For the Safe and Healthy Use of Communication Technologies
For Responsible Digital Citizenship

Working for the promotion, participation and the protection of children and adolescents on the Internet and other online technologies since 2004

Internet / Mobile phones / Video games

(2004 – 2011)

PantallasAmigas

General Overview
1.- PRESENTACION

1.1. Born from and for education: opportunity and challenge

PantallasAmigas is an independent initiative founded by EDEX in 2004. It came about out of necessity as a way to incorporate communication technologies into the education and intervention strategies regarding children and adolescents. EDEX (www.edex.es) is a Non Profit Organization with an experience of 35 years promoting and protecting children and adolescents. At the time of its creation, there were many significant possibilities online for minors, but also many challenges to face, as the Internet was becoming more and more relevant in countries such as Canada, the USA, the UK, and Australia.

PantallasAmigas counts on support from Integral de Medios consultants who have wide and varied experience with the integration of communication technologies in education, which gives PantallasAmigas an important technology backing.

Therefore PantallasAmigas has emerged from the opportunities that communication technologies offer to minors, and the necessity that those minors develop in a complete and safe way.

1.2. Focus and Approach

The direction of PantallasAmigas is clear from its compound name:

- **Friendly**: being positive and favourably disposed
- **Screens**: referring to different types of media outlets (the Internet, mobile phones, video games)

Following on from this declaration of intentions, is the mission which started in 2004 with the slogan: **For the Safe and Healthy Use**

- **Safe Use**: avoiding risks and reducing their consequences
- **Healthy Use**: in the sense of physical, mental and social well-being, both individual and collective, based on the WHO definition.

In 2009 the slogan was broadened to include: **For Responsible Digital Citizenship**

- **Responsible Digital Citizenship**: the Internet opens up different methods of online socialising, where those who surf should do so responsibly leading the way. Developing complete citizen competencies, universal values and skills for new digital playing fields.
1.3 Lines of Involvement and Action

The priority lines of involvement are:

- **Awareness** and promulgation.
- **Informing** and **educating** parents, teachers, and other education figures.
- **Teaching** and training children and adolescents.
- **Research**.
- Creating **support** systems, following them up, and online **alertness**.

Some of which can be specified further as:

- The creation of educative and outreach resources (guides, multimedia material, didactic online resources, support websites etc.).
- Publications of opinion and outreach articles.
- Attending to the media.
- The planning and organisation of outreach workshops.
- Studies about minors and the use of communication technologies.
- Collaborations in municipal centres and schools.
- Participation at educational and awareness events and collaboration with governmental organisations
- Providing support and counselling to minors and families who have fallen victim to cyberbullying or cyber-crimes.
1.4 Hallmarks

When carrying out their work, PantallasAmigas has kept to their hallmarks:

- The strategic use of **educational communications**.
- The development of **life skills** (put into three groups by the Pan American Health Organisation: social, cognitive, and emotional).
- The promotion of universal **values** (such as respect, cooperation, solidarity etc.).
- The mainstreaming of other educational aspects (inclusion, gender equality etc.).
- Applying **innovative methods** (media channels, agents, processes etc.).

1.5 The evolution of the subject matter and ways of engagement

Since 2004, the development and evolution in the objectives and methods used by PantallasAmigas has been continuous, which has been necessary in order to reach their goals. They always put emphasis on aspects which need such a level of development, and work on strategies which can be taken on board by other people and assigned immediately onto other imminent challenges. This is shown by the different resources and activities put in place and the dates when they were carried out.

Generally speaking, an emphasis has been put on the following naturally occurring phases:

- Informing and raising awareness
- Prevention (action and resources)
- Involvement (protocol design)
- Influencing public policy
- Repercussions in supply and demand of services
2.- A QUALITY AND NETWORKED JOB

2.1. Wide reach

Work from 14 Spanish autonomous communities (provinces):

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<tr>
<th>Andalusia</th>
<th>Cantabria</th>
<th>Murcia</th>
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<td>Áragon</td>
<td>Castile and León</td>
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<td>Asturias</td>
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<td>The Basque Country</td>
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<td>The Balearic Islands</td>
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<td>The Canary Islands</td>
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And more meaningfully and specifically with:

- The Children’s Ombudsman in Madrid
- The Ombudsman for the Basque Country (Ararteko)
- The Ombudsman for Castile-La Mancha

Apart from collaborating with the various regional government institutions mentioned above, PantallasAmigas has also carried out projects with INTECO, Red.es, the Basque Country’s Data Protection Agency etc.
2.2. Recognition

Because of their work, and also for being a point of reference in Spain and present in the main events related to their field, PantallasAmigas has been specially acknowledged on two occasions.


PantallasAmigas was also selected for **Good practices in the framework to be developed in the meeting of the Permanent Intergovernmental Group “L’Europe de l’Enfance”.** This was for the “Seminar of Childhood and adolescence: opportunities and challenges in the use of new technologies”, by the Ministry of Health and Social Policy.
2.3. International dimension

The job of PantallasAmigas doesn’t stop at the Spanish borders, given that it deals with a global issue that, in essence, doesn’t adhere to geographical limits and has a natural projection to the Spanish speaking world.

- Collective agreement with the Ombudsman of Buenos Aires (Argentina)

- Presence in events and field of work in Latin America.
  - Argentina: International Seminar “Boys and Girls and Internet social networks” organised by the Ministry of Social Development, Secretary General of Childhood, Adolescence and Family (October, 2010)
  - Paraguay: Conference of the “Safe and Healthy Use of New Technologies” by Global Infancia and the IDRC (October, 2010)

- Various collaborations with the Generaciones Interactiva forum, with ample presence in Latin America

- Joint projects with Latin American representatives (www.internetamiga.net and www.cuidatuimagenonline.com)

As well as establishing links with other Spanish speaking countries, FriendlyScreens has begun working its way into the English speaking world, with the project www.friendlyscreens.com
3.- A PARTICULAR EMPHASIS ON CYBERBULLYING

The subject matter that PantallasAmigas deals with is quite diverse, which is thus reflected in the different didactic resources and initiatives which are explained further on. Nevertheless, since the beginning they have paid close attention to the cyberbullying phenomenon, which in the end, has turned out to be the biggest risk and have the highest number of incidences. This section will highlight **10 specific initiatives** that have come about since 2006.


**CD-ROM** (animations and interactive games) and **didactic guide**.
Intended audience: Children 9 – 11 years old and educators.
3.3 E-legal guides. (2009)

Know our rights and responsibilities on the Net
Intended audience: adolescents, parents, and educators.

3.4 Stop-Cyberbullying Kit (2010)

Diverse support materials + website: www.stop-ciberbullying.com

Online educational resource for adolescents, made for Internet Day, integrated into the www.internetamiga.net project.


Online educational resource (games and didactic animations) for adolescents. It deals with 5 matters: spyware, worms and Trojans, viruses, grooming and cyberbullying.
3.7 I International Congress on Digital Citizenship (2010)

Cyberbullying and other Internet challenges for minors at school and in the family: [www.congresociudadaniadigital.com/2010](http://www.congresociudadaniadigital.com/2010)

Co-organisation and Technical Direction by PantallasAmigas

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3.8 Netiquétate. (Netiquette yourself) Youth Internet etiquette for Social Networks (2010)

Promote co-existence and values on social networking sites during adolescence.
3.9 Protocol for schools on confronting cyberbullying (2011)

Carried out by the Heard of the EMICI group coordinated by PantallasAmigas. It is the official protocol used by the Basque Country’s Department of Education, who participated and agreed on its production.

The EMICI (Equipo Multidisciplinar de Investigación) Multidisciplinary Research Group on cyberbullying members are:

- Jorge Flores Fernández (PantallasAmigas)
- Maialen Garmendia and Gemma Martínez (Spanish team EU Kids Online)
- Rosario Ortega and Rosario del Rey (members of Laecovi, (Laboratory of Studies for Co-existence, and the Prevention of Violence). Members of ISCH Action ISO801 COST – Cyberbullying: Copying with negative and enhancing positives uses of New Technologies, in relationships in educational settings)
- Ofelia Tejerina, laywer from the Association of Cybernauts (Internet users)

www.emici.net
www.protocolo-ciberbullying.com

3.10 Other online outreach resources and educational measures

www.ciberbullying.com
www.stop-ciberbullying.info
www.e-legales.net
www.ciberacoso.net

Training for security guards, teachers and educators.

Training for students.

Blogs: ciberbullying.wordpress.com / ciberconvivencia.wordpress.com

Various articles.
4.- SPECIAL ATTENTION: GROOMING, SEXTING, PRIVACY AND SOCIAL NETWORKS

As well as cyberbullying, other matters that have been priority in FriendlyScreen’s work have been sexual harassment/grooming, and privacy, especially related to social networks. 10 schemes that were created to attend to this stand out, as shown below.


Didactic guide and CD-ROM multimedia with animations and interactive games. There is an emphasis on having a **critical spirit** about the true identity of the people on the other side of the screen, and **asking for help** if they’re in trouble.


Includes didactic animations
4.3. Guide about Adolescence and Sexting (2011)

In collaboration with INTECO

4.4. E-legal guides (2009)

Previously mentioned in relation to Cyberbullying, it also includes instructions about one's responsibilities related to crimes against sexual liberty and one's rights to intimacy, honour, and personal image.

4.5. Website CuidadoConLaWebCam (Be Careful WithWebcams) (2010)

www.cuidadoconlawebcam.com

Shows with the help of animations, the risks of using a webcam. Intended for a general audience. Made together with Generaciones Interactivas Forum.
4.6. Website CuidaTuImagenOnline (Look After Your Online Image) (2010)

www.cuidatuimagenonline.com
Games and animated adventures.
Topics: Privacy and personal information, looking after your image, sexting, using a webcam, using social networking sites adequately.

With the support of the OEI (Organisation of Ibero-American States) and RIATE (Ibero-American Network of Communication Technologies and Education), organisations and ministries of more than 8 Latin American countries have also joined.


www.redayneto.com
In collaboration with the Basque Data Protection Agency.
The promotion of a culture of privacy and personal data protection of youth.
4.8. Privacy and social networks: didactic animations

Available on YouTube:  http://www.youtube.com/pantallasamigas

Social networks and privacy:

“Be careful what you publish about yourself”

Social networks and privacy:

“Be careful what you publish about others”

Social networks and privacy:

“Do you really have privacy on social networks?”
4.9. Safe Social Networks (2011)

Components:
- Multimedia didactic pack
  - Manual about social networks
  - Didactic guide
  - CD-ROM with a game and 5 animated adventures

Website for support and help: www.redessocialesseguras.com

Topics: Legal aspects, looking after your image, personal information, privacy, using a webcam, using social networks.

4.10. Various websites, blogs and outreach articles.

www.internet-grooming.net
www.privacidad-online.net
www.redes-sociales-moviles.net
www.sextorsion.es
www.stop-grooming.info
www.stop-sexting.info

Blogs:
- sexting.wordpress.com
- stopgrooming.wordpress.com
- ciberacoso.wordpress.com
- seguridadredessociales.wordpress.com

Various articles
5.- THE PROMOTION OF OPPORTUNITIES, PARTICIPATION, POSITIVE NET USE, AND ACTIVE AND RESPONSIBLE DIGITAL CITIZENSHIP

Since its beginning in 2009, PantallasAmigas has emphasized the push to promote the opportunities that communication technologies offer children and adolescents with particular emphasis on their participation - instigating minors as active agents and protagonists of such. In this section there are some specific initiatives (involving the participation of children and young people):

5.1. CYBERMANAGERS, Learning and Support Service

www.cibermanagers.com
Cybermanagers is a new Learning and Support Service experience that turns the adolescents themselves into change agents. It puts them in a position of being able to help others, with regards to the safe and responsible use of communication technologies, instead of being the victim or part of the problem.

Alumnado de Secundaria (Secondary School Students) (15 years old) is formed by PantallasAmigas with key questions regarding the safe use of the Internet and using adequate methodologies. This is in order to transfer the same skills on to not only primary school students (10 years old), but also adults; maybe from the same school, other schools, or a non-related area.

5 important positive points come together:

- The benefits of the diverse aspects that the methodology of Learning and Support Service (school curriculum + social change intervention). Values, knowledge, and competencies for a better society.
- Take advantage of the enrichment of education, of which the students will produce when the cybermanagers teach other minors.
- Reduce the digital breach between generations, when cybermanagers teach adults.
- Contribute by overcoming some of the challenges that minors face with the safe and healthy use of communication technologies.
- It’s innovative, scalable and can be extended to other types of people and activities in the same field, such as online distance learning or assistance.
5.2. I International Congress on Digital Citizenship
www.congresociudadaniadigital.com/2010

PantallasAmigas was co-organiser and in charge of technical direction.

5.3. Netiquetate. (Netiquette yourself) Youth Netiquette on Social Networks
www.netiquetate.com

As described before, it gives an impetus for adolescents to take into account their well-being and that of others when they are on social networks. It provides some guidelines that the children themselves can, and do, reach a consensus on and respect.

5.4. Childhood and Technology. Didactic online resource for children and parents.
www.infanciaytecnologia.com
It tackles technologies (the Internet, mobile phones, and video games) from a gentle point of view, favouring intergenerational communication, and helps adults to get rid of their fears.
INTERNETamiga. (INTERNETfriend) Didactic online resource for adolescents.
www.internetamiga.net

This has been advocated 2009 and 2010 internationally. It is divided into 3 activities:

**INTERNETamiga DISCOVER!** allows for identifying and spreading positive and enriching uses of the Internet, and investigates the multiple alternatives to leisure, culture, and learning, that aren’t as well known. 
www.redcreo.net

**INTERNETamiga GIVE YOUR OPINION!** offers the possibility to reflect and make children aware of their own online rights, and moreover provides incentives for participating by getting them to give their own opinion about which digital rights are essential and indispensable. 
www.ciberdererechos-infancia.net

**INTERNETamiga ACT!** puts forward adopting a proactive attitude against cyberbullying, the prevention of it, its origin and consequences. It also shows the rights and obligations in a specific cyberbullying framework, and the responsibilities that can be derived from those situations. 
www.stop-ciberbullying.net
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<th>Discover!</th>
<th>Give your opinion!</th>
<th>Act!</th>
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<td><img src="image2.jpg" alt="Give your opinion!" /></td>
<td><img src="image3.jpg" alt="Act!" /></td>
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International panel of collaborators in the 2010 edition

Prize giving in Bogotá (Colombia)

### 5.6. Blogs

- ciberderechos.wordpress.com
- ciberciudadania.wordpress.com
6.- MOBILE PHONES AS AN ACCESS CHANNEL

Without a doubt, mobile phones are the new point of access to children’s and adolescents’ digital lives. It is for this reason that PantallasAmigas came to work in this area, to become a point of reference with minors. There have been 3 activities carried out on this.

6.1. Secukid, mobile phone game (with collaboration from Inteco)

A mobile phone game that gives children knowledge related to certain security concepts such as malware, cyberbullying and grooming.  
www.secukid.es

6.2. Mobisodios. Animated episodes for mobile phones

Using a Bluetooth, the Mobisodios experiment transferred animated episodes about awareness on cyberbullying, grooming, and malware to passers-by who chose to connect to the signal in public places. It received international recognition for good practices in a municipal environment.  
http://blog.eisco2010.eu/tag/portusodios/

6.3. Childhood and Technology. Website with downloadable cartoons

In this case, as well as talking about mobile phones in a positive light, it was also possible for the phone itself to reproduce a story with animated adventures.  
www.infanciaytecnologia.com
7.- THE CONCEPTION AND DEVELOPMENT OF COMPREHENSIVE ACTION PLANS

In coordination with governmental and other organisations, two full projects have been developed which allow for the training of educators, teachers, parents, provision of didactic material, and prior assessment.

7.1. Déd@lo Project. Autonomous Community of Castile and León (2009)

Under the supervision of AETICAL, PantallasAmigas worked on the creation of didactic material, teaching trainers, and assessing study techniques. The project, whose mission was the promotion of the riskless use of the Internet, reached 100 education centres in the region and more than 2,000 10 year old pupils.

http://www.aetical.com/dedalo

7.2. DisfrutalaRED (Enjoy the net). Charted Community of Navarre

http://www.disfrutalared.com
Teaching trainers, teachers, parents, and students.
Scope: 800 12-14 year old students and 400 8-11 year old students.
8.- OTHER MATERIAL AND DIDACTIC MATERIAL


8.2 Multimedia didactic pack “10 key points to use the Internet safely” (2007)

8.3 Bit Boys. The defence of children’s rights in cyberspace

Characters who star in a variety of adventures related to the defence of children’s rights in the new digital world.

DJ Guan & DJ Zero
8.4. Study “Safe habits for the use of communication technologies by children and adolescence and the e-confidence of their parents” with INTECO

- Qualitative (more than 30 national experts from different disciplines)
- Quantitative (630 Spanish households in 10 cities, adults and minors)
  About the Internet, but also mobile phones and video games
- Minors 10-16 years old from households with an Internet connection

8.5. YouTube channel

www.youtube.com/pantallasamigas

Image taken on April 18, 2011

14 self-made animations available online
260 subscribers
77,000 visits to the most seen video: “Sexting, don’t do it”
260,000 total video plays
9.- OTHER NOTABLE SERVICES

9.1. Ciberalerta (Cyber alert)

www.ciberalerta.info

It is a system that in two phases (automated and manual) converts relevant information taken from the net into knowledge. Its mission is the early detection of new risks and tendencies in such a way that it can complete its job of prevention in a timely and efficient way.

9.2. CSI, Internet Security Centre. (Collaboration)

http://csi.aletic.es/

CSI is an Internet Security Centre which collaborates with PantallasAmigas, along with Inteco.

9.3. Reporting and support services

Currently there are two main channels from where you can obtain help or report and denounce situations:
- On the website PantallasAmigas via the link “Ayuda a padres” (help for parents)
  http://www.pantallasamigas.net/ayuda-para-madres-y-padres.shtm

- A service to report and denounce activities, which receives and responds to a high number of queries and/or reports, however they refer to and deal with exclusively Spanish minors.
  http://www.denuncia-online.org

9.4. Websites and blogs about other specific topics.

Websites with attention to abusive use:
- www.adiccion-internet.net
- www.adiccion-moviles.net
- www.adiccion-videojuegos.net
- www.ciberadiccion.es
- www.tecnoadiccion.es

News aggregate:
- www.pantallasamigas.info

Blogs:
- seguridadinternet.wordpress.com
- navegacionsegura.wordpress.com
- riesgosinternet.wordpress.com
- control-parental.blogspot.com
- identidaddigital.wordpress.com
- adiccioninternet.wordpress.com
- adiccionvideojuegos.wordpress.com
- adiccioncelular.wordpress.com
- ciberdelitos.wordpress.com
- elegales.wordpress.com

9.5 Future collective work: 2.0

Participation in social networks: Facebook, Twitter, Youtube, Slideshare...