

Being Savvy in Cyber Space

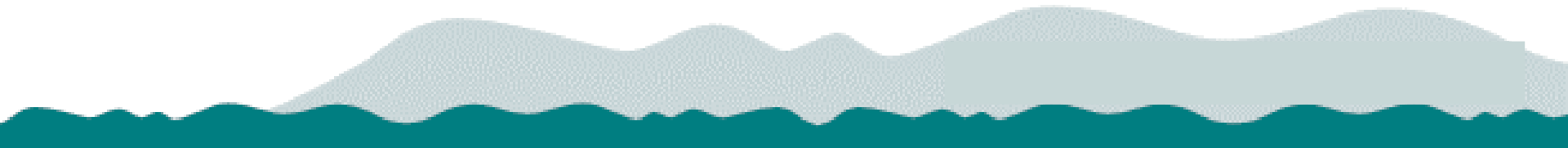


Nikki Greenway
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Women's Health Grampians



ABS data

- 1998 and 2009 - households with internet quadrupled from 16% to 72%
- 2008-9 out of 10 children aged 9-14 years have accessed and used the internet at home
 - educational activities (85%)
 - playing online games (69%)



Mobile phones

- In 2009 an estimated 31% of children aged 5 to 14 years had access to their own mobile phones
- 60% used their mobile phone mostly to contact family
- Only 4% used their mobile phone to access the internet in 2009



Definition of cyber bullying

“The use of information and communication technologies to support deliberate, repeated, and hostile behaviour by an individual or group, that is intended to harm others”

Bill Besley

A decorative graphic at the bottom of the slide consisting of a series of overlapping, wavy, light blue and teal shapes that resemble a stylized landscape or water.

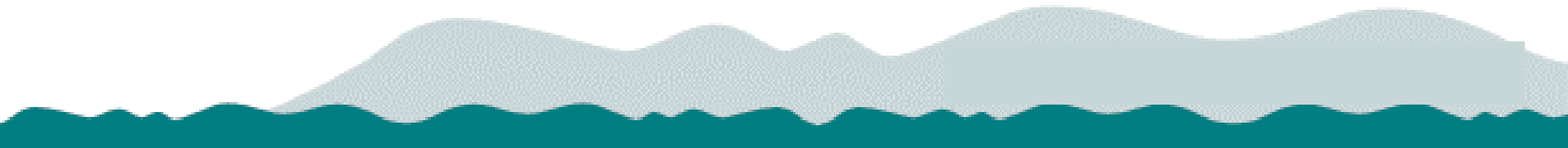
Being savvy in cyber space

- To prevent or reduce young women's risk of being cyber bullied by developing a unique and engaging health promotion media package that will deliver a range of informative messages about safe usage of emerging technologies.



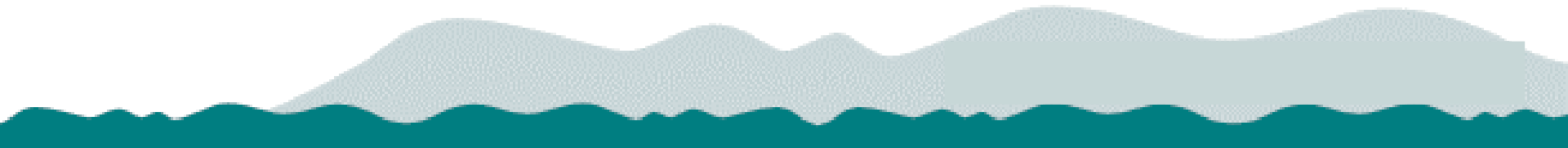
Objectives

- 2009 survey 90% of year 7 students
- Established a consumer advisory group that has worked together over 10 weeks to create a media package with messages about safe usage of emerging technologies




Data

- 2009 5.6% of Year 7 surveyed
- All had access to a computer at home
- 73% had their own mobile phone
- 47% indicated that their primary use of the internet was for social networking



Evaluation

- Process
 - Ethics process
 - Parental consent
 - Impact
 - Low level of data collection
 - Outcome
 - Didn't provide clear direction for next phase
 - Further data collection will use different tools
- 

Consumer advisory group

- Ballarat High School
- Year 9 female students
- Part of *Girls Group*



Sexting

- Sexting is the act of sending sexually explicit messages or photos electronically, primarily between mobile phones.



SAY NO TO SEXTING

Hey baby,
send me a
sexy PIC!!
I LOVE U
XXXX



www.sayno.net.au



Evaluation

- Process
 - Structured/organised
 - Theme change
 - Timelines
- Impacts
 - Students motivation - 100% attendance
 - Commitment
 - Leadership
 - Engagement in the school community
 - New partnerships





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Acknowledgements

