

REACHING, ENGAGING AND ENTHUSIASING PARENTS

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Parent Zone are the experts in digital family life.

We provide support and information to parents, children and schools, working globally to help families navigate the internet safely and confidently.

We do all this to improve outcomes for young people online.

This session will explore

Our evidence base

How we do it

Our evidence base



Parenting Styles



• Authoritarian •



• Authoritative •



• Permissive •



• Uninvolved •



The traits of an authoritative parent

Set rules and boundaries

Have high expectations and offer high levels of support

Warm and nurturing

Use measured and consistent consequences

The traits of an authoritative parent

Raise children who are more likely to:

- ▶ Be more resilient online
- ▶ Self-regulate
- ▶ Come to their parents with issues

Authoritative parents are confident in their boundaries and support

‘Parental involvement in the form of ‘at-home good parenting’ has a significant positive effect on children’s achievement and adjustment even after all other factors shaping attainment have been taken out of the equation.’

THE IMPACT OF PARENTAL INVOLVEMENT, PARENTAL SUPPORT AND FAMILY EDUCATION
ON PUPIL ACHIEVEMENT AND ADJUSTMENT: A LITERATURE REVIEW
Professor Charles Desforges with Alberto Abouchaar
2003



Parental involvement

Provision of a secure and stable environment.

Intellectual stimulation.

Good models of constructive social and educational values.

High aspirations relating to personal fulfilment and good citizenship.

Online risks for children

	Commercial	Aggressive	Sexual	Values
Content (child as recipient)	Adverts Spam Sponsorship Personal info	Violent / hateful content	Pornographic or unwelcome sexual content	Bias Racist Misleading info or advice
Contact (child as participant)	Tracking Harvesting personal info	Being bullied, harassed or stalked	Meeting strangers Being groomed	Self harm Unwelcome persuasions
Conduct (child as actor)	Illegal downloading Hacking Gambling Financial scams Terrorism	Bullying or harassing another	Creating and uploading inappropriate material	Providing misleading info/advice

A SHARED RESPONSIBILITY

BUILDING CHILDREN'S ONLINE RESILIENCE

An independent research paper commissioned and
supported by Virgin Media and Parent Zone

2014



Key findings

Children who felt their parents showed them unconditional love and support, were involved in their lives and respected their choices and opinions were most likely to be resilient online.

Parental strategies of restriction and monitoring have the negative effect of undermining resilience and constructive engagement online.

Good enough parenting and allowing children to take risks and develop coping strategies is integral to developing resilience.

Resilience online benefits young people

Supportive and enabling parenting has a more positive impact on resilience than parental strategies that restrict or monitor internet use.

Understand

An individual understands when they are at risk online and can make informed decisions about the digital space they are in

Know

An individual knows what to do to seek help from a range of appropriate sources

DIGITAL RESILIENCE

Recover

An individual can recover when things go wrong online by receiving the appropriate level of support to aid recovery

Learn

An individual learns from their experiences and is able to adapt their future choices, where possible

Some examples of our work

Resilient Families

Developed in 2015 and has so far been delivered in **22 local authorities** across the UK.

The programme has four aims:

1

To facilitate conversations about radicalisation and extremism between parents, children and the professionals that support them.

2

To promote understanding of the risks with a particular focus on how online radicalisation happens.

3

To enable young people to recognise and challenge extremism when they see or experience it.

4

To support professionals working with families.

What do you need advice on?

Search for articles e.g. gaming



Explore



Games, apps
and tech

Parenting

Safety and
settings

Relationships
and sex

Education and
the future

Health and
wellbeing

Editor's picks

Health and wellbeing

Mental health and young people: tackling stigma together

1 in 10 children will experience a mental health problem.
Here's how to help them

Parenting Health and wellbeing

Addicted to social media – or just teens being teens?

People often talk about children being addicted to social media. But are they really? Parent Info offers advice on helping your child use social media safely



Digital Life Skills



Vodafone
Foundation

parentzone





Single Session
Name: _____

How do you respond to professional media?

Work in pairs to prepare a role play. Label yourselves **Person A** and **Person B**. Read the situations below and practice how to respond when you see images in professional media.

Person A
Imagine yourself in the scenario, looking at the professional image. Share with **Person B** what you imagine wishing you could change about your looks after seeing the image.

Person B
Respond to **Person A**. Explain why it's not possible for anyone to look like the people we see in professional media. Tell them why it is not realistic or fair to compare themselves to these images.

1 You are reading your friend's magazine...

2 You are watching this popular television programme...

3 You are passing this bus stop going home from school...

4 You are viewing the latest music video on your friend's phone...

Feeling stuck?

Person A: Wow, look at them; they look great! I wish I had their ... because ...

Person B: It's not possible to look like them because ... Think back to the 'Dove Evolution' film you watched. We shouldn't bother to compare ourselves because ... Remember why we want to change these images - how do they make us feel? You could also try sleeping later, or selecting a different situation to act out.

2 Discussion card:
List all the decisions that were made about the image BEFORE the photos were taken.

4 Discussion card:
Think how the image of the model has been changed from reality. How does seeing these unrealistic changes make you feel?

6 Discussion card:
Why do you think it is unrealistic or unfair to compare the way you or your friends look to manipulated images of people you see in professional media?

“ As an educator, I have a duty to challenge gender stereotypes in a responsible way ... Campaigns such as the Dove Self-Esteem Project give teachers resources to talk about body confidence and more.

Helen Jones
Teacher and mother of three

uniquely me

A Parent's Guide to Building Body Confidence

Summary

Grounded in authoritative parenting

Delivered by the professionals that parents turn to

Promoting the development of digital resilience

Enabling parents and professionals to understand the issues amplified by the internet

Thank you



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