

National  
**eSmart  
Week**  
1-7 September 2019

**NATIONAL**  
**eSmart Week Toolkit**  
1-7 September 2019



Alannah & Madeline  
Foundation

A partnership between

TELSTRA  
FOUNDATION



# eSmart Week

## National eSmart Week 2019 is dedicated to building an eSmart Australia.

We aim to create an Australia that is free from cyber bullying, with digital citizens who know how to embrace the best that technology can offer, whilst being smart, safe and responsible online.

### About eSmart Week

National eSmart Week is back and with it comes the opportunity to showcase your commitment to cyber safety and speak up against bullying in schools, libraries and the community or communities.

Together we can build an Australia that is free from cyber bullying, with a population that embraces the best that technology can offer, whilst also being smart, safe and responsible online. National eSmart Week is an initiative developed by the Alannah & Madeline Foundation in partnership with Telstra Foundation.

This handy Activity Kit contains a host of suggested activities - have a look and pick the activities that are most suited to your organisation. Some work best in a school setting, others in a library or community organisation. The kit also contains ideas and suggestions for promoting the work that you are doing.

### Getting Started

In this Activity Kit you'll discover many easy ways to build your own cyber safe community during National eSmart Week - it contains many great ideas from last year, as well as some creative new ones!

Use eSmart Week to progress your eSmart journey or if you are already an eSmart accredited school or library, eSmart Week will help you to celebrate the great work already in place.

Follow the conversation on social media using **#eSmartWeek** and **#CreativelySmart** to keep up-to-date with what the nationwide eSmart community is doing.

Remember to share your activities too - take this opportunity to promote the wonderful work you are doing using our suggested promotional activities.

**"We've had great success with eSmart Week. It's great fun and provides a wonderful opportunity for our whole organisation to come together to focus on cyber safety."**

- eSmart Week participant

# Building an eSmart Australia

The Alannah & Madeline Foundation is committed to building an eSmart Australia. By using proven social-change methods, eSmart is delivered to participants via a website portal in combination with face-to-face and online training sessions.

## eSmart Schools

eSmart Schools was developed in response to schools' expressed need for a positive and evidence-informed framework to address the issues of cyber bullying and cyber safety. More than 2,100 schools across Australia are currently participating in the eSmart Schools program. These schools cover government, independent and Catholic sectors and include primary, secondary and combined schools.

## eSmart Libraries

Public libraries are the most heavily used community centres in Australia, and reach out to some of the most disadvantaged members of our society. More than half of the nation's population are public library members, who make more than 110 million visits a year to 1,500 public libraries across Australia. Around 80% of these libraries are participating in the eSmart Libraries program.

## eSmart Digital Licence

The eSmart Digital Licence provides a fun and engaging interactive online educational tool designed to prepare Australian children for the online world. It consists of eight learning modules based around key technology and cyber safety topics. Since its launch in February 2015, it now includes four different versions (including New Zealand) and more than 240,000 students have registered to take the challenge.

## eSmart Connect

Connect is a speaker and consultancy service providing workshops and presentations in schools, workplaces and the broader community. Topics include building resilience and respectful relationships, digital reputation, cyber bullying, privacy, connecting and communicating, inappropriate content and online trends for young people.

**"When the history of cyber safety in Australian schools is written, there will be a chapter devoted to eSmart. Not only does it meet the needs of educators, it provides students the skills and knowledge to use the internet in a safe, smart and responsible way."**

— Dr Michael Carr-Gregg, Child and Adolescent Psychologist

# Ideas and activities

USE THIS AS A GUIDE TO PLAN YOUR WEEK

## Create a cyber safety display

Create a cyber safety display full of brochures and posters – this list of printable brochures and posters will get you underway.

[Cyber safety brochures and posters](#)

## Invite a speaker

Ask a cyber safety expert to talk to your community, staff and/or parents about how to keep safe online and build cyber safe communities.

[www.amf.org.au/what-we-do/connect](http://www.amf.org.au/what-we-do/connect)

## Watch and discuss

Have a look at the videos below:

[Be eSmart](#)

[eSmart Kids – Keep it real](#)

[Amazing mind reader reveals his 'gift'](#)

Consider using one in the classroom to start a discussion. Alternately, consider a recent news report on a related topic and start a conversation around that issue.

## Be a Better Buddy

Try out these ideas from our Better Buddies initiative to think about screen time and encourage face-to-face cross-age interaction and friendship during the Week:

- create a diary of time spent online and doing physical activities (over the course of the week) and share with your peers/friends
- using screens can help children and young people connect with other people and be active.
- consider some social and physical benefits of healthy screen use e.g. using video call apps and multi-player games. Think about physical benefits of healthy screen use e.g. using digital walking maps, fitness and dancing apps

[Raising Children Article: Screen Time – A Checklist for Healthy Use](#)

## Design an eSmart superhero

What would an eSmart superhero look like? Have the kids create their version of an eSmart superhero and display them in your school or library.

[Design an eSmart superhero](#)

# Ideas and activities

## Student forum

Have students form a panel and devise questions/topics related to cyber safety to discuss. You may want to use the classroom resources below as a guide:

[www.esafety.gov.au/-/media/cesc/documents/classroom-resources/esafety-classroom-resources-pdf.pdf](http://www.esafety.gov.au/-/media/cesc/documents/classroom-resources/esafety-classroom-resources-pdf.pdf)

Alternately, hold an eSmart Week brainstorming event with students leading the way.

## What does eSmart mean to you?

Ask young people what being eSmart means to them. Promote these quotes through social media or create an eSmart montage. Take a photo and share it through newsletters or social media – don't forget to share it with us too!

## Create a cyber safety pack

Create cyber safety packs for students, staff, parents or library customers. Use this list of printable items to help put it together.

[Create a cyber safety pack](#)

## Care about the share

Help children understand the reasons why we should always think before sharing information online. Use the template provided to help and discuss the best options.

[Care about the share](#)

## Drawing for primary students

Draw an image of someone who spends too much time online (tired, yawning, red eyes, sore head etc) and someone who has a balanced time online (outside playing, doing homework on the iPad, playing in the local soccer team).

## The great debate

Hold an eSmart debate. Possible topics could cover:

- children are better at online safety than adults
- social media is making us smarter
- technology brings us together more than it divides us.

# Ideas and activities

## eSmart Digital Licence for cyber safety

<https://www.digitallicence.com.au>

The eSmart Digital Licence is an online educational tool which encourages young people to play, learn and socialise online in a smart, safe and responsible way – reach out to your wider community and invite school/library/community groups to try the quiz. If they think they know all about online safety, then they'll have nothing to lose! It's great for adults as well and you'll be surprised by how much you learn.

Continue to build a cyber safe community and upskill staff, users and students by trying out our 10 question eSmart Digital Licence trial quiz... You could even host a gameshow challenge using the quiz at your next staff meeting.

[https://digitallicence.com.au/dl/sample\\_quiz](https://digitallicence.com.au/dl/sample_quiz)

## eSmart storytime

Make this week's storytime an eSmart storytime. Use the list provided and find a cyber safety themed book to read.

[List of cyber safety books](#)

## Cyber safety and digital resources page

Are you confident that your community would know where to go to find vital information they need to stay safe online? We've created some great resources for you to pass on to your community.

<https://www.esmart.org.au/esmart-libraries/cyber-and-digital-literacy-resources/>

[Cyber safety and digital resources page](#)

## My digital footprint

Using the templates below, have a discussion about digital footprints and what you would and wouldn't share online.

<https://www.esmart.org.au/media/2093/esmart-week-think-bubbles-boy.pdf>

<https://www.esmart.org.au/media/2094/esmart-week-think-bubbles-girl.pdf>

## Safe online behaviours

Sort and discuss the below list into safe or unsafe online behaviours.

[eSmart Week safe online behaviours](#)

# Ideas and activities

## Creative ways to spread the eSmart message

There have been some creative ways of spreading the eSmart message. Consider Wanneroo Library and their eSmart nursery rhymes. Can you think of a creative way to spread the message?

[eSmart nursery rhymes](#)

## Digital reputation

Tagged photos, social networking interactions and blog posts shape perceptions online. It is critical that digital citizens think about the footprint they are leaving online in order to maintain a positive digital reputation.

Have a discussion or offer information on how to best manage your digital reputation. Use the Office of the eSafety Commissioner's website to help facilitate activities.

[www.esafety.gov.au/esafety-information/esafety-issues/digital-reputation](http://www.esafety.gov.au/esafety-information/esafety-issues/digital-reputation)

Help manage and maintain your online reputation through:

[www.childnet.com/ufiles/Online%20Reputation%20Checklist.pdf](http://www.childnet.com/ufiles/Online%20Reputation%20Checklist.pdf)

## Subscribe to Scamwatch

Australians have reported losses of more than \$50 million in the first five months of this year. Encourage people to subscribe to Scamwatch (<https://www.scamwatch.gov.au/types-of-scams>) to get the most up to date information.

## Refresher staff training

Consider using eSmart Week to run refresher staff training. It can be a short 5-10 minutes session, an eSmart Week email with short tips or a formal team session. Use the eSmart Resource Library and System Tool to find something that suits best. The staff training modules below have been created for library staff, however schools may also find them useful.

<http://esmarttraining.blogspot.com>

## eSmart top tips

Have a look at [our top 10 eSmart tips](#). Spread the word or use them as inspiration to create your own tips.

# Ideas and activities

## Be dramatic, be musical, be inspired...

eSmart is truly cross-curricular. Why not employ drama and music to create student-led content on cyber safety, like these ideas:

- perform a role-play: students to plan two role-plays, one showing how you can stand up to bullying and one where they are a bystander and ignore it; they can perform these to the class, at school assembly or at the library for the local community
- eSmart rap: In small groups students write lyrics for a song about standing up to bullying and perform to the class/school. Watch an example rap music video on cyber bullying here: "[I Like It \[Official Music Video\]](#)"

## eSmart Schools and Libraries join together

Thousands of schools and libraries across Australia are currently involved in eSmart. Consider joining together for an activity or event. Here's an example from [Campaspe Library](#) who invited school children to design some eSmart posters which were then displayed at the local library.

## Come up with your own!

If you don't see an activity here that you want to do - create something with your children, work team or young people, then share it with us! **#eSmartWeek #CreativelySmart**



# Promotion

National eSmart Week presents an ideal opportunity to promote how your organisation has been building a cyber safe community and teaching digital skills.

Consider how you're going to communicate your event or activity within your community, such as posters, social media, newsletter and website articles.

You could:

- include a cyber safety article in your newsletter
- hold an event: include details and invite your community
- put posters up in reception or on a community notice board
- take photos of activities and creations to post on social media using the hashtag #eSmartWeek and #CreativelySmart

## Post and promote your involvement

We've included examples of social media posts below – choose one or make your own – and remember, a picture is worth a thousand words, so add your photos and get posting!

- We're participating in National #eSmartWeek by <insert activity here>
- We're being #CreativelySmart this National #eSmartWeek by <insert activity here>
- We are celebrating #eSmartWeek & being smart, safe & responsible online by <insert activity here>
- National #eSmartWeek celebrations are happening at <insert School or Library>

## Example wording for your newsletter

The web is a great place to learn, be creative and stay connected. However, with one in five young Australians found to have been cyber bullied – and the many other challenges young people face online – it's important we invest in giving our community the skills they need to be responsible digital citizens.

That's why we're participating in the Alannah & Madeline Foundation's National eSmart Week along with hundreds of other communities, to show our commitment to building an eSmart Australia.

## Tell your local media!

Use the media release on the following page to help invite local media to your event and tell them about ways you're embedding cyber safety and wellbeing in your community.

# Sample media release

For immediate release

Date

<INSERT organisation> building a cyber safe community during National eSmart Week

<INSERT organisation> is participating in children's charity, the Alannah & Madeline Foundation's National eSmart Week from 1-7 September 2019, to show its commitment to keeping children, teens and adults safe online.

Held to coincide with National Child Protection Week, National eSmart Week creates awareness, solutions and ideas and encourages the whole community to be smart, safe and responsible when using digital technology.

[Insert quote from your Senior Leader/Principal, library or organisation manager on why participating in National eSmart Week is important for your organisation.]

The Alannah & Madeline Foundation CEO, Lesley Podesta, said last year's National eSmart Week initiative proved how important it was to Australian communities to protect young people online, explaining that Foundation programs such as eSmart Schools and eSmart Libraries are pivotal in educating people of all ages about cyber safety.

"The internet is a great place to learn, be creative and stay connected, but with one in five young Australians found to have been cyber bullied each year, it is important that we invest in giving our communities the skills they need to be responsible and safe online," Ms Podesta said.

"The best way to build an eSmart Australia is to engage with the whole community. We know that National eSmart Week gives us the chance to promote important themes and messages by running engaging activities for all Australians."

National eSmart Week is an initiative developed by the Alannah & Madeline Foundation, in partnership with Telstra Foundation.

- ends -

Contact information:

Name <insert best contact for journalist>

Phone <insert phone number>

Picture/Publicity opportunities: to accompany your media release, email a photo of what you did during National eSmart Week OR call prior and encourage a journalist to attend.

For further information or enquiries regarding media for the Alannah & Madeline Foundation or National eSmart Week, please contact Deborah Morris (PR & Media Advisor) on 0450 784 847.

# Further reading

## **National Centre Against Bullying**

(<https://www.ncab.org.au>)

The National Centre Against Bullying (NCAB) is a peak body working to advise and inform the Australian community on the issue of childhood bullying. Find out more including the findings from the recent Economic Cost of Bullying Report.

## **eSmart – Alannah & Madeline Foundation**

(<https://www.esmart.org.au>)

Find out more about the range of eSmart products and subscribe to receive regular eSmart newsletters with up to date resources and information.

# Stay in touch

During the week, we encourage you to share the great activities and work you are doing on social media. Use **#eSmartWeek** and **#CreativelySmart** and tag our accounts to let us know what you have been up to!

Twitter: @eSmart\_AMF or @alannahmadeline

Facebook: AlannahMadelineFoundation

Instagram: @alannahmadeline



*Building an eSmart community in Mount Barker, SA*