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LAUNCH OF NSPCC AWARENESS CAMPAIGN ON CHILD ON-LINE SAFETY

Dear Colleague

I am writing to inform you that on Friday 9 January, NSPCC launched a public education campaign, called *Share Aware*, to help parents keep their children safe online.

The campaign is aimed at parents and carers of children aged 8-12 – the age at which they start doing more online, become more independent and use a greater range of devices. The campaign aims to encourage parents and carers to understand online safety and to have conversations with their children about keeping safe.

Having conversations from a young age can help build trust and openness and get preventative messages across.

However, many parents feel confused by the internet and out of their depth in understanding what their children are doing online and what the risks might be. The *Share Aware* campaign aims to give parents the tools to feel confident to have these conversations. The campaign directs parents to a range of new resources, including *Net Aware*, a simple NSPCC guide to the social networks, sites and apps children use – as rated by parents and young people themselves.

There is also a downloadable guide and a hard copy booklet for parents, containing top tips for keeping your child safe online, as well as conversation starters to help parents have conversations with their children. All these resources will be available on the [Share Aware](#) page from Friday 9th January. The downloadable booklet is available in the Welsh language.

We hope the campaign will help parents talk to their children about staying safe online, as well as encouraging providers to take action to make their sites safer for children.

As part of the launch of the *Share Aware* campaign, we shall be media releasing the findings from the consultations with parents and children that informed *Net Aware*. The guide has three main purposes:

- to provide an overview of sites, apps and games that children and young people use from a user-perspective;
- to give parents the confidence to facilitate balanced and informed conversations about what their children are doing online; and
- to encourage parents to look at social networking platforms themselves and form their own views about the appropriateness of popular sites for their children.



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The *Share Aware* campaign will also include two animations – *I saw your willy* and *Lucy and the boy* - that will be shown on prime time television and on digital spaces. These engaging films have a serious message deriving from the stories of two children who share too much about themselves on-line.

We hope you will support the campaign and help us reach as many parents and carers of 8-12 year olds as possible. There are a number of ways in which you could help with this:

- Providing a statement of support for the campaign from yourself or your organisation
- Highlighting the campaign via website, email, newsletter, and events
- Embedding our campaign video on your website and link through to our campaign page at www.nspcc.org.uk/shareaware.
- Talking about the campaign on social media
- Tweet or retweet about the campaign using #ShareAware
- Sharing our campaign film on social media

If you decide to undertake any of these activities, please do not hesitate to contact us if we can provide you with any assistance or support. We can provide you with appropriate copy that you can adapt for your purposes. (Please contact Hattie Fitzgerald: hattie.fitzgerald@nspcc.org.uk; 0207 825 2500 or Grace Brownfield: grace.brownfield@nspcc.org.uk; 0203 7729 049.)

Finally, we would very much welcome any feedback or comments that you have on the campaign when it is up and running and any suggestions that you have for taking these issues forward.

If you have any queries, please do not hesitate to contact Ruth Mullineux in the Wales Policy and Public Affairs team on ruth.mullineux@wales.gov.uk

With best wishes

Desmond Mannion

Head of Service, NSPCC Wales/Cymru