sex

body image

online safety

peer pressure

bullying

relationships

parent INFO
FROM CEOP AND PARENT ZONE

Find out more at www.parentinfo.org

Sexting, bullying, peer pressure, body image… the range of online hazards teachers have to deal with is growing all the time.

In the digital age, mobile phones bring the outside world into school and take classroom relationships home, so that bullying that used to stay in the playground now happens in a child's bedroom too. Yet parents are often left feeling clueless about what their children are up to online.

Until now

Parent Info is a free service that schools can host on their own websites, offering up-to-date, expert information for parents on a range of concerns for children and adolescents – from how much sleep teenagers need, to sex, relationships and radicalisation: any issue where the hazards are amplified by the internet.

Parent Info is easy to use, calling for no special technical skill, and schools can take all of the articles and videos for their websites, or choose what suits them. Teachers can use the content in a variety of ways: on their home pages, to explain the PSHE curriculum, as a pointer to policies or a guide to parents when issues arise.

There's also a specially-curated feed for primary schools, with information on topics specifically of interest to parents of younger children.

A collaboration between Parent Zone, the parenting experts who specialise in the internet, and CEOP, the child protection command of the National Crime Agency, *Parent Info* comes from two of the most eminent organisations dealing with young people's digital lives.

It draws on the expertise of a wide variety of charities, including Young Minds, Brook, the Diana Award, Coram, Government Equalities Office, Stonewall, Quilliam and a host of other leaders in their fields.

Secretary of State welcomes *Parent Info*

Secretary of State for Education and Minister for Women and Equalities Nicky Morgan said: 'As a parent myself, I know how important it is for parents to have peace of mind knowing that their children are safe online.

'I want all parents to feel that they have the knowledge and information they need to support their children online, and I hope that both schools and parents take advantage of this resource.'

Ofsted inspectors have flagged *Parent Info* as a helpful safeguarding resource.

Schools sign up

In the first few months, nearly 3000 schools and other organisations working with parents have registered to take the *Parent Info* feed.

'Parent Info is a fabulous resource. It helps us to educate students about how they should be conducting themselves online.' Sandfields Comprehensive

'We built our parents' area of our website around Parent Info, because the information is so authoritative and useful,' Forest School

'A parent actually took the trouble to email the school to say how great the content was – that's amazing!' Sir Henry Floyd School

'What children are doing online is a real issue for our parents. Last week we had a Snapchat issue and I was able to send out a newsletter and link to the site's content on Snapchat – it was so helpful to have that at our fingertips. This stuff is absolutely in demand from parents.' Bishop Aldheim's C of E Primary School

Vicki Shotbolt of Parent Zone said: 'The issues that children and young people face in their daily lives are often made more difficult by what's going

on online. Parents worry that they're not equipped to help. But *Parent Info* provides them with the information they need to talk to their children and understand their digital lives.'

Jonathan Baggaley of CEOP said: 'At a time when teachers are under enormous pressure to protect children from online hazards, *Parent Info* helps keep everyone up to date. It offers a way to involve parents – reaching them where they are and without stigma.'

Now *Parent Info* has plans to roll out across the country. Fortunately, it couldn't be easier to sign up for this free service: just go to *www.parentinfo.org*

CEOP
A National Crime Agency command

parent ZONE
MAKING THE INTERNET WORK FOR FAMILIES