



Dear Parents,

We all want to protect our kids from online dangers. It's a tough job! When kids recognize threats and know exactly what to do, they are empowered and have skills to make safe choices.

This week is our White Ribbon Week at school—teaching kids to be safe and smart with media and technology.

Our theme, "I've Got the Power" promotes personal power at every age. It encourages kids to take an active role in what they view or do online.

Each day your child will learn a "Power Boost."

- **I have the power to not view embarrassing pictures or share hurtful words.**
- **I have the power to turn it off.**
- **I have the power to tell a trusted adult if something doesn't feel right.**
- **I have the power to ask before I download.**
- **I have the power to help my friends make safe choices online.**

We've asked your child to teach these Power Boosts to you. Your discussions together are key. Can you help your child find ways to apply these principles in your home? Empowerment and confidence will naturally spill into other areas of your child's life.

Together you can make a plan to use technology safely for learning and fun. To help you create your own family media rules we've created "Our Healthy Media Pledge," available for free download at www.whiteribbonweek.org/teach-your-kids.

—Your White Ribbon Week Committee

Please join us for an important parent meeting.

We will share 5 Power Boosts just for parents to help you protect your kids online.



Ask your child about "Tic Tac Toe"

Parent Meeting

Suggested outline:

(Handouts for this meeting are on pp. 21, 23, 24.)
"I've Got the Power" helps kids take an active role in what they see and how they use media and technology.

Power Boosts for Kids:

This week, your children memorized Power Boosts. Let's discuss how to help our kids apply them.

Power Boost 1: I have the power to not view embarrassing pictures or share hurtful words.
Why? Every person deserves empathy and respect.
Ask: How can we help our children show empathy online?

Power Boost 2: I have the power to turn it off.
Why? I'm in charge of my choices.
Ask: What strategies can we teach our children to "turn it off" mentally?

Power Boost 3: I have the power to talk to a trusted adult if something doesn't feel right.
Why? Talking to parents helps.
Ask: How can we encourage conversations? (Review Trusted Adult letter.)

Power Boost 4: I have the power to ask before I download.
Why? Not everything is what it appears.
Ask: How do you know what is safe to download? (Share tips from page 12.)

Power Boost 5: I have the power to help others make safe choices online.

Why? My choices influence others.
Ask: How have you helped establish media rules with friends?

Do these today, and your kids will be immediately safer.

Share 5 Power Boosts for Parents

1 I have the power to secure our devices with filters, monitors or safe routers.

79% of first exposure to indecent material occurs in the home. Make a list of devices in your home. (Don't forget hand-held devices.) Select one device and secure a filter or monitor that will safeguard it. Then move to the next. Since no filter covers all devices, you may need overlapping solutions.



2 I have the power to use parental controls.

You can eliminate a lot of unwanted content just by setting parental controls and it's free.

- Set parental controls on cable TV, streaming and game systems.
- Set up google safe search.
- Put YouTube in Safety mode.
- Set restrictions on smart phones.

3 I have the power to talk to my kids about media.

Parents are the greatest influence on their child's media choices.

Start by asking your kids to share a website or app they like. Teach Tic-Tac-Toe. (Turn it off, Talk to a trusted adult, Turn to something active.) Set the 10 minute rule as a family plan. That means to tell a parent within 10 minutes of seeing anything that doesn't feel right.

When?
• Parent-teacher conferences
• Before school breakfast
• Back to school night

4 I have the power to model safe behavior.

Children are more likely to live by family rules if they see parents doing the same.

Monitor your own time online or with devices. Eliminate violent or disrespectful media from your entertainment choices.

5 I have the power to stay calm.

A parent's reaction will either open or close the door to future conversations.

If you discover your child has seen something inappropriate online, stay calm. It's normal for kids to be curious. The most important thing a parent can do is to be supportive and loving. Review "Are You a Trusted Adult?" page 23.

Why do we need White Ribbon Week?

7 Important Reasons

- 1** The average 8 to 18-year old in the U.S. spends nearly 8 hours a day using entertainment media.¹
(That's as much time as they spend at school or with family!)
- 2** Only 3 in 10 children have rules at home about media use.²
(White Ribbon Week helps families talk about safe use of technology.)
- 3** Kids very often lack the ability to discern online dangers.³
(Marketers and pornographers target kids.)
- 4** The average age at which a child first sees pornography is age 9.⁴
90% of 8 to 16-year olds have viewed indecent images online while doing homework.⁵
- 5** Over half of all adolescents and teens have been bullied online.⁶
(That's 12 in every classroom!)
- 6** White Ribbon Week fulfills a federal requirement (CIPA) that all schools provide Internet safety training.⁷
- 7** More than 70% of teens report hiding online behavior from their parents.⁸

1. Kaiser Family Foundation, 2010

2. Commonsensemedia.org

3. "The Impact of Internet Pornography on Adolescents: A Review of the

4. Utah Coalition Against Pornography Conference, 2013

5. http://www.freedomofyou.com/Internet_pornography_statistics_freedomofyou.aspx

6. <http://www.bullyingstatistics.org/parentalcyberbullying-statistics.html>

7. <http://www.fcc.gov/policies/childrens-internet-protection-act>

8. James Lee, "The Digital Divide: How the Online Behavior of Teens is Getting Paid Research," 2012, Eric W. Owens, Richard J. Behun, J.C. Manning & Rory C. Reed/Parents, MAFree.com, June 2012. <http://www.mafree.com/wp/resources/mfrc/digital-divide-study.pdf>

I've Got the Power!

5 Power Boosts for Parents











- 1** I have the power to secure our devices.
Intr. tall filters, monitoring software or safe routers
<http://www.Ltdwebprotection.com/free/>
<http://www.waoparents.com>
<http://www.coverwalkyis.com>
<http://www.webwatcher.com>
<http://www.waocountellbysoft.com>
<http://imgdtrack.com>
- 2** I have the power to use parental controls.
Set parental control on cable TV and game systems
Google Safe Search
YouTube Safety mode
Set restrictions on smart phones
- 3** I have the power to talk to my kids about media.
Open, safe and frequent
Teach TIC-Be-Be
Set the 10-minute rule on a family plan
Check out "Are you a Tween Adult?"
Resources: Educationgo.world6.org
Good Pictures Book by Lauren A. Jensen
- 4** I have the power to model safe online behavior.
- 5** I have the power to stay calm.



OUR healthy media pledge

As a family . . .

-  We will select books, websites, apps, music, magazines, movies, and games which support our family values. We will not erase or hide our digital histories.
-  We will not post or share anything that could cause hurt, create embarrassment, or damage another person's confidence. We will always be kind online.
-  We will tell a parent right away about anything that does not seem right.
-  We will show respect for ourselves and others by not viewing, posting, or sharing indecent images.
-  We will make conscious choices about our screen time and designate tech-free zones in our home.
-  We will give priority to real-life relationships and use technology to strengthen them.
-  We will check with a parent before sharing personal information or downloading.
-  When viewing media messages, we will ask, "Is it true?" and "Is it healthy for me?"

Additional family media rules:

Family members sign here:



ARE YOU A *trusted adult?*

Your child has learned an important safety tool when it comes to harmful content online. We call it "Tic-Tac-Toe." When a child sees anything that doesn't feel right, they can:

- Turn it off.
- Talk to a trusted adult.
- Turn to something active.

These three tips are simple and effective for every age. The question is: Are YOU a trusted adult?

In a recent White Ribbon Week survey, 1 in 3 students reported that they do not talk to their parents about what they see online because it would be "awkward" or they feared their parents would "get mad" or "not understand."

Our reactions may prevent kids from feeling safe talking to us. A parent's angry response can be as upsetting to a child as encountering dangerous content online.

Ask yourself these questions:
When dealing with tough
subjects . . .



Do I get embarrassed or
become uncomfortable?

Do I yell or blame my child?
("This is your fault!")

Do I punish?
("You're never having a phone again.")

Do I shame or humiliate?
("You are stupid!" or "You are a bad child!")

The truth is, if you become angry, or if your child senses you are uncomfortable or upset talking about a particular subject, they may stop talking to you about some of their personal experiences and concerns.

When children feel afraid or curious, they'll turn to other less reliable sources such as the Internet or misinformed friends when they have sensitive questions.

Ask yourself these questions:
When dealing with tough
subjects . . .



Do I thank my child for talking to me?

Do I remain calm and talk respectfully?

Do I listen and respond with interest?

Do I praise?

Do I respond in a way that encourages
future conversations?

Do I reassure them and show love?

We all have moments of anger or frustration. Even if you've overreacted in the past, let your child know that from now on, you'll be calm. Show them they can feel safe talking to you about anything.

Take a deep breath. Start with one "Trusted Adult" suggestion above, and watch your communication improve. You can build greater trust and closeness with your child, starting today.

You know your child best. You love your child the most. You need to be their first and greatest source of information and support. You need to be your child's Trusted Adult.