



Press Release

Webwise and UPC launch Family Internet Safety Toolkit to mark Safer Internet Day in Ireland

Ireland, 10 February, 2009: Webwise, the Internet Safety initiative of the National Centre for Technology in Education and UPC, parent company of Chorus ntl, today launched the second edition its Family Internet Safety Toolkit. The Family kit designed to give children and parents the confidence when using the internet. Today's announcement forms part of the many activities taking place around Ireland to mark the EU's Internet Safety Day.

The Family e-safety kit contains information and games that are designed to help parents and their children aged between 6–12 years old, to surf safely over the web. By making internet safety fun, engaging and non-threatening, through the use of an activity based guidebook for children, quizzes, stickers and family certificate amongst other activities, the toolkit will empower families.

Simon Grehan of Webwise said:

“Many of the aspects of Internet use that have increased in Ireland since 2006 are those that have traditionally been considered *unsafe* behaviour, such as providing personal information on the Internet. Younger children are also starting to use the Internet earlier and more frequently. However our research indicates, the increase in these behaviours has also been accompanied by significant increases in the knowledge of parents and the likelihood of children (particularly younger children) to talk to their parents about what they do online. Contrary to what many may have feared, the increases in Internet use have been mirrored by increase in (children & parent's) knowledge and more sophisticated (and safer) Internet use. This is in no small part due to

initiatives such as the UPC Family fun pack which we continue to distribute to parents at Webwise Internet Safety Seminars for parents throughout the country.“

Orla Flynn, Broadband Product Manager, UPC said:

“We are proud to confirm our commitment to a Safer Internet by producing the Family Internet Toolkit. By providing copies of the toolkit through Webwise and in the public Libraries, we believe we are raising awareness and helping families become empowered and feel more confident working, playing and interacting online.

“The internet delivers enormous opportunities, but we also recognize there are certain risks, particularly for younger users. UPC Ireland is proud to be taking a lead in doing all we can to make the internet a safe and secure place form everyone.”

The Family Internet Safety Toolkits are available through UPC, Webwise and public Libraries. An online version of the toolkit will be posted on UPC’s website over the coming weeks.