Evidence Based Anti Bullying Strategies
Dr Judith Slocombe
Chief Executive Officer
The Alannah and Madeline Foundation

Agenda
The Alannah and Madeline Foundation
Current trends in technology use in Australia
Cybersafety Landscape in Australia
Creating an eSmart Australia

The Alannah and Madeline Foundation
Keeping children safe from violence
Caring, friendliness, valuing difference, including others, respect and responsibility

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Three Focus Areas

1. Care
   Buddy Bags
   Refuge Therapeutic Support Program

2. Prevention
   eSmart Schools
   eSmart Libraries

3. Advocacy
   National Centre Against Bullying
   eSmart Homes (in development)
   eSmart Workplaces (in development)
Our Program Reach

Auspiced by
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NCAB is a peak body of experts working to advise and inform
the Australian community on the issue of childhood bullying
and the creation of safe schools and communities, including
the issue of cybersafety.

Current Trends in Technology Use in Australia

Technology trends across broader society and youth:
- Mobile technologies
- Video uploads
- Highly integrated (frictionless) social networking
- Messenger services (app-based)

Mobile Technologies

International
- 78 per cent of American teens have a mobile phone
- 47 per cent of those have smart phones¹

Australia
- 99 per cent of 18-24 year-olds use a mobile phone
- 77 per cent of 65+ year-olds use a mobile phone
- 35 per cent of 8-11 year-olds 'own' a mobile phone²

¹ Pew Research Center (Washington): 2013 “Teens and Technology”
² ACMA: 2012 Report – “Smartphones and Tablets – Take-up and Use in Australia”

Video Uploads

In a recent Monash University study, an average of 38.5 per cent of
students reported that they posted videos online.¹

The proportion rises to 69.8 per cent for year 10 students

Social Networking

Almost all young Australians are online with 90 per cent of
16 to 29 year olds using the internet daily.

- 90 per cent of 13 to 17 year olds, and
- 97 per cent of 16 to 17 year olds use Social Networking Services (SNS)*

* Telstra, 2012

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Social Networking

'Places of identity construction and deconstruction'

"I put down my basic personality and make myself appear exaggeratedly insane. What fun."¹

"It's not like I do anything to be ashamed of, but a girl needs her privacy. I do online journals so I can communicate with my friends. Not so my mother could catch up on the latest gossip of my life."²

1: Monash University, 2011, Teenagers, legal risks and social networking sites

Social Networking Sites

Among all 13-17 year-olds, per cent who have ever:

- Texted - 87%
- Visited a social networking site - 83%
- Used email - 77%
- IM'd - 63%
- Used video chat - 59%
- Text chatted in an online game - 45%
- Written/commented on a blog - 28%
- Used Twitter - 27%

The Enduring, the Humble... SMS (text)

The use of social media and digital communications

Social Media – Benefits

YAW-CRC findings:

- Media/ digital literacy
- Informal (unstructured) learning
- Individual identity and self-expression
- Creativity
- Strengthening interpersonal relationships
- Strengthening and building communities
- Sense of belonging and collective identity
- Civic engagement and political participation
- General wellbeing

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Social Media – Perceived Risk...

Figure 23. Risks or problems associated with SMS identified by year 7 to 10 students.

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Sexting

La Trobe University: 'The National Survey of Australian Secondary Students and Sexual Health' (conducted every 5 years)

Scope: 2,000 16-18 year-old students across Australia

- More than half had received sexually explicit text messages
- 24% reported having sent an explicit photo of themselves
- Of those who were sexually active: 84% said they had received an explicit text, 72% that they had sent one

Media quote from lead researcher (Professor Anne Mitchell):

"...for young people, sexting is just part of their sexual relationships. It's just a part of a sexual relationship, part of courtship, now"

"Our survey clearly shows the major role social media has in the negotiation and development of sexual relationships...good sexuality education must encourage young people to develop a personal ethic and treat others with respect."
Parents concerned about cybersafety
Parents concerned about how child interacts with strangers online
Teenagers describing the act of posting personal info online as “high risk”

Source: The ACMA 2012

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Cybersafety Organisation Summary – Australia

Government
Federal – Department of Communications
- Scamwatch
- Summit / YMG
- Australian Human Rights Commission
- AFP (Thesecracker), ACMA (Cybersmart)

State – Justice Department
- Human Rights Commissions
- Police (NSW)

Local – Local Government-led community interventions/collaborations

Education Sector
Federal – DEEWR (contribution to CWG and the NSSF and auspice of Safe and Supportive Schools)

State – State Education Departments and Catholic system

Cybersafety Organisation Summary – Australia

NGOs
- AMF / NCAB
- eSmart and Better Buddies
- Inspire / ReachOut!
- Kids Helpline
- Infoxchange

Wider Business Interests
- Banking – NAB – Stand Up Campaign
- Shopping – Target
- Sport – Football Clubs

Commercial Content Creators
- Targeting children – Skooville, Cybersafe Kids

Cybersafety Organisation Summary – Australia

Internet / Telecoms Industry
- Facebook
- Google
- Vodafone
- Optus
- Telstra
- Vodafone
- Microsoft

Research Organisations
- ECU – Donna Cross – Friendly Schools
- Friendly Families, Cyber Friendly Schools
- EMIT – Helen McCormick & Tori Hadd of ACU
- UQSA – Barbaras Speers – Bystander Campaigns
- WWF – CSC

Government Policy

Seeking to establish a range of measures to improve the online safety of children in Australia

- The Australian Government is seeking to establish a range of measures to improve the online safety of children in Australia, some of which include –
  > The establishment of a Children’s e-Safety Commissioner
  > Developing an effective complaints systems, backed by legislation, to get harmful material down fast from large social media sites
  > Examining existing Commonsweat legislation to determine whether to create a new, simplified cyberbullying offence.
How can we embrace the benefits of technology, and at the same time protect our children and youth from cyberbullying and other risks online?

Our Challenge

A Cultural Change Approach

The three fundamental elements of Behavioural Change

1. Defining the desired behaviours
2. Creating an environment that makes it easy for people to do the right thing
3. Measurement to demonstrate effective change is occurring

- More than a public awareness campaign
- Supported by consistent messaging in different settings and contexts and over time
- Underpinned by national legislative and policy frameworks

A Cultural Change Approach: eSmart

- Based on the highly successful SunSmart and Quit campaigns
- A community engagement and cultural change approach to keeping children safe online
- Guides adults surrounding children to engage in appropriate behaviours online
- Consists of a framework, online system audit tool, resources and support
- Developed over four years, with input from educational, academic and industry experts and piloted extensively in Australian schools and libraries

Creating an eSmart Australia

SMART
Embracing technology for the future

SAFE
Children and young people know how to keep themselves safe on line and off line
Parents know how to protect their children from cyber risks

RESPONSIBLE
Respectful, caring and friendly environments where bullying and cyberbullying are not tolerated
Creating an eSmart Australia

Includes the whole community - everyone has a role to play:

Parents, teachers, librarians, police, employers, government, young people

Priority settings

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Cultural Change Approach to Bullying and Cybersafety

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Frameworks

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System Tool

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Resources

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Support

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Becoming an eSmart School

eSmart is supported by a fully interactive website, where participating schools will be able to:
- complete a self-assessment survey on their management of smart, safe and responsible use of communications technology in their school;
- track and record progress against a number of specified actions under the six domains of the framework;
- access a wide variety of evidence-based, quality-checked resources;
- submit to AMF proof of activity to achieve recognition of their cybersafety practice (to become an eSmart School);
- participate in member online forums and other Web 2.0 exchange applications;
- promote their school’s activities via case studies; and
- display an eSmart sign on their school.

Domain 2: School plans, policies and procedures

- Creating whole-school policies and procedures
- Whole-school behaviour management plan and procedures
- Acceptable Use agreements.

Domain 6: Partnerships with Parents and the Local Community

- Parent involvement in the eSmart school
- Parent education about bullying, cybersafety and smart use of technology
- Links with community organisations.

A Cultural Change Approach

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Evaluation of eSmart Schools

Evaluation Overview
- Conducted by a consortium led by the Foundation for Young Australians
- Data collected over two years, consisting qualitative and quantitative data
- In the first wave of data, over 4,000 surveys were completed: students (2,313), teachers (1,485), eSmart coordinators (345) and principals (175)

Reason for participating in the eSmart Schools initiative, according to principals
- Over 95% needed a whole schools approach to cybersafety
- Almost 90% wanted to help teachers understand the way young people are using ICT
- Over 85% needed a structure to address issues of cybersafety, cyberbullying and bullying
- Over 80% hoped to better manage cybersafety incidents

Satisfaction with eSmart
- 90% principals are satisfied with the eSmart Schools online system and framework
- 80% principals believe that eSmart Schools is effective in changing school culture in relation to cybersafety, technology use and bullying

Benefits of eSmart to schools
- 90% of principals surveyed agree that eSmart assists schools to:
  - Embed smart, safe and responsible online behaviours across the curriculum,
  - Improve teacher, student and parent understanding of expected online behaviours,
  - Develop better cybersafety policies and procedures, and
  - Improve awareness and management of online incidents.

Creating an eSmart Australia
- In over 2400 schools across Australia
- 110 pilot libraries and funding for all 1500 public libraries in Australia
- In development
- In development

eSmart Homes (concept)
- An online quality assurance system and audit tool for workplace bullying, cyberbullying and cybersafety.
- Will ensure a workplace is taking the appropriate actions to reduce the risk of bullying and create a positive workplace culture.
- eSmart Workplaces will be flexible to meet the needs of very large and very small workplaces, and will complement current OH&S and other compliance systems.

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eSmart Workplaces (Concept)

- Being a good leader
- Keeping your obligations
- Policies and practices
- Developing your skills as a manager
- Defining the role of the employee
- Recruiting the right candidate
- Induction
- Training
- Creating a positive workplace
- Resolving problems
- Complying with relevant standards and legislation
- Keeping accurate records
- Understanding bullying and other discriminatory behaviours
- Managing the risks
- Responsibilities and obligations
- Reporting anti-bullying systems
- Adhering to relevant standards and legislation
- Keeping accurate records

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