVID-19, children's average daily screen time increased from 2 to 3 hours per day, particularly among those aged 0-3 years old

What can you as a parent do now?

1. Be aware and involved with your child's screen exposure. Speak with your child to better understand their habits and interests.
2. Set screen exposure limitation for children. Including the time spent on screens per day and the content they should be exposed to.
3. Lead by example. Reduce your exposure to screens and spend more time with your children.
4. Install parental control software. Using parental control software can limit the time and content on your child's device.
5. Ensure your child is exposed to beneficial content. For more information on age appropriate content please visit: www.common sense media.org
6. Report inappropriate/illegal content. Cyber crimes should be reported to the UAE's federal Public Prosecution using 'My Safe Society' mobile application.

Notes:

1. Norton's My First Device Report (2020)
2. Global Well-Being Insights Report (2020)
3. Screen Children and Parents: Media Use and Attitudes Report (2016)
4. Children's Hospital of Philadelphia (2018)
5. New York Times article: "Kids Say Goodbye to Screen Time for Children Under 3" (2019)
6. Expert Call with Colleen Krath from American Academy of Pediatrics (2019)



For more information, please visit:
www.sca.gov.ae

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Guidelines for Screen Exposure for Children (0-8 Years)

1

Helps parents form healthy habits in the early years in order to ensure that the child develops a positive relationship with technology

2

Discusses the adverse impacts of extended screen time and provides age-appropriate recommendations

3

Provides resources to parents to help them personalize children's screen time plan

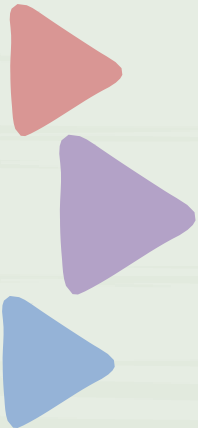
“Regulation of Online Marketing of Food Products Targeting Children” Initiative







A committee will be set up to implement the initiative

National studies show that childhood obesity may get accentuated in the next decade

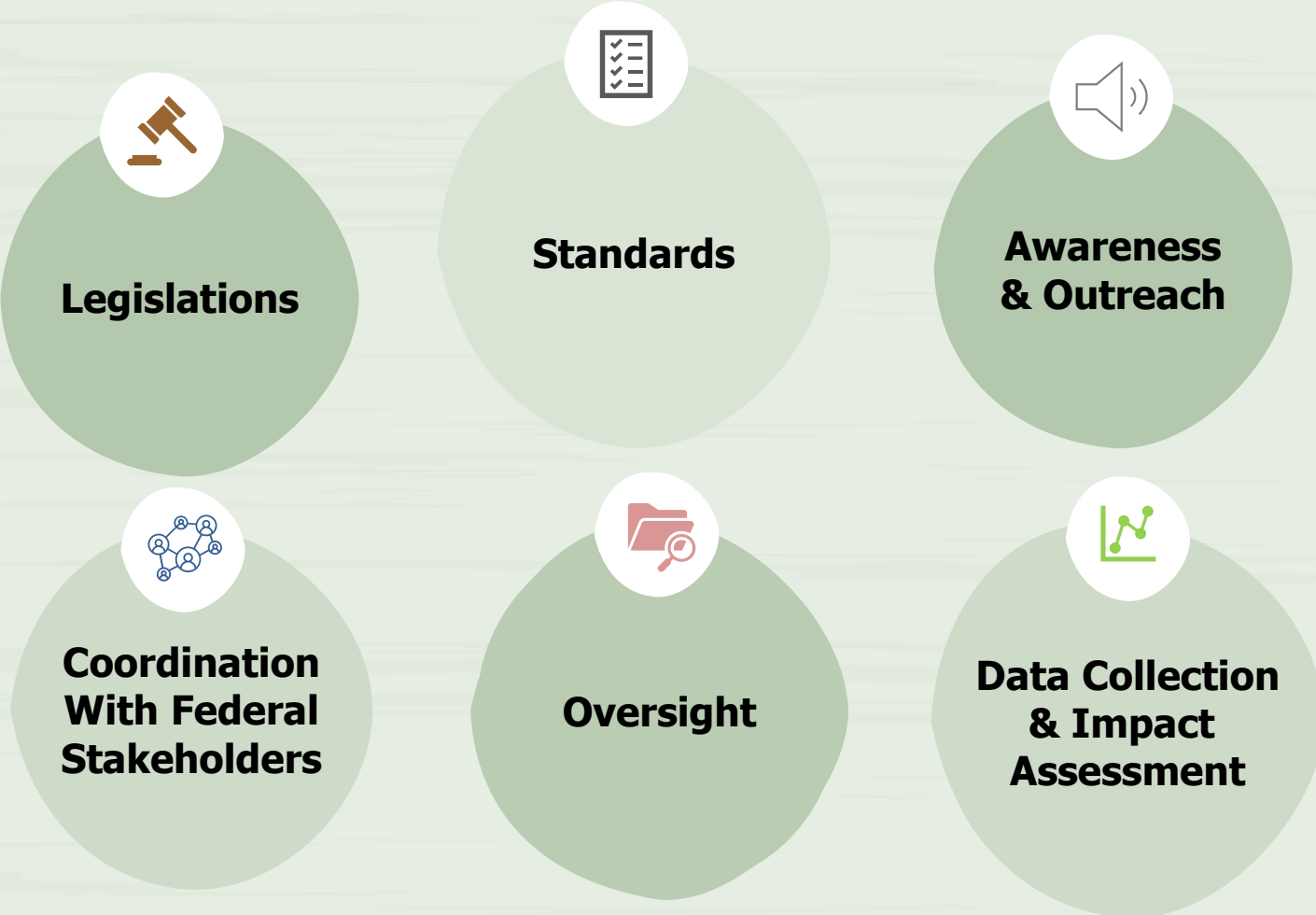
~400K children between 5 and 19 years are at risk of obesity by 2030

~120K (27%) of children aged 5 to 9 years are at risk of obesity by 2030



	Geographic Region	1 Abu Dhabi 	2 Across the whole UAE
	Channels	Online channels (e.g. social media, apps, etc.)	
	Age Groups	Internet users under the age of 18	
	Target Groups	Paid ads by: <ul style="list-style-type: none">• Advertisers (food companies, advertising agencies, social media influencers, and other advertisers)• Advertising platforms (such as TikTok, Instagram, Meta, etc.)	
	How are unhealthy foods defined?	According to Abu Dhabi technical standards to regulate the marketing of food to children	

Initiative Implementation Mechanism





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Thank You