

Google and Parent Zone launch new online safety curriculum for primary schools

FOR IMMEDIATE RELEASE

Today Google and Parent Zone have launched a new online safety curriculum for 7-11 year olds as part of their Be Internet Legends programme - which has been independently proven to have a positive impact on children's understanding and behaviour.

- Since its launch in 2018, Be Internet Legends has reached over 70% of UK primary schools
- Following Google training, children are twice as likely to show an improved understanding of internet safety than those who haven't received the training
- The new Be Internet Legends curriculum will help teachers support the national Online Media Literacy Strategy and deliver the Relationships and Sex Education (RSE) curriculum

The refreshed Be Internet Legends curriculum includes a focus on topics such as media literacy to help increase pupils' understanding of the online world (including search engines, scams and disinformation), social-emotional learning to help pupils learn about managing online relationships, how to respond to issues such as bullying and inappropriate content, and how to have conversations with a trusted adult about online experiences. The programme is delivered via a range of live, interactive assemblies, teacher workshops and classroom resources.

In 2021, Google commissioned Ipsos MORI to undertake research into the impact of Be Internet Legends. It showed that following Google training, children are twice as likely to show an improved understanding of internet safety than those who haven't received the training.

Vicki Shotbolt, CEO and founder of Parent Zone, says "The refreshed Be Internet Legends curriculum is designed to build on the proven success of the programme to date, and bring online safety learning to life for children across the UK."

Almudena Lara, Google’s global lead on child safety policy, added: “To make the most of the educational and social benefits that the internet brings, it’s so important that young people have the practical skills and behaviours to have safer experiences online. Together with Parent Zone, our Be Internet Legends programme has helped children in over 70% of UK schools develop those skills, and we’re pleased to expand its focus to support teachers as they teach critical skills like media literacy.”

Ends

Notes to editors

About the Ipsos MORI research

Data based on research commissioned by Google and run by Ipsos from April to July 2021 among 1,638 primary school pupils in years 3-6 at 16 schools in the UK where Google has carried out Be Internet Legends online safety training. For more details, please visit <http://assets.ipsos-mori.com/cx/beinternetawesome/>.

About Be Internet Legends

Be Internet Legends, from Google in partnership with Parent Zone, is an online safety programme helping 7-to-11 year olds become safer, more confident explorers of the online world. It provides free teaching resources, assemblies, CPD-accredited training for educators and much more. For parents, it offers free downloadable activities and drop-in live events to help understand and support a child's online world. Find out more about the programme at <https://parentzone.org.uk/legends-home>, and discover the new curriculum at <https://parentzone.org.uk/curriculum>

About Parent Zone

Parent Zone sits at the heart of modern family life, providing advice, knowledge and support to shape the best possible future as they embrace the online world. We support parents to help their children discover the possibilities and opportunities available to them online, and provide teachers and family professionals with resources and training to help them guide and advise families in the digital world. We use our insights and knowledge to bridge the gap between parents and platforms, and work with policy-makers to help ensure the interests of families are at the heart of everything they do. For more information visit parentzone.org.uk or contact press@parentzone.org.uk