





# **BSCB Annual Conference 2016**

## **Safeguarding Bromley's Children and Young People in a Digital World**

**Annie Callanan – BSCB Independent Chair**

# Background

- 50% of all 11-12 year olds in the UK use a social networking site.
- 5% of 5-7 year olds have a social network profile.
- 20% of 8-11 year olds have a social network profile.
- 70% of 12-15 year olds have a social network profile.
- 60% of 13-18 year olds say they have been asked for a sexual video or image of themselves.

(NSPCC)



# Background

“Arming our children with their own defences and building a stronger safety net for when things go wrong are the very basics needed to help our children stay safe in this digital age.”

*Des Mannion, Head of Service at NSPCC Wales*



# So what does this photo tell us?

- Kids these days...No appreciation of Art
- 'Screenism'
- Constantly looking down
- Lost capacity to communicate with each other
- Losing losing losing.....
- Not good or....

# Alternatively

- You could be wrong—at least in this particular case.
- A few minutes earlier, the kids had listened attentively to a lecture on the painting by an art expert. They had then been directed to use the Rijksmuseum's iPhone app to complete a homework assignment on the painting.
- Twitter went into overdrive....

# Context

- Assistant Principal at Surbiton High came into a classroom to find three girls sitting on the floor using iPads. Two turned out to be reading for pleasure, and the third was working on her English homework.
- He points out that if the children in the museum had been concentrating on books, it wouldn't have been noteworthy.
- The use of new technology can make it seem inherently suspicious.





# What is the issue with social media?

- Young people using a medium not understood by others (us)?
- Is the problem social media or our collective suspicion of social media?
- Remember that every development from single parents 'advertising' in local newspapers for potential partners, to handing children over to babysitters, has risks

# What is the issue with social media?

- But we manage those risks and for the most part, most children are safe
- Our role, each one of us, is to remember there are dangers and we need to know what they are and respond appropriately to safeguarding children in Bromley and beyond.

# What this means for us

- We all need an open and enquiring mind
- We need to be aware of the dangers
- We need to raise issues or escalate
- Child protection is like a baton in a relay race – if you pick it up, you don't let go until you know it is being dealt with and you are satisfied the outcome is as it should be.



Bromley Safeguarding Children Board  
2<sup>nd</sup> Floor Stockwell Building  
Civic Centre  
Stockwell Close  
Bromley  
Kent BR1 3UH

[bscb@bromley.gov.uk](mailto:bscb@bromley.gov.uk)

020 8461 7816

[www.bromleysafeguarding.org](http://www.bromleysafeguarding.org)