

## About the Campaign – Screen-Savvy Kidz Workshop and Campaign

*Nurturing Happy, Responsible Digital Citizens Through Creativity and Peer Power.*

### What is Screen-Savvy Kidz?

Screen-Savvy Kidz is a **creative, child-led campaign** that empowers primary school pupils to understand and promote healthy, mindful technology use. Through **fun, interactive workshops**, children explore the benefits and risks of the online world, then turn their learning into **memorable slogans and eye-catching logos** that inspire others to use screens wisely.

### Why it Matters

- **Screens are everywhere** – but not all screen time is healthy.
- Children face challenges like online unkindness, unrealistic comparisons, and overuse.
- By making children the **creators and ambassadors** of the message, we spark real change in schools, homes, and the wider community.
- Just like campaigns on litter, road safety, or the environment, this initiative uses **peer influence** to shift habits.

### The Core Messages – The ABCDS

1. **Affection (Kindness)** – Be kind online; avoid hurtful behaviour.
2. **Balance** – Mix screen time with active, healthy, offline activities.
3. **Comparisons** – Don't measure yourself against unrealistic online portrayals.
4. **Delay** – No rush for smartphones or social media; enjoy childhood offline.
5. **Sharing** – Think before posting; protect yourself and others.

### How it Works

1. **Learn** – Pupils explore the ABCDS through discussion and examples.
2. **Create** – They choose one message, write a catchy slogan, and design a matching logo.
3. **Share** – Winning designs are turned into **school gate banners** and **online content**.
4. **Inspire** – Messages reach families, peers, and the wider community, encouraging healthier digital habits.

### Community Impact

- **Child-led:** Pupils' voices are central to the campaign.
- **Parent Involvement:** We offer a webinar for parents to supplement their child's learning.
- **Visible:** Designs are displayed publicly and online.
- **Scalable:** Builds demand for more workshops across South Lakes, Furness, and Eden.

- **Lasting:** Encourages positive digital habits that stick.

**Partner With Us:** For schools, community groups, or councils interested in hosting a workshop, get in touch to bring Screen-Savvy Kidz Workshop & Campaign to your area.

**Contact:**

 [info@screensavvykidz.org.uk](mailto:info@screensavvykidz.org.uk)

 [www.screensavvykidz.org.uk](http://www.screensavvykidz.org.uk)