



*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





# 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



# 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

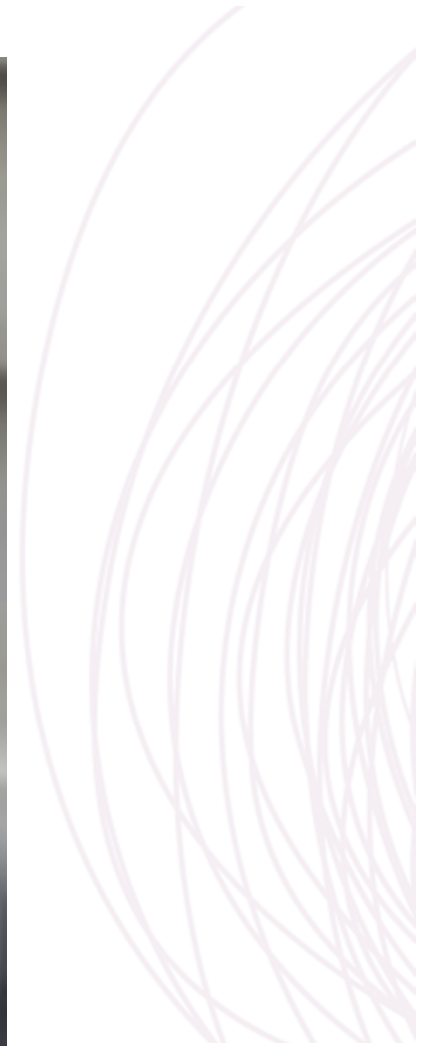
We **care** for children who experience or witness serious violence.

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 and Buddy Bags







# The National Centre Against Bullying



Better Buddies for  
Primary Schools



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.







# What are young people doing online?



The internet plays a critical role in the lives of our young people. <sup>1</sup>

*“...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

## Top 3 online channels (Dec, 2013)



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%)**



# Social media – perceived risks

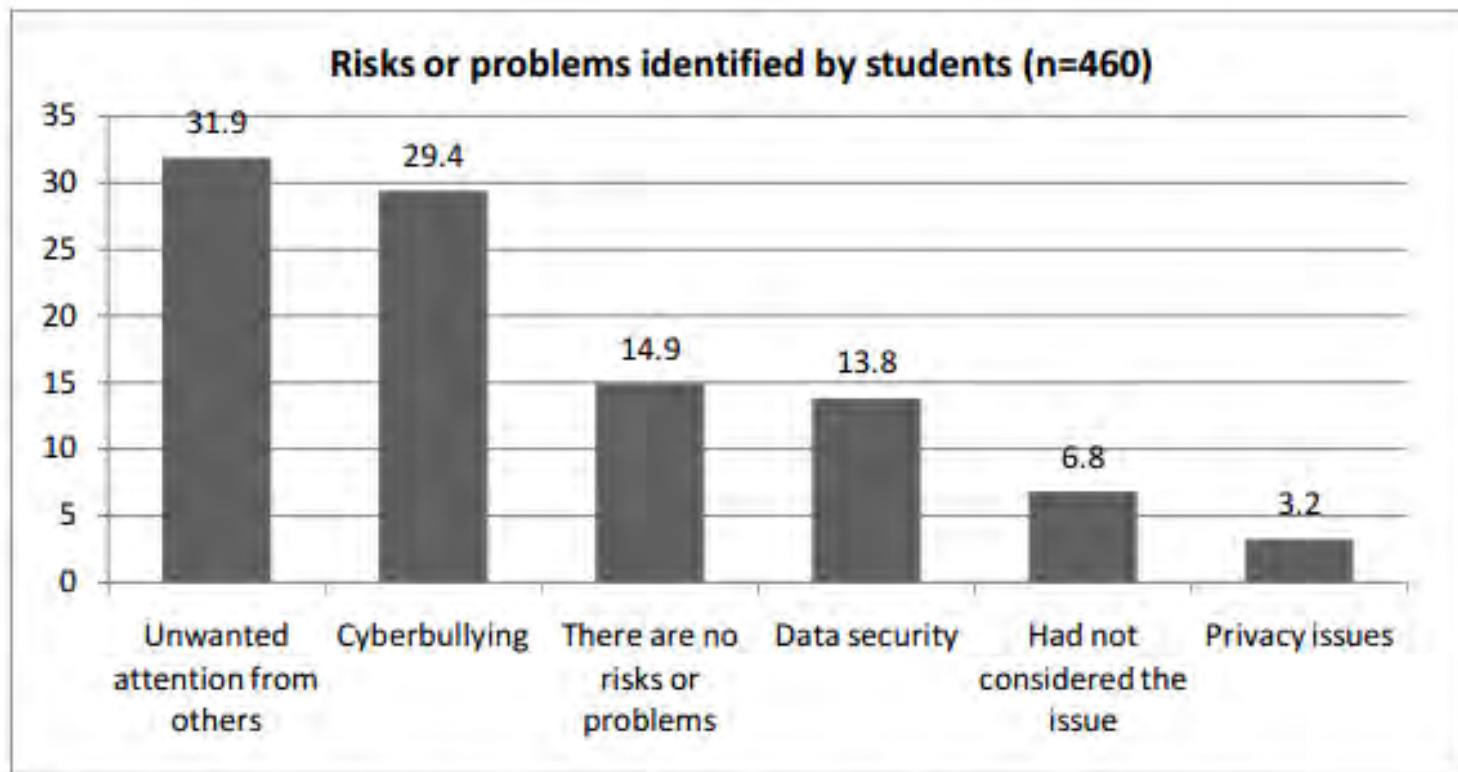


Figure 23. Risks or problems associated with SNS identified by year 7 to 10 students.

Australian families are very concerned about cybersafety:

- cyberbullying
- sexting
- privacy issues
- unwanted contact by strangers



# 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.<sup>1</sup>
- Long term negative effects on the mental health of victims.<sup>2</sup>
- Students who continually engage in bullying at school tend to be more clinically depressed, undertake self harming behaviours and suicidal than others.<sup>3</sup>
- Are more inclined to be aggressive in the wider society, whilst at school and after leaving school.<sup>4</sup>

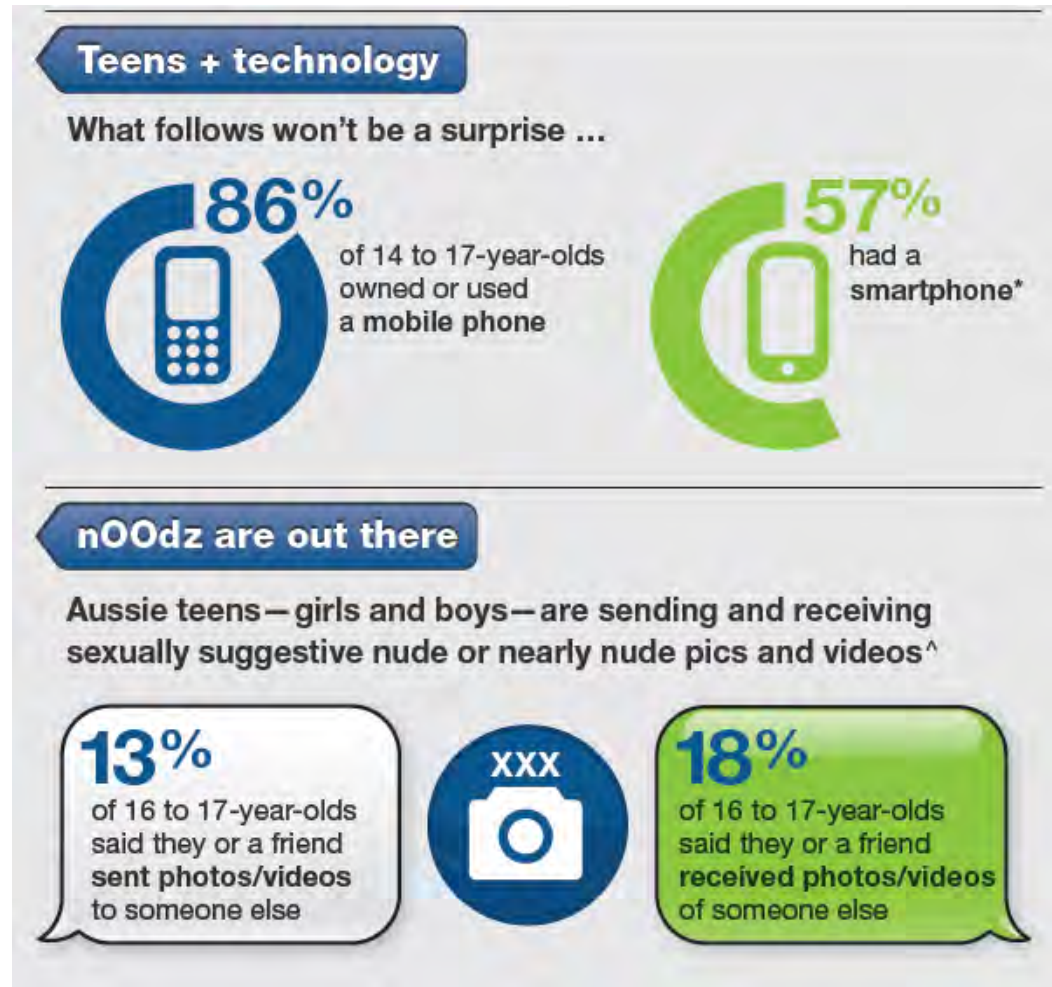
1. Hawker and Boulton 2000, Bond et al, 2001, Rigby 2005

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

# Sexting and Sexual Cyberbullying



\* 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<sup>^</sup>

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\*\*



# 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
- Underpinned by:
  - Overarching cybersafety strategy*
  - Appropriate regulatory framework*
  - Community awareness campaign*

# A cultural change approach to protecting children online

Key elements of cultural change:

- 1. Define the desired behaviour*
- 2. Create an environment where the behaviour is easy and normal*
- 3. Measure the impact - evaluation*





# eSmart – Digital Citizenship

**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

## Priority settings

Schools



Libraries



Homes



Sporting Clubs



Workplaces



Digital Licence





# eSmart system



# Framework



# System Tool



## eSmart system tool

Summary report

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



	Source	Title	Description	Relevance to Action area	Format
<b>KEY TOPICS</b> Community (4) Training (9) Privacy (3) Literacy (2) Social Media (4) Data Collection Cybersafety (3) Working 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.	
	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.	
	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.	
<b>FORMATS</b> Tool / Form (6) Document (5) Web Page (5) Video (1) Game / Interactive (0)					
<b>AUDIENCE</b>					
<b>PROVIDER</b> eSmart Libraries Association (3) Australian Government (4) International (1) Non-government (1)					

# Resources



# Resources



# Bully Stoppers

Bully Stoppers > Bully Stoppers





# 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



# eSmart system

**eSmart is supported by a fully interactive website, where participating schools are 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**
- ✓ **participate in member online forums** and other Web 2.0 exchange applications
- ✓ **promote their school's activities** via case studies
- ✓ **submit to AMF proof of activity** to achieve **recognition** of their cybersafety practice (to become an eSmart School)
- ✓ **display an eSmart sign** on their school.

# 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



# 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.

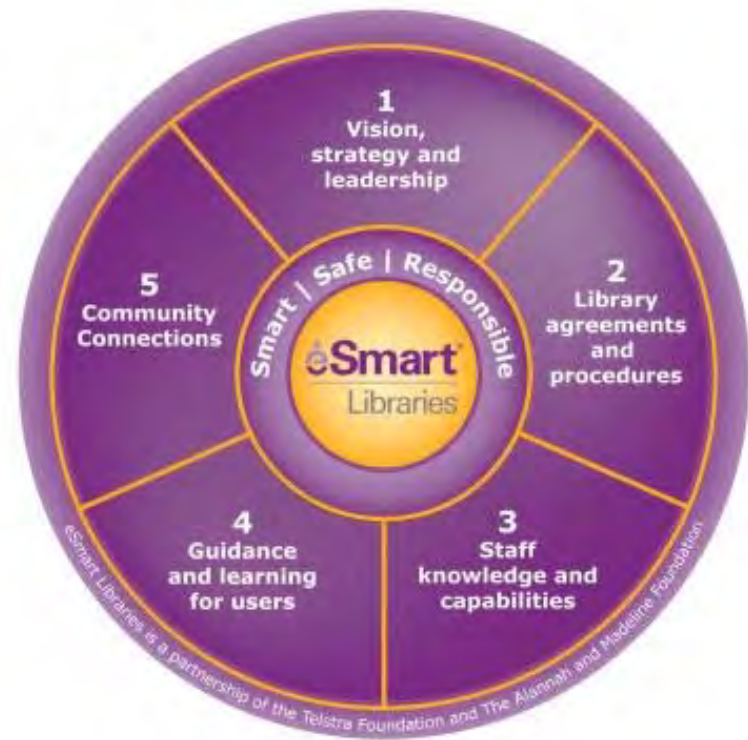
# eSmart Libraries





# 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





Nhulunbuy Community Library  
North East corner of NT



This library is

 **eSmart**<sup>®</sup>  
**Smart. Safe. Responsible.**



The Alannah  
and Madeline  
Foundation   
Keeping children safe from violence

# eSmart<sup>®</sup>

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## Homes



# “But I am safe”



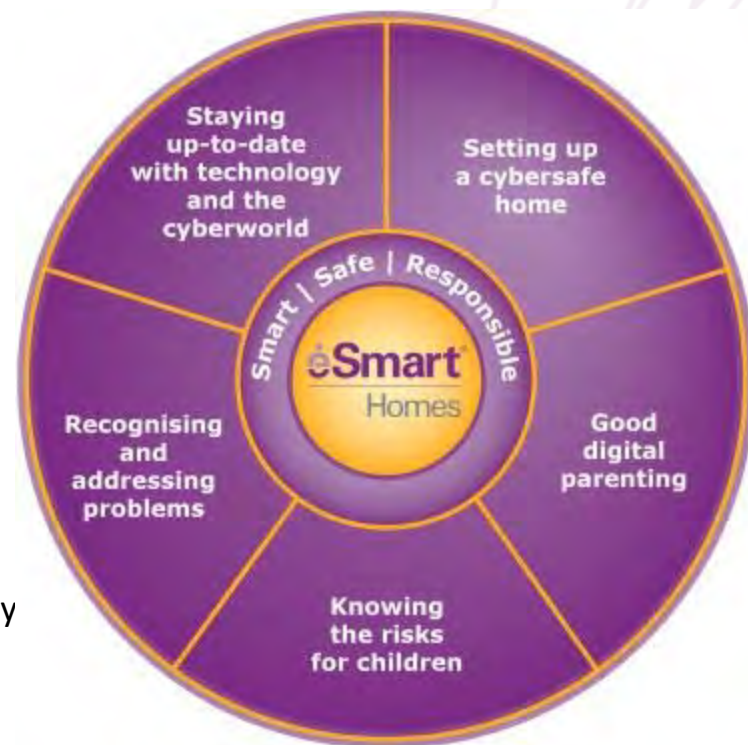
*eSmart Homes aims to narrow the digital divide between parents and young people*

# 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



# 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.





# 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

# eSmart<sup>®</sup>

Smart. Safe. Responsible.

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