


iKeepSafe

www.ikeepSAFE.org

You Don't Have to Be a Computer Expert to Keep Children Safe Online


Iris Beckwith, Vice President
Program and Partner Relations
ibeckwith@ikeepSAFE.org

6th Annual Cyberethics, Cybersafety, and Cybersecurity Conference



Agenda

- Purpose
- About iKeepSafe.org
- Key Areas of Issues
- Statistics
- iKeepSafe Parent/Educator Tutorials
- The Faux Paw™ Books and Program
- How to Implement
- Q & A




Purpose

When you leave this training session, you will have the necessary information to *plan, present, and utilize* the Faux Paw Internet Safety Program.




About iKeepSafe.org

The Internet Keep Safe Coalition

Coalition Members

Associations <ul style="list-style-type: none"> •American Academy of Pediatrics •American Medical Association •American Medical Association Alliance •Cable in the Classroom •Childhelp •D.A.R.E. America •Enough Is Enough •FBI, Internet Crimes Taskforce •GetNetWise •InfraGard •National Association of Broadcasters •National Center for Missing & Exploited •Children, NetSmart •National Crime Prevention Council •McGruff the Crime Dog® •National Education Association •National PTA •The National Cable and Telecommunications Association •Newspaper Association of America •Optimist International •US DOJ, Internet Crimes Against Children Taskforce •Web Wise Kids •Wired Safety •Wired Kids 	50 States Governors/First Spouses/or Attorney Generals Specialists <ul style="list-style-type: none"> •Patty Altab, Internet Attorney •Michael Rich, MD, Director of the Center on Media and Child Health, Harvard University •Kelly Loosli, Director, Brigham Young University Animation Program •Ed Smart, Child Advocate and Policy Advisor Corporate Sponsors <ul style="list-style-type: none"> •Adobe •AOL •BestingPoint •Dell •Fox Interactive Media •Intel •iZZ •Oracle •Ronald McDonald Charities •Symantec •Target
---	--



iKeepSafe Mission

- To protect children from the growing threat of Internet predators, cyber-bullies and other dangers of connected technology.
- The Coalition recognizes the Internet as a powerful tool and a valuable asset to children and families.
- By teaching safety guidelines, the Coalition seeks to reduce the number of Internet crimes against children and to promote healthy technology use in families.



Key Issues

A majority of children are online—and online at an earlier age than ever before.

Cyber-bullies and other online dangers are a constant threat to children.

Child predators

Internet Addiction



Digital Natives vs. the Immigrant



Statistics

• **99%** of teens use the Internet (*Polly Klaas Foundation, 2006*)

• **51%** of parents either do not have or do not know if they have software on their computer to monitor their teenagers' online navigation and interactions. (*National Center for Missing & Exploited Children and Cox Communications Parental Internet Monitoring Survey, May 23, 2005*).

• **84%** rise in formal complaints from 2004-05 that predators enticed minors online or traveled to meet them in person (*Office of Juvenile Justice and Delinquency Prevention, 2005*).



Statistics

• **72%** of kids reported experiencing incidents of online harassment.

Ybarra, M.L. (2004)

• One in 10 youth reported using the Internet to harass or embarrass someone with who the youth was angry.

YISS 2006, University of New Hampshire

• **14%** of 11-19 year olds are harassed through cell phone text messages.

San Francisco Chronicle 2005



3 Keeps for Kids:

- Keep Safe
- Keep Away
- Keep Telling



3 Keeps for Kids:


I KEEP SAFE my personal information—all of it! I never give my real name, address, phone number, the name of my school, or a picture of myself to anyone online.

• **56%** of teens receive requests for personal information; **12%** of tweens (8-12) (*Polly Klaas Foundation, 2006*)

• **27%** of 13-17 year olds have talked with an online stranger about sex (*ibid*)

• Children have a different view of what constitutes personal information

Keep Safe • Keep Away • Keep Telling

 **3 Keeps for Kids:**

I KEEP AWAY from Internet strangers—no matter what they tell me, because I have no way of knowing who they really are. I don't talk with them online, and I never meet them face-to-face.


-71% of teens reported receiving messages online from someone they don't know (National Center for Missing & Exploited Children, 2006)

-14% of 13-17 year olds have actually met face-to-face with an Internet stranger.

-16% of youth discovered that someone online was an adult pretending to be much younger.


-4% reported that online solicitors ask them to send a nude or sexually explicit photo of themselves (ibid)

Keep Safe • Keep Away • Keep Telling

 **3 Keeps for Kids:**

I KEEP TELLING my parents about everything I see on the Internet—I always tell them or a trusted adult when something makes me uncomfortable

- Kids don't tell because they think they will get in trouble
- Kids don't tell because they are threatened
- Kids don't tell because they are embarrassed
- Kids don't tell because they think it is their fault
- Kids don't tell because they don't feel they have anyone they can tell

 **3 KEEPs for Parents**

- Keep Current
- Keep Communicating
- Keep Checking


 **3 KEEPs for Parents**

Keep Current with technology.

You don't have to be an expert, but *a little understanding goes a long way* towards keeping children safe online. Get basic technical training and learn about new products as they're released.

 **3 KEEPs for Parents**

Keep Communicating with your child about everything they experience on the Internet. Know their lingo, and ask when you don't understand something. Work to keep communication lines open.

 **3 KEEPs for Parents**

Keep Checking your child's Internet activity. Know where they go online. Let them know that you'll keep checking because you want them to understand that the Internet is a public forum and never truly private.




iKeepSafe

After the Training

Copy CD Contents to your hard drive.

- Make a new folder on your Desktop
- Copy the files

A CD-ROM with the iKeepSafe logo and text: "iKeepSafe INTERNET KEEP SAFE SOLUTION Cyber-Bullying Program".

iKeepSafe


The Faux Paw™ Program: Edu-tainment through Repetition

Through the course of the Program children experience the essential Internet safety rules many times through a broad variety of teaching methods.

iKeepSafe

The Faux Paw™ Program


1. Read the book.

Book cover for "FAUX PAW MEETS THE FIRST LADY" with the text "KEEPING CHILDREN SAFE ONLINE" and "TWO MORE STORIES".

iKeepSafe

The Faux Paw™ Program

2. Conduct the guided discussions from the assembly script.

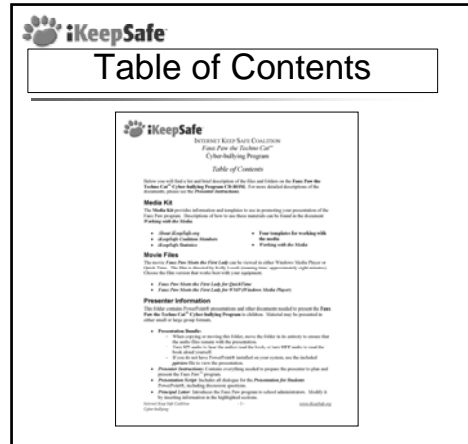
A document titled "Assembly Script" with the iKeepSafe logo and text: "iKeepSafe INTERNET KEEP SAFE SOLUTION Cyber-Bullying Program".

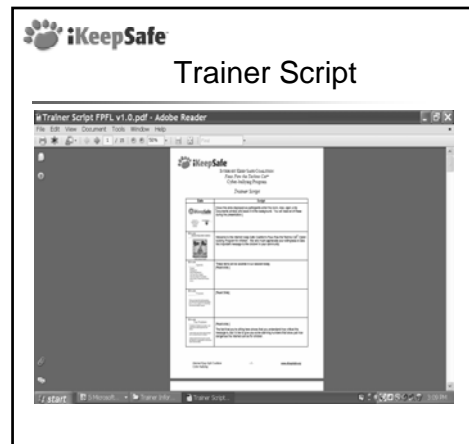
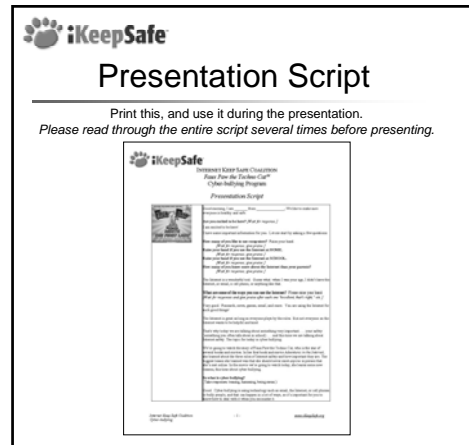
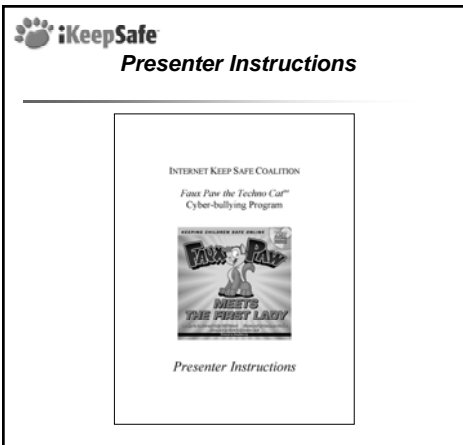
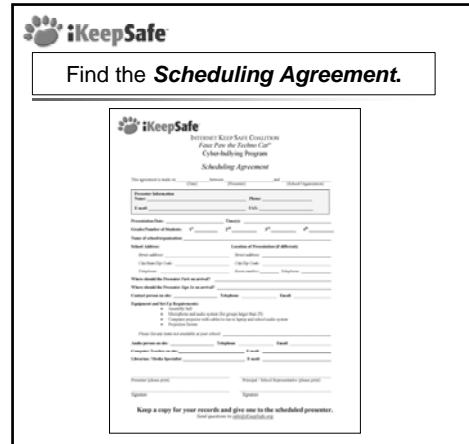
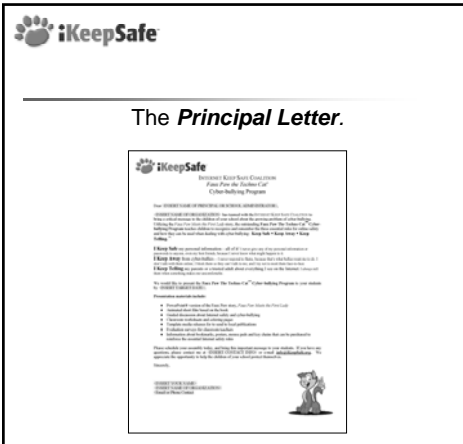
iKeepSafe

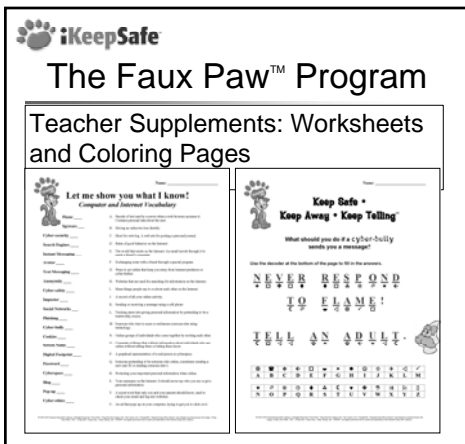
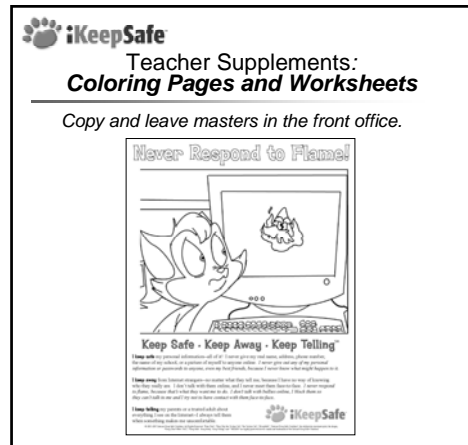
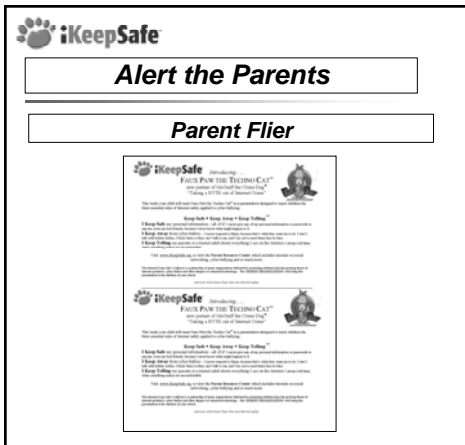
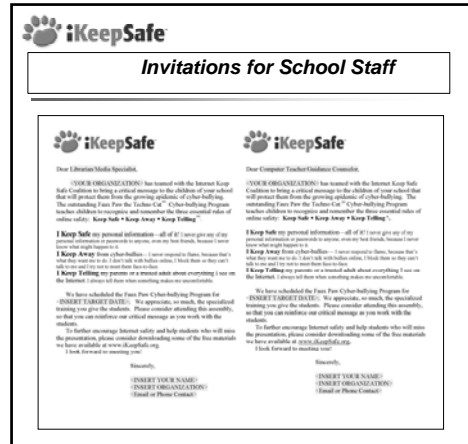
The Faux Paw™ Program

3. Watch the movie.

Movie poster for "FAUX PAW MEETS THE FIRST LADY" with the text "KEEPING CHILDREN SAFE ONLINE" and "TWO MORE STORIES".





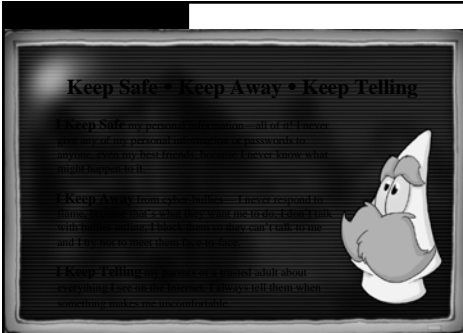




We're visiting Ernie's good friend, the First Lady. ("First Lady" means she's married to the President of the United States.)



Ernie was named for our Great-granddad Ernest who came from Key West, Florida. He had six toes on each front paw, and so do we! The fancy name for that is polydactyl (poly-DACK-til). Our extra toes make us extra fast on a keyboard. (Of course, Great-granddad used a noisy, old typewriter. LOL.)



Learn more about how to keep safe online at:
www.iKeepSafe.org



iKeepSafe

Coming Soon!

- **Faux Paw Goes to China**, in bilingual format (English/Mandarin), is set against the backdrop of the 2008 Summer Olympics in Beijing and teaches about the emerging Internet safety issue, Internet addiction. Scheduled publication: December 2007


iKeepSafe Find the **Book Advertisement (Optional)**.

Leave a flier with the librarian and principal.

Soft cover editions of

Faux Paw the Techno Cat: Adventures in the Internet and **Faux Paw Meets the First Lady: Handling Cyberbullying**

are available for purchase. To order books or for information about group organization, library, school and custom editions, please contact info@ikeepSAFE.org





How to Follow Up

- Email info@iKeepSafe.org and let us know where the Faux Paw Program has been used.
 - name of the school/program
 - city/state
 - number of children and/or adults who received materials
- Watch our website for new materials.



Q & A

We welcome your questions and comments. Email to info@iKeepsafe.org.