



Education from
the National
Crime Agency

Parent and carers

A CEOP Education Ambassador training session

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

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

What helps, what hinders



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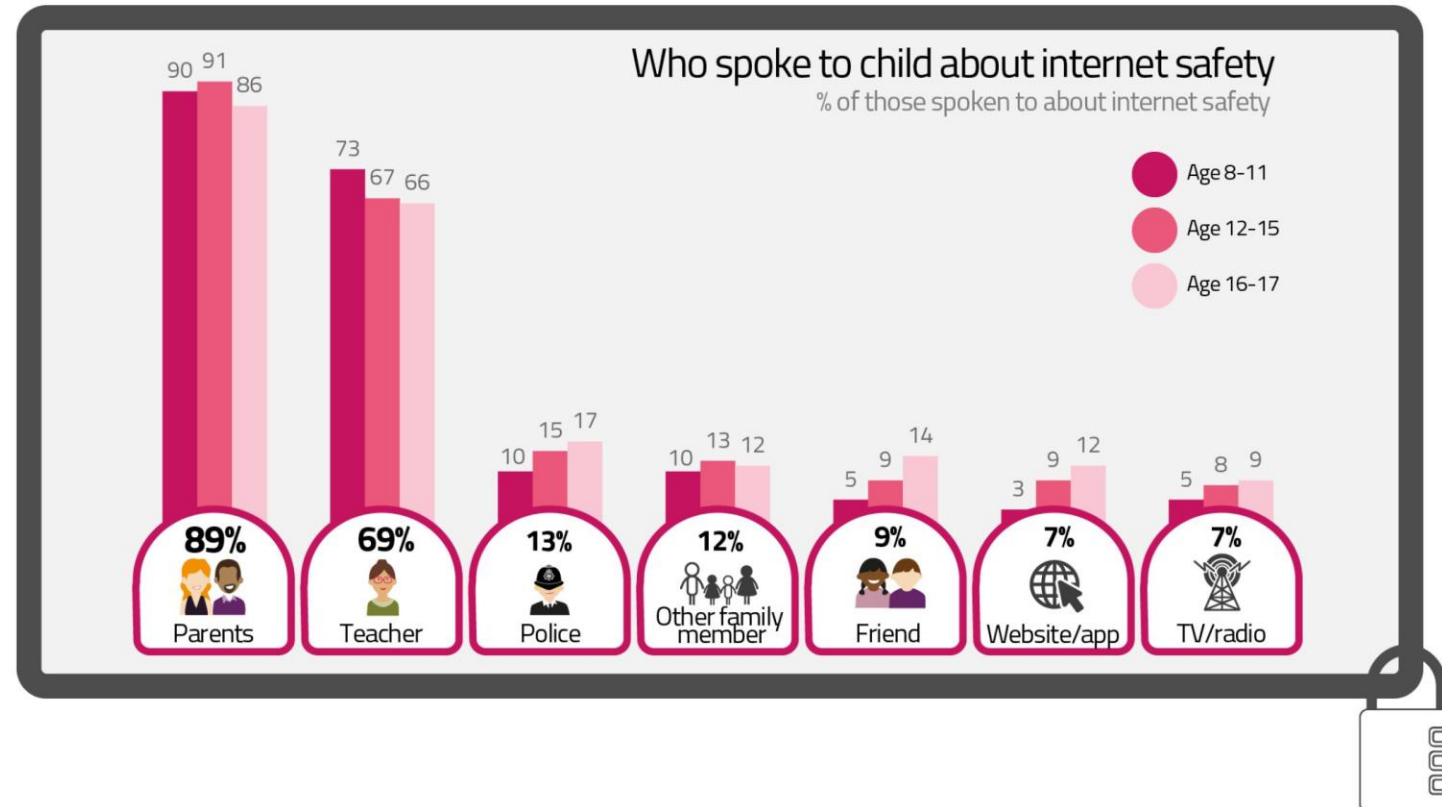


WHAT DOES RESEARCH TELL US?

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.



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

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)* ,

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.
- **Believing that their child knows enough or more than them already.**

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.

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.



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

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

Supportive parents create good home life and wellbeing

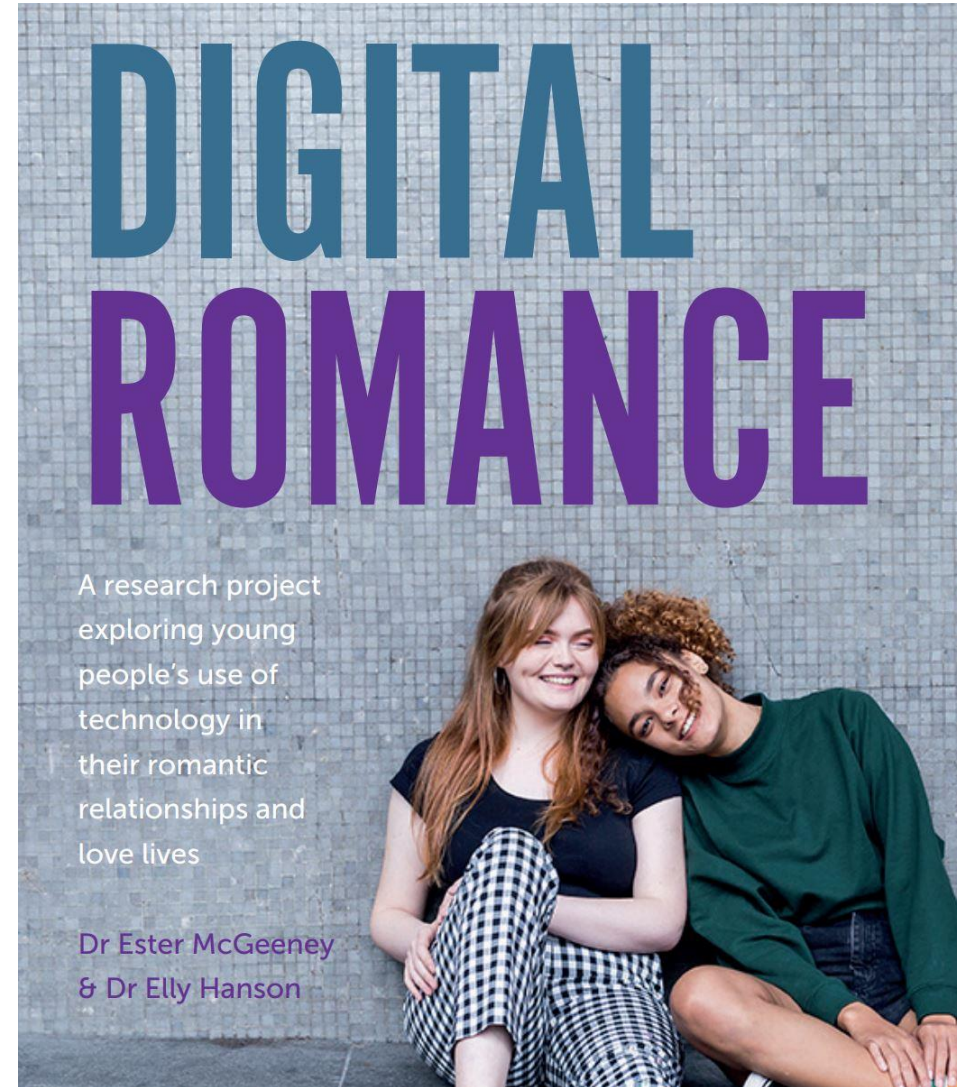
'Children acknowledged the benefits of parents enforcing rules for keeping them safe, such as online controls, but they also felt that parents should trust their children and not be overly restrictive or punish too harshly, as this can affect a child's willingness to engage and be open with them'.

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



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



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

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

Top tips for parents and carers



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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



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



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

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

What can you do

PARENTS AND CARERS



- 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



Gaming: what's appropriate for your child? (PEGI ratings)
www.thinkuknow.co.uk/parents/articles/gaming-whats-appropriate-for-your-child



Personal information: a guide for parents and carers
www.thinkuknow.co.uk/parents/articles/parents-guide-to-personal-information2



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



Is your child ready for social media
www.thinkuknow.co.uk/parents/articles/is-my-child-ready-for-social-media



What is sexual grooming
www.thinkuknow.co.uk/parents/articles/what-is-sexual-grooming



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



Social media top tips
www.internetmatters.org/resources/social-media-top-tips-cards



Social media privacy guides
www.internetmatters.org/parental-controls/social-media

Help for your child



Report concerns about online sexual abuse to the CEOP Safety Centre
<https://www.ceop.police.uk/Safety-Centre>



childline
ONLINE, ON THE PHONE, ANYTIME
childline.org.uk | 0800 1111

Call or message Childline if they are worried and want someone to talk to.

- 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
- Supervise the use of devices and put parental and safety controls in place

www.thinkuknow.co.uk/parents

CEOP Education Resources



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Resources for parents and carers Primary



Education from
the National
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Other sources of advice and help

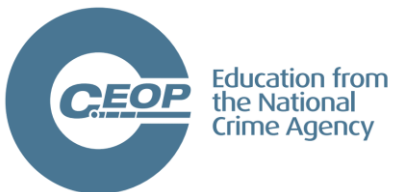


Help and support for children

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

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

Is there anything else you are going to do?

Think about

At Cardinal Road

- There are robust filters in place on all devices on the school's network.
- Children have supervised access on internet enabled devices.
- Children are taught about internet safety routinely in their lessons.
- Children are taught to turn the screen off if something comes on the screen that worries them.
- They are taught to tell an adult.
- Staff can then react to the situation.

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



**Any
questions?**

www.ceopeducation.co.uk