


## Evidence Based Anti Bullying Strategies

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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



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## The Foundation's Vision, Mission and Values

The Alannah and Madeline Foundation is a national charity protecting children from violence and its devastating effects.

|                |  |
|----------------|--|
| <b>Mission</b> | Keeping children safe from violence  |
| <b>Vision</b>  | The Foundation's vision is that every child will live in a safe and supportive environment |
| <b>Values</b>  | Caring, friendliness, valuing difference, including others, respect and responsibility     |



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## The Foundation's Patrons and Ambassadors

**Founding Patron and Co-Founder -**  
Walter Mikac

**National Patron -**  
The Prime Minister of Australia

**International Patron -**  
Her Royal Highness Crown Princess Mary of Denmark


**Ambassadors -**  
Aaron Blabey  
Robert 'Dipper' Di Pierdomenico  
Melissa Doyle



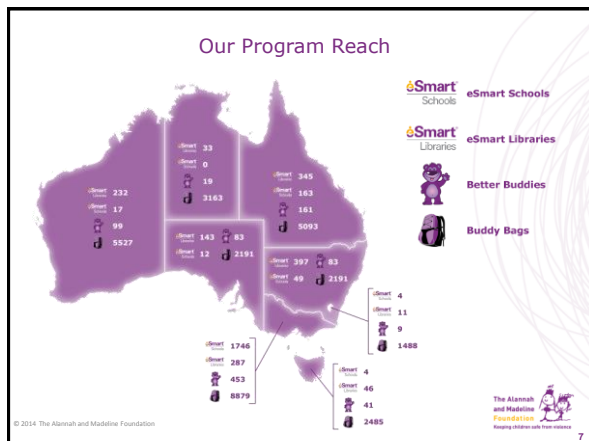

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## Three Focus Areas

| 1. Care                            | 2. Prevention  | 3. Advocacy                      |
|------------------------------------|--|----------------------------------|
| Buddy Bags                         | <b>Better Buddies</b><br>Counting, connecting and caring to school | National Centre Against Bullying |
| Children Ahead                     | <b>eSmart Schools</b>  |                                  |
| Refuge Therapeutic Support Program | <b>eSmart Libraries</b>  |                                  |
|                                    | <b>eSmart Digital Licence</b>                                      |                                  |
|                                    | eSmart Homes (in development)                                      |                                  |
|                                    | eSmart Workplaces (in development)                                 |                                  |



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### The National Centre Against Bullying

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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.

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### 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)

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### Mobile Technologies

**International**

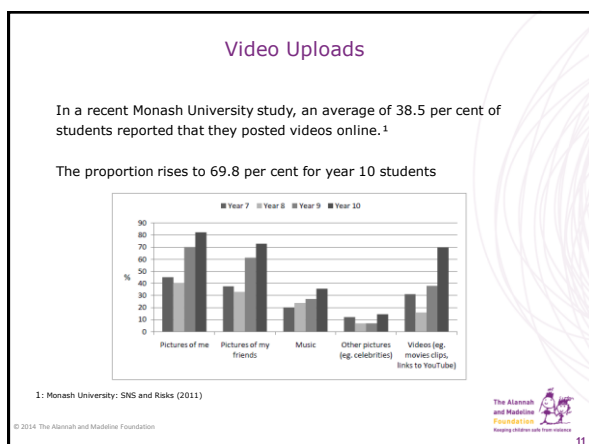
- 78 per cent of American teens have a mobile phone
- 47 per cent of those have smart phones<sup>1</sup>

**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 phone<sup>2</sup>

1: PEW Internet Research Centre (Berkman): 2013 'Teens and Technology'  
2: ACMA: 2012 Report 3 – 'Smartphones and Tablets – Take-up and use in Australia'

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### 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."<sup>1</sup>

"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."<sup>2</sup>



1: Monash University: SNS and Risks (2011)  
2: Danah Boyd: Social Privacy in Networked Publics (2011)

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13

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

### The use of social media and digital communications

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

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

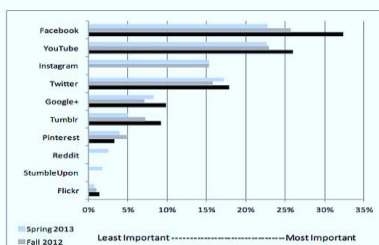


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14

## Social Networking Sites

### Most Important Social Media Sites For Teens



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15

## 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

\* 2011, YAW-CRC, The Benefits of Social Networking Services

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16

## Social Media – Perceived Risk...

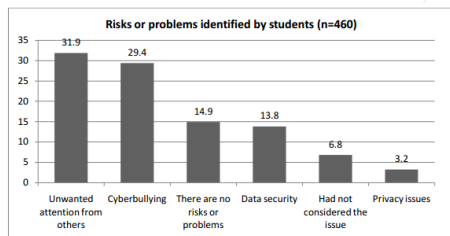


Figure 23. Risks or problems associated with SMS identified by year 7 to 10 students.

<sup>1</sup> Monash University, 2011, Teenagers, legal risks and social networking sites

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17

## 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
- 26% 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"

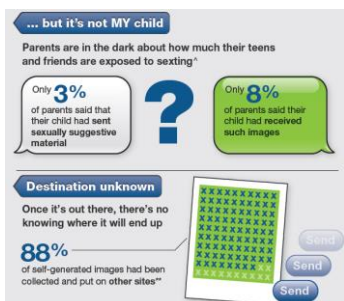
"Our survey clearly shows the major role social media has in the negotiation and development of sexual relationships...good sexuality education must encourage young people to develop a personal ethic and to treat others with respect."

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18

## Sexting

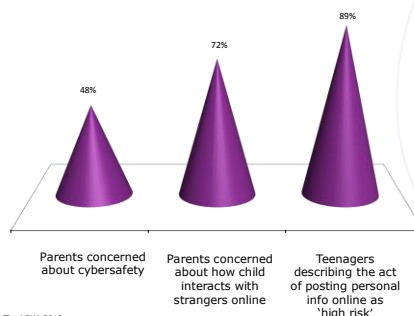


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19

## The Importance of Cybersafety to Australians



Source: The ACMA 2012

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20

## Cybersafety Organisation Summary – Australia

### Government

- Federal –**
- Department of Communications
    - Scamwatch
    - Summit / YAG
    - Australian Human Rights Commission
    - AFP (ThinkUKnow), ACMA (Cybersmart)
- State –**
- Justice Department
    - Human Rights Commissions
    - Police (YROs)
- 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

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21

## 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
- Australia Post
- Sport – Football Clubs



### Commercial Content Creators

- Targeting children – Skooville, Cybersafe Kids



22

## Cybersafety Organisation Summary – Australia

### Internet / Telecoms Industry

- Facebook
- Google
- Yahoo!
- Telstra
- Optus
- Vodafone
- Microsoft



### Research Organisations

- ECU – Donna Cross – Friendly Schools Families, Cyber Friendly Schools
- RMIT – Helen McGrath & Toni Noble of ACU
- Uni SA – Barbara Spears – Bystander Campaigns
- YAW – CRC

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23

## 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 Commonwealth legislation to determine whether to create a new, simplified cyberbullying offence.



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24

## Our Challenge

How can we embrace the **benefits of technology**, and at the same time **protect our children and youth** from cyberbullying and other risks online?



## 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

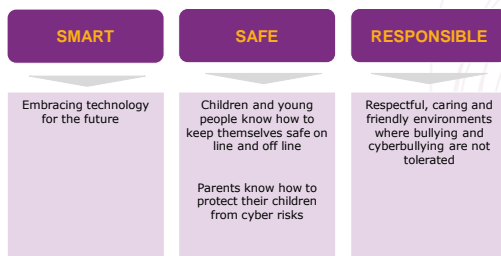
- Based on the highly successful **SunSmart** and **Quit** campaigns
- A community engagement and cultural change approach to keeping children safe online
- Guides adults surrounding children to engage in appropriate behaviours online
- Consists of a framework, online system audit tool, resources and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

## A Cultural Change Approach

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## Creating an eSmart Australia



## A Cultural Change Approach

The three fundamental elements of Behavioural Change

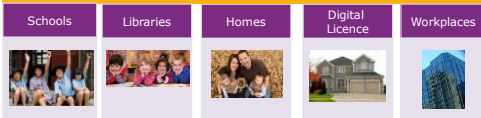
1. Defining the desired behaviours
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## Creating an eSmart Australia

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

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

### Priority settings



## eSmart System

Cultural Change Approach to Bullying and Cybersafety



### Framework

## eSmart

### Schools

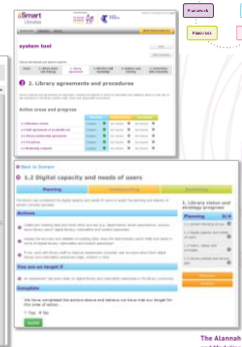
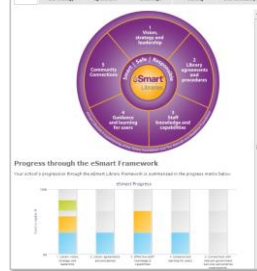


### Libraries



### System Tool

## eSmart



### Resources

## eSmart

| KEY TOPICS   | Source                   | Title  | Description   | Relevance to Action area           | Format |
|--|--------------------------|--|---|------------------------------------|--------|
| Community (26)   | eSmart                   | Survey: Digital literacy - library staff                     | Survey tool for collecting data about staff digital literacy and computer skills, identifying over time and measuring effectiveness of training.  | 1. Library staff and strategy      | PDF    |
| Training (26)  | eSmart                   | Top Street: Data collection, monitoring, and use of evidence | Top Street: Data collection, monitoring, and use of evidence. A useful checklist on assessing staff and users' digital literacy skills.   | 2. Effective staff knowledge       | PDF    |
| Library (26)   | eSmart                   | Library: Cybersecurity and technology                        | A glossary containing terms related to technology, cybersecurity and technology, and for delivering user education programs.  | 3. Effective staff knowledge       | PDF    |
| Partnerships with parents and the local community (26) | Public Libraries Connect | Train the Internet Trainer workbook                          | A training course designed to assist library staff to provide effective training to other staff and library users members, participants have to use the Internet to meet their information needs. | 4. Evidence and learning for users | PDF    |

### Support

## eSmart



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.



Support:

- Resources
- Case studies
- Tools.



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.



Partnerships with parents and the local community

6.1 Parent involvement in the eSmart School

Parents and carers are actively involved in a wide range of aspects of the school community.

Progress:

- Planning
- Implementing
- Sustaining.



A Cultural Change Approach

The three fundamental elements of Behavioural Change

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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



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43

## Evaluation of eSmart Schools

### 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.



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44

## Creating an eSmart Australia

|                   |   |  |
|-------------------|---|--|
| eSmart Schools    | ➡ | In over 2400 schools across Australia                                      |
| eSmart Libraries  | ➡ | 110 pilot libraries and funding for all 1500 public libraries in Australia |
| eSmart Homes      | ➡ | In development   |
| eSmart Workplaces | ➡ | In development   |

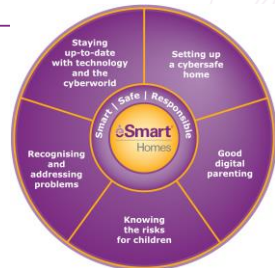


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45

## eSmart Homes (concept)

- A mini-cybersafety audit for the home
- Objective is to help protect kids online when they are using the internet at home
- Aimed at parents and carers
- Currently in early development phase



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46

## eSmart Homes (detail)

### Keeping up to date with the technology that your child is using

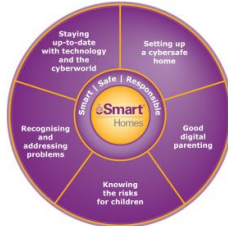
- search engines
- social networks
- mobile devices
- games
- shopping

### Recognising and dealing with problems

- Website
- School
- Police

### Reporting incidents.

- Website
- School
- Police



### Know the key online risks and how to best avoid them including:

- Cyberbullying, harassment and trolling
- Scams, spam, viruses, pop-ups and malware
- Identity theft and fraud
- Illegal and/or disturbing online content
- Meeting online contacts face-to-face
- Location based software

### Making your home cybersafe

- Passwords for Wi-Fi, devices
- Filters
- Regularly update software and anti-virus software
- Download from trustworthy sites

### Good digital parenting

- Family agreement/contracts
- Have regular conversations
- Set expectations for appropriate behaviours
- With consequences

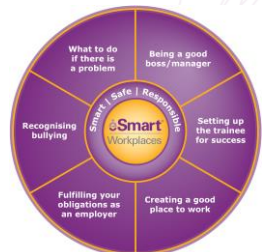


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47

## eSmart Workplaces (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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48

### eSmart Workplaces (Concept)

- ✓ Recognising problems
- ✓ Developing clear plans and processes for resolution
- ✓ Knowing where to go for help

- ✓ Understanding bullying and other discriminatory behaviours
- ✓ Knowing the risks
- ✓ Responsibilities and obligations

- ✓ Reporting and compliance systems
- ✓ Complying with relevant standards and legislation
- ✓ Keeping accurate records

- ✓ Being a good boss
- ✓ Knowing 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
- ✓ Fostering teamwork
- ✓ Clarifying appropriate behaviours
- ✓ Performance management

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50

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51