

PRESS RELEASE

'It's time for every parent to have access to iParenting courses'

Parent Zone launches its Election 2017 manifesto call to action

26 April 2017

As parties around the UK rush to complete their election manifestos before the country goes to the polls on 8 June, the UK's leading digital parenting organisation has demanded politicians put the family at the centre of policies on keeping children safe online.

The incoming coalition government of 2010 eradicated parenting from Westminster when it replaced the Department for Children, Schools and Families with the Department for Education.

Should you care? At Parent Zone, we think so. And not just because the 'quality of at home parenting' has the single biggest impact on a child's educational achievement^[1]

In a digital age, where the rules of parenting are being tested and challenged every day, parents need to have conversations with their children at ever younger ages about topics they feel ill equipped to tackle, on subjects like porn, sexting and privacy.

The internet and social media makes it more difficult to set and enforce boundaries, and increasingly we are hearing from children who say they think that technology is spoiling family life. The old ways of developing parenting rules are struggling with the speed of digital change.

That's why Parent Zone is calling for every political party to commit to enabling every UK parent to have access to an iParenting course to ensure that children growing up now has the parenting they need to stay safe and flourish online *and* offline.

Parent Zone CEO Vicki Shotbolt says: 'Some amazing work has been done providing parents with information about the digital world. Industry, NGOs and schools have done an incredible job giving parents information about online risks, safety and using tools and settings. What's needed now is parenting support, and this election is a chance to deliver it.'

Read Vicki's blog: <http://parentzone.org.uk/article/election-2017-our-manifesto-call-action>

For expert comment on families and the digital world from Parent Zone, please contact press@parentzone.org.uk or call 020 704 0415.

About Parent Zone

Parent Zone is the leading organisation supporting parents in the digital age. Our founder and CEO Vicki Shotbolt is the official parents' representative on the government body, the UK Council For Child Internet Safety (UKCCIS). Parent Zone works with parents, schools and companies to make the internet work for families by offering expert advice and content.

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[1]The Impact of Parental Involvement, Parental Support and Family Education on Pupil Achievement and Adjustment: A Literature Review by Professor Charles Desforges with Alberto Abouchaar, 2003, Department for Education and Skills.