

Pointers For Parents

Campaign Encourages Online Safety Among Kids *Faux Paw's Internet Adventures*

(NAPS)—Internet safety, particularly when it comes to a child's safety online, is no accident. Studies show that 34 percent of all young Internet users saw unwanted sexual material, despite increased use of filtering, blocking and monitoring software.

To help keep children safe while they use the Internet, two new Internet safety books and animated companion films are recommended by the American Academy of Pediatrics and the National PTA: "Faux Paw's Internet Adventures" and "Faux Paw Meets the First Lady: Handling Cyberbullying," both offered by Wiley publishing.

The books and videos feature Faux Paw the Techno Cat, the Web-surfing cat who teaches kids the importance of protecting personal information and keeping away from Internet strangers. Throughout the course of the books children experience the safety guidelines integrated into the Faux Paw™ story.

"Faux Paw Meets The First Lady" shows children how to handle cyberbullies as it reinforces the basic rules of Internet safety. First Lady Laura Bush recorded the part of the First Lady in the film.

Both books are part of a nationwide campaign launched by the Internet Keep Safe Coalition to reach parents and children with the "3 KEEPs"™ of

Internet safety for kids:

- I KEEP SAFE my personal information—all of it! I never give my real name, address, phone number, the name of my school, or a picture of myself to anyone online.

- I KEEP AWAY from Internet strangers—no matter what they tell me, because I have no way of knowing who they really are. I don't talk with them online and I never meet them face to face.

- I KEEP TELLING my parents about everything I see on the Internet—I always tell them or a trusted adult when something makes me uncomfortable.

The "3 KEEPs" for parents are:

- KEEP CURRENT with technology. You don't have to be an expert, but a little understanding goes a long way towards keeping your child safe online.

- KEEP COMMUNICATING with your children about everything they experience on the Internet. Know their lingo and ask when you don't understand something.

- KEEP CHECKING your children's Internet activity. Know where they go online. Let them know that you'll keep checking because you love them, and you want them to understand that the Internet is a public forum and never truly private.

To learn more about Internet safety or how to obtain the two new educational books and movie resources, visit www.ikeepSAFE.org.



A good rule for children to follow is never to give your real name, address, phone number or name of your school to anyone online.

1

2

3

4

5

6

7

8

9

10

Did You Know?

Internet safety is important to kids and their parents. To learn more about the iKeepSafe™ campaign and two new books and videos that teach Internet safety for children, visit www.ikeepSAFE.org.