

# TELUS Wise<sup>®</sup> parents

This slide is a reference for the TELUS Wise Ambassador. See talk notes for a workshop overview, timing suggestions and other tips.

Please hide this slide when presenting the workshop.





# TELUS Wise®parents

Supporting youth in a digital world

#TELUSWise



# Land Acknowledgment

# Empowering Canadians to stay safe in a digital world



# Workshops

## For adults

TELUS Wise adults

TELUS Wise parents

TELUS Wise seniors\*

## For youth

TELUS Wise footprint

TELUS Wise in control

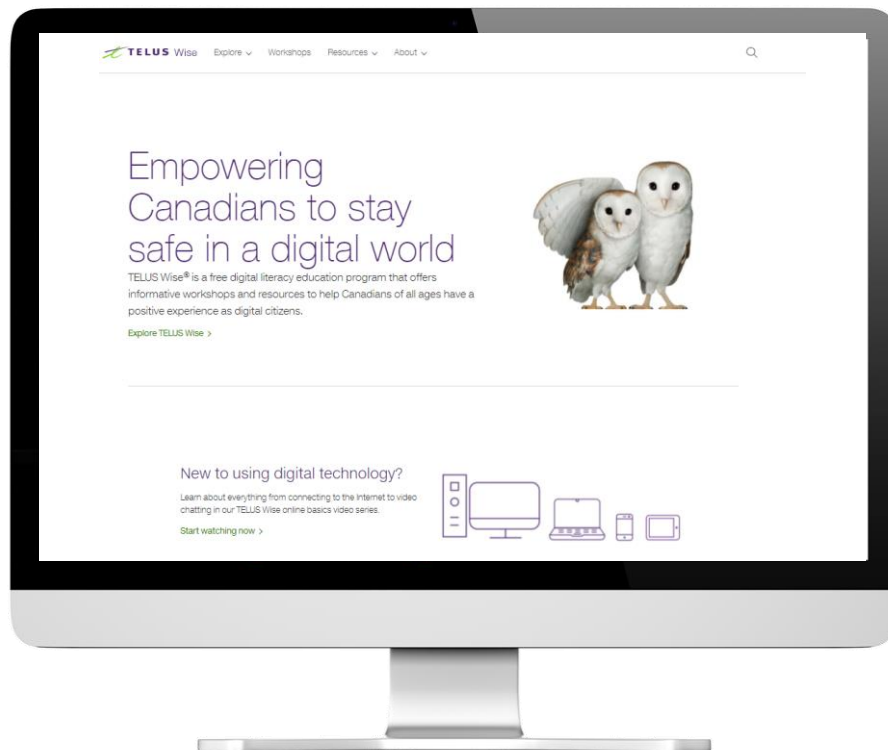
TELUS Wise impact

TELUS Wise happiness

Available online at

**[telus.com/WiseWorkshops](https://telus.com/WiseWorkshops)**

\*except seniors



# What to expect

Supporting youth in  
a digital society

Ages and stages

Screen time

Cyberbullying

Pornography, grooming and sexting

Gaming

Social media and  
online slang

Parental controls

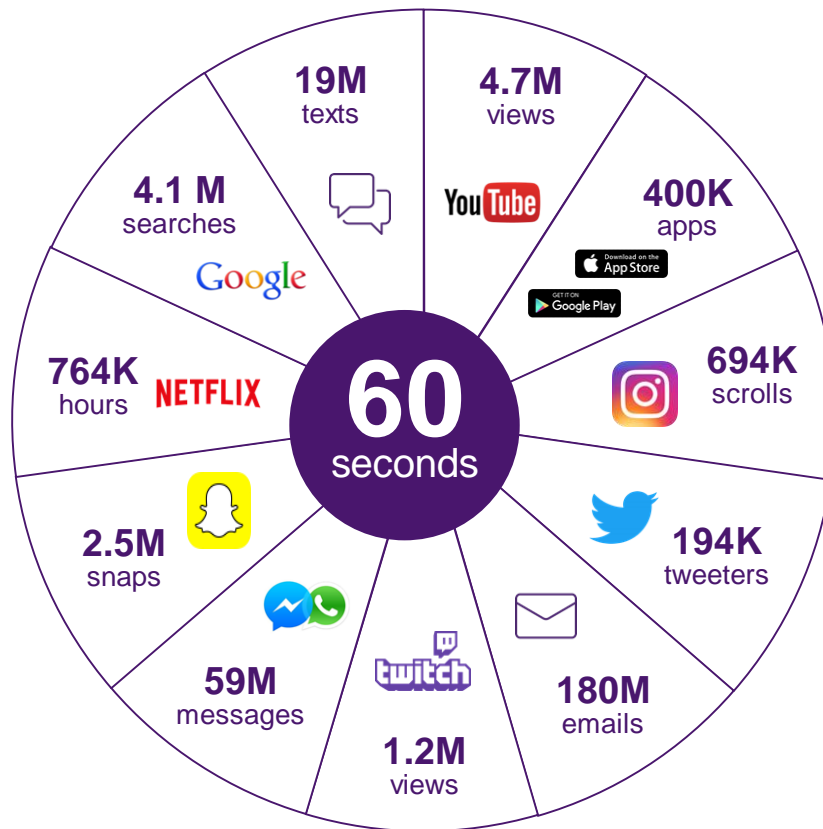


# Supporting youth in a digital society



# Parental concerns

Online content <b>64%</b>	Stranger danger <b>50%</b>
Sending sexts <b>38%</b> Receiving sexts <b>30%</b>	Online activities <b>46%</b>
Screen time <b>58%</b>	Cyberbullying <b>32%</b>







1. Don't be scared; instead, teach youth how to stay safe
2. Set limits and expectations early on
3. Participate in their digital lives
4. Be a good role model
5. Talk, talk and talk more

Try to teach **critical thinking** – empower youth to develop good judgment skills in both their physical *and* their digital world.

## Stages

### Age 2-6

- Media content perceived as real
- Easily frightened by visual images
- Lack critical thinking skills



### Age 7-12

- Confident in their technology skills
- Watch more videos and play more online games
- Enter the world of social media



### Age 13-18

- Developing autonomy
- Eager to exert independence
- Peer pressure; seek acceptance
- Can act impulsively
- Social media is central



## Considerations

- Inappropriate content
- “Edutainment” and vulnerability to marketing messages
- Screen time
- Inappropriate content
- Stranger danger online
- Digital footprint
- Expectations: do the right thing online and screen time
- Privacy
- Online reputation
- Cyberbullying
- Expectations
- Coming up for air
- Healthy relationships and sexting

# Screen time

**<2 yrs**

Screen time not recommended

**2-5 yrs**

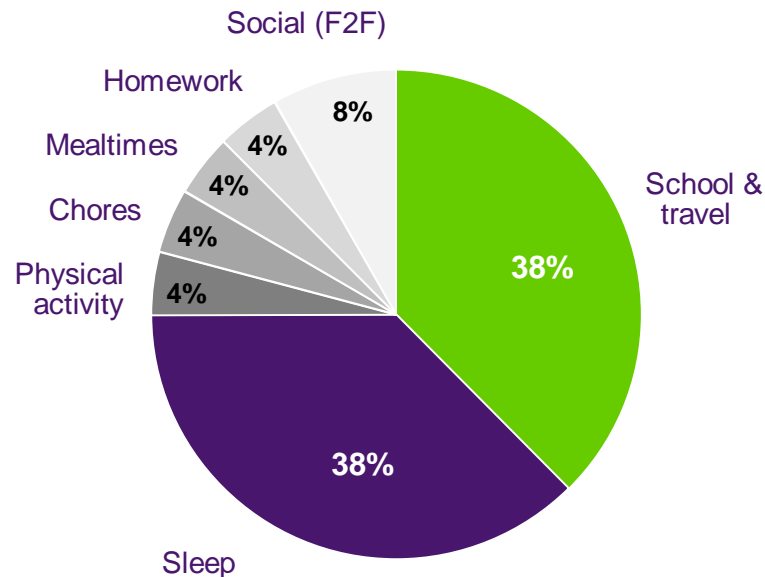
Recommend less than 1 hour/day

**5 yrs and up**

Not as straightforward  
(many variables)

Source: Canadian Paediatric Society

Daily activities don't leave much time for screens



# Screen time

1. Model good media use
2. Use screens mindfully
3. Set household rules and co-view
4. Minimize screen time for young kids
5. Maximize positive use for older kids



# Cyberbullying



- Listen, provide support and remind them it's not their fault (don't ignore or minimize it)
- Develop a plan together (don't escalate without discussing it first)
- Stay calm (don't take away devices or restrict social media access)
- Get support if needed: Kid's Help Phone, Cybertip.ca (sextortion) or Police

**40%** of Canadian youth have been cyberbullied in last month and  
**67%** say telling a trusted adult would help.



The power of one mother

# Tips for youth



Stop engaging in the conversation



Block the user



Record the messages



Talk to someone



Lend a hand



Take a stand



Act with tact



Walk the talk



# Pornography, grooming and sexting



# Pornography



- Don't panic
- Help children understand that pornography is not real life
- Explain that “relationships” being portrayed in these videos or images are not healthy
- Discuss the harmful stereotypes
- Have a conversation about healthy vs unhealthy behaviours

Kids likely come across **pornography** as early as **eight to 10 years old**

# Grooming

Building trust with youth online in an effort to gain access and control. It is the start of a process that leads to sexual abuse and exploitation.

## Tactics include:

- Flattery, compliments and support
- Promises of a better life, loving relationship, and gifts
- Turning youth against caregivers and trusted adults
- Exchange of sexual images
- Threats and coercion



In the past 2 years, Cybertip.ca has classified **305 reports** as luring with **43%** of involved **victims** being between **14-17 years old**

# Sexting

**56%**

have sent a sext

**42%**

have received a sext

(Age 12-18)



Research suggests that a significant number of youth appear to be part of a “culture of sharing” in which non-consensual sharing of sexts is not only tolerated, but normalized.

# Challenging the excuses

Justifying the action:

“You should be thanking me.”

Shifting the responsibility:

“I’m just the messenger.”

Denying the harm:

“Everybody does it.”

Blaming the victim:

“It’s their fault for taking it in the first place.”

Help your kids understand and recognize these excuses.  
Videos and parent resources are available at [telus.com/HowWouldUFeel](https://telus.com/HowWouldUFeel)

# Changing the culture



- Talk about digital permanence and that they shouldn't do anything they don't want to
- Reinforce importance of treating everyone with respect: sharing sexts is hurtful and wrong
- Model consent (ask before you post pictures of your kids)

# Gaming

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Second to watching TV/YouTube  
(and social media for older kids),  
gaming is the next most popular online activity

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- Check age ratings and reviews
- Know who your child is connecting with
- Adjust privacy settings and parental controls
- Beware of stranger danger and teach your child how to block/report others
- Be mindful of 'freemium' apps, advertising and in-app purchases
- Watch for concerning behaviour

# Social media



Instagram

Photo and video sharing app



Snapchat

Photo and video sharing app where content “disappears” in short period of time



YouTube

Video-sharing platform that provides endless array of content



Tik Tok

App for creating and sharing short mobile music videos



WhatsApp

Messaging app that allows sharing of multimedia content across platforms



Live streaming video platform especially appealing to gamers

## Check privacy and permission settings.

Note: These settings are not foolproof. There is still a risk that users can be exposed to inappropriate content and/or approached by strangers.

# Online slang

Some popular acronyms and phrases commonly used by youth:

**AF**

as f\*\*k, meaning to exaggerate or emphasize something, like “I’m bored af”

**Boujee**

rich or acting snobbish

**Dead**

if something is really funny, “I’m dead”

**Extra**

over-the-top or dramatic behaviour

**V**

short for “very”

**Savage**

something that is really cool or really funny

**Throw shade**

to give someone a nasty look or say something unpleasant about them

**Ghost**

to ignore or avoid someone on purpose

**Salty**

to be bitter about something or someone

**Thirsty**

being desperate for something

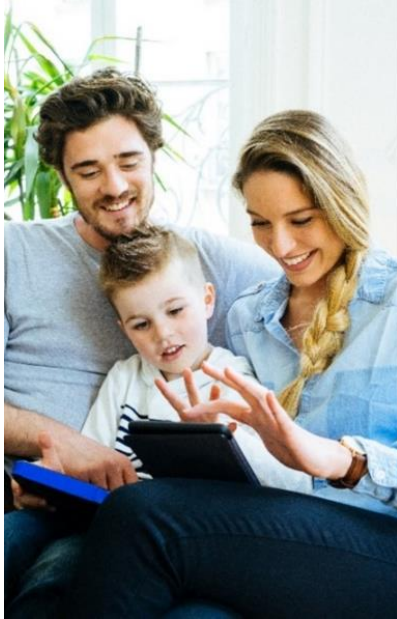
**420**

marijuana

**Low-key**

a warning that what’s being said should not be shared with others





## What do parental controls do?

**Filter:** block unsafe/inappropriate content

**Control:** limit usage and/or restrict access to apps

**Monitor:** gain insight into contacts and messages

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### **Remember:**

1. Solutions aren't fool proof and don't replace open dialogue
2. Respect privacy and be transparent
3. Parental controls work best if introduced at an early age

See **PCMag.com** for reviews and recommendations or visit **apple.com/families** or **google.com/familylink**

# More information

- Access digital workshops at **[telus.com/WiseWorkshops](https://telus.com/WiseWorkshops)**
- Check out additional resources at **[telus.com/Wise](https://telus.com/Wise)**
- Sign up for our newsletter at **[telus.com/WiseNewsletter](https://telus.com/WiseNewsletter)**
- Survey link: **[telus.com/WiseParentSurvey](https://telus.com/WiseParentSurvey)**



# Resources



Helping our kids safely  
navigate video games.  
A TELUS Wise® parent's guide.



Helping our kids deal  
with cyberbullying.  
A TELUS Wise® parent's guide.



Helping our kids  
navigate our digital world.  
A TELUS Wise® parent's guide.



Talking to youth about  
forwarding sexts.  
A TELUS Wise® guide for parents.



Helping our kids use  
their smartphones safely.  
A TELUS Wise® parent's guide.





# Questions?

Give us your feedback:

**[telus.com/WiseParentSurvey](https://telus.com/WiseParentSurvey)**

