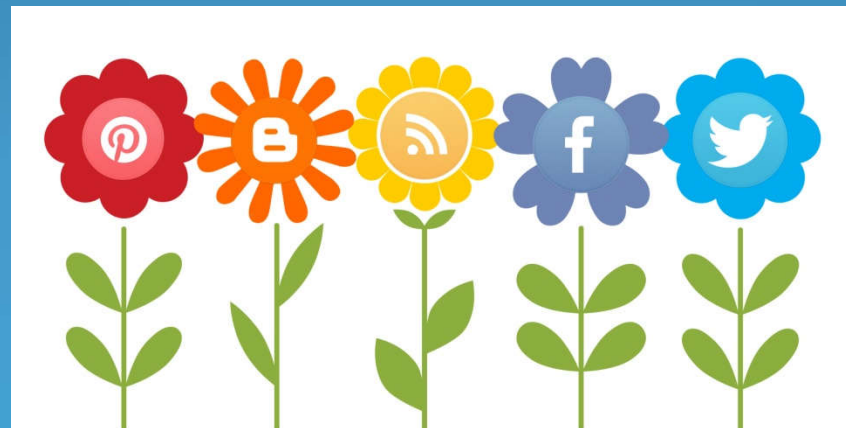


# Right From the Start in the Digital Age

Media Literacy Week 2016  
Digital and Social Media Tool Kit



# About Right from the Start in the Digital Age

- The national initiative Right from the Start in the Digital Age is designed to lay the groundwork for children to develop both safe and responsible digital citizenship skills that will help prevent and protect them from later behaviors such as cyberbullying.
- Because children are using digital devices at ever younger ages, learning how to be safe and responsible online must become an important part of parenting and classroom curriculum.
- Includes a position paper in English and Spanish versions as well as free curricula activities for home or classroom.

# Connect With Us

- Download the position paper (in English and Spanish) and the free curricula activities:  
<https://rightfromthestart.co/>
- Follow Right from the Start in the Digital Age on Twitter: <https://twitter.com/digitalagekids>
- Share your experiences teaching children to be responsible digital citizens using the hashtag #DigitalAgeKids
- Email us anytime to share your opinions, experiences, and feedback on the initiative: [bsprung@fhi360.org](mailto:bsprung@fhi360.org)

# Sample Tweets

**We have provided some sample tweets for you to share with your network:**

- Four-in-ten Internet users are victims of online harassment! Teach our kids to be better: <https://rightfromthestart.co/> #digitalagekids
- 88% of teens have seen others be cruel on social media. Help them get it right from the start: <https://rightfromthestart.co/> #digitalagekids
- 16% of cyberbullying victims seriously consider suicide. #StopCyberbullying right from the start: <https://rightfromthestart.co/> #digitalagekids
- Help the children you know learn to become responsible digital citizens, right from the start: <https://rightfromthestart.co/> #digitalagekids
- Sure, kids can swipe, tap, and unlock screens – but do they know how to be good digital citizens? <https://rightfromthestart.co/> #digitalagekids
- Cruel and mean online behaviors, including #cyberbullying, can have a disastrous impact. <https://rightfromthestart.co/> #digitalagekids
- Help children develop the social/emotional skills they need to stay safe and responsible online <https://rightfromthestart.co/> #digitalagekids

# Sample Posts – Facebook/LinkedIn

**We have provided some sample posts for you to share with your network:**

- Did you know that 73% of adult internet users have seen someone be harassed in some way online and 40% have personally experienced it? Let's help the next generation be better. Help children that you know learn responsible digital citizenship, right from the start:

<https://rightfromthestart.co/>

- Cyberbullying can lead to disastrous consequences for young people, including self-harm and suicide. Let's teach kids that being mean online is not ok. Download these free activities for grades K-3 and create responsible, safe digital citizens, in your home or classroom:

<https://rightfromthestart.co/>

# Sample Email Language

We have provided some sample language that you can adapt and use to send out to your network via email.

I'm writing to you because I want to share an important resource with you during National Media Literacy Week.

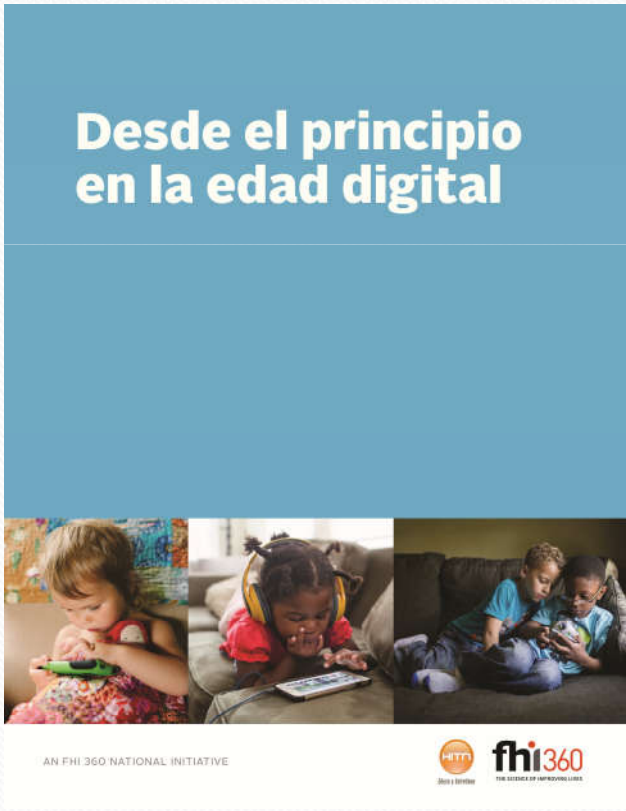
**Right from the Start in the Digital Age** is a national initiative that aims to help children learn to become responsible digital citizens, and to prevent them from engaging in, and being affected by, unsafe behaviors such as cyberbullying in their later school years.

This year, FHI 360 released their position paper explaining the mission and vision of the national initiative in a Spanish language version.

Visit their website to **download the position paper in English or Spanish**. Also available on their website for download is **Right from the Start in the Digital Age: Curricula Activities for Teachers and Parents to Help Children Become Good Digital Citizens**.

Thank you again for helping prevent and protect children from cyberbullying – right from the start.

# Position Paper Photo for use on Social Media



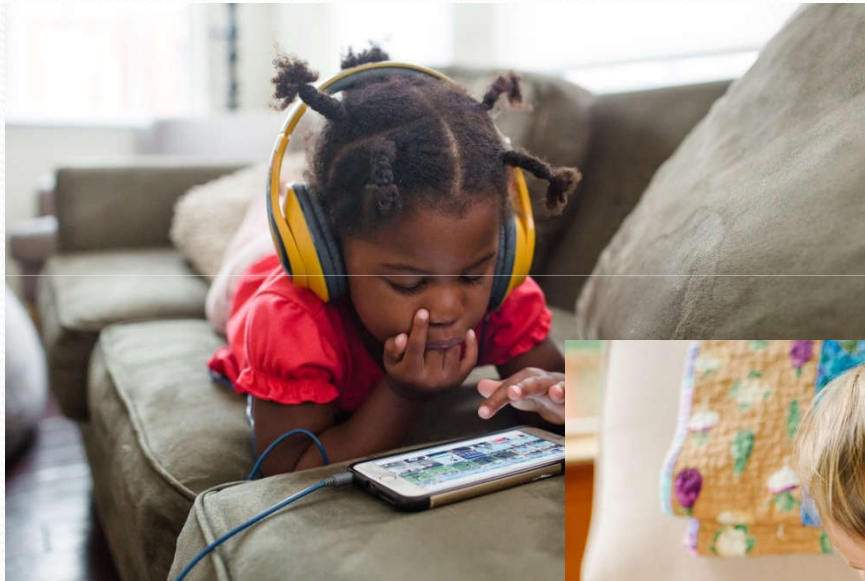
# Curricula Activities Photo for use on Social Media



Created by J Campbell Social Marketing for FHI  
360 (c) 2016



# Photos to Use on Social Media



# Infographics to Use on Social Media

- [Top 10 Cyberbullying Infographics](#)
- [Cyberbullying Is Still an Issue on Social \(Infographic\)](#)
- [Cyberbullying: Scourge of the Internet \(Infographic\)](#)
- [25 Eye-Opening Statistics About Cyberbullying \(Infographic\)](#)

# Videos to Use on Social Media

- [To This Day... for the bullied and beautiful \(TED\)](#)
- [Pause & Think Online – Common Sense Media](#)

# Testimonial

“*Right from the Start in the Digital Age* fills an information gap for parents and teachers of young children as well children themselves—about responsible digital media citizenship. Its public awareness campaign and resources have the potential to shape thinking and behavior about social and emotional skill building in the digital space and to avoid the harmful effects of cyberbullying. This is an initiative to keep an eye on!”

~ Maria Elena Lopez, Associate Director, Harvard Family Research Project

# Testimonial

“*Right from the Start in the Digital Age* arrives at just the right time. Parents and educators are concerned about Internet safety and digital citizenship and are looking for guidance from a trusted source. The focus on the early childhood years reminds us that it is never too early to model and develop positive media habits and behaviors for young children growing up in the digital age.”

~ Chip Donohue, PhD, Dean of Distance Learning and Continuing Education, TEC Center Director, Erikson Institute, Senior Fellow, Fred Rogers Center

# Testimonial

“Digital technology provides a variety of forums for social engagement that are available to adults, adolescents, and even elementary school children. Because these social media are all too often used to tease, bully, ostracize, and victimize, it is critical to introduce young children to the meaning of good digital citizen. *Right from the Start in the Digital Age for Grades K-3: Curricula Activities for Teachers and Parents to Help Become Good Digital Citizens* is a valuable guide developed expressly for this purpose. Its goal is to ensure that young children develop into responsible users of social media by offering parents and educators a proactive set of concrete strategies for accomplishing this goal.”

~ Dr. Nancy Gropper, Retired Member of the Faculty, Bank Street Graduate School of Education

# Testimonial

“I’ve been working with Latino families since 2007 empowering them to use media and technology in a safe, smart and balanced way which is our mission at Common Sense. Through direct interactions and media appearances, I have always shared with them that teaching kids how to use and take advantage of media and technology is like teaching them how to eat fruits and vegetables, the earlier you start the better.”

~ Maria Alvarez, Dir. Latino Content, Common Sense Media

# Testimonial

“Along with a ‘call to action’ that lifts up the importance of good digital citizenship, and strategies to prevent cyber bullying and unsafe behaviors in online and face-to-face situations, *Right from the Start in the Digital Age* position statement provides a springboard for discussions and recommendations for action steps. The Hispanic Information and Telecommunications Network (HITN) has supported a collaborative effort with FHI360 to create a Spanish language version of the position statement to extend the reach of this critically important topic.”

~ Ed Greene, Vice President, Strategic Partnerships at HITN



# Statistics – Digital Device Usage

- Cell phones, tablets and other digital devices have become part of the daily lives of young children. By grade three, 18 to 20% of children report they have their own cell phone (Englander, 2011).
- 38% of children under the age of two are now using smartphones, tablets and e-readers at the same rate as children eight and under were two years ago (Common Sense Media, 2013).
- Among five- to eight-year-olds, mobile media usage has risen from 52% to 83% (Common Sense Media, 2013).
- In some areas, kindergartners are issued tablets on the first day of school.

**Right from the Start in the Digital Age: An FHI 360 National Initiative**

# Statistics – Internet Usage

- Fully 95% of all teens ages 12-17 are now online and 80% of those online teens are users of social media sites.
- 88% of social media-using teens have witnessed other people be mean or cruel on social network sites. 12% say they witnessed cruel behavior “frequently.”
- 19% of teens have been bullied in the past year in some form – either in person, online, by text, or by phone.

[Pew Internet: Teens, kindness and cruelty on social network sites](#)

# Statistics – Cyberbullying

- 20% of respondents reported seriously thinking about attempting suicide.
- All forms of bullying were significantly associated with increases in suicidal ideation.
- Cyberbullying victims were almost twice as likely to have attempted suicide compared to youth who had not experienced cyberbullying.

Hinduja, S. & Patchin, J. W. (2010). Bullying, Cyberbullying, and Suicide, Archives of Suicide Research, 14(3), 206-221.

# Statistics – Online Harassment

- Fully 73% of adult internet users have seen someone be harassed in some way online and 40% have personally experienced it.

## Pew Internet: Online Harassment

### Four-in-ten internet users are victims of online harassment, varying degrees of severity

*Among all internet users, the % who have experienced harassment or not and the % who have experienced more vs. less severe forms of harassment ...*



Source: American Trends Panel (wave 4). Survey conducted May 30-June 30, 2014. n=2,839.

PEW RESEARCH CENTER

# Definitions

## What is Media Literacy?

Media literacy is the ability to access, analyze, evaluate, and create media. Media literate youth and adults are better able to understand the complex messages we receive from television, radio, Internet, newspapers, magazines, books, billboards, video games, music, and all other forms of media.

[Source: Media Literacy Project](#)

# Definitions

## What is Digital Citizenship?

Digital citizenship can be defined as the norms of appropriate, responsible behavior with regard to technology use.

Source: Digital Citizenship: Using Technology Appropriately

# Research

- “Bullies in the Block Area: The Early Childhood Origins of ‘Mean’ Behavior”
- “Envisioning a Digital Age Architecture for Early Education”
- “Technology and Interactive Media as Tools in Early Childhood Programs Serving Children from Birth through Age 8”
- Mind in the Making: The Seven Essential Life Skills Every Child Needs, Ellen Galinsky (2010)
- “Bullying, Cyberbullying, and Suicide”

# Related Organizations

- The Cyberbullying Research Center
- The Early Education Initiative at New America
- The NAEYC and Fred Rogers Center for Early Learning and Children's Media
- Collaborative for Academic, Social, and Emotional Learning (CASEL)
- The Center for Emotional Intelligence at Yale University
- The Family Online Safety Institute
- Common Sense Media



# Media Literacy Week

Media Literacy Week (#MediaLitWk) in the U.S. is being held October 31 – November 4, 2016. The mission of Media Literacy Week is to highlight the power of media literacy education and its essential role in education today.

Media Literacy Week is designed to bring attention and visibility to media literacy education in the U.S. Inspired by Canada's Media Literacy Week now in its 11th year, the National Association for Media Literacy Education (NAMLE) is leading the efforts to create an annual media literacy week in the U.S that showcases the work of amazing media literacy educators and organizations nationwide and drives conversation that creates positive social change.

Website: <https://medialiteracyweek.us/>

# 5 Ways to Help Your Kids Stay Safe & Be Responsible Online

- #1) Be involved! Talk about cyberbullying with your children at home. Have frequent, ongoing discussions about what is and what is not acceptable online behavior.
- #2) Create and use family guidelines on the use of technology, and post them in a public place.
- #3) Keep the computer and other digital devices in open spaces where you can see what your child is engaged in.

# 5 Ways to Help Your Kids Stay Safe & Be Responsible Online

#4) Model good behavior. 58% of teen internet and cell phone users say their parents have been the biggest influence on what they think is appropriate or inappropriate when using the internet or a cell phone. ([Pew Internet](#))

#5) Download our free [Right from the Start in the Digital Age](#) position paper (in English and Spanish) and curricula activities for kids K-3, available now at <https://rightfromthestart.co/>