SAFER INTERNET DAY 2012

Discover the digital world together... safely!

7 FEBRUARY 2012

SAFERINTERNETDAY.ORG

Safer Internet Day (SID) is organised by the Insafe network (***www.saferinternet.org***) each February to promote safer and more responsible use of online technology and mobile internet, especially amongst children and young people across the world. Each year hundreds of events are organised to raise awareness about online safety issues.

Over the years, Safer Internet Day has become a landmark event in the online safety calendar. Starting as an initiative of the EU SafeBorders project in 2004 and taken up by the Insafe network as one of its earliest actions in 2005, Safer Internet Day has grown beyond its traditional geographic zone and is now celebrated in more than 70 countries worldwide, and across 6 of the world's 7 continents.

From cyberbullying to social networking, each year Insafe aims to be at the forefront of emerging online issues and chooses a topic reflecting current concerns. This year we are focusing on **connecting generations**, as we invite people of all ages from very young children to parents and grandparents to "**discover the digital world together… safely**".

Insafe, a network set up within the Safer Internet Programme

In 1999, the European Commission (EC) created the Safer Internet Programme, with the aim of promoting safe, responsible use of the internet by children and young people, and protecting them from illegal and harmful content and conduct online. The programme is managed by the Directorate General for Information, Society and Media and highlights the shared responsibility of NGOs, educational establishments, law enforcement bodies, industry and families in online safety initiatives across the European Union member states.

In 2004, the Insafe network was set up to spearhead awareness activities within the Safer Internet Programme. Today Insafe comprises 30 Safer Internet Centres, one in each of the 27 EU member states as well as in Iceland, Norway and Russia. Most Safer Internet Centres are composed of an awareness centre, helpline, hotline and youth panel. The helplines offer information and advice to children, young people, parents and teachers about how to stay safe online.

Drawing on the expertise of its members, the network closely follows major evolutions in the online world, particularly user conduct, and reflects these through a thematic focus for Safer Internet Day actions.

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Connecting generations – "Discover the digital world together…safely!"

This year's topic looks at the reach of the online world across all generations and cultures and encourages families to work together to stay safe online. Whether you are 5, 40 or 75 years old, whether you use the internet once a month or several times a day - each person has something different to bring to the table that can help shape our online experiences and our understanding of online competences and safety. We all have a role to play in ensuring that every child is safe online.

Today our offline and online worlds are strongly connected, from families communicating via webcam with relatives and friends abroad to children doing their homework online. The online world is a unique arena where people of all ages can learn together and from each other, especially regarding online safety. Tech savvy youngsters can teach their elders how to use new technologies, while grandparents can draw on their life experiences to advise younger generations on how to stay safe online, as they discover the digital world together.

Did you know that in Europe…?

- 26% of children report having a public social networking profile.
- Children of all ages are lacking digital skills – confidence is often not matched by skill!
- 12% of European 9-16 year olds say they have been bothered or upset by something on the internet…
- …however, 56% of parents whose child has received nasty or hurtful messages online are not aware of this.
- One in eight parents don't seem to mediate their children's online activities…
- …while 56% of parents take positive steps such as suggesting to their children how to behave towards others online.
- 44% of children think that parental mediation limits what they do online, 11% say it limits their activities a lot.

Helping each other stay safe online:

- Teachers' engagement with children's internet use is least among 9-10 year olds.
- 36% of 9-16 year olds claim that they definitely know more about the internet than their parents.
- 73% of children say their peers have helped or supported their internet use.
- 44% of children claim to have received some guidance on safe internet use from their friends, and 35% say that they have also provided such advice to their friends.
- Yet, children say they receive most online safety advice from parents (63%), then teachers (58%), other relatives (47%), then peers (44%).
- Parents get online safety advice first and foremost from family and friends (48%).
- 87% of children use the internet at home.

Facts taken from the EU Kids Online survey [www.eukidsonline.net].

Want to know how to take part in SID?

You can spread the word by attending or organising an event!

- Start by registering for Safer Internet Day at ***www.saferinternetday.org*** and complete the online form.
- Insafe will then contact you; if you reside in one of our network countries, this contact will be from your National Awareness Centre.
- No national contact point? Then why not set up a SID Committee in your country! Contact the SID helpdesk at ***SID-helpdesk@eun.org*** to create your own.
- Now organise your event. Use our toolkit available at ***www.saferinternetday.org*** to help you.

Looking for ideas?

Look at some of our previous actions for inspiration:

- Post our banner / publish our press release on your website.
- Follow our Facebook and Twitter pages ***twitter.com/safeinternetday*** and ***www.facebook.com/SaferInternetDay***.
- Spread the word through the media.
- Host an event such as a conference on online safety in your community.
- Arrange workshops in schools and private companies.
- Orchestrate debates between young people and policy-makers.

Don't forget to keep your National Awareness Centre or SID Committee informed so that they can valorise your action.
For a list of your national contact points, please visit:

www.saferinternetday.org/web/guest/members

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