



CEOP Education from the National Crime Agency

Parent and carers

A CEOP Education Ambassador training session

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Introduction


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CEOP Education

The programme aims to:

- increase professionals knowledge of online child sexual abuse and how to respond to it – through education and safeguarding.
- increase children's knowledge, skills and resilience, making them safer online and ensuring they know how to seek help when they need it.
- give parents and carers the knowledge and skills to help their children be safer online and know how to seek help when they need it.



About us

CEOP Education is part of the National Crime Agency's response to online child sexual abuse

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CEOP Education Values

The CEOP Education programme is founded on six values to ensure safe, effective and child-centred delivery of online safety education.

1. Safeguarding first
2. Approach from the perspective of the child
3. Promote dialogue and understanding
4. Empower and enable children and young people
5. Never frighten or scare-monger
6. Challenge victim blaming attitudes

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Online child sexual abuse

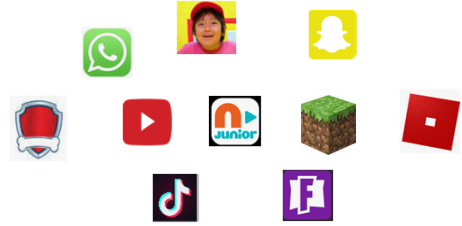
Child sexual abuse is when another person, an adult or another child, forces or manipulates a child or young person to take part in sexual activities. .

Sexual abuse can take place online and technology can be used to facilitate offline abuse.

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Quiz



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What we will cover



Session 1
Introduction



Session 2
What helps, what hinders?



Session 3
What children and young people want and need from parents and carers



Session 4
Top tips for parents and carers



Session 5
Summary

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What helps, what hinders



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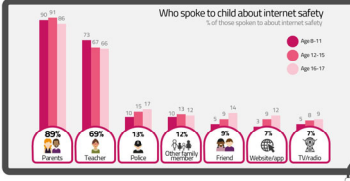
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WHAT DOES RESEARCH TELL US?

Most children are being spoken to by a parent or carer.

- Children were most likely to have been spoken to by a parent (89%) followed by a teacher at school (69%)
- 86% of parents have spoken to their child at least once about safety online. 50% said they talk to their child at least every few weeks.

1 in 6 parents and carers aren't talking to their children about online safety.




Who spoke	Age 8-11 (%)	Age 12-15 (%)	Age 16-17 (%)
Parents	89	86	73
Teacher	69	66	50
Police	12	17	12
Other adults	12	12	14
Friend	9	14	12
Webbrowser	9	12	9
TV/radio	8	9	9

Sources: Children and parents: media use and attitudes report (Ofcom, 2022)

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Strategies used by parents and carers

- asking their child what they had been doing online (60%)
- checking their browser or device history (34%)
- talking to them and setting rules about device use (59%)
- using parental controls built into the device (31%)
- using content filters provided by the broadband supplier (27%)




Sources: Children and parents: media use and attitudes report (Ofcom, 2022)

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What do you already do as a parent or carer that works well when it comes to supporting your children with being safer online?

Activity




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The challenges of online safety


- Feeling overwhelmed by online risks and pace of changes in technology and social media.
- Fear of the topic area or belief it won't happen to their child.
- Believing their child is too young to learn about it.
- Their own experiences of child sexual abuse or harm online.
- Believing that their child knows enough or more than them already.



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Why parents and carers don't talk to their child



- three quarters of parents of 3-17 year olds (76%) feel they know enough to keep their children safe online
- nearly a third (30%) believed their kids were too young to discuss it
- 21% think their child knows all there is to stay safe online
- 20% said they have had some conversations about it in the past and don't see the need to have more.



Sources: Children and parents: media use and attitudes report (Ofcom, 2022)



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We want to help you to...

- have everyday conversations with your child to support them to be safer
- know where to go to find further information about wider online safety
- know what to do if you're concerned about your child or the way someone is interacting with them online.

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What children and young people want and need from parents and carers




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The Big Ask 2021 – children want to feel safe

'Children want to feel safe online. They want to be able to have the same protections in a virtual world...children were also asking for more support in this space.'



The Big Ask, Children's Commissioner, 2021



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Online safety should start from a young age



'I don't feel I was informed of my online safety from a young age and that it was considered a priority. Technology and social media are constantly developing, so why aren't our laws and protections for children on these platforms updating with it?'

Girl, 14

The Big Ask, Children's Commissioner, 2021




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Supportive parents create good home life and wellbeing

'Children acknowledged the benefits of parents enforcing rules for keeping them safe, such as online controls, but they also felt that parents should trust their children and not be overly restrictive or punish too harshly, as this can affect a child's willingness to engage and be open with them.'

Children's views on well-being and what makes a happy life, UK, Office for National Statistics, 2020



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Digital Romance

- develop close bonds with their children to create open and trusting relationships
- less threats and punishments
- have everyday conversations about [online] relationships

“ Stop being awkward and uncomfortable about it! Be honest. Talk about your own experiences

Digital Romance, CEOP Education and Brook 2017

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What children need from parents and carers

- Children need to get online safety messages from a young age
- A building block approach supports children to build on their knowledge and skills
- Messages should be age appropriate to support their development

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Early-years

0 to 3 years

- Rely on adults to guide and protect them
- Digital device is a play thing
- Mostly using parent and carer devices

3 to 5 years

- Not ready to self manage technology
- Unaware of the potential dangers
- Parents and carers often think only look at child content

89% of 3 to 4 year olds use video sharing platforms

Over 50% 3 to 5 year olds use messaging sites and apps

Over 24% 3 to 5 year olds have their own social media profile

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Primary-age

6 to 9 years

- Limited understanding of online safety or critical thinking skills
- Technical skills will outpace judgement
- Tend to trust what they see
- May not recognise dangers
- May easily follow others or do what they ask

60% 8 – 11 year olds have their own social media profile

Over 54% use livestreaming apps and sites

Over 69% play games online

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Primary-age

10 to 13 years

- Very aware of social pressure and expectations.
- Still trusting of the information they are presented with
- Aware of what is 'cool' or not
- Increased awareness of self image, and using online to explore identity
- Don't consider long term consequences
- Look for immediate rewards

Majority of children under 13 have at least one social media profile

Over 50% use Tik Tok to view and create videos

Over 80% use messaging sites and apps

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Look up one of the following advice articles on the CEOP Education parents and carers website – www.thinkuknow.co.uk/parents

- What is a digital footprint?
- Gaming: what parents and carers need to know
- Is your child ready for social media?
- Younger children sharing pictures or videos online

Read the article and note down **one action** you could take and **one conversation starter** for discussing the topic with their child.

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Top tips for parents and carers



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Social Web Framework



Viewing Sharing Chatting Friending

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Social web: Viewing



Benefits

- Opportunity for children and young people to:
 - Be entertained
 - Learn
 - Get information and support

Potential harms

- Anyone can post and share content
- Inappropriate, sexual or violent content online
- Content shared with the intention of harm/grooming

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You may find the following information useful

SOCIAL NETWORKS MADE FOR CHILDREN:
www.internetmatters.org/resources/social-media-networks-made-for-kids

AGE APPROPRIATE APPS FOR CHILDREN AND YOUNG PEOPLE:
www.internetmatters.org/hub/guidance/child-friendly-apps-your-children-will-enjoy

GAMING: WHAT'S APPROPRIATE FOR YOUR CHILD? (PEGI RATINGS):
www.thinkuknow.co.uk/parents/articles/gaming-whats-appropriate-for-your-child

PARENTS AND CARERS



Help for your child
www.thinkuknow.co.uk/parents

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Social web: Sharing



Benefits

- Sharing pictures and videos can be:
 - Fun
 - Creative
 - Way to express themselves

Potential harms

- It's easy to share online
- They can feel pressurised, uncomfortable or blackmailed
- Unintended impact on others from sharing content

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You may find the following information useful

PERSONAL INFORMATION: A GUIDE FOR PARENTS AND CARERS:
www.thinkuknow.co.uk/parents/articles/parents-guide-to-personal-information2

SOCIAL MEDIA TOP TIPS:
<https://www.internetmatters.org/resources/social-media-top-tips-cards>

A PRACTICAL GUIDE FOR PARENTS AND CARERS WHOSE CHILDREN ARE USING SOCIAL MEDIA:
<https://www.internetmatters.org/resources/ukcis-social-media-guide-for-parents-and-carers>

PARENTS AND CARERS



Help for your child
www.thinkuknow.co.uk/parents

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Social web: Chatting

Benefits

- developing social skills
- fun of talking to new people
- being part of a community that is supportive


Potential harms

- Sharing too much personal information
- Inappropriate, sexual or violent conversations
- Pressure to do or say something they don't want to

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You may find the following information useful

- **Online contact and staying safe:**
www.thinkuknow.co.uk/parents/articles/online-contact-and-staying-safe
- **In-game chat: what parents and carers need to know:**
www.thinkuknow.co.uk/parents/articles/in-game-chat
- **Social networks made for children:**
www.internetmatters.org/resources/social-media-networks-made-for-kids



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Social web: Friending

Benefits

- Maintaining existing friendships
- Making new friends who have similar interests
- Sharing experiences


Potential harms

- The person may not be who they say they are
- Unhealthy friendships
- Pressure to do or say something they don't want to

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You may find the following information useful


- **Is your child ready for social media:**
www.thinkuknow.co.uk/parents/articles/is-my-child-ready-for-social-media
- **Social media privacy guides:**
www.internetmatters.org/parental-controls/social-media
- **What is sexual grooming:**
www.thinkuknow.co.uk/parents/articles/what-is-sexual-grooming



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What can you do



- Talk regularly with your child about what they like to do online
- Find out what apps, games and sites they use or would like to use
- Use the social web framework to consider the benefits and dangers in each of the four areas
- Support your child to be safer on the apps, games or sites you decide are suitable for them to use

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CEOP Education Resources




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Other sources of advice and help

internet matters.org


learn about it / talk about it / deal with it



INCLUSIVE Digital Safety

Visit the Inclusive Digital Safety hub to get tailored online safety advice to empower ALL children to stay safe online

Visit www.internetmatters.org/IDS to learn more



UK Safer Internet Centre

www.saferinternet.org.uk

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Help and support for children

Trusted adults – Trained professionals such as teachers, youth workers, social workers

Police – Emergency and non-emergency numbers, non-emergency online form



National Crime Agency

Young people can report concerns about child sexual abuse and exploitation to NCA

www.ceop.police.uk/safety-centre

childline

ONLINE, ON THE PHONE, ANYTIME

childline.org.uk | 0800 1111

ChildLine

A free, private and confidential service where CYP can talk about anything to a trained counsellor, online or on the phone

www.childline.org.uk

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Summary



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- What parents and carers do well
- What helps and hinders parents and carers from engaging with their children on the topic
- What children want and need from parents and carers
- Top tips for parents and carers when supporting their child online

What have we covered?

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Have everyday conversations with your child to support them to be safer



Any questions?

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Resources – Childnet.com



















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Bao
"It's a
Jungle Out
there!"

Internet Safety Game
<https://play.adeptly.ai/internet-safety-en>
#BeAwareOnline




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BUCKINGHAMSHIRE COUNCIL

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THANK YOU

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