World first cultural change system for cyberbullying and cybersafety

First Pacific Islands Capacity Building Workshop on Child Online Protection

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The Alannah and Madeline Foundation
Keeping children safe from violence
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Chairman
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The Alannah and Madeline Foundation

An Australian charity protecting children from violence and its devastating effects

Mission
Keeping children safe from violence

Vision
The Foundation's vision is that every child will live in a safe and supportive environment

Values
Caring, friendliness, valuing difference, including others, respect and responsibility
Three Focus Areas

We care for children who experience or witness serious violence.

We develop programs which help prevent violence in the lives of children.

We play an advocacy role and we’re a voice against childhood violence.
Children Ahead

• Intensive support to help children recover from the trauma of violence

• Intensive care for 12 to 18 months

• Individually designed care plan
Buddy Bags

Provides children who enter emergency care with a back pack full of essential items including toiletries, pyjamas, socks, underwear, a teddy bear, photo frame and pillow slip.
Bullying is when someone (or a group of people) with more power than you repeatedly and intentionally uses negative words and/or actions against you, which causes you distress and risks your wellbeing.  

1. National Center Against Bullying 2008
NCAB is a peak body of experts working to advise and inform the Australian community on the issue of childhood bullying and the creation of safe schools and communities, including the issue of cybersafety.
Better Buddies Framework

A peer support initiative designed to create friendly and caring primary school communities where bullying is reduced. Older children buddy up with younger children and learn the values of caring for others, friendliness, respect, valuing difference, including others and responsibility.
Cyberbullying is bullying - using electronic means.
What are young people doing online?

The internet plays a critical role in the lives of our young people. ¹

“....to many adults, the Internet is a thing, but to kids it’s a place. And this place is an integral part of their self-identity, relationship formation, and social support.”

¹ Young People and Technology, McGrath 2009
Teenagers online

89% of teenagers have a mobile phone
69% mobile phone users have a smart phone

9/10 teenagers have internet access at home

74% use a computer to go online
23% a tablet
56% a mobile phone

74% of teenagers go online more than once a day

In four years to December 2013, the number of teenagers who accessed the internet from wireless hotspots has increased by 176%

Source: ACMA Research Snapshots Teens Online ABS CensusAtSchool
Teenagers online

Top 3 online channels (Dec, 2013)

- **Google**: 77% visited, spending an average of 3 hours and 4 minutes.
- **Facebook**: 53% visited, spending an average of 2 hours and 27 minutes.
- **YouTube**: 50% visited, spending an average of 2 hours and 25 minutes.

Top 3 internet based activities (Dec, 2013)

- 9/10 for entertainment
- 8.5/10 for communication
- 6/10 for research

In 2013, students spent a median of **10.0 hours** using the computer/Internet each week.

Girls more often use the Internet for social networking (52%) than boys (38%).

Source: ACMA Research Snapshots Teens Online ABS CensusAtSchool
The number of teenagers downloading apps has increased by 79% in the last two years.

12% decrease between 2012 and 2013.

Source: ACMA Research Snapshots Teens Online ABS CensusAtSchool
Australian families are very concerned about cybersafety:

→ cyberbullying
→ sexting
→ privacy issues
→ unwanted contact by strangers
Social media – perceived risks

Figure 23. Risks or problems associated with SNS identified by year 7 to 10 students.

Monash University, 2011, Teenagers, legal risks and social networking sites

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Rates of cyberbullying

→ 10 - 20% children report being cyberbullied, peaks at 13 to 14 years

→ The incidence is increasing with increased access to technology.

→ In some countries the prevalence is well over 50% (USA: 52%, Canada 55%, China 65%)
Effects of cyberbullying

→ Physical and psychological consequences.1

→ Long term negative effects on the mental health of victims. 2

→ Students who continually engage in bullying at school tend to be more clinically depressed, undertake self harming behaviours and suicidal than others. 3

→ Are more inclined to be aggressive in the wider society, whilst at school and after leaving school. 4

2. Olweus 1993
3. Rigby and Slee 1999
Sexting

* 2013, ACMA Cybersmart

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Sexting

... but it’s not MY child

Parents are in the dark about how much their teens and friends are exposed to sexting.

Only 3% of parents said that their child had sent sexually suggestive material.

Only 8% of parents said their child had received such images.

Destination unknown

Once it’s out there, there’s no knowing where it will end up.

88% of self-generated images had been collected and put on other sites.

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The importance of this issue to Australians

- Parents concerned about cybersafety: 48%
- Parents concerned about how child interacts with strangers online: 72%
- Teenagers describing the act of posting personal info online as ‘high risk’: 89%

Source: The ACMA 2012
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The benefits of technology
The benefits of technology

A great tool for:

✓ Socialising

✓ Communicating

✓ Learning

✓ Working
Our challenge

How can we embrace the benefits of technology, and at the same time protect our children and youth from cyberbullying and other risks online?
A cultural change approach to protecting children online

- Based on the highly successful SunSmart and Quit campaigns
- A world first in developing a cultural change approach to cybersafety
eSmart

- **SMART**: Embracing technology for the future
- **SAFE**: Children and young people know how to keep themselves safe on line and off line. Parents know how to protect their children from cyber risks
- **RESPONSIBLE**: Respectful, caring and friendly environments where bullying and cyberbullying are not tolerated
Creating an eSmart Australia

Includes the whole community – everyone has a role to play:

Parents, teachers, librarians, police, employers, government, young people
Why eSmart for schools

→ Young people have unprecedented access to technology and unprecedented exposure to cybersafety risks.

→ Cybersafety and bullying are major issues for schools.

→ Schools are overwhelmed by the number and range of cybersafety and wellbeing programs available.

→ Schools recognise they have a duty of care to their students which can extend beyond the classroom (24/7) especially if schools provide the technology.
eSmart system

eSmart is supported by a fully interactive website, where participating schools will be able to:

✓ complete a self-assessment survey on their management of smart, safe and responsible use of communications technology in their school

✓ track and record progress against a number of specified actions under the six domains of the framework

✓ access a wide variety of evidence-based, quality-checked resources

✓ submit to AMF proof of activity to achieve recognition of their cybersafety practice (to become an eSmart School)

✓ participate in member online forums and other Web 2.0 exchange applications

✓ promote their school’s activities via case studies

✓ display an eSmart sign on their school.

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eSmart system
### School plans, policies and procedures

**2.3 Acceptable Use agreements**

Acceptable Use agreements, which are signed by the school, students and parents/carers, provide a common and agreed approach to the safe and smart use of mobile and non-mobile information and communication technologies.

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<tr>
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<th>Implementing</th>
<th>Sustaining</th>
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**Step 1/3** Planning criteria

Our school has listed the procedures currently used relating to the smart, safe and responsible use of ICTs.

**Step 2/3** Key questions to assess your situation

- Does our school have Acceptable Use agreements for the use of mobile and non-mobile information and communication technologies, to be signed by the school, students and parents/carers?

You are on target if:

The school has listed the Acceptable Use agreements currently in place which relate to the smart, safe and responsible use of technology.

**Step 3/3** Complete

I have reviewed the content of Step 1 and 2 and believe we meet the requirement for this domain attribute.

- Yes
- No

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- **Resources**
- **Case studies**
- **Tools**
## Resources

### Key Topics

<table>
<thead>
<tr>
<th>Source</th>
<th>Title</th>
<th>Description</th>
<th>Relevance to Action area</th>
<th>Format</th>
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</thead>
<tbody>
<tr>
<td>eSmart</td>
<td>Survey: Digital literacy - library staff</td>
<td>Survey tool for assessing digital literacy of staff.</td>
<td>Useful tool for collecting data about staff digital literacy and computer skills, monitoring over time and reviewing effectiveness of training.</td>
<td></td>
</tr>
<tr>
<td>eSmart</td>
<td>Tip Sheet: Data collection, monitoring, and use of evidence</td>
<td>Advice for collection and monitoring of data and evidence to inform the planning and implementation stages of the eSmart Framework.</td>
<td>Tip Sheet explains why data and evidence are crucial to eSmart, and provides advice on ethical issues, storage and access, presenting and communicating, and techniques of data collection. A useful checklist when assessing staff and users digital literacy skills.</td>
<td></td>
</tr>
<tr>
<td>eSmart</td>
<td>Glossary: Cybersafety and Technology</td>
<td>A glossary containing terms related to technology, cybersafety and wellbeing.</td>
<td>A useful tool for developing library staff and user knowledge of general terms and concepts related to technology, cybersafety and wellbeing.</td>
<td></td>
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</tbody>
</table>

### Provider

- **eSmart Libraries**
- **Library and association**
- **Australian Government**
- **International**
- **Non-government**

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STAY SMART ONLINE

The Australian Government's cybersecurity website provides information for Australian internet users on the simple steps they can take to protect their personal and financial information online.

Bully Stoppers

Make a stand. Lend a hand.
Evaluation of eSmart Schools

Evaluation Overview

• Conducted by a consortium led by the Foundation for Young Australians

• Data collected over two years, consisting qualitative and quantitative data

• In the first wave of data, over 4,000 surveys were completed: students (2,313), teachers (1,485), eSmart coordinators (345) and principals (175)

Reason for participating in the eSmart Schools initiative, according to principals

• Over 95% needed a whole schools approach to cybersafety

• Almost 90% wanted to help teachers understand the way young people are using ICT

• Over 85% needed a structure to address issues of cybersafety, cyberbullying and bullying

• Over 80% hoped to better manage cybersafety incidents
Evaluation of eSmart Schools – results

Satisfaction with eSmart

• 90% principals are satisfied with the eSmart Schools online system and framework

• 80% principals believe that eSmart Schools is effective in changing school culture in relation to cybersafety, technology use and bullying

Benefits of eSmart to schools

• 90% of principals surveyed agree that eSmart assists schools to:
  • Embed smart, safe and responsible online behaviours across the curriculum
  • Improve teacher, student and parent understanding of expected online behaviours
  • Develop better cybersafety policies and procedures
  • Improve awareness and management of online incidents.
The Benefits of eSmart Schools

- A cybersafety system for schools

- Uses a cultural change model proven with SunSmart and tobacco control

- Guides and supports schools to implement relevant cybersafety policies and resources.

- It provides a gap analysis for schools on cybersafety and wellbeing

- A guide to the best available cybersafety policies resources, tools and curriculum

- Saves teachers and administrators time

- Provides assurance that a school is at worlds best practice in dealing with bullying, cyberbullying and cybersafety
eSmart
Libraries
eSmart Libraries

- A cybersafety quality assurance system designed to equip libraries with the technology they need for smart, safe and responsible use of technology
- Partnership with the Telstra Foundation. Telstra Foundation have committed $8 million in funding over five years
- Currently being rolled out to Australia’s 1500 public libraries, eSmart Libraries is now in one in three public libraries across Australia.
Even in remote communities
This library is eSmart
Smart. Safe. Responsible.
“But I am safe”

*eSmart Homes aims to narrow the digital divide between parents and young people*
eSmart Homes (concept)

eSmart Homes guides and supports parents and carers to appropriately set up their homes to ensure children are smart, safe and responsible when online at home.

eSmart Homes consists of:

- A simple framework and set of actions, outlining all the steps required to create an eSmart Home
- A short home ‘audit’, enabling parents and carers to identify priority areas to ensure children are smart, safe and responsible when using technology in the home
- Navigation to the best existing online resources, tools and guidelines, to support parents as they set up their home safely
- An online portal with overviews of the latest news, tips, research and technology developments to help keep parents and carers up-to-date with the digital world
- eSmart Homes is currently being developed, with an anticipated release early 2015

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eSmart Workplaces (concept)

- An online quality assurance system and audit tool for workplace bullying, cyberbullying and cybersafety
- Will ensure a workplace is taking the appropriate actions to reduce the risk of bullying and create a positive workplace culture
- eSmart Workplaces will be flexible to meet the needs of very large and very small workplaces, and will complement current OH&S and other compliance systems
eSmart Digital Licence

- Currently in development, the eSmart Digital Licence is an online system for testing, learning and certification of cybersafety skills for school-aged students.

- The eSmart Digital Licence will provide assurance to parents and carers that children and young people have the skills to use technology in a smart safe and responsible way.

- Similar to the Mathletics, the eSmart Digital Licence is an online experience for both parents and children, aimed at stimulating interaction and conversations between parents and children about how to enjoy the great benefits technology brings to their lives, and at the same time developing safe and responsible behaviours on line.

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## Creating an eSmart Australia

<table>
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<tr>
<th>Program</th>
<th>Status</th>
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<tbody>
<tr>
<td>eSmart Schools</td>
<td>In over 2000 schools across Australia</td>
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<tr>
<td>eSmart Libraries</td>
<td>Currently in one third of public libraries with funding for all 1500 libraries across Australia</td>
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<tr>
<td>eSmart Homes</td>
<td>In development</td>
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<tr>
<td>eSmart Workplaces</td>
<td>In development</td>
</tr>
<tr>
<td>eSmart Sporting Clubs</td>
<td>In concept phase</td>
</tr>
<tr>
<td>eSmart Digital Licence</td>
<td>Every child can be eSmart; launch late 2014</td>
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