

Advocacy Plan on New Technologies (Day 1)

1. Establish measurable objectives.

In our technologized society, access to the internet should be seen as a human right. This should be accompanied by good telecommunication infrastructure and access to functional equipment. Children shouldn't be left alone in their use of the internet. They should be educated on and monitored in their internet use. This can be achieved by developing and promoting platforms for mindfulness and mental health for children. Parents can contribute to this by educating themselves on their children's internet use, as well as on their own use, and the use of the family. Parents can be supported in guiding their children by the development of platforms for online learning that are user friendly and interactive.

2. Define key messages.

- Digital technologies have revolutionized family life in a very short amount of time.
- Parents, government and teachers play an important role in a positive online education.
- Risks of online abuse such as compromising private information, online grooming and sexual abuse, can be prevented by educating and helping parents and teachers with their digital skills.
- Giving everyone the opportunity to access these new technologies should be as important as people being taught how to use them
- When making public policies about new technologies, it should be taken into consideration that between North and South there are complex and different realities that give each country different capacities.

3. Determine the communication activities to deliver key messages.

Considering the messages stated, it is fundamental to outline a communication strategy to deliver them. To effectively transmit messages, changemakers should use social media to convey simple, useful instructions to parents and wider networks of family supporters worldwide. It can be an appropriate approach to spark their digital development. Moreover, using the Safer Internet Day as a trigger, social stakeholders should elaborate campaigns to underscore the importance of achieving a safe space for children on the internet. Furthermore,

activists should organize public interventions to disseminate key messages. Last, to support the balance of work-family-technologies, changemakers should produce guidelines for companies highlighting the benefits and risks of teleworking. It can avoid work routines that harm family integration. Combined with these actions, the resources for each activity need attention in this plan.

4. Decide what resources are necessary to complete each activity.

Nowadays, some essential resources are needed in order to enable people's full access to new technologies, such as the Internet. So in this case more money and efforts should be spent to expand broadband and provide every family with necessary electronic devices (computers for instance). Means needed could be raised by (higher taxes?), fundraising through private foundations or by cooperation with international organisations.

And what is equally important, everyone, mainly young people, should learn how to use new technologies properly. The crucial thing is trust as well as a good relationship between parents and children since it enables parents to explain what is right and wrong. To strengthen these areas parents might be supported by free parent education. In addition to that, there are online freelancers (tutors, artists, consultants, etc) who have many possibilities to teach children how to use new technologies in the safest possible way.

Broader improvement of parents/children relationship and communication (wellbeing, mental health).

5. Establish a timeline and responsible party for each activity.

In the next ten years to achieve at least 80% of households worldwide having access to clean water, stable electricity and reliable Internet access. This should be done by the effective engagement of Public- Private Partnership.

The rapid changes in the advancement of digital technology would necessitate the periodic training of parents in new technologies so they can understand the risks and opportunities. One training every 6 months is recommended. The Software companies should partner with NGO to organize these training sessions as part of their CSR or Marketing budget. These two parties would also be responsible for the development of the curriculum. This would involve first, to diagnose how many parents are willing to be provided this education and see the need to be trained in basic education skills before providing them with these simple tools. There is a need to have a Monitoring and Evaluation in place to evaluate the achievement of the learning outcomes of this training programme

and behavioural changes on these parents (participants). This should be done every six months.

6. Fix how to evaluate whether you have reached your objectives.

Finally, to evaluate the impact of the various measures implemented, different strategies can be used.

First of all, promoting national and representative surveys through National Institutes of Statistics to identify which indicators are best and more effective and their increase.

Second, making questionnaires and surveys with parents, teachers and childrens, to evaluate the progress of digital education (number of people reached, press mentions, number of organizations joining, number of internet services that implemented child-friendly measures to protect children) and qualities of services.

At last, verifying the impact in legislation and programmes at all levels (national, regional and local). Qualitative dimension to be added to quantitative dimension in surveys.