eSmart

Smart. Safe. Responsible.

World first cultural change system for cyberbullying and cybersafety

First Pacific Islands Capacity Building Workshop on Child Online Protection

Dr Judith Slocombe
CEO, The Alannah and Madeline Foundation

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Patrons and Ambassadors

Founding Patron and Co-Founder
- Walter Mikac

National Patron
- The Prime Minister of Australia

International Patron
- Her Royal Highness
  Crown Princess Mary of Denmark

Ambassadors
- Aaron Blabey
- Robert 'Dipper' Di Pierdomenico
- Melissa Doyle
- John Caldwell

Chairman
- John Bertrand AM

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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

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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.

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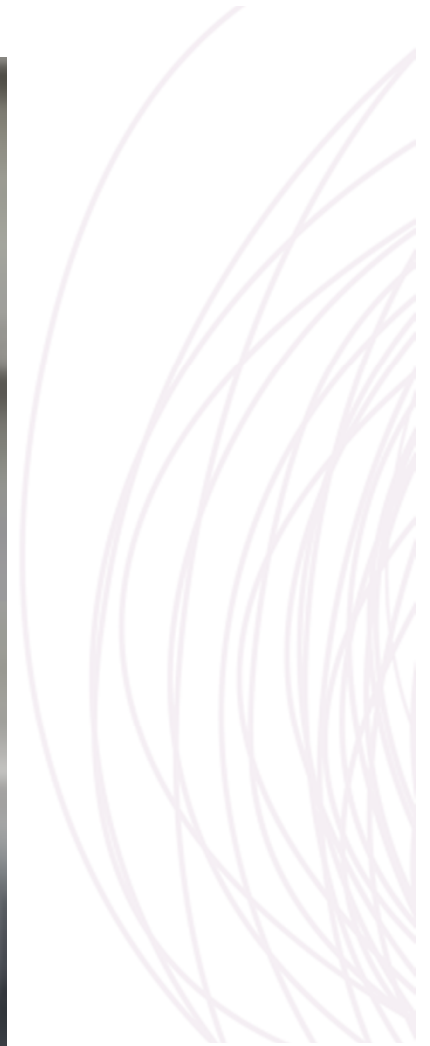Foundation
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Children Ahead

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

- Intensive care for 12 to 18 months

- Individually designed care plan

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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.

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Definition of Bullying

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]

1. National Center Against Bullying 2008

The National Centre Against Bullying

Bullying hurts

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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.

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Cyberbullying

Cyberbullying is bullying -

using electronic means.

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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."
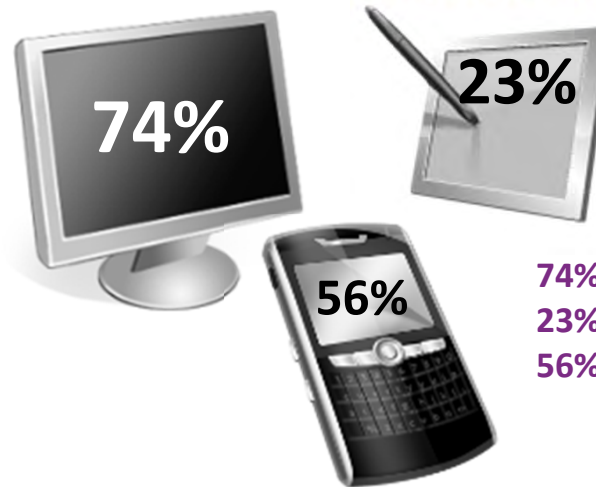
1. Young People and Technology, McGrath 2009

Teenagers online

9/10 teenagers have internet access at **home**

89%

69%

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

74%

23%

56%

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

72%

72% of teenagers go **online** more than **once a day**

176%

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

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Teenagers online

Top 3 online channels (Dec, 2013)

Google

f

You Tube

77% visited Google spending an average of 3 hours and 4 minutes

53% visited Facebook spending an average of 2 hours and 27 minutes

50% visited YouTube 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

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Teenagers, apps and social media

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

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Australian families are very concerned about cybersafety:

→ cyberbullying

→ sexting
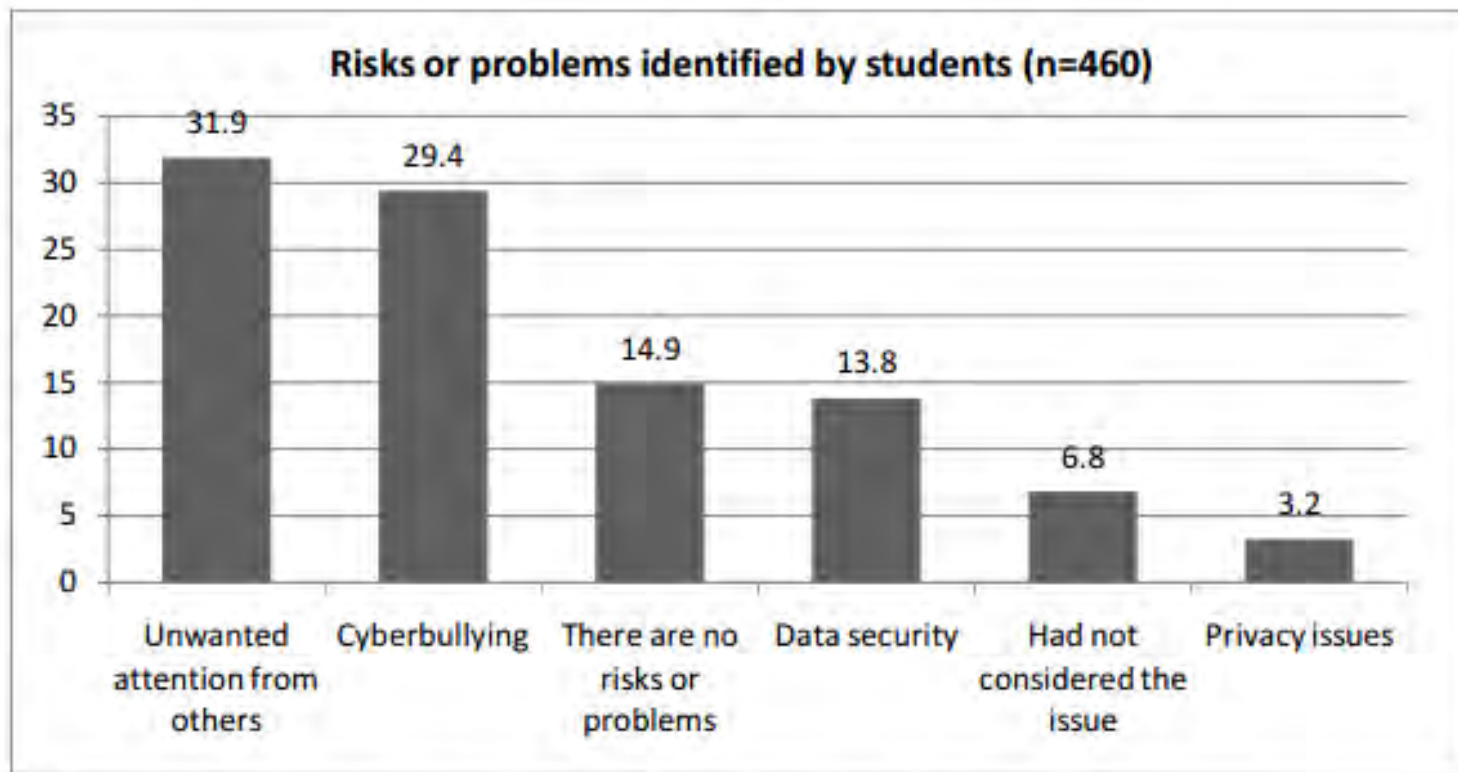
→ privacy issues

→ unwanted contact by strangers

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Social media – perceived risks

Risks or problems identified by students (n=460)

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%)

Australian Covert Bullying Prevalence Study
Child Health Promotion Research Centre, Edith Cowan University, May 2009

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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]

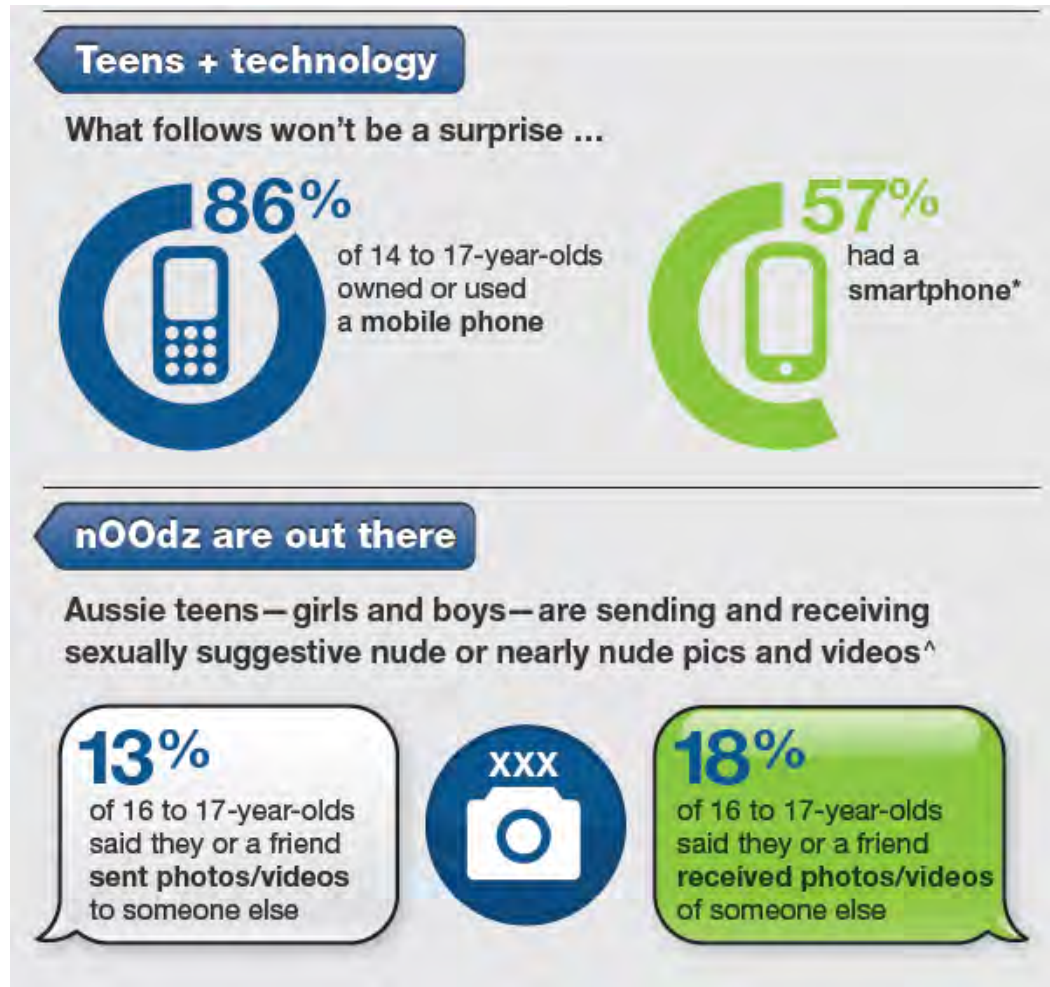→ Are more inclined to be aggressive in the wider society, whilst at school and after leaving school. [4]

1. *Hawker and Boulton 2000, Bond et al, 2001, Rigby 2005*
2. *Olweus 1993*
3. *Rigby and Slee 1999*
4. *Rigby and Cox 1993, Andershed, Kerr & Stattin 2001; Vander Wal. De Wit & Hirasing 2003. Farrington 1993; Olweus 1993*

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Sexting

Teens + technology

What follows won't be a surprise …

86% of 14 to 17-year-olds owned or used a mobile phone

57% had a smartphone*

nOOdz are out there

Aussie teens—girls and boys—are sending and receiving sexually suggestive nude or nearly nude pics and videos^

13% of 16 to 17-year-olds said they or a friend sent photos/videos to someone else

XXX

18% of 16 to 17-year-olds said they or a friend received photos/videos of someone else

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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

?

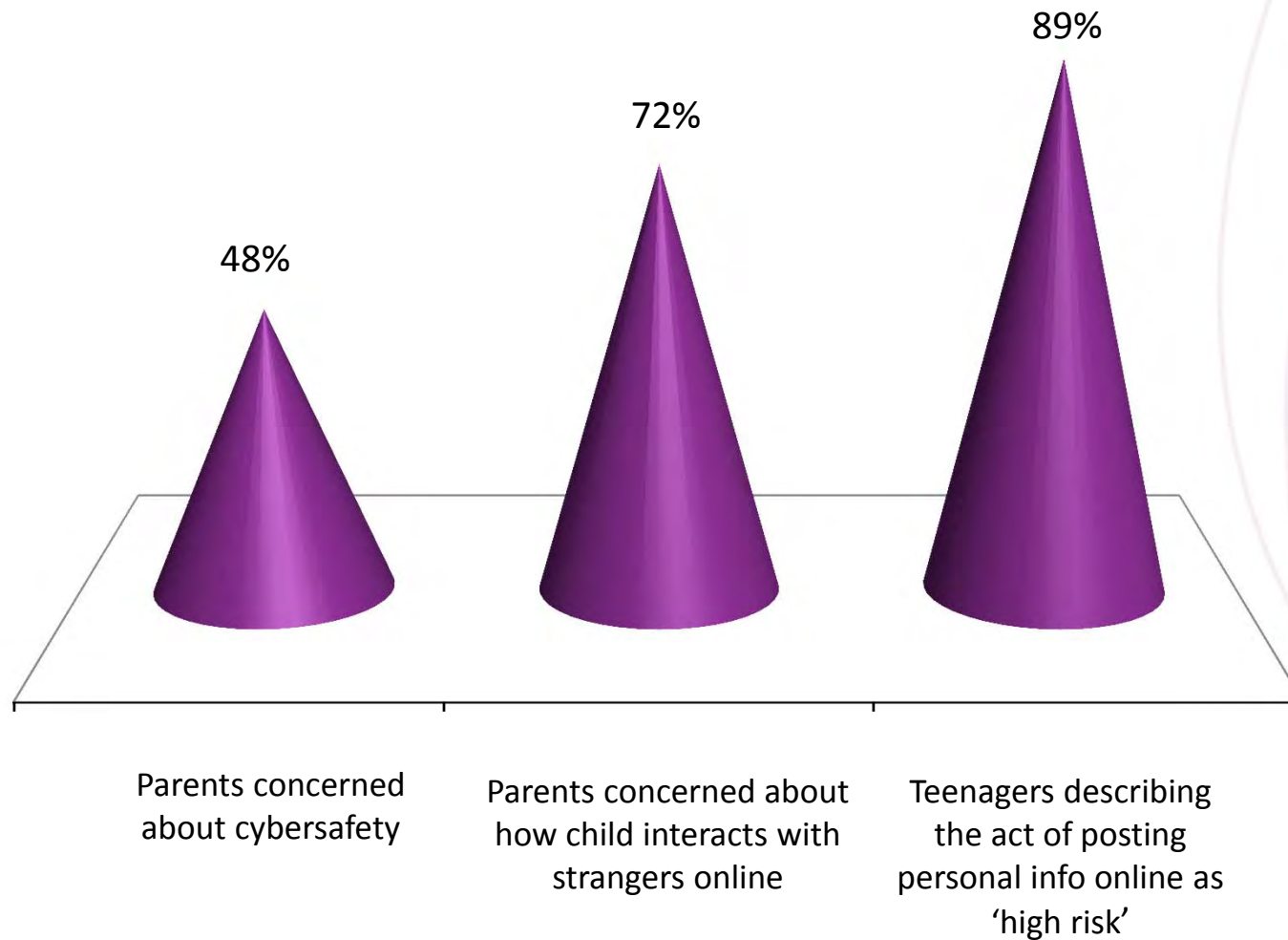Only **8%** of parents said their child had **received** such images

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****

Send
Send
Send

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The importance of this issue to Australians

89%

72%

48%

Parents concerned about cybersafety

Parents concerned about how child interacts with strangers online

Teenagers describing the act of posting personal info online as 'high risk'

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The benefits of technology

The benefits of technology

A great tool for:

- ✓ Socialising

- ✓ Communicating

- ✓ Learning

- ✓ Working

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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?

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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	SAFE	RESPONSIBLE
Embracing technology for the future	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	Respectful, caring and friendly environments where bullying and cyberbullying are not tolerated

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Creating an eSmart Australia

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

Parents, teachers, librarians, police, employers, government, young people

Priority settings				
Schools	Libraries	Homes	Sporting Clubs	Workplaces

Digital Licence

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.

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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

Framework
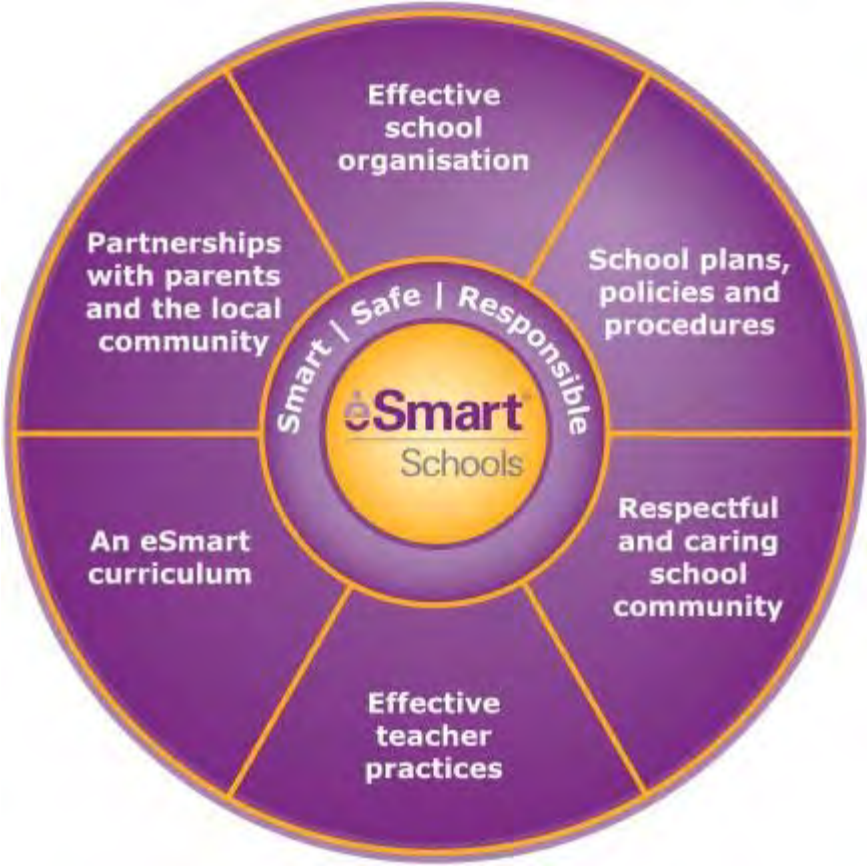
System Tool

eSmart system tool

Summary report

| Home | Domain 1 | Domain 2 | Domain 3 | Domain 4 | Domain 5 | Domain 6 |

2 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.

| PLANNING | IMPLEMENTING | SUSTAINING |

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

Confirm

Planning

Domain 2 progress

| PLANNING | 0/3 |

2.1 eSmart policy

2.2 Behaviour management

2.3 Student agreements

Suggestions and resources

Resources

Case studies

Tools

- Resources

- Case studies

- Tools

Resources

KEY TOPICS	Source	Title	Description	Relevance to Action area	Format
Community (4) Training (9) Privacy (3) Literacy (2) Social Media (4) Data Collection Cybersafety (3) Working (5) Group (1) Policies (1)	eSmart	Survey: Digital literacy – library staff	Survey tool for assessing digital literacy of staff	Useful tool for collecting data about staff digital literacy and computer skills, monitoring over time and reviewing effectiveness of training.	
	eSmart	Tip Sheet: Data collection, monitoring, and use of evidence	Advice for collection and monitoring of data and evidence to inform the planning and implementation stages of the eSmart Framework	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.	
FORMATS Tool / Form (6) Document (5) Web Page (5) Video (1) Game / Interactive (0) **AUDIENCE** **PROVIDER**	eSmart	Glossary: Cybersafety and Technology	A glossary containing terms related to technology, cybersafety and wellbeing.	A useful tool for developing library staff and user knowledge of general terms and concepts related to technology, cybersafety and wellbeing.	
eSmart Libraries Library or (3) association (7) Australian Government (4) International (1) Non - government (1)	SL Public Libraries Connect	Train the internet trainer workbook	A training course designed to assist library staff to provide effective training to other staff and library users members, particularly how to use the Internet to meet their information needs.	Very useful Train the Trainer workbook for staff development (training skills) and for delivering user education programs.	

Resources

Resources

STAY SMART ONLINE

An Australian Government Initiative
Stay Smart Online

| Awareness Raising | Home Internet Users | Small & Medium Business | Schools & Teachers | Teens | Kids |

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

Bully Stoppers > Bully Stoppers

Bully Stoppers.
Make a stand. Lend a hand.

Skip to content

Australian Government
Department of Broadband,
Communications and the Digital Economy

Easy Guide help

The Easy Guide to Socialising Online

Show me information about Select a page...

| Social Networking | Search Engines | Online Games |

The Australian Government's Easy Guide to Socialising Online provides information on how internet users can protect themselves and their information when using social networking sites, search engines and online games.

Find out about different social media sites

Overview of features on all sites

Cybersafety tips and factsheets

About the Easy Guide to Socialising Online

PRINT VERSION | DISCLAIMER | PRIVACY | COPYRIGHT | FREEDOM OF INFORMATION   Glossary

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Support

eSmart Check-in

Welcome to the first edition of eSmart Check-in, your monthly eNewsletter to keep you up to date with important pilot information and relevant cybersafety research, resources and news.

Congratulations on taking this significant step towards becoming an eSmart Library and being proactive about cybersafety for the benefit of your library community.

We will use this eNewsletter to communicate with you. It's a channel through which we can share your milestones and achievements with our eSmart Libraries community and also real-life examples of how you all engage with the framework throughout the pilot. If you would like to share a highlight from your journey so far in the next edition of eSmart Check-in, please email us or call 1300 538 534.

For your convenience, you will soon be able to find published editions of eSmart Check-in in the

In this issue

Pilot update

Meet your trainers

eSmart Libraries website and online resources

Pilot library spotlight : Gungahlin Library, ACT

Latest research

Contact us

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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

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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.

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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

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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

Nhulunbuy Community Library
North East corner of NT

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This library is

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"But I am safe"

Kids — Naïve/fearless

Parents — Fearful/paranoid

Goal   Goal

"Savvy/smart use"
Both these goal positions can be achieved through KNOWLEDGE

SWEENEY RESEARCH   18436 – Cyber Safety Research | March 2009 | 24

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
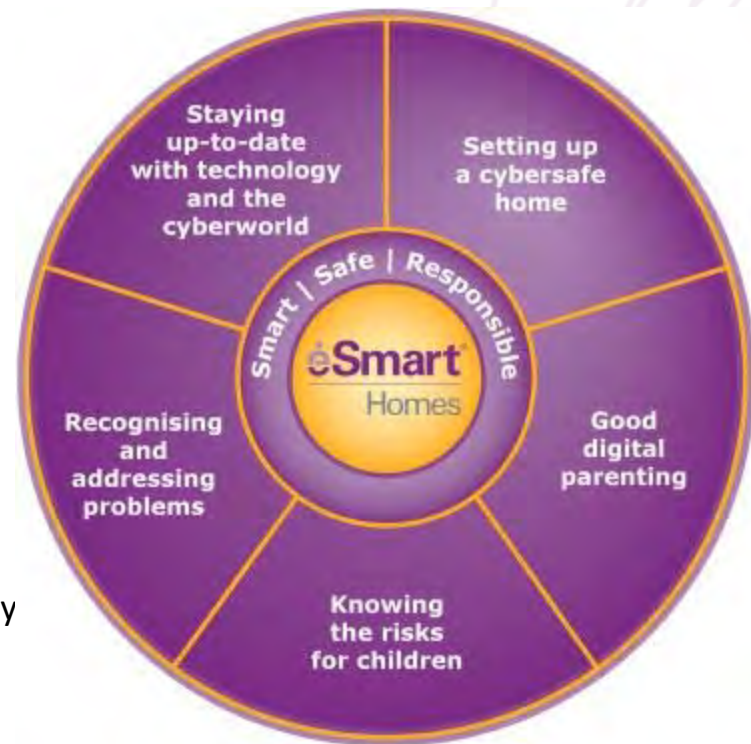
eSmart Workplaces (concept)

- 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
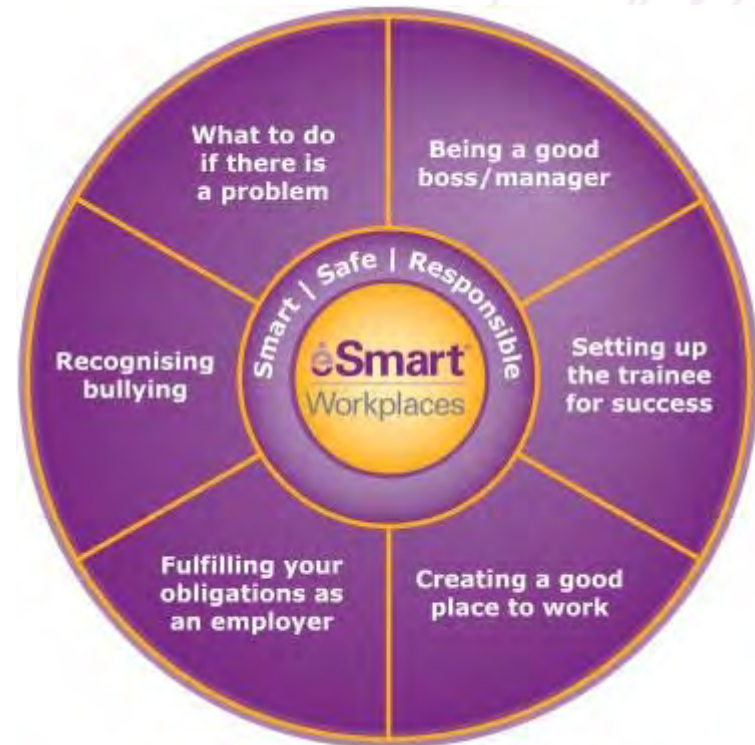
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eSmart Digital Licence

- 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

eSmart Schools ➡️ In over 2000 schools across Australia

eSmart Libraries ➡️ Currently in one third of public libraries with funding for all 1500 libraries across Australia

eSmart Homes ➡️ In development

eSmart Workplaces ➡️ In development

eSmart Sporting Clubs ➡️ In concept phase

eSmart Digital Licence ➡️ Every child can be eSmart; launch late 2014

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