



Be in Touch

PRACTICAL DIGITAL PARENTING

Digital Dilemmas
An integrated schools approach
proposal

July 2019

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1 The digital dilemma

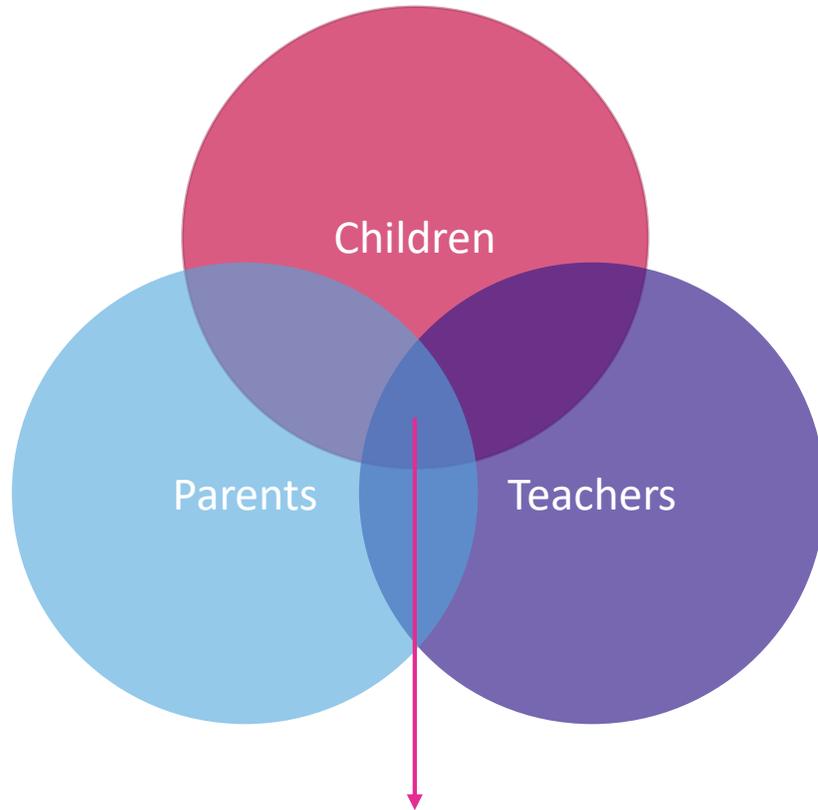
- Like sugar and sun, we know that too much is not good for our health. The effects of the digital world on children is relatively uncharted, and parents and teachers have few tested benchmarks on which to rely - the why, when, and how: much is not yet clearly defined.
- Smart devices and more specifically the iPhone/iPad only entered our lives in 2007 and they have **transformed the way we as humans operate** both in the work place and in our home life
- Children born into this generation are now being ‘termed’ the i-generation, this is **their new normal**
- Clearly there are **massive benefits in the advancement of technology**, so we believe in separating “productive” screen time vs “entertainment” screen time.
- The challenge is that we have **no clear bench marks**, and we are seeing more and more adverse effects of over exposure to digital mediums
- Be In Touch is a group of professional parents and aspiring parents, with psychology, legal and marketing backgrounds – brought together by our passion for managing how our kids’ experience and engage with the digital world.
- Today, we would like to introduce our integrated schools programme for **parents, teachers and children**



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Proposed approach

Audiences



Common Language and Understanding

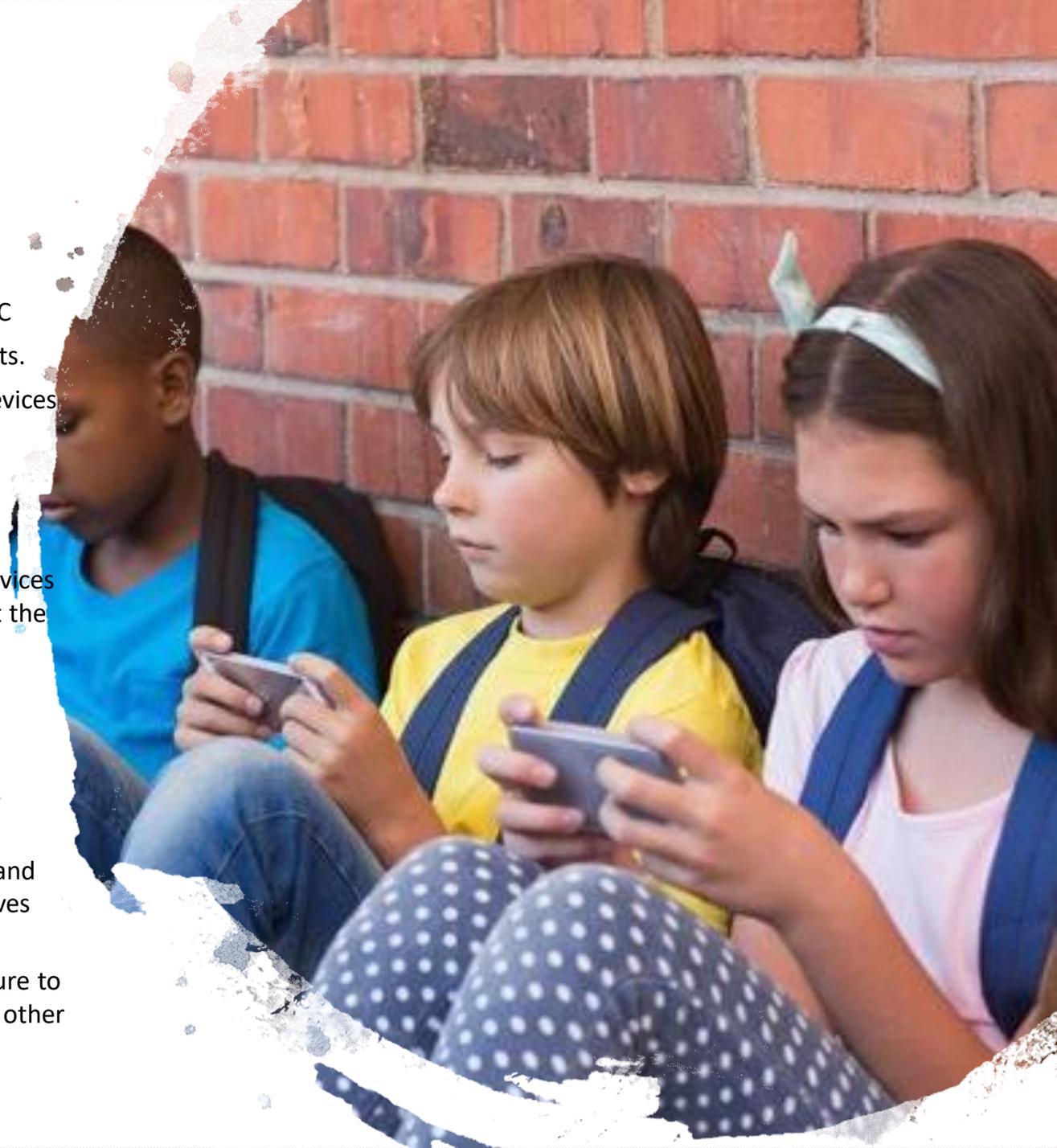
Be in Touch believes in upskilling all parties, with insight and tools to tackle this ever-evolving world of digital



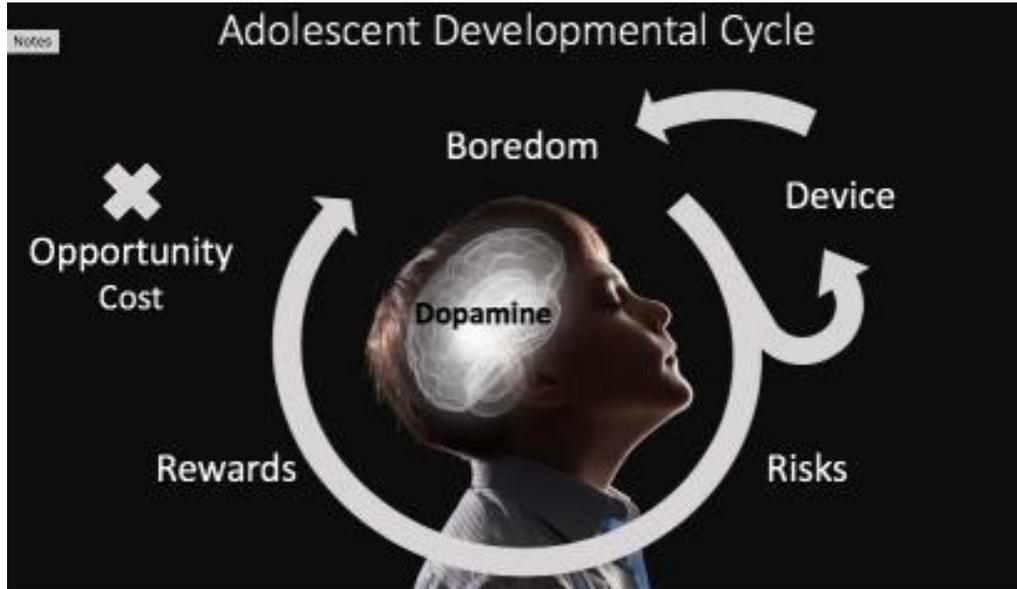
Proposed approach

Tailored sessions for each audience

- **Taking parents on the journey:**
 - 1hr morning or evening session at each respective school. Date TBC
 - Be in Touch will cover all off the of the issues and process to parents.
 - Explanation of the **neuroscience** behind the attraction to digital devices and social media.
- **Facilitating collaboration amongst teachers**
 - 1h30 session with teachers
 - Explanation of the neuroscience behind the attraction to digital devices and social media, while facilitating sharing and discussion amongst the teachers as to challenges and best practices.
- **Conducting grade specific interactive sessions with Children**
 - 45 min - 1hr grade-specific sessions.
 - Interactive session covering the impact of digital media on joy, friendships and dealing with content and control.
 - Half the session will be conducted with the class teacher present, and the second half without, allowing the students to express themselves more openly.
 - An anonymous survey will be conducted, revealing levels of exposure to pornography/ violence/ social media trolling or bullying, as well as other areas of concern.



Key talking points around the neuroscience in this space



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Key deliverables

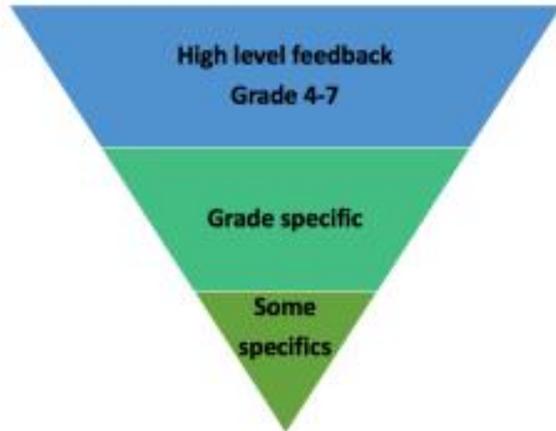
- Opening of the conversation around this evolving topic
- Insight into why this is occurring for all the relevant audiences
- Practical tools for everyone
- Resources available
- Qualitative & quantitative feedback of what is happening in your school vs hearsay.



Key deliverables

Example of the feedback you will receive

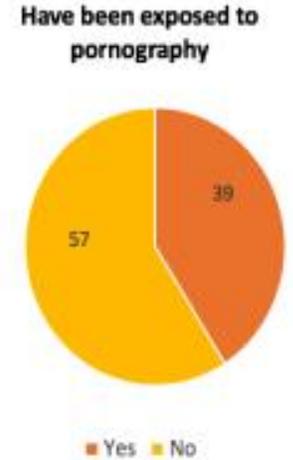
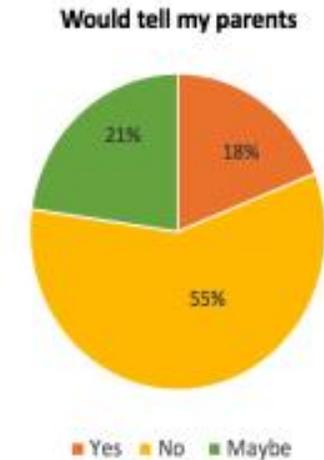
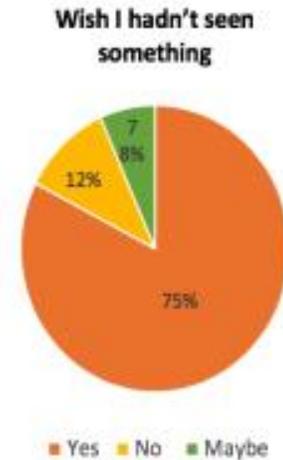
Example of data given back



Key questions asked

1. Seen something disturbing?
I have seen something disturbing online that I wish I had not seen
2. Will tell a parent Y/N
If I see something disturbing online, I feel comfortable telling a parent
3. Exposure to negative sexual imagery (pornography)

This data was all collected **anonymously**



No lead language used, based on number of mentions against number of total boys (22 per class)

High level stats aggregated for Grade 4-7

Data source: manufactured

PLEASE NOTE

The information is collected anonymously and reported confidentially and shared with the school for them to what they feel is best.

We take guidance from you.

5 Proposed Investment & overview

Transparency of variables

Josh @ Be In Touch daily rate R10 400

Capacity

Able to do up to four sessions, whether parent / learner or teacher specific per day

- Grade sessions to be 25 Pax max
- Based on past experience

Estimated expenses

- Based on recent visit to a Joburg school
- R 6 - 8k
(Accommodation/flights/transport etc)
- To be billed separately

School 1	School 2
Joint Teacher session x1 (double session)	
Parents x 1	Parents x1
Grade 5 x 2 Grade 6 x 2 Grade 7 x 2	Grade 4 x 1 Grade 5 x 1 Grade 6 x 1 Grade 7 x 1
8 sessions	6 sessions

Sample of work completed with two schools sharing costs

Proposed Investment & overview

Stage

1 Set up & adjusting scope for school

2a Taking parents on the journey

2b Engaging with teachers

2c Grade specific sessions

3 Confidential report back

Project Process

We understand that every school has its own unique challenges and, after an initial consultation we can rework this process to meet the specific needs

Propose 1 hr pre-work session with each school respectively

1-hour introduction and explanation of the issues and process to parents

Explanation of the neuroscience behind the attraction to digital devices and social media.

Propose doing either an evening **or** morning session separately for parents

Marketing materials to be provided by Be in Touch.
(WhatsApp/Email/Poster)

Handouts given to parents

1-2-hour session with teachers

Explanation of the neuroscience behind the attraction to digital devices and social media, while facilitating sharing and discussion amongst the teachers

A follow up email with practical tools and interventions will be provided.

1hr Grade specific sessions

Ice breaker

Interactive session covering a variety of topics on the impact of digital media on joy, friendship, content and control

Half the session with the class teacher and second half with out, allowing the students to express themselves more openly.

An anonymous survey is conducted, revealing levels of exposure to pornography/ violence/ social media trolling or bullying, as well as other areas of concern.

Qualitative & quantitative Report

As a part of the interactive teaching process, Josh will collect data on the percentage of children, per grade and class, who have seen inappropriate or disturbing media online and contrast this against data collected on the percentage of children who feel comfortable speaking to their parents about this content

Time

TBC

1 session

1 session

Depends on the size of the school and grades

Max 4 session a day 1hr each

1 week post the school sessions

Deliverables

Tailoring sessions for school specific needs

Neuroscience

Practical tools

Common language to use with their children post their sessions

Follow up email

Mobilise the team behind clearly defined and common vision of success and way of working.

Catalyse conversation to develop/update digital school policy

Generation of a wide range of potential insight territories building on existing insights and stretching into different areas.

To inform longer term strategies around additional workshop/talk offerings

Opportunity for further engagement with the Be In Touch team

Who we are

We are a group of parents and aspiring parents, with psychology, legal and marketing backgrounds. We were brought together by our passion for managing how our kids experience and engage with the digital world they are growing up in. **Be in Touch** was born out of our ongoing search for the best *practical* tools to add to our digital parenting repertoire, and a desire to share those tools with other parents.

We offer a continually developing range of services and resources.



JOSH RAMSEY

Experienced educational consultant, coach, speaker and facilitator with a degree in psychology and 3 years of experience specifically on the impact of hyper-stimulating digital media



KATE FARINA

Visionary of Be in Touch with 20+yrs of corporate legal and management experience. Kate has always channelled her passion for motivating others and making a difference. She is a conscious mother a boy and a girl at junior school.



ANDREA ELLENS

Be in Touch brand custodian with 20yrs of strategic marketing, consulting and facilitation experience. She is an active mom of two young girls who she can currently run and swim faster than (well for now) but plans to stay one step ahead of them in the digital world.