



e-safety for Parents

July 2016

Helping you to keep your child safe online

Dear Parents,

I would like to draw your attention to a new campaign from ThinkuKnow that was launched on 4th July 2016. **Although aimed at older children, it is useful information for all parents.** It is a brand new public awareness campaign. Through social media, articles, blogs, films and more, ThinkuKnow want to get parents and carers thinking and talking about the importance of discussing sex, relationships and the internet with their children.

This is a three month campaign and the first resource is entitled **"The world changes. Children don't"**.

This short film tells the story of Romeo and Juliet with a modern twist. It shows how the lives of these young lovers might play out online today, including the Lark "tweeting" and Romeo "friending" Juliet.

Behind this contemporary remake of Romeo and Juliet is the message that, although technology and social media can seem overwhelming and forever evolving, **children and young people don't change.**

Thinkuknow are running this campaign to remind parents that (just as when they were young), their children are still exploring and creating their identities, keeping up with their friends and dealing with adolescent pressures. Although much of this now happens online, we remind them that the kind of parental support and advice which keeps their children safe 'in real life' will keep them safer online too. And our Thinkuknow resources can be a useful place to start in thinking about how they might frame these discussions.

Your support for this campaign will make a real difference. There are three simple things you can do to help us reach as many parents and carers as possible:

1. Share the film: ["The world changes. Children don't"](#)
2. Support the campaign on social media

If you have not done so already, you can 'like' CEOP on Facebook at 'ClickCEOP' and follow us on Twitter '@CEOPUK' for live updates and shareable content.

3. Promote the [Thinkuknow](#) website

The parents section of the [Thinkuknow](#) website provides information to support parents and carers to understand and respond to the risks their children may face as they grow. It covers a broad range of online safety issues from nude selfies to what to do if you think your child is being groomed online. Find it at: www.thinkuknow.co.uk/parents

For parents with younger children, please take time to look at the NSPCC resource called PANTS at www.nspcc.org.uk/preventing-abuse/keeping-children-safe/underwear-rule/

I hope you find this information helpful.

Head Teacher

Useful links

<http://parentinfo.org/>



[Parental Control Links Childnet](http://www.childnet.com/parents-and-carers/hot-topics/parental-controls)

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[UK Safer Internet Centre](http://www.saferinternet.org.uk/advice-and-resources/parents-and-carers/parental-controls)

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[Think U Know](https://www.thinkuknow.co.uk/parents/Primary/Tools/Parental-controls/)

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[CEOP \(Child Exploitation on line Protection Agency\)](http://www.ceop.police.uk/safety-centre/)

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[Internet Matters.org](https://www.internetmatters.org)

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