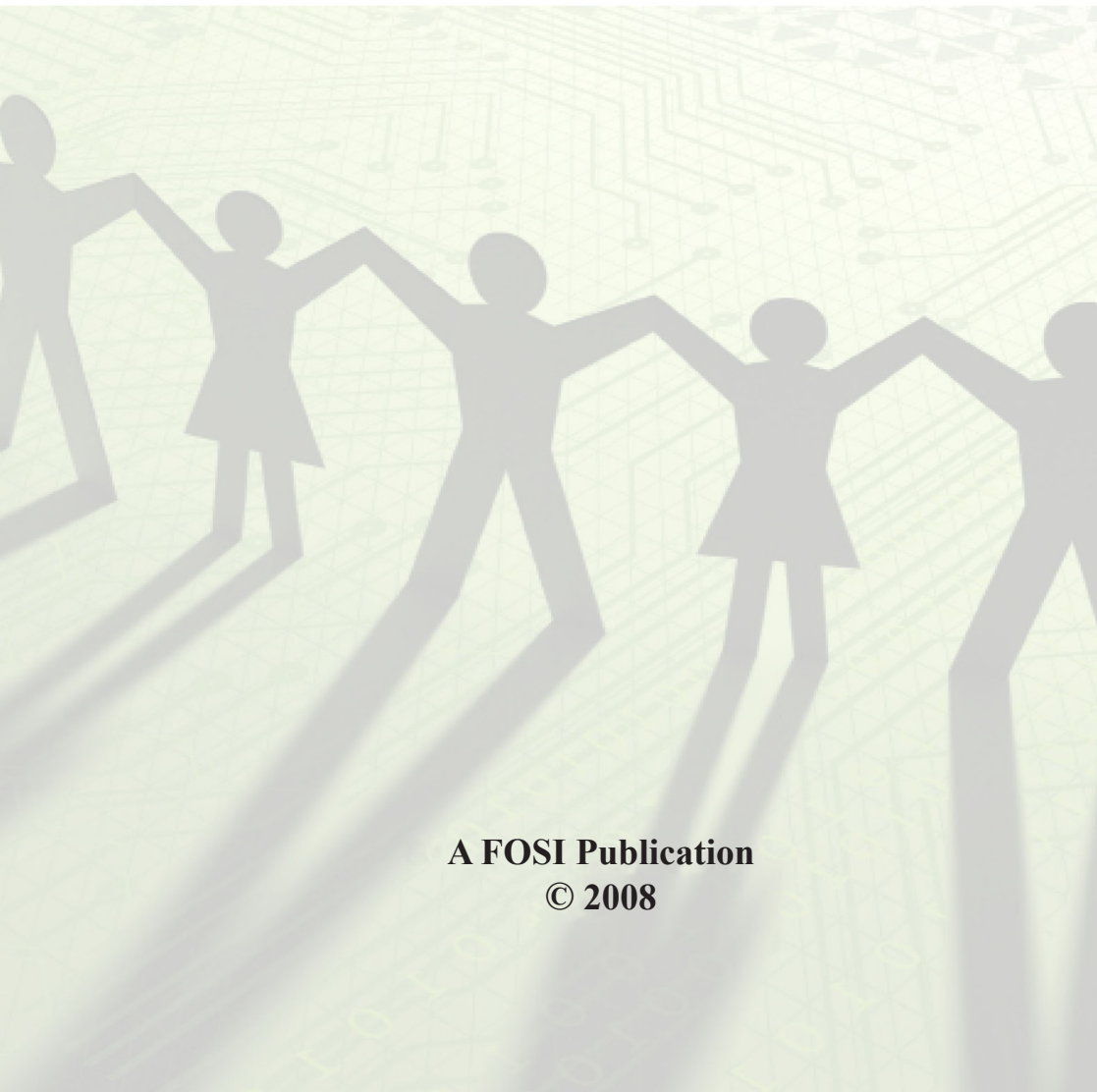


# Making **Wise Choices** Online



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Making Wise Choices Online



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FOSI



Family  
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## **A FOSI Publication**

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# Executive Summary

The Family Online Safety Institute (FOSI) sees online safety as a complex and multifaceted issue and recognizes several options for how to tackle this important topic.

In 2008 FOSI took the initiative to examine the current state of online safety education by holding three roundtable discussions with leaders in the field. Members of industry, government and nonprofit organizations came together to discuss the underlying trends and emerging issues

with online safety and developed proposals on how to solve them. The Roundtables were held at the National Cable Television Association (NCTA) in Washington, D.C., the Oxford Internet Institute in England and at Google's Mountain View campus.

Roundtable discussions revealed many approaches to online safety issues and possibilities for policymakers, especially when working with all the interested groups - parents, teachers and children.

This report is the result of those discussions and finds that there is not one answer, tip, tool or policy to solve the problem. It finds that, in addition to age-appropriate filtering, there should be increased online safety education for kids and teens, and relevant safety tips and messages for parents and teachers. At the same time, the public has to be educated about what the real risks are because the fear of online predators has been overplayed by the media.

The United Kingdom has set an excellent example of protecting kids online by its Government taking seriously the recommendations made by child psychologist and broadcaster Dr. Tanya Byron. The recommendations offer an opportunity for industry to work with government and NGOs to establish the UK Council on Child Internet Safety. The European Union has extended its ten-year Safer Internet Program. Both initiatives provide an excellent template for the new U.S. Administration.

Government alone cannot solve this problem. Internet service providers, phone companies and wireless providers offer guidelines, tips and tools to help families. Trade associations have come together to create all-inclusive sites for their members' products and services, as have the popular

social networks, which offer safety portals with tips, videos and extensive privacy settings. MySpace and 49 Attorneys General have created the Internet Technical Task Force to study what new technologies could be employed to protect children in social networking sites.

Many groups and organizations have developed materials and resources and have well-intentioned efforts, but the U.S. lacks a national strategy on how to best educate children, tweens, teens and their parents on online ethics, safety and cyber-citizenship.

Based on off-the-record conversations held at each Roundtable with government leaders, industry experts, academics and online safety experts, FOSI has put together the "Making Wise Choices Online" report and recommends the following to the next U.S. Administration:

- 1) To hold an annual White House Online Safety Summit.
- 2) To create a United States Council for Internet Safety.
- 3) To create an Online Safety Program to fund a range of research, educational and awareness-raising projects.
- 4) To create the post of a National Safety Officer within the new office of the Chief Technology Officer (CTO) for the United States.

## Introduction

The Internet has transformed our lives and the lives of our children. Kids today have access to the world and to each other in ways unimaginable two decades ago. The possibilities for education, training, communication and exploration have only just begun to be tapped, particularly as this generation moves into an interactive, mashed-up, YouTube, MySpace, iPhone way of life.

Whereas once we were concerned about keeping kids from relatively static sites like Playboy or Penthouse and urging parents to keep the PC in the living room where they could keep an eye on their children. Kids are now producing the kind of content we once shielded them from - and they are doing it on the fly, with the help of mobile devices, high bandwidth and an "always-on" mentality.

Much of the debate about online safety has centered on filtering and monitoring technology. There have been significant developments over the years in what ISPs, browsers and now operating systems offer in terms of family safety settings. While the range of blocking tools continues to expand and improve, more attention is being drawn to online safety education and awareness-raising - for children as well as for adults.

At the 2007 inaugural annual conference of the Family Online Safety Institute,<sup>1</sup> we set a year-long task to take stock of the current state of online safety education in the U.S. and brought together stakeholders in industry, government and the nonprofit sector. The information presented

<sup>1</sup> See [www.fosi.org](http://www.fosi.org)

here reflects the contributions these representatives offered over the course of three FOSI roundtable discussions held in 2008.

The first Roundtable, hosted by the National Cable Television Association (NCTA) in April at its Washington, D.C. headquarters, featured opinion from experts and researchers. The second was held in Oxford, England in June and focused on international efforts, particularly the Byron Review. And the last, hosted by Google in September at Google's Crittenden Campus in Mountain View, California, offered perspectives from industry professionals representing some of the most popular Web sites and communications firms that children use today. The recommendations listed in this report are derived from these sessions.

What made the Roundtable sessions so productive was the bringing together of senior figures from government agencies - both national and state - industry experts, academics and some of the leading figures in the nonprofit sector dealing with the online safety issue. What emerged over the course of the discussions was a holistic picture of the emerging field of online safety and the varied approaches to working with parents, teachers and the kids themselves. And the events had the added bonus of bringing together members of the Internet industry - the fixed, the mobile, the application and the service providers - all of whom are often locked in competition with each other, but were willing to collaborate and pose new solutions with a combined mission. It was with this spirit of cooperation across sectors, across geographic and cultural boundaries, that this report was created.



# No Silver Bullet

The one thing everyone could agree on was that there is no silver bullet to keeping kids safe online. This has been borne out by the COPA Commission<sup>2</sup> of 2000, the Thornburgh Report<sup>3</sup> of 2002 and, most recently, the Byron Review<sup>4</sup> conducted in the U.K. What these and other reports have concluded is that there is no easy technological fix to shield children from harmful content or to keep them from behaving inappropriately online.

Instead, what is needed, in addition to age-appropriate filtering or monitoring tools, is far-reaching and relevant online safety education for kids and teens and relevant safety tips for parents and teachers. In other words, we need tools and rules in our homes and in our schools to help our kids develop a habit of responsible and safe use of the Internet.

While there have been numerous attempts<sup>5</sup> to document and publicize technology tools available to schools and parents, there has been little documentation of what existed in the field of online safety education. At our inaugural conference in December 2007, we tasked ourselves with undertaking the creation of an Online Safety Education Initiative. Over the course of the year, we took a snapshot of what currently exists in the government, industry and nonprofit sectors in the United States. And, as discussed above, we held a series of Roundtables to explore the underlying trends and the emerging issues and to scope out a series of proposals to build a case for what is needed in this fast-changing field.

<sup>2</sup> <http://www.copacommission.org/>

<sup>3</sup> Conducted by the National Research Council and co-authored with Herb Lin: <http://www.nap.edu/openbook.php?isbn=0309082749>

We also gathered information from a variety of sources to create the attached Online Safety Education Initiative grids, which set forth the online safety efforts across the U.S. divided into three categories: government, associations and industry. While the grids attempt to reflect most of the online safety education initiatives that exist today, the grids are by no means exhaustive. New projects and initiatives emerge daily as do new devices, web sites and services – many of which incorporate online safety messaging and tools.

## Online Safety is “Obsolete”

One of the most striking observations about the current state of the online safety debate came from Anne Collier of NetFamilyNews.org and ConnectSafely.org. She asserted that much of what is done in the name of online safety is obsolete and rooted in the past history of Web 1.0. This is the Web of static, one-to-many “content,” and users as consumers, where the young are persistently referred to as potential victims.

In this world, online safety discussions and programs are dominated by law enforcement and other experts in crime. Thus, the emphasis is on criminal behavior, such as predation, and online predators become the focus, with fear being a major motivating factor. It is the world of the TV series, such as NBC’s “To Catch a Predator,” with its ethically-challenged sting operations held in unmoderated chat rooms, all for our “entertainment.” It leaves many parents with the pervasive feeling

<sup>4</sup> <http://www.dcsf.gov.uk/byronreview/>

<sup>5</sup> See in particular Adam Thierer, Progress and Freedom Foundation, Parental Controls and Online Child Protection: A survey of tools and methods: <http://www.pff.org/parentalcontrols/>

that the Internet is a highly dangerous place for their children and teens.

This, in turn, has led to what has been called a “technopanic,” causing otherwise rational parents to overreact to the perceived dangers and lawmakers to draft ever more restrictive legislation. And it has distracted all of us from the real opportunities to teach critical thinking, digital citizenship and a new form of media literacy that embraces the new technologies, rather than banning or blocking them.

What is needed, in Collier’s view, is to educate the public about the real risks and to provide a balanced perspective on the issue. We need to stress that young people are active participants, not passive “victims,” and are thus interested stakeholders in their own well-being and that of their friends. We must promote mindful internet use – stressing critical thinking about their behavior toward others while keeping themselves safe and their personal details private. And, for those of us working in online safety, we must ask ourselves what messaging, tools, features and modeling will best promote self-respectful, socially responsible behavior among youth, both online and offline.

## Growing Up Online

Another perspective on the issue of online behavior and safety was provided by Rachel Dretzin, producer of the PBS Frontline documentary, “Growing Up Online.”<sup>6</sup> In the course of creating her

documentary, Dretzin was surprisingly pleased by how consistently her requests to communicate with teens were rejected. In other words, kids got the message about “stranger danger” and were unwilling to respond to an adult they did not know, even though Dretzin had a public web site and professional credentials. While this frustrated Dretzin’s research efforts and forced her team to find other, creative ways to reach teens to be interviewed, it provided a powerful indication that young people had heeded the call to protect themselves from those they did not know.

What she did find was that the picture of innocent kids being stalked online by predators with their homes and schools being staked out was virtually nonexistent. And while a number of kids reported being exposed to inappropriate content online, few said they were traumatized or shaken by this. Rather, what she learned was that the dangers of widespread exposure to sexual or violent images has created a subtle cultural shift. What happens to a generation of young people who are exposed to pornography at an early age? She reported evidence of teen behavior mimicking the porn they’ve seen – talking about hook-ups rather than relationships and girls feeling they have to act like porn stars to attract the boys.

While the Internet will not transform or harm the lives of healthy young people, Dretzin did see how vulnerable or at-risk kids could be when provided with new and powerful means to do harm to others or to themselves. Rather than being at risk of being abducted and sexually abused, these teens were more likely the targets of harassment or bullying behavior that becomes magnified and intensified online. The at-risk kid, bullied online, may turn to sites that encourage self-harm, such as

<sup>6</sup> The documentary can be seen at: <http://www.pbs.org/wgbh/pages/frontline/kidsonline/>

those that promote anorexia or suicide. Those on the fringes might also act out by trying to do harm to others through abusive messages, postings and other bullying behavior. In Dretzin's view, what is needed is a delicate education effort that teaches kids good judgment and ethical choices both online and offline.

## A British Perspective

Dr. Tanya Bryon, a well-known British psychologist and broadcaster, provided another viewpoint to the emerging debate on online safety. Earlier in the year, she had published a far-reaching report to Prime Minister Gordon Brown on the impact of computer games and the Internet on child development. Her report included a wide-range of recommendations – all of which have been accepted by the British government.<sup>7</sup>

In our discussions in Oxford, Dr. Bryon outlined what she described as the three objectives for child online safety. The first was to reduce the availability of harmful and inappropriate material from the most popular part of the Internet. The second was to reduce children's access to such content, and the third was, to build children's resiliency to material they may be exposed to and to give them the confidence and skills to navigate these new media more safely.

Dr. Bryon highlighted the importance of understanding brain development in the growing child and teenager and how this

impacts both their reactions to challenging content, and how we should develop online safety education messages. Because a child's frontal cortex develops throughout childhood, children are less able to reason, because they have yet to develop their critical evaluation skills. Also, they are worse at inhibiting irrelevant information and do not regulate their social behaviors (e.g., bullying) very well. It is sobering to consider that a young person's frontal cortex, the area associated with reasoning, judgment and critical thinking, is not fully formed until age 25. Thus, the implications of brain development science must be incorporated into the design and implementation of any online safety education effort.

With all of this in mind, Dr. Bryon described the many measures that she and her team put forward to the British government for approval. This included a new UK Council on Child Internet Safety charged with developing a national strategy on online safety. This is to include voluntary codes of practice that industry can sign up for as well as better information and education.

In addition, her report called for a properly-funded public information and awareness campaign on child safety and sustainable education and children's services initiatives to improve the skills of children and their parents around e-safety. There is to be a "one-stop shop" or central web site to pull together the vast amount of information and guidance currently available, based on extensive research about what different groups of users want.

## A European Program of Action

While the British begin implementing the many recommendations and proposals of the Byron Report, the EU is preparing to launch a five-year, €55M round of funding under the Safer Internet Program (SIP)<sup>8</sup> to run from 2009 to 2013. Following upon the success of earlier initiatives, the EU will fund projects that serve to ensure public awareness, to fight against illegal content and tackle harmful conduct online, to promote a safer online environment, and to establish a knowledge base of online safety measures.

Rather than fighting or lobbying for earmarks, as is often the case in the U.S., European groups must form coalitions of other organizations or companies to apply for funds. The applications are strictly judged along the agreed criteria of the SIP, and successful applicants must undergo expert evaluations at varying stages of the funded project. What is so striking about the latest five-year program is its strong emphasis on public awareness, with nearly half of all funds going for awareness-raising and educational efforts.

The Europeans already have some of the best-regarded educational tools and web sites, including the excellent Teach Today site,<sup>9</sup> initiated by the mobile phone industry, with outstanding resources for teachers, parents and kids. While there are many U.S. government efforts in online

safety, most notably the FTC's OnGuard Online,<sup>10</sup> many view the European resources to be far superior and better nuanced to reflect a more Web 2.0 and mobile world.

A number of American observers wonder where the state of online safety education might be if we had adopted a European approach to this issue years ago. During one of the Roundtables, a participant remarked that most funding for online safety efforts in the U.S. has come from the U.S. Department of Justice. This underscores the point that online safety is viewed as a law enforcement issue, rather than a cyber-citizenship concern. At one of the Roundtables, debate ensued about the need for more "joined-up" government in the United States and a call for greater national leadership in this area.

## Where's the White House?

So the question was asked: Where has the U.S. Administration been on this issue? A number of Roundtable participants recalled the three White House summits on Internet safety called by the Clinton White House in the late 1990s. At these events, the CEOs of many leading internet and telecommunication companies were summoned to Washington together with heads of NGOs, parent-teacher associations and academics to explain what they had done to protect kids online and to be urged to do more.

Both President Clinton and Vice President Gore used their respective bully pulpits to

<sup>7</sup> The British government's statement can be seen here: [http://www.dcsf.gov.uk/pns/DisplayPN.cgi?pn\\_id=2008\\_0059](http://www.dcsf.gov.uk/pns/DisplayPN.cgi?pn_id=2008_0059)

<sup>8</sup> The SIP website lists many of the activities and programs that have been funded and the priorities for the coming years: [http://ec.europa.eu/information\\_society/activities/sip/index\\_en.htm](http://ec.europa.eu/information_society/activities/sip/index_en.htm)

<sup>9</sup> <http://en.teachtoday.eu>

<sup>10</sup> <http://www.onguardonline.gov/>

exhort all those with a stake in the internet space to do all that they could to improve their tools, expand their messages and work with government agencies and law enforcement to make the internet a safer space for kids. The White House web site displayed a content label and had tips for parents within the site. There was regular communication with Commerce, Justice, Education, the FCC and the FTC, who worked to a relatively, coherent set of objectives. It was clear what the Administration had in mind and, whether you agreed with the approach or not, it was evident that there was concerted thought and directed action toward the issue.

Many participants in the Roundtables contrasted this with the Administration of the past eight years. Shortly after President Bush took office, the content labels were removed from the White House web site along with the internet safety tips and advice. In spite of numerous efforts to promote the idea, no White House summits were called along the lines of the previous Administration, and no clear strategy emerged on how the White House wanted to deal with the issue. It was left entirely to government agencies and departments to work out their own response. While some of these efforts have been admirable, notably the FTC's web site and outreach work, much momentum and direction was lost. With leadership silent on this subject, government officials did what they could with varying degrees of success.

11 See <http://www.onguardonline.gov/tools/watch-tutorial.aspx>

12 See <http://www.onguardonline.gov/videos/overview.aspx>

## OnGuard Online

One U.S. government success story has been the Federal Trade Commission's OnGuard Online site. What began as a rather rudimentary and somewhat unattractive interface focusing on scams, spyware and security has blossomed into a well-designed and welcoming portal for all things related to safety online. There are games and excellent videos, with large doses of humor and plenty of tips for parents, teens and tweens.

The site has been a collaborative effort with contributions from six government departments and agencies and over a dozen NGOs working in this space. The Internet Education Foundation, for instance, provides excellent flash tutorials for a range of problems including spam, security and how to set a firewall.<sup>11</sup>

The FTC's site includes well-produced, amusing and informative short videos<sup>12</sup> on subjects as diverse as phishing, privacy, viruses, worms and keeping kids safe online. And there are games<sup>13</sup> to be played with fun titles such as Spam Scam Slam and Invasion of the Wireless Hackers. Not only can you learn a good deal from these and other interactive tools, but you can also file a complaint and report abuse to the very federal agency assigned to safeguard consumers and to prosecute abusers.

Following the passage of the Protecting Children in the 21st Century Act, the FTC was directed to carry out a nationwide

13 See <http://www.onguardonline.gov/games/overview.aspx>

public awareness campaign and provide education to identify, promote and encourage best practices for the safe use of the Internet by children.<sup>14</sup> The FTC is required to report to the Senate and House Commerce Committees by March 31, 2009 on its activities and progress. What is missing in this bill, recently signed by President Bush, is any funding. It is not clear how or whether the education and awareness campaigns will take place without a budget.

This same bill also requires the National Telecommunications and Information Administration to create an Online Safety and Technology Working Group to evaluate and report to Congress, within one year, its findings on the status and effectiveness of industry safety education efforts, reporting of child pornography, and technologies to shield kids from inappropriate content. A call for nominations for this working group has recently been sent out.

## Industry's Response

While it is clear that the Internet industry has responded to the challenges of online safety with a broad range of tools and services, what is less well known is the many and diverse educational efforts that these companies fund.<sup>15</sup> Virtually every major ISP, phone company and wireless provider has a dedicated area on its web site devoted to how to keep kids safe online. These range from the generic messages that apply to all online devices and activities, such as the Microsoft's Security at Home site<sup>16</sup> to

14 Part of the Broadband Mapping bill S.1492 see: <http://thomas.loc.gov/cgi-bin/query/D?c1106:/temp/~c1102RmXQY:>  
15 See the U.S. Online Safety Education Initiatives grids at the end of this report.

product-specific advice and guidance, like the AT&T's Smart Limits.<sup>17</sup>

Verizon has created a state-of-the-art safety portal<sup>18</sup> and organized its messaging around three themes: Protect, Detect and Connect. The development of these meta-sites has led many in the online safety community to advise parents to use their online service or wireless provider's safety site as their primary, and in some cases, sole source of advice, guidance and instructions on how to set up parental controls on their PCs, cell phones and game consoles. This is a trend that we expect to see more of in the coming years as the industry continues to grow and the types and variety of devices increase in number and complexity.

The various content-rich online safety web sites of the U.S. ISPs and mobile companies contrasts with a point raised at the Oxford event that the U.K. is considering a "one-stop shop" portal for all things related to online safety. It may be that such a site, if properly funded, managed and promoted, could be used to direct parents and teachers to products-or service-specific information and instructions.

For now, the trend in the U.S. is for consumers to depend upon their ISP or carrier to provide them with end-to-end guidance, support and advice when it comes to filtering and monitoring their children's online experience.

Similarly, trade associations that represent whole sectors of the online space have created all-inclusive sites that apply to their members' products and services. A good example of this is the cable industry's PointSmartClickSafe<sup>19</sup> site, launched last year in conjunction with a number of the leading nonprofit organizations in this space.

16 See <http://www.microsoft.com/protect/>  
17 See <http://www.att.com/gen/sites/smartlimits?pid=8950>  
18 See <http://netservices.verizon.net/portal/link/main/safety>  
19 See <http://www.pointsmartclicksafe.org>

The social networking sites have come under intense pressure to do more to keep potential threats away from their young users and to educate them about how to conduct themselves when online. MySpace has an extensive safety portal with tips, videos and information on how to set safety and privacy settings within the site.<sup>20</sup>

During the course of the past year, MySpace worked with 49 State Attorneys General to create an Internet Technical Task Force to consider methods to keep kids safe online, with a particular focus on age verification and identity authentication methods. The Task Force, led by the Berkman Center at Harvard University, includes most of the leading companies and NGOs in the online safety space. What has emerged from those discussions mirrors the findings in the COPA Commission and the Thornburgh Report: filtering and blocking tools must be combined with timely and relevant safety messages and awareness-raising. The report is due for release at the beginning of 2009.

## Charity Begins at Home

Throughout the Roundtable discussions, the pioneering work of the online safety nonprofits came to the fore. Some of these groups, such as NetFamilyNews, Enough is Enough and Childnet International, have developed and delivered programs, information and educational materials for more than a decade. What many have in common is a strong sense of mission and a desire to respond to new challenges as

<sup>20</sup> See <http://www.myspace.com/safety>

the potential dangers and opportunities of the web continue to unfold. It was also acknowledged that, while some groups continued to innovate and update their materials and approach, others seemed to be stuck in a more Web 1.0 world, not reflecting the new ways in which kids behave and interact with each other in a MySpace/iPhone/Twitter-type environment.

What the Roundtables highlighted was the extent to which industry, and to some extent, government, is dependent upon the innovation and experimental work of online charities. It is often the case that much of the new thinking and original methodologies have emerged from relatively small nonprofit groups that are able to nimbly and quickly try out ideas and test new approaches in ways that larger government or industry groups cannot. Yet most charities are perennially underfunded and spend a good deal of their time trying to raise resources, which diverts them from the critical job of creating and deploying their services. Thus, some groups seem to hold on to material or methods that reflect an earlier version of the web.

When putting together the grids of who is doing what, it became evident that, while there is a great deal of activity and well-intentioned efforts to raise awareness and to educate kids and parents, the overall effect has been a rather scatter-shot one. In the Roundtable discussions, it was noted that some areas of the country and some of the key target groups are relatively well-served, while others are left behind. For the most part, this is a reflection of the general lack of resources as well as an absence of any coherent national strategy on how best to educate children, tweens, teens and their parents on online ethics, safety and cyber-citizenship.

## Research-Based Rather than Fear-Based Approach

During the Roundtable discussions, controversy arose regarding the underlying viewpoint of some NGO efforts. Participants acknowledged that some groups come to the issue of online safety from a law enforcement or criminal activity starting point, which leads to a more fear-based set of messages and strategies. These kinds of curricula stress “stranger danger” and fear of online predators – reflecting the current media portrayal of the Internet and the resultant “technopanic.”<sup>21</sup>

While it cannot be denied that sexual predators are active online and that there have been some high-profile cases of children being lured by sex offenders on the Internet, these incidents are few indeed.<sup>22</sup> The overwhelming number of cases involving child sexual abuse involves a member of the child’s own family or close friend. This is a very uncomfortable reality and one that is often not reflected or discussed in media reports. Instead, we have the image of a stranger, crawling and trawling the web in search of our innocent children, who are seen as, potential victims who must be protected or, at least, frightened into accepting what their parents tell them to do or not do online.

Real life – on and offline – is more

<sup>21</sup> See paper by Alice Marwick of NYU on the issue: <http://www.uic.edu/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/2152/1966>

<sup>22</sup> 80% to 90% of abused children know their abuser. See: <http://www.meganslaw.ca.gov/facts.aspx>

complicated. Research into children and teens use of the web describes a world where kids are revealed to be both victims and perpetrators of online harassment, bullying and other obnoxious behavior.<sup>23</sup> At-risk teens are more likely to engage in sexual conversations with strangers online and to willingly meet these strangers for sex.

The rise of online harassment and cyberbullying<sup>24</sup> points to another uncomfortable truth – that teens are far more likely to be the perpetrators of hurtful or disturbing behavior than adult strangers. While there has always been bullying between kids, the effects of online harassment can be more damaging, long-lasting and pervasive, given the ease with which messages, photos and videos can be distributed and shown.

While it is critical that basic, age-specific safety messages must be taught to all children and teens, the educational tools and methods will have to change and adapt to reflect the realities of online behaviors and attitudes that the new research reveals. And considerably more research needs to be done, particularly longitudinal work that follows a population of kids and teens over a number of years, watching their changing attitudes, fears, actions and concerns.

As one Roundtable observer put it, “we adults have created safety curricula for the Digital Natives, who often know the online world far better than us.” Rather than using scare tactics and stranger danger-type messaging, we, the Digital Immigrants, need to instill a sense of responsibility and connect to kids’ innate willingness to look out for each other, we must let them guide us as to the best way to improve the levels of safety and security online. This is not to say that parents and teachers should

<sup>23</sup> See, for instance, the excellent advice given by the University of New Hampshire’s Crimes Against Children Research Center’s website: [http://www.unh.edu/ccrc/internet-crimes/safety\\_ed.html](http://www.unh.edu/ccrc/internet-crimes/safety_ed.html)



absolve themselves of their responsibilities and let their kids roam free. But we do need to create programs and recognize teaching moments where we can share our wisdom and judgment with a generation of kids who've never known life without the Internet.

It could be that we are in a fascinating transitional phase. The Internet arrived for today's parents when they were in their 20s or 30s. For some of this generation, the online world and all the accompanying devices, sites and portals will forever remain foreign territory – somewhat baffling, frightening and not to be trusted. Today's kids have never known a time without the web and all its wonders. They will become the next generation's parents and will have an intimate understanding of what it can provide – both for good and ill – for their kids. The hope is that they will be much better placed than this generation of parents to talk with knowledge and experience and, be better equipped to pass on the necessary guidance to help their kids make wise choices online.

## Recommendations

Throughout the journey that we took this year with our members, partners, friends and colleagues, we collected ideas, suggestions and proposals for improving the level of safety for kids online. These often arose in the middle of an impassioned debate or at the conclusion of a Roundtable, when the group simply concluded with consensus around an idea.

Given that, in the U.S., we are in the middle of a switch from one Administration to

another, we believe this is an opportune time to call upon President-Elect Barack Obama and his transition team to take on a number of recommendations that have emerged during the course of this initiative.

- 1) That the new Administration holds an annual **White House Online Safety Summit** that brings together the relevant government departments, industry and nonprofit leaders to review progress and set goals for the coming year on a range of online safety measures.

We believe this proposed annual event will galvanize the industry, create “joined-up” government and inspire the NGOs and academics working in online safety to raise the bar in their individual and collective efforts. It will also provide an ideal opportunity for the President to use his bully pulpit to exhort everyone to do more to protect kids online and to create a national dialogue within the media that will carry over to the next annual event.

- 2) That the new Administration creates a **United States Council for Internet Safety** (USCIS) that consists of heads of relevant government departments, industry leaders and NGO representatives. The Council would be responsible for creating a national strategy on online safety and to oversee its implementation.

This proposal provides for a regular meeting of the key leaders to not only develop a strategy, but also to regularly assess progress and implementation

of an annual plan. It will also provide an important forum for regular dialogue across sectors and between government departments to maintain a focus behind the agreed-upon initiatives.

- 3) That the new Administration proposes a package of \$100M/year for three years to create an **Online Safety Program** to fund a range of educational and awareness raising projects. This would include funding for research and the evaluation of the effectiveness of existing and new projects funded under the program.

This proposal borrows heavily from the EU Safer Internet Program model and moves away from the unfair and arbitrary nature of earmarks. The fund would create a much-needed pool of resources for peer-reviewed, academic research into the many and complex online safety issues emerging in a Web 2.0 world.

It would also create an objective, competitive-tendering procedure for NGOs to bid for resources to carry out awareness and educational programs that fit with the agreed-upon criteria, aligned with the national strategy on online safety. Finally, it would provide much-needed cash for third-party evaluations of existing and newly-funded programs, so that the following year's program can be adjusted or amended based on these findings.

- 4) That the new Administration create the post of **National Safety Officer** within the office of the new CTO office as currently proposed. This officer's responsibility will be to work with

the USCIS and to oversee the Online Safety Program and to be the point person within the Administration for all aspects of online safety.

Assuming the Administration follows through with its campaign pledge for a U.S. Chief Technical Officer, it would make considerable sense to include a post of National Safety Officer within that office to oversee the proposed White House Summits, the U.S. Council on Internet Safety, the national strategy and to develop and implement the Online Safety Program. This post would pull together the many government efforts currently spread over a half dozen departments and agencies and provide much-needed coherence to the nation's response to this issue.

<sup>24</sup> The Pew Internet and American Life reports upwards of 1 in 3 teens reporting having been harassed online. See: [http://www.pewinternet.org/PPF/r/216/report\\_display.asp](http://www.pewinternet.org/PPF/r/216/report_display.asp)

# Conclusion

There is a considerable amount of effort by government departments, companies and nonprofit groups to develop and deliver first-class educational initiatives across the United States. The range and depth of materials, curricula, audio, video and online tutorials are impressive and constantly growing.

What is lacking is any national coordination and oversight, as well as comprehensive evaluations of what currently exists. Additionally, there needs to be more programs built on solid academic research into actual risks, not research based on private surveys or reactions to (over-hyped) media reports.

We need a new look at online safety and what meta-messages are needed to reach every family in the country – much like the seat belt campaigns or anti-smoking public service announcements of the past. We need leadership at the highest levels of government, and resources allocated to make a real difference in the lives of our children not just to keep them safe, but to build resiliency and wisdom about the choices they make online. We hope that the new U.S. Administration will commit itself early on to this challenging and necessary endeavor.

# Acknowledgments

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I must point out the organizational and writing skills of my FOSI colleagues who have all contributed mightily to this report. Samantha Woolfe, David Miles, Chris Holder, Kim Scardino and Jennifer Hanley all played important and timely parts in the creation, collecting, proofing and editing of this document.

Stephen Balkam, CEO  
Family Online Safety Institute

# Appendix

## List of participating organizations in FOSI Roundtables 2008

AOL	Loopt
Aspen Institute	Microsoft
AT&T	MySpace
British Board of Film Classifications	National Cable and Telecommunications Association
British Telecom	National Center for Missing and Exploited Children
Cable in the Classroom	National Parent Teacher Association
Center for Media Literacy	National Society for the Prevention of Cruelty to Children
Childnet International	Net Family News
Comcast	News Corp.
Commonsense Media	Ning
CompTIA	Ofcom
Consortium for School Networking	Oxford Internet Institute
Consumer Policy Solutions	PBS Frontline
Court Appointed Special Advocates	Progress and Freedom Foundation
Crisp Thinking	Rulespace
Doha International Foundation	Second Life
Enough is Enough	So Protect Me
Essex University	South West Grid for Learning
Facebook	UK Department for Children, Schools, and Families
France Telecom	UK National Coalition for Children's Charities
Google	U.S. Department of Education
GSM Association	U.S. Federal Trade Commission
Harvard Law Center	Verizon
iKeepSafe	Virginia Attorney General's Office
Internet Education Foundation	Vodafone
London School of Economics	Web Wise Kids
	Yahoo!

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## A Note About the Grids

The content of these grids represents our best effort at obtaining and receiving information from each entity listed. It is by no means an exhaustive list of all the activities and programs these organizations are currently undertaking, nor have we been able to include every company, government department and NGO working in this space.

The text, for the most part, is taken from the organizations' own web sites or other materials. By their inclusion, FOSI does not endorse, nor can we verify the accuracy of the descriptions. These grids represent a snapshot of what exists in online safety education efforts as described by the companies, organizations and agencies, in their own words.

This is a living document. It will be regularly updated on our web site, [www.fosi.org](http://www.fosi.org), where additions, corrections and omissions can be rectified. Please visit the site often for updates and new listings.

## U.S. Online Safety Education Initiatives

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Name	Overview
AOL	<p>Since its inception, AOL has been an industry leader in providing parents with the tools necessary to guard their children's online activities. To help parents understand and monitor their children's online experience, AOL provides safety messaging and education coupled with its free Parental Controls .</p> <p>AOL also works with a myriad of groups and organizations ranging from ConnectSafely.org, Enough is Enough, National Children's Advocacy Center, National Center for Missing and Exploited Children, and law enforcement agencies to help protect kids online.</p>

Initiatives	Additional Information
<p>AOL maintains SafetyClicks.com, a safety blog that features articles, videos, and posts designed to support and inform parents as they teach their kids to navigate in the Internet. AOL also provides online safety education in the form of formal presentations and hands on demonstrations at schools, PTA or other organized meetings.</p> <p>AOL provides free training and support to Federal, State and local law enforcement. They offer support services such as a 24-hour dedicated law enforcement hotline for questions and information requests, and provide fact and expert witness testimony on criminal cases involving records obtained from AOL services.</p> <p>AOL provides families with parental controls to help provide a safer online experience. AOL Parental Controls are available free on the Web and include features such as: Pre Set Age Controls for Web Browsing, IM and Email Controls, Time Limits, and Activity Reports. AOL provides content areas for kids and teens. AOL uses industry ratings to program these areas with age-appropriate music, movie clips and video games and other content.</p> <p>AOL-branded services offer a prominent and convenient "Report Abuse" button for consumers to report unacceptable behavior. The Report Abuse mechanism automatically captures text of IM and chat conversations so that they are authenticated and cannot be manipulated prior to sending the report. The information is referred to teams of trained professionals who process consumer complaints on a 24x7 basis.</p> <p>AOL provides a default SafeSearch feature on AOL Search (search.aol.com). This feature automatically filters out sites with explicit content so consumers can get accurate, reliable results with fewer worries about stumbling across any of the "questionable" material on the Web.</p>	<p><a href="http://parentalcontrols.aol.com">http://parentalcontrols.aol.com</a></p> <p><a href="http://SafetyClicks.com">http://SafetyClicks.com</a></p>



Name	Overview	Initiatives	Additional Information
<i>AT&amp;T</i>	<p>AT&amp;T has a long-standing commitment to protecting consumers online and safeguarding their Internet experience. To increase awareness of the importance of Internet safety for parents and youth alike, AT&amp;T offers a full library of supportive Internet safety and security tips, and interactive safety games.</p> <p>As part of its efforts to educate both adults and children about Internet safety, AT&amp;T developed the AT&amp;T Hometown Tour, which visited more than 100 communities nationwide and worked with more than 20,000 students from Connecticut to California on Internet safety lessons, programs, and workshops geared toward elementary-and middle-school-aged students.</p> <p>Last year, AT&amp;T introduced a comprehensive website of parental control information designed to educate and empower parents and their families. AT&amp;T Smart Limits™ brings together into one online portal information that explains all of the parental control features available for the full suite of AT&amp;T services.</p>	<p>AT&amp;T supports the broadcast of a series of national PSAs, which is sponsored by the U.S. Department of Justice, National Center for Missing and Exploited Children (NCMEC) and the Ad Council, designed to educate parents and guardians about measures they can take to better protect their children online, and to instruct teens on how to be smart and maintain safe online relationships. AT&amp;T is committed to working cooperatively with local, state and federal law enforcement in their efforts to protect children online.</p> <p>AT&amp;T is also an active partner of the congressionally mandated NCMEC in its mission as a resource center for child protection and a member of the Internet Content Rating Association. AT&amp;T is a member of the Harvard University Berkman Center Internet Safety Task Force that, in partnership with several industry leaders, is working to develop online safety tools to be used in many industries across many platforms.</p> <p>Currently AT&amp;T works with organizations that promote online safety education and awareness, including Enough is Enough, iKeepSafe Internet Safety Coalition, and the Ad Council's Internet Safety Coalition. In September 2008, AT&amp;T and iKeepSafe launched an online safety educational program with D.A.R.E. officers at schools in various parts of the country, targeting children grades 1-5 as well as parents, teachers, and local community organizations. The program is expected to reach more than 5 million children.</p>	<p><a href="http://www.att.com/gen/general?pid=9123">http://www.att.com/gen/general?pid=9123</a></p> <p><a href="http://www.att.com/safety">http://www.att.com/safety</a></p> <p><a href="http://www.seniornet.org/jsnet/index.php?option=com_content&amp;task=view&amp;id=448&amp;Itemid=20">http://www.seniornet.org/jsnet/index.php?option=com_content&amp;task=view&amp;id=448&amp;Itemid=20</a></p>

Name	Overview	Initiatives	Additional Information
<i>Blue Coat</i>	<p>Blue Coat is a high-technology company with a focus on “Making the Web Safe for Businesses.” Blue Coat builds a Secure Proxy Appliance and related products that medium and large enterprises use to add a fundamentally new layer of Internet security between their employees and the Internet. Blue Coat’s Proxy product line allows filtering out of inappropriate web content.</p> <p>Blue Coat acquired a powerful content filtering technology that forms the core of Blue Coat Web Filter and K9 uses this core technology to provide a URL filtering solution. Blue Coat decided to make K9 Web Protection a consumer product with the goal of helping to provide a “Family-safe Internet.”</p>	<p>BlueCoat’s K9 Web Protection is a free Internet and parental controls filter that gives parents control over their family’s use of the Internet. It enables parents to monitor and control what sites their children access and enables them to block offensive or potentially dangerous sites.</p> <p>K9 Web Protection implements the same enterprise-class web filtering technology used by Blue Coat’s corporate and government customers around the world, wrapped in simple, friendly, reliable software. Blue Coat is sponsoring an Internet Safety Night program through the PTO.</p>	<p><a href="http://www.k9webprotection.com/">http://www.k9webprotection.com/</a></p> <p><a href="http://www.ptoday.com/pennsylvania/">http://www.ptoday.com/pennsylvania/</a></p>

Name	Overview
Comcast	<p>Comcast believes that shared responsibility works best to protect children from exploitation by online predators. Parental controls, customer awareness, and education are essential to combating online child exploitation. Comcast provides technology to ensure secure networks and protect customers. It provides tools from trusted sources to empower and educate customers so that they can explore the Internet in a safe and secure manner.</p> <p>In partnership with McAfee®, Comcast offers security tools to customers at no additional cost — VirusScan, Personal Firewall Plus and Privacy Service — that are easy to download and simple to use. McAfee's Privacy Service includes parental controls that block Web sites according to age-based access levels, filter Web sites for adult images, and limit their child's online activity to pre-set hours. In addition, Comcast's parental controls allow parents to view logs of Web sites that were filtered and blocked by McAfee and can block certain types of personal information from being transmitted over the Internet.</p> <p>In the Security Channel, Comcast encourages parents to get involved in their children's online activities. Comcast provides tips and guidelines to help parents take an active role in their child's online safety. On Comcast.net/security, parents can access information from trusted experts like iKeepSafe, GetNetWise, NetSmartz, WiredKids, and the FTC. In addition, parents can find the latest information on cyber-bullying, social networking and keeping personal information private.</p>

Initiatives	Additional Information
<p>Comcast participates in a number of organizations and work groups to evaluate current industry standards and to help craft new best practices in online consumer safety including iKeepSafe, GetNetWise, WiredKids.org and more. Comcast is a member of the Harvard University Berkman Center Internet Safety Task Force that, in partnership with several industry leaders, is working to develop online safety tools to be used in many industries across many platforms.</p> <p>Comcast participates in online safety education through tips and resources on its web site. In an effort to keep its customers' safe online, Comcast has developed relationships with the following: McAfee, the National Crime Prevention Council, iKeepSafe, Pointsmartclicksafe.org, GetNetWise, WiredKids.org, NCMEC, Netsmartz.org, Stay Safe Online, Microsoft Online Safety, OnGuard Online, Common Sense Media, and the Harvard University Berkman Center.</p>	<p><a href="http://security.comcast.net/get-smart">http://security.comcast.net/get-smart</a></p> <p><a href="http://www.comcast.com">http://www.comcast.com</a></p>

Name	Overview	Initiatives	Additional Information
<i>Cox Communications</i>	<p>Take Charge! is Cox's community outreach campaign to empower parents and care givers to manage their children's access to mass media content. The initiative strives to increase customers' awareness and use of the parental controls and filtering tools already available on their cable and Internet services.</p> <p>Cox has joined forces with children's advocate and TV host John Walsh to educate families nationwide about this vital issue. Providing tools and resources that are easy to understand and implement, Take Charge! helps parents find great educational TV shows and web sites while keeping their families safe from content they find objectionable.</p>	<p>As part of the Take Charge campaign, Cox conducts an annual survey on Internet Safety and an annual Teen Summit on Internet Safety.</p> <p>Cox partners with the National Center for Missing and Exploited Children to conduct the survey and it is fielded to teens in Cox communities. The survey questions are about the online behavior of teens and the risks they may encounter. Cox's annual Teen Summit on Internet safety brings youth from Cox communities to Washington, D.C. to discuss the survey results, where children's advocate, John Walsh is the moderator. After attending the Summit, the teens conduct Hill visits with their congressional representatives to share what they have learned about Internet safety.</p>	<p><a href="http://www.cox.com/takecharge">http://www.cox.com/takecharge</a></p> <p><a href="http://www.safeteensonline.com">http://www.safeteensonline.com</a></p>
<i>Crisp Thinking</i>	<p>Crisp offers products such as NetModerator™ that aims to protect children in social networks and virtual worlds and the Anti-Grooming Engine™ (AGE) tools which protect children online while letting them retain freedom and privacy online but providing alerts to parents when necessary.</p> <p>Net Moderator lets virtual communities enable open chat without compromise to children of all ages. Crisp provides the Real-time Message Filter to block and filter content.</p> <p>Crisp also provides the Engine for Content Analysis which detects inappropriate content and signs of cyber bullying and predatory behavior.</p>	<p>The Crisp Certified Program allows online communities to demonstrate that they take child protection seriously and are taking the best course of action to maintain the highest standard of online safety. Online communities certify that they uphold the program's principles and are given a Crisp "star" badge to display on their homepage. This certifies that the community is using software to enforce its code of conduct and protect children from online predators and bullies.</p> <p>Crisp is a member of the Family Online Safety Institute and the Internet Watch Foundation.</p>	<p><a href="http://www.crispthinking.com/products.htm">http://www.crispthinking.com/products.htm</a></p>



Name	Overview
<i>Disney</i>	<p>Since its inception in 1995, Disney Online has combined the power of the Internet, kids' innate interest in games and a healthy dose of Disney magic to create an interactive destination where kids can explore important Internet safety topics through original games and activities.</p> <p>Upon arrival on the Surf Swell Island Web site, online tourists join Mickey and his friends on a guided educational tour through five primary Island hot spots, all featuring interactive games, quick quizzes, and printables designed to emphasize the importance of surfing the Internet smartly. Once Island visitors have explored the first four Island locales, they receive their official Surf Swell Island "Certificate of Swellness" acknowledging their smart surfing educational achievement. The five Surf Swell Island online locales include (in guided order): The Cliff of Mean Manners; The Virus Caves; No Privacy Beach; Tiki Fun Stuff Village; and The Print Hut.</p> <p>Disney Online has created extensive, original interactive entertainment related to online safety and smart surfing, and championed numerous public education outreach programs.</p>

Initiatives	Additional Information
<p>Disney was an early leader in COPPA implementation and a founding member of GetNetWise, an online resource for families. The company neither accepts nor purchases Internet-based advertising from Web sites that don't post clear policies regarding the collection and use of personal information gathered online.</p> <p>Disney also developed first massively multiplayer online role-playing game (MMORPG) for kids and families featuring two major industry innovations, SpeedChat and Secret Friends, which enable safe communication within the game. Disney supports WiredKids.org, iKeepSafe, GetNetWise, and the Federal Trade Commission.</p>	<p>Surfswell: <a href="http://disney.go.com/surfswell/">http://disney.go.com/surfswell/</a></p> <p>Other Safety Site: <a href="http://corporate.disney.go.com/corporate/cr_safety_security_internet.html">http://corporate.disney.go.com/corporate/cr_safety_security_internet.html</a></p>

Name	Overview
<i>Facebook</i>	<p>Facebook is a social utility that gives people the power to share and makes the world more open and connected. The site has over 100 million active users from around the world, and more than 50 million people use Facebook every day. Facebook's network-based architecture strives to reflect as closely as possible real world social communities. By default, users' profiles are only available to those who share networks with them or have been confirmed as friends.</p> <p>Facebook provides extensive and particular privacy controls that allow users to specify what information they make available and to whom.</p>

Initiatives	Additional Information
<p>Facebook employs a system of peer verification for users who identify themselves as under 18. Users must be 18 or under to join a high school network. By default, minors cannot see the profiles of adults on the same regional network, and vice versa. Adults cannot browse for minors based on profile attributes. Users can report suspicious content or behavior using the report links located throughout the site.</p> <p>Facebook is committed to reviewing all user reports of nudity, pornography, and harassing messages within 24 hours and resolving all email complaints sent to <a href="mailto:abuse@facebook.com">abuse@facebook.com</a> within 72 hours.</p> <p>Facebook has several automated systems to detect anomalous behavior and block or disable the accounts of potential bad actors. Facebook blocks people who try to sign up with a birth date that makes them under 13 and a persistent browser cookie is used to prevent further attempts at sign-up. Users under the age of 18 are shown a safety reminder any time they receive a message from, or begin composing a message to, an adult user with whom they have no mutual friends.</p> <p>Facebook has developed several automated systems to detect and disable fake accounts based on anomalous behavior, and is constantly working to improve these.</p> <p>Facebook disables the accounts of convicted sex offenders and works closely with law enforcement in cases where a minor has been contacted inappropriately, or where a user has committed a crime.</p> <p>Facebook believes that protecting children online is an ongoing battle that requires cooperation among various groups, and are always open to working with outside companies and organizations that have developed smart solutions.</p>	<p><a href="http://www.new.facebook.com/safety/">http://www.new.facebook.com/safety/</a></p>

Name	Overview
Google	<p>Google is committed to providing all Google users with a safe experience, including protecting children on the Internet. Google's approach has three primary elements:</p> <ol style="list-style-type: none"> <li>1) powerful tools to empower families to control their activity online</li> <li>2) cooperation with law enforcement and industry partners to stop illegal content and activity online</li> <li>3) educational efforts to increase awareness about online safety.</li> </ol>

Initiatives	Additional Information
<p>Google has developed its own SafeSearch filter, which used advanced technology to block pornographic and explicit content from search results. Users can customize their SafeSearch settings by clicking on the "Preferences" link to the right of the search box on Google.com.</p> <p>Google cooperates with local and federal child safety investigations, and has a legal team devoted to this effort 24 hours a day, 7 days a week. Google also provides training and technical assistance to law enforcement officials investigating online crimes against children through forums such as the Internet Crimes against Children (ICAC) National Conference and the Virtual Global Taskforce (VGT).</p> <p>Google recently launched an online safety resource, Tips for Online Safety, which offers resources for families on how to use Google safely. Google responds quickly when they discover child pornography and report it to the National Center for Missing and Exploited Children (NCMEC) and appropriate law enforcement authorities.</p> <p>Google is working with coalitions of financial and technology companies and NCMEC to develop new solutions aimed at eradicating child pornography on the Internet. Google has initiated a technology partnership with NCMEC through which Google will donate hardware and software to improve NCMEC's ability to manage incoming reports of child exploitation, increasing the effectiveness of the organization.</p> <p>Google supports organizations including Family Online Safety Institute, ConnectSafely.org, Common Sense Media, iKeepSafe, Net Family News and the Internet Education Foundation's GetNetWise.org project.</p>	<p>Google Education Initiatives:  <a href="http://googleblog.blogspot.com">http://googleblog.blogspot.com</a></p> <p>Google SafeSearch:  <a href="http://www.google.com/safesearch_help.html">http://www.google.com/safesearch_help.html</a></p>

Name	Overview
<i>Loopt</i>	<p>Loopt has created an interoperable and accessible “social mapping” service that is available across multiple carrier networks and supported on over 100 mobile devices. Loopt shows users where their friends are and what they are doing via detailed, interactive maps on their mobile phones. Loopt was designed with user privacy at its core and offers a variety of effective and intuitive privacy controls.</p> <p>Loopt is 100% permission-based, opt-in is received from every subscriber. Loopt provides robust and easy-to-use privacy controls that allow subscribers to manage profile sharing and friendship connections. Subscribers may ‘report abuse’ or ‘block’ other users from further contact with one click.</p> <p>Loopt also offers privacy and safety resources in the form of online FAQs and a “Be Safe Guide” for parents. Loopt’s Terms of Use includes a minimum age requirement, and an age-screening mechanism has been implemented within Loopt’s registration process. Loopt further allows parents or guardians to contact Loopt to terminate accounts of minor subscribers. In addition, subscribers are regularly presented with privacy reminders and notifications to encourage responsible use of the service over the lifetime of their subscription. Loopt customer service representatives anticipate misuse cases and promptly address customer complaints regarding privacy, contact, and content.</p> <p>Finally, cooperation with law enforcement is a critical component of Loopt’s approach to online safety. Loopt has dedicated contact information for law enforcement, a publicly-posted information requests policy, and a reporting account set-up with NCMEC.</p>

Initiatives	Additional Information
<p>Loopt is a member of the Internet Technical Safety Task Force, and Loopt’s policy executives regularly participate in public forums to discuss matters of online safety and privacy.</p> <p>In addition, Loopt is involved with leading mobile, social networking, and online privacy and security organizations such as the Family Online Safety Institute, Cyber Safe California, ConnectSafely.org, Congressional Internet Caucus Advisory Committee, Electronic Frontier Foundation, and the Progress and Freedom Foundation’s Center for Digital Media Freedom. Loopt also works with the Community Concerns division of the California State PTA, which organization serves nearly one million local PTA members in California.</p>	<p><a href="http://loopt.com/security">loopt.com/security</a></p>



Name	Overview
<i>Microsoft</i>	<p>Microsoft provides an educational site intended to help consumers understand both the positive aspects of the Internet as well as how to manage a variety of safety and security issues that exist online.</p> <p>The guidance given on the site is focused on helping consumers understand those issues and how to take steps to prevent or repair their effects. That guidance may include both behavioral, product and technical solutions. Various products will be discussed in order to provide consumers with good decision making guidance.</p> <p>The content presented on the site may originate from corporations and non-profit, media and governmental organizations that focus entirely or in part on Internet safety education, consumer protection and consumer products.</p>

Initiatives	Additional Information
<p>Microsoft uses it's safety website, <a href="http://www.microsoft.com/protect">www.microsoft.com/protect</a> as a hub for spreading online safety information. Microsoft is a sponsor of the iMentor volunteer training program for students, a service provided by iSafe. Microsoft sponsors computer forensic and technical training programs for law enforcement officials in the U.S. and abroad and has compliance officers on hand 24/7 to field law enforcement inquiries.</p> <p>In 2003, Microsoft developed the Child Exploitation Tracking System (CETS), "an open standards based software tool that enables law enforcement to better gather and share evidence of online child exploitation over a secure system based on legal agreements in place. CETS permits investigators to easily import, organize, analyze, share and search information from the point of detection through the investigative phase to arrest and conviction." Microsoft is a member of the Harvard University Berkman Center Internet Safety Task Force that, in partnership with several industry leaders, is working to develop online safety tools to be used in many industries across many platforms.</p> <p>Microsoft supports CyberSmart!, NetMom Approved, iSafe, Net Family News, SafeKids.com, American Academy of Pediatrics, OnGuard Online, NCMEC, PayPal, iKeepSafe, the Internet Safety Coalition, and NetSmartz, and the Harvard University Berkman Center.</p>	<p><a href="http://www.microsoft.com/protect">http://www.microsoft.com/protect</a></p>

Name	Overview
<i>MySpace</i>	<p>MySpace.com ("MySpace"), a unit of Fox Interactive Media Inc. ("FIM"), is a leading lifestyle portal for connecting with friends, discovering popular culture, and making a positive impact on the world.</p> <p>MySpace has made efforts to build a foundation of safety, security, and privacy that encompasses technology development, user education, NGO partnerships, law enforcement support, public policy initiatives, and industry cooperation.</p>

Initiatives	Additional Information
<p>A central component of MySpace's efforts is adopting, as closely as possible, safety features that society follows in the physical world into the online world. More specifically, MySpace takes a comprehensive and holistic approach that involves many elements working in concert.</p> <p>In addition to site specific safety features, MySpace cooperates and collaborates on a daily basis with law enforcement, engages parents while providing them with tools to protect their children, and provides every user with tools to protect themselves and their privacy while providing the ability to easily report inappropriate contact or content.</p> <p>Combined with robust safety education for members, parents, and teachers as well as support of strong online safety legislation, MySpace also partners with outside organizations to promote online safety and education.</p> <p>In addition, MySpace has a robust team dedicated to policy enforcement and content review that works to identify potential problems and takes immediate action when safety and/or security issues occur. In the past two years alone, MySpace has implemented over 100 safety features and initiatives including advanced image and video review, tools to enforce age limits, robust privacy and spam settings, technology to remove registered sex offenders, and the distribution of targeted AMBER Alerts.</p>	<p><a href="http://www.myspace.com/safety">http://www.myspace.com/safety</a></p>

Name	Overview
<i>Ning</i>	<p>Ning (which means “peace” in Chinese) is based in Palo Alto, California, and was founded in October 2004 by former Goldman Sachs investment banker Gina Bianchini together with Netscape and Opsware founder Marc Andreessen to give everyone the opportunity to create their own social networks for anything. Today Ning powers the largest number of social networks on the Internet, with over 650,000 social networks hosted on the Ning platform.</p> <p>The diversity of social networks on Ning is profound, including social networks centered around and created by artists, musicians, athletes, journalists, students, educators, parents, survivors of cancer, autism, firefighters, police officers, alumni and interest groups.</p> <p>Ning offers flexibility and full control over your own social network. As a Network Creator, you choose the focus of your network, the look and feel of your network and can fully customize your own network with your own features (videos, photos, OpenSocial applications, etc.)</p>

Initiatives	Additional Information
<p>Ning is committed to continuing to ensure Ning remains safe and fun for all of our users. Ning is a member of the Board of FOSI and has partnered with ConnectSafely to further Ning’s commitment to the protection of our user’s privacy and the education of kids and parents on how to effectively ensure that kids are staying safe online.</p> <p>Additionally, Ning collaborates with local, state and federal law enforcement agencies in their efforts to protect kids online and is working closely with the National Center for Missing and Exploited Children. Ning has created Law Enforcement Guidelines to enable law enforcement to interact more efficiently with Ning.</p> <p>Ning maintains a safety page which provides resources for parents and kids on how to stay safe and protect their privacy while using Ning. Ning also provides a prominent and convenient “Report an Issue” link on every social network.</p> <p>Ning maintains a team dedicated to policy and safety enforcement and to handle other online emergencies 24 hours a day and takes swift action when safety, privacy or security issues occur.</p> <p>Ning provides several features to allow both network creators and members to protect their privacy and provide for a safer online experience. These features include offering private networks, invitation only networks, the ability to mark certain items in a profile as private, the ability to specify that content that is uploaded by a member to a social network is viewable only by the member or the member’s friends, the ability to approve any comments that appear on your wall, the ability to not allow others to comment on blogs you post, the ability for network creators to ban members from a social network, and the ability for network creators to moderate members.</p>	<p><a href="http://www.ning.com">http://www.ning.com</a></p>

Name	Overview
<i>Privo</i>	<p>Privo is the first and only solutions provider and FTC recognized independent certifier of companies' compliance with the increasingly important Children's Online Privacy Protection Act (COPPA).</p> <p>As one of the leading third party provider of children's identity protection and parental permission management software and services delivered using its PrivoLock™ unique solution suite, Privo addresses the need to create safe, secure online communities for youth audiences and enable client companies to initiate and manage responsible relationships with their online consumers.</p>

Initiatives	Additional Information
<p>Privo is an industry expert with the unique ability to deliver solutions to businesses, parents, and kids that enable all to interact safely online. PrivoLock™ enables companies to create lifetime customer relationships through branded permission-management systems consistent with the Children's Online Privacy Protection Act (COPPA).</p> <p>The Protect My Child Registry™ is a registry service where parents create a parent credential and allow them to manage their children's access to age restricted products and services.</p> <p>All businesses and organizations are responsible for ensuring that the online environment that they create to interact with minor children is compliant with applicable laws and regulations. Privo provides consulting services to advise organizations how to meet these compliance requirements.</p> <p>Additionally, safety assurance and privacy certification services are also provided via Privo's FTC approved safe harbor Privacy Assurance Program Seal as confirmation that the web site has met the guidelines of COPPA.</p> <p>Privo organized a conference focused on the issues and best practices for kids online. A diverse range of stakeholders with an interest in kids' safety online worked collaboratively on understanding and addressing these critical issues and produced a document with the recommendations.</p>	<p><a href="http://www.privo.com/privacy.htm">http://www.privo.com/privacy.htm</a></p>



Name	Overview
<i>Qwest</i>	<p>Qwest offers a variety of high-speed Internet, phone, wireless, and digital television solutions for residential customers, businesses, and government agencies.</p> <p>Qwest's online safety resource, Incredible Internet.com, is designed to provide useful information and tips for people of all ages to use the Internet in a safe, smart, and effective way.</p>
<i>RuleSpace</i>	<p>RuleSpace is the world leader in OEM web categorization services. Its services are used to power Parental Controls and content filtering for ISPs and mobile data providers, as core technology for filtered search, and as a powerful ingredient to Internet advertising.</p> <p>RuleSpace uses proprietary, automated technology as well as a large staff of human editors to categorize web content in over 20 languages. For over 12 years RuleSpace has offered the most comprehensive URL category databases as well as the fastest and most accurate real-time web categorization technologies available.</p>

Initiatives	Additional Information
<p>Qwest has partnered with Dr. Lind Young, Qwest Cyberpsychologist and a spokesperson for Qwest's online safety program. The Incredible Internet website is updated with articles written by Dr. Young detailing different issues that may come up for parents of both children and teens. Qwest also teamed-up with Dr. Nick Yee, a research scientist from the Palo Alto Research Center, to educate parents and children about how to better manage online video-gaming activities.</p> <p>The Incredible Internet website contains downloadable information like parent guides, articles, videos, podcasts and links to other helpful websites to equip families with the best information about various online safety issues.</p> <p>Qwest also partners with the National Center for Missing and Exploited Children (NCMEC) and is working with NCMEC to block access to websites it has identified that contain child pornography.</p> <p>Qwest leads online safety coalitions in several states, through which the company convenes local law enforcement, educators, and other community leaders to educate and help protect families online.</p>	<p><a href="http://www.incredibleinternet.com/online-safety">http://www.incredibleinternet.com/online-safety</a></p>
<p>RuleSpace has partnerships with leading ISPs, mobile operators, social networking companies, corporate security companies, and service delivery firms allowing it to provide its award-winning solutions to over 170 million users worldwide.</p> <p>RuleSpace is a member of the Family Online Safety Institute and the Internet Watch Foundation, and also advises regulatory and government agencies worldwide on the technical issues regarding Internet safety issues.</p>	<p><a href="http://www.rulespace.com">http://www.rulespace.com</a></p>

Name	Overview
<i>Sprint</i>	<p>Sprint offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. With the number of teens and “tweens” accessing the Internet on computers and wireless phones growing to ever greater heights, Sprint recognizes the need to help kids make safer and more informed decisions online.</p> <p>While being connected via the Internet can do much to help enrich their lives, young people also need to be aware of the potential risks associated with Internet use and how to avoid or effectively deal with those situations when they arise. This is why Sprint has created the 4NetSafety program which provides kids and the adults who care for them with tools, resources and information to help ensure that their online experience is a positive one.</p>

Initiatives	Additional Information
<p>Sprint’s 4NetSafety program is intended to open the lines of communication about Internet safety and offers free resources in English and Spanish designed to help teens and tweens understand the impact of the decisions they make online and the potential dangers they face; educate parents and guardians about the online habits of young people and encourage positive dialogue about Internet safety; and help educators implement Internet safety education and keep parents informed of potential problems.</p> <p>Sprint’s 4NetSafety program has developed partnerships with the National Center for Missing and Exploited Children (NCMEC) and the National Education Association Health Information Network (NEA HIN).</p> <p>Youth are directed to NSTeens, a web site designed for young teens and tweens by Internet safety experts at the NetSmartz Workshop, a program of NCMEC. The site models safer online practices through engaging comic-book-style characters, and addresses topics such as social networking, cyberbullying, and gaming.</p> <p>Educators, parents and guardians are also given tools and resources such as safety tips, suggested activities, and discussion ideas to open communication with kids about safer online choices. Adults are directed to bNetS@vvy, a site designed by NEA HIN to give them the resources they need to help young people use Internet technologies safely. bnetS@vvy is packed with stories from teens, parents, educators and experts. It also offers tools and activities to help adults and kids to become more Net savvy -- and safe.</p> <p>4NetSafety is supported through funds raised by Sprint Project Connect, one of the first nationwide wireless phone recycling programs.</p>	<p><a href="http://www.4NetSafety.com">http://www.4NetSafety.com</a></p>

Name	Overview
<i>Symantec</i>	As part of Symantec's commitment to ensuring consumers have confidence in a connected world, the company has developed the Norton Family Online Safety Initiative. This program aims to educate parents and teachers about how they can protect their kids on the Internet. It also aims to teach kids how they can benefit from and enjoy the online world while staying safe and secure.

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Initiatives	Additional Information
<p>In 2007, Symantec appointed Marian Merritt to the position of internet Safety Advocate, a position fully dedicated to raising awareness of Internet safety. Marian brings a decade of experience working in Internet security product development and consults with the Norton product teams to ensure parents' concerns about safety and security in the online world are addressed in Symantec's Norton products. Symantec provides a family-focused web site that offers tips, resources and information on a broad array of cyber security, safety and ethics topics.</p> <p>Symantec offers a free offline educational workbook packed with tips for keeping children safe on the Internet. Available in English and Spanish, the Family Online Safety Guide can be downloaded from the Norton Family Resources Website. Symantec has developed online resources committed to offering tips, tools and information that can be syndicated by community-based organizations, companies, schools, and government sites.</p> <p>Symantec works with a variety of non-profit organizations to fund education and awareness programs on online safety and security. As part of its Family Online Safety Initiative, Symantec recently partnered with iKeepSafe and Miss America on the Norton Connected and Protected Mobile Tour, visiting schools, camps, and community-based organizations throughout the U.S.</p>	<p><a href="http://www.norton.com/familyresources">http://www.norton.com/familyresources</a></p>

Name	Overview
Verizon	<p>Verizon's business is centered on information communications technology and services. The company believes it is its responsibility to be proactive and help customers enjoy a safe experience on the Internet as they enjoy the full benefit of what broadband technology can deliver.</p> <p>Since children's access to information has expanded exponentially with the use of the Internet, Verizon provides strong parental controls at no charge to help parents protect their children when using Verizon's Internet, wireless and FiOS TV services.</p>

Initiatives	Additional Information
<p>In addition to providing customers with robust tools such as parental controls to protect their children online, Verizon also donates both corporate time and resources to engage in numerous activities designed to ensure that children enjoy a safe Internet experience.</p> <p>In conjunction with industry partners, Verizon sponsors research on child exploitation threats through grants to major educational institutions. Verizon was one of the founders of a campaign and website to give Internet users an easy, online resource for information on keeping children safe online.</p> <p>Working with the Family Online Safety Institute, Verizon is involved in an education campaign to raise the level of awareness about content threats in an online world. Through Verizon's work with groups such as the National Center for Missing and Exploited Children, Verizon is helping to develop ways to improve how law enforcement can expedite their investigations of cyber predators.</p> <p>Verizon sponsors town hall meetings throughout the country to bring together leaders from government, business, education and non-profit organizations to consider how to keep children safe online.</p> <p>Verizon has an internal policy of retaining data to aid law enforcement in investigations of crimes against children, and the company has proposed ideas on how to best integrate the abilities of private sector network providers, law enforcement and others.</p>	<p><a href="http://www.responsibility.verizon.com/parentalcontrols">http://www.responsibility.verizon.com/parentalcontrols</a></p> <p><a href="http://www.verizonwireless.com/parentalcontrols">http://www.verizonwireless.com/parentalcontrols</a></p> <p><a href="http://www.parentalcenter.verizon.radialpoint.net">http://www.parentalcenter.verizon.radialpoint.net</a></p>

Name	Overview
<i>Yahoo!</i>	<p>Yahoo! is committed to working to ensure that its users stay safe online. The Yahoo! Safely website is a fun and educational resource developed to help children under 13 form safe and smart Internet habits early in life. Yahoo! Safely aggregates resources from across the Web for children, parents and educators, focusing on the importance of safety, ethics and piracy. The site provides videos, tips and articles, and interactive games compiled from resources such as ikeepsafe.org, netsmartz.org, wiredsafety.org and i-safe.org.</p> <p>Yahoo! Safely also provides detailed guidance to parent on safe practices for using Yahoo!'s products.</p> <p>Yahoo! Kids (formally Yahoo!igans!) is the oldest and most comprehensive web portal for kids ages 7-12. All content hosted on Yahoo! Kids has been vetted for safety and appropriateness by a trained editorial team.</p>

Initiatives	Additional Information
<p>Yahoo! supports i-SAFE's iMentor program for 5-12 year old and WiredSafety's Teen Angels student volunteer program for 13-18 year olds. Yahoo! is a member of the Harvard University Berkman Center Internet Safety Task Force that, in partnership with several industry leaders, is working to develop online safety tools to be used in many industries across many platforms.</p> <p>Yahoo! has a compliance team in place to handle online emergencies 24 hours a day and provides training and assistance to law enforcement officials. Yahoo! created a "Law Enforcement Compliance Manual" to ensure that law enforcement officials know how Yahoo! can assist them in online investigations.</p> <p>Yahoo! also provides assistance through the Internet Crimes Against Children (ICAC) task forces, the American Prosecutors Research Institute, and the newly launched Financial Coalition Against Child Porn.</p> <p>In addition, Yahoo! often gives safe surfing presentations to local middle schools in the San Francisco bay area. Yahoo! supports NetSmartz, Teen Angels, WiredSafety.org, WiredKids.org, iKeepSafe.org, Connect Safely, the American Prosecutors Research Institute, the Financial Coalition Against Child Porn, the Harvard University Berkman Center(NCMEC), and iSafe.</p>	<p>Main Web Sites For Kids, Teenagers and Parents: <a href="http://safely.yahoo.com/">http://safely.yahoo.com/</a></p> <p>Yahoo! Kids: <a href="http://kids.yahoo.com">http://kids.yahoo.com</a></p> <p>Additional Resource for Parents: <a href="http://info.yahoo.com/safety/">http://info.yahoo.com/safety/</a></p>



Name	Overview
<i>Alliance for Community Media</i>	The Alliance for Community Media is committed to assuring everyone's access to electronic media.
<i>American Library Association</i>	By providing guidance for libraries in developing and implementing policies to ensure the highest quality library and information services, ALA also takes an active role in educating parents and the public about the Internet through its website and through participation in joint initiatives such as GetNetWise. ALA includes a variety of resources which may be used by librarians to learn about certain aspects of online safety.
<i>Center for Safe and Responsible Internet Use</i>	The Center for Safe and Responsible Internet Use provides research and outreach services to address issues of the safe and responsible use of the Internet. The Center provides guidance to parents, educators, librarians, policy-makers, and others regarding effective strategies to assist young people in gaining the knowledge, skills, motivation, and self-control to use the Internet and other information technologies in a safe and responsible manner.

Initiatives	Additional Information
The Alliance for Community Media advances this goal through public education, a progressive legislative and regulatory agenda, coalition building, and grassroots organizing.	<a href="http://www.ourchannels.org/">http://www.ourchannels.org/</a>
The Libraries and the Internet ToolKit encourages librarians to take steps in managing the Internet and educating their public about how to use it effectively. ALA encourages all libraries to implement policies that protect both children and public access to information and to take an active role in educating their communities about this important resource. The responsibility lies with the individual librarians to carry out the practices of the toolkit. Material can be printed from Web sites and distributed.	<p>Great Web Sites for Kids:  <a href="http://www.ala.org/greatsites">http://www.ala.org/greatsites</a></p> <p>Libraries and the Internet ToolKit:  <a href="http://www.ala.org/ala/oif/iftoolkits/litoolkit/librariesinternet.htm">http://www.ala.org/ala/oif/iftoolkits/litoolkit/librariesinternet.htm</a></p> <p>Web 2.0 and Libraries:  <a href="http://wikis.ala.org/yalsa/index.php/Web_2.0_%26_Libraries">http://wikis.ala.org/yalsa/index.php/Web_2.0_%26_Libraries</a></p>
The Center's site offers informational resources for educators and other professionals. A specific section of the site specifically focuses on the challenge of cyberbullying. Nancy Willard, executive director of the Center for Safe and Responsible Internet Use, is the author of <i>Cyberbullying and Cyberthreats: Responding to the Challenge of Online Social Aggression, Threats, and Distress</i> (Research Press). New resources include narrated slide presentations available for parent workshops and professional development addressing cyberbullying and youth risk online issues.	<a href="http://csriu.org">http://csriu.org</a>

Name	Overview
<i>ChatDanger.com</i>	The Chat danger website has been created to inform young people about the potential dangers and ways of keeping safe in interactive areas online, such as chatrooms, instant messenger, online games and email, and also via mobile phones. The aim of the site is to inform and empower users of these services, so they can use these services safely, and not at all to discourage people from using these services.
<i>The Children's Partnership</i>	The Children's Partnership is a national, nonprofit child advocacy organization located in California and Washington, D.C. The Children's Partnership's mission includes ensuring that all children and families benefit from the advances of technology to improve their health, education and access to opportunity.
<i>Common Sense Media</i>	<p>Common Sense Media is dedicated to improving the media and entertainment lives of kids and families.</p> <p>As a non-partisan, not-for-profit organization, they provide trustworthy information and tools, as well as an independent forum, so that families can have a choice and a voice about the media they consume.</p>

Initiatives	Additional Information
ChatDanger.com is affiliated with Childnet International. The Chatdanger website also provides links to helplines and other websites with Internet safety reports and resources.	<a href="http://www.chatdanger.com/">http://www.chatdanger.com/</a>
The Children's Partnership is launching a major new initiative called School2Home. This initiative provides home computing devices and broadband to low-income students attending one of California's 539 underperforming middle schools (about 500,000 students) and will work with schools to help integrate technology into teaching, learning, and engaging with parents. A part of this program is an Online Safety program for children and parents.	<a href="http://www.childrenspartnership.org">http://www.childrenspartnership.org</a>
Common Sense Media works in many ways to foster online safety and smarts, including partnering with NCTA, Cable in the Classroom, and iKeepSafe to host the recent Point Smart Click Safe Summit, and launching the new Common Sense Schools program, which provides free parent media education resources for elementary and middle schools.	<a href="http://www.commonsensemedia.org/">http://www.commonsensemedia.org/</a>

Name	Overview
<i>Connect With Kids</i>	Founded in 1998, CWK Network, Inc. produces the Emmy® award-winning Connect with Kids television series – 10 programs each year, targeted to parents about the issues kids face everyday. These inspiring half-hour specials feature real kids sharing their true stories, broadcast on 60 television stations throughout the country — ABC, NBC, CBS and FOX affiliates – reaching 65 percent of U.S. households. Stations air the Connect with Kids programs in quality timeslots, which the programs often win in audience viewership.
<i>ConnectSafely</i>	ConnectSafely.org is a nonprofit public service for parents, teens, educators, advocates-everyone interested in the impact of social media and technology on youth. Co-directed by Anne Collier and Larry Magid, authors of MySpace Unraveled: A Parent's Guide to Teen Social Networking, the site is designed the help give teens and parents a voice in the important public discussion about technology and youth.
<i>Consortium for School Networking</i>	The Consortium for School Networking (CoSN) is a premier voice for K-12 education leaders who use technology strategically to improve teaching and learning. CoSN provides products and services to support leadership development, advocacy, coalition building, and awareness of emerging technologies.

Initiatives	Additional Information
Connect With Kids has more than 120 multimedia programs with curriculum for elementary, middle, and high school students - and their parents. The largest school districts in the country are successfully using CWK programs in classrooms and parent groups.	<a href="http://www.connectwithkids.com">http://www.connectwithkids.com</a>
ConnectSafely.org provides an interactive forum for people to “talk” about safety on the social Web 24/7 and resources such as tips for safe social networking, video-sharing, and mobile phone use; advice for parents; the latest kid-tech news; commentaries from online-safety experts; and downloadables for events.	<a href="http://connectsafely.org">http://connectsafely.org</a>
CoSN supports Cyber Security for the Digital District which provides information to schools to help leaders understand the issues in managing Internet content.	<a href="http://www.cosn.org/">http://www.cosn.org/</a> <a href="http://www.securedistrict.org/safewired/index.cfm">http://www.securedistrict.org/safewired/index.cfm</a>

Name	Overview
<i>CyberAngels</i>	CyberAngels is one of the oldest and most respected online safety education programs in the world. The program has expanded to become a virtual learning community – earning a prominent position among online safety education providers. CyberAngels is volunteer organization including a cyber crime unit and legal experts. Volunteers all over the world work with law enforcement in various countries.
<i>CyberSmart!</i>	CyberSmart! helps educators gain the 21st Century Skills needed to safely harness the Internet's potential — promoting students' creative inquiry, collaboration and critical thinking. CyberSmart! is built on the simple notion that using the Internet safely, effectively, responsibly and securely is a 21st Century core competency that can and must be taught. CyberSmart offers facilitated online professional development, free student curriculum and a free educators toolbar. CyberSmart addresses safety and security issues within the broader objective of helping educators and students acquire 21st Century skills, rather than only alert educators and students to the dangers of the Internet. CyberSmart directly addresses all safety and security issues within the larger purpose of paving the way for teachers and students to harness the Internet's potential to foster creative inquiry, collaboration and critical thinking – the hallmarks students today need to be successful learners and workers in our digital world.

Initiatives	Additional Information
CyberAngels has joined forces with a seasoned provider of quality online in-service training seminars for educators, Monmouth-Ocean Educational Services Commission, <a href="http://www.moesc.org">www.moesc.org</a> , an agency of the NJ Department of Education, to produce Web-based multimedia educational programs on a student safety issues. The first product of this venture is a two-hour program designed to raise awareness and involve the school community in protecting students from bullying, cyberbullying, and gangs. CyberAngels is currently working on a grant to provide materials to schools in New York State. Material, such as an Internet safety pamphlet, is available online. The site includes a PSA that can be downloaded and shared.	<a href="http://www.cyberangels.org">http://www.cyberangels.org</a>
CyberSmart! offers free student curriculum and fee based online professional development. Each month more than 62,000 pdfs are downloaded, then copied and used in schools. Providing educators with the 21st Century skills they need, CyberSmart! online facilitated workshops permit the safe and effective use of digital content and web 2.0 tools in the classroom. The CyberSmart! Free Educators' Toolbar is a timesaving tool to get ready-reference support for research, lesson planning, professional connections, and other quality resources. Free materials include: printable posters mapped to curricula lessons and letters to families to encourage parental support and involvement. CyberSmart! also provides five free 30 second videos, produced by high school students to stimulate discussion.	<a href="http://www.cybersmart.org">http://www.cybersmart.org</a>

Name	Overview
<i>Enough Is Enough</i>	<p>Enough is Enough (EIE), a non-partisan, 501(c)(3) non-profit organization, emerged in 1994 as the national leader on the front lines of efforts to make the Internet safer for children and families. Since then, EIE has pioneered efforts to confront online pornography, child pornography, child stalking, sexual predation and other forms of online victimization through employing a three-pronged, preventative approach to: 1) raise public awareness of the threat of illegal pornography and sexual predation on the Internet in order to empower and equip parents and other child caregivers to implement safety measures; 2) encourage the technology industry to implement viable technological solutions and family-friendly corporate policy to reduce this threat; 3) promote legal solutions by calling for aggressive enforcement of existing laws and enactment of new laws to stop the sexual exploitation and victimization of children using the Internet.</p> <p>EIE operates three interconnected websites serving as a clearinghouse for Internet safety, victim assistance resources and EIE program resources. In addition, the websites are designed to promote and provide prevention awareness and to empower parents to implement safety measures needed to protect children from online dangers.</p>

Initiatives	Additional Information
<p>EIE's Internet safety programs target community organizations, industry, faith-based organizations, not-for-profit groups, and government agencies. EIE distributes information, training, and resources through multi-sector affiliation partnerships, speaking engagements, direct distribution (via web, media, and special events). In September 2005, EIE received support from the Office of Juvenile Justice and Delinquency Prevention, U.S. Department of Justice, and other partners to begin a new program - Internet Safety 101: Empowering Parents - to educate and empower parents, guardians and other adult caregivers to implement Internet safety rules and software tools and provide communities with information and resources to support local actions to markedly increase the safety of children online. Internet Safety 101 is currently being piloted in Virginia and will be launched nationally in 2009.</p> <p>EIE presents a united front in the effort to promote Internet safety by partnering with key organizations dedicated to making the Internet a safer place for children and families. These partnerships include industry, program distribution, corporate, foundation, and government partners.</p>	<p><a href="http://www.enough.org">http://www.enough.org</a></p> <p><a href="http://www.protectkids.com/">http://www.protectkids.com/</a></p> <p><a href="http://www.InternetSafety101.org">http://www.InternetSafety101.org</a></p>

Name	Overview
<i>Family Education Network</i>	The Family Education Network has a page that compiles different articles written about Internet safety. The Family Education Network also has an online safety pledge for parents to give to their children. The site is geared towards parents.
<i>GetNetWise/ Internet Education Foundation</i>	GetNetWise is a user empowerment campaign and Web site designed to give Internet users a user-friendly, easy-to-find, online resource that can be found on popular entry points to the Internet, as well as on many of the most popular Web sites. GetNetWise is a public service supported by Internet industry corporations and public interest organizations to help ensure that Internet users have safe, constructive, and educational online experiences. The GetNetWise coalition wants Internet users to easily obtain the resources they need to make informed decisions about use of the Internet. GetNetWise is a project of the Internet Education Foundation. GetNetWise 2.0 offers tips, tutorials and other interactive tools to show users how to create a safe, secure and positive online environment.

Initiatives	Additional Information
	<a href="http://life.familyeducation.com/">http://life.familyeducation.com/</a>
GetNetWise publishes a monthly newsletter, GetNetWise-News, including details of new and updated tools (for child safety, privacy and cybersecurity, and spam-fighting). The newsletter also informs readers when new instructional videos are available to help teach more about the existing programs.	<a href="http://kids.getnetwise.org">http://kids.getnetwise.org</a>



Name	Overview
<i>iKeepSafe Internet Safety Coalition</i>	The Internet Keep Safe Coalition (iKeepSafe) is a broad partnership of governors and/or first spouses, attorneys general, public health and education professionals, law enforcement, and industry leaders working together for the health and safety of youth online. iKeepSafe uses these unique partnerships to disseminate safety resources to families worldwide. iKeepSafe's mission is to give parents, educators, and policymakers the information and tools that empower them to teach children the safe and healthy use of technology and the Internet. iKeepSafe educational resources teach children of all ages in a positive, age-appropriate way, the basic rules of Internet safety, ethics, and the healthy use of connected technologies. iKeepSafe is a registered 501(c)3, non-profit organization founded by Jacalyn S. Leavitt, former First Lady of Utah (1993-2003).

Initiatives	Additional Information
Resources for Youth K-12 in schools nationwide: Books, tutorials, video games, and traveling exhibits on topics of basic Internet safety, cyber-bullying, social networking, ethics and social responsibility.	<a href="http://www.ikeepsafe.org">http://www.ikeepsafe.org</a>
Resources for Parents: Online Parent Resource Center at <a href="http://www.ikeepsafe.org">www.ikeepsafe.org</a> with easy-to-understand tutorials and videos, the latest Hot-Topics, a current Safety Digest, Family Fun Lessons, Blog at <a href="http://www.ikeepsafe.blogspot.com/">www.ikeepsafe.blogspot.com/</a> and eStore with safety-related products.	
Resources for Educators: Downloadable Faux Paw® Series curricula and supplemental materials (Grades 1-5) and Student Voices curriculum for middle and high school levels.	
Resources for Community Groups: Elementary, middle, and high school, and parent presentations on Internet safety basics, social networking and online harassment, with new topics in development.	
Customized Presentations: Multi-media presentations for safety campaigns for policy makers (e.g., governors, attorneys general, and law enforcement).	
Corporate Consulting Services (Global): Development of regionally targeted, product-specific Internet safety campaigns linked to policy initiatives that include associated media events, HR campaigns with employee training and employee community volunteer components.	

Name	Overview
<i>i-SAFE</i>	Founded in 1998 and active in all 50 states, i-SAFE is a nonprofit corporation whose mission is to educate and empower students, parents, seniors, and community members to safely and responsibly take control of their Internet experiences. i-SAFE provides knowledge that will enable them to recognize and avoid dangerous, destructive, or unlawful online behavior, and to respond appropriately. This is accomplished through dynamic K through 12 curriculum and community-outreach programs for students, parents, law enforcement, and community leaders. i-SAFE is the only Internet safety organization to combine these elements.
<i>Kaiser Family Foundation</i>	The Kaiser Family Foundation website provides copies of the Kaiser Family Foundation's studies about kids and teenagers and various topics regarding their use of the Internet.

Initiatives	Additional Information
i-SAFE provides age-appropriate K-12 curriculum to schools in all 50 states free of charge. The curriculum is a dynamic interactive program designed to educate and empower students. Each lesson includes Activity Pages and Discussion for the class. The high school curriculum is a video Webcast hosted by teens on either VHS or DVD format. The i-SAFE Inc. Community Outreach initiative extends Internet safety awareness beyond the classroom by bringing students, parents, school and community leaders, and others together to spread this knowledge throughout the entire community.	<a href="http://www.isafe.org">http://www.isafe.org</a>  <a href="http://ilearn.isafe.org">http://ilearn.isafe.org</a>  <a href="http://vta.isafe.org">http://vta.isafe.org</a>  <a href="http://international.isafe.org">http://international.isafe.org</a>
i-SAFE's youth empowerment campaign mobilizes students to get involved and take action. i-SAFE trains students as i-Mentors and equips them with the tools to teach others how to protect themselves online. i-SAFE helps educate parents about hazards in cyberspace, and gives them opportunities to spread this valuable information within their communities. i-SAFE works with educators to inform parents and community members about the importance of Internet safety for all cyber citizens. i-SAFE seeks to work with these leaders by lending resources and volunteering time.	<a href="http://xblock.isafe.org">http://xblock.isafe.org</a>  <a href="http://www.idrivetvonline.com">http://www.idrivetvonline.com</a>
The Kaiser Family Foundation hosted the launch of the Family Online Safety Institute.	<a href="http://www.kff.org">http://www.kff.org</a>

Name	Overview
<i>National Cable &amp; Telecommunications Association</i>	The National Cable and Telecommunications Association(NCTA) is the principal trade association of the cable television industry. Cable in the Classroom (CIC) is the cable industry's educational foundation, providing complimentary multichannel video and broadband Internet services to the nation's schools. NCTA and CIC are longtime advocates of online safety and Internet literacy for children so they can enjoy a safe and fulfilling Internet experience. This commitment has led to a comprehensive Internet safety and media literacy initiative called PointSmartClickSafe.
<i>National Crime Prevention Council</i>	The National Crime Prevention Council's mission is to be the nation's leader in helping people keep themselves, their families, and their communities safe from crime.

Initiatives	Additional Information
<p>PointSmartClickSafe has included creation of a the instructional website PointSmartClickSafe.org, the staging of a national online safety summit with key online safety advocates, active partnerships with civic and community organizations and other non-profits, and the convening of a blue ribbon group of online safety and media literacy experts to recommend a set of best practices to industry and Internet providers.</p> <p>Under the leadership of NCTA and CIC, cable industry companies have committed to "Cable's Online Safety Code of Conduct," pledging to offer free parental controls to subscribers; provide educational resources for parents and children to better understand how they can manage their Internet experience and make good choices about their online activities; participate in consumer education partnerships with key educational and community groups; and, in conformity with all legal requirements, cooperate with law enforcement to help prevent, police and prosecute criminal activity online.</p>	<p><a href="http://www.pointsmartclicksafe.org/">http://www.pointsmartclicksafe.org/</a></p>
Current campaigns include "Internet Safety," "Cyber Bullying" and "Take a Bite out of Cyber Crime." Webinars are available for teens to learn about a variety of online safety subjects.	<a href="http://www.ncpc.org">http://www.ncpc.org</a>

Name	Overview
<i>National Cyber Security Alliance</i>	The National Cyber Security Alliance collaborates with the government, corporate, non-profit, and academic sectors to create a culture of cyber security and safety awareness by providing the knowledge and tools necessary to prevent cyber crime and attacks.
<i>National PTA</i>	The PTA focuses on helping parents connect with their children and the new technology they are using. As the nation's largest volunteer parent organization, PTA comprises more than 5 million members, including parents, students, educators, school administrators, and business and community leaders. With more than 25,000 local units, PTA flourishes in all 50 states, the District of Columbia, the U.S. Virgin Islands, and Department of Defense schools in Europe and the Pacific. PTA offers a variety of programs to help parents, students, and communities succeed.
<i>National School Boards Association</i>	The National School Boards Association is a not-for-profit federation of state associations of school boards across the United States. NSBA represents the nation's 95,000 school board members that govern 14,890 local school districts serving more than 47 million public school students. In August 2007, NSBA announced the results of a study exploring the online behaviors of U.S. teens and 'tweens, shows that 96 percent of students with online access use social networking technologies. The report concludes with recommendations for schools to familiarize themselves with social networking.

Initiatives	Additional Information
The National Cyber Security Alliance use its website to spread online safety information. This website gives the information needed for computer security. The site offers practices on how to safeguard computer systems, a self-guided cyber security test, educational materials and other Internet resources, as well as valuable information from their supporting organizations.	<a href="http://www.staysafeonline.org">http://www.staysafeonline.org</a>
The National PTA has downloadable information to help parents learn and teach online safety. The PTA's main information contains a Parents Guide to Video Games, Parental Controls and Online Safety, which gives parents information on how to keep all the online sources in their homes safe for children to use.	<a href="http://www.pta.org">http://www.pta.org</a>
The report was distributed among superintendents; it is largely up to the individual school districts to determine policy regarding online usage and social networking. Materials can be printed from the National School Boards Association's website and distributed.	<a href="http://www.safetyclicks.com/">http://www.safetyclicks.com/</a> <a href="http://www.nsba.org/site/pdf.asp?TP=/site/docs/41400/41340.pdf">http://www.nsba.org/site/pdf.asp?TP=/site/docs/41400/41340.pdf</a>

Name	Overview
<i>Net Family News</i>	NetFamilyNews.org is a nonprofit public news service for parents, educators, and everyone else interested in young people's constructive use of the Internet and digital media. Founded in 1999 and available via email, blog, and RSS feed, it's the journal of record for Internet-safety and kid-tech issues, with subscribers in more than 50 countries.
<i>NetSmartz/National Center For Missing and Exploited Children</i>	NetSmartz® Workshop is an educational program of the National Center for Missing & Exploited Children® that creates age-appropriate activities to help teach children how to be safer while online and in the real world. Parents and guardians, educators, and law enforcement who want to understand more about the Internet and the possible risks children face online can learn dynamic ways to teach personal safety by visiting <a href="http://www.NetSmartz.org">www.NetSmartz.org</a> . Anyone can access innovative tools such as animated videos, safety pledges, and classroom activities at no cost.

Initiatives	Additional Information
	<a href="http://www.netfamilynews.org/">http://www.netfamilynews.org/</a>
In order to educate, engage, and empower elementary, middle and high school students, and parents and communities, the NetSmartz Workshop has tailored interactive, Internet safety presentations for each of these groups. NetSmartz's Internet safety presentation for parents and communities can be used to educate them about the risks to children online and include statistics, resources, and tips to help them communicate with their families. The middle and high school student presentation encourages tweens and teens to examine their online behavior and take steps to prevent the victimization of themselves and others. The interactive assemblies for younger children alert them to possible online risks and teach them how to avoid those risks with basic rules for online safety.	<a href="http://www.netsmartz.org">http://www.netsmartz.org</a>
NetSmartz trains law enforcement entities, state offices, attorneys general, local and district school boards, and educators throughout the U.S. to integrate the NetSmartz program into schools and communities as part of their outreach efforts. To reach larger audiences, NetSmartz frequently conducts presentations and trainings at national law-enforcement and educator conferences.	

Name	Overview
<i>StopTextBully.com</i>	StopTextBully.com aims to educate its readers about the bullying that occurs using technology. Instead of being segmented by audience, the website is broken down by means of bullying.
<i>TechMission</i>	TechMission is a Christian non-profit service organization which focuses on technology. Their website, SafeFamilies.org provides online safety information for parents.

Initiatives	Additional Information
StopTextBully.com is affiliated with the National Children's Home.	<a href="http://www.stoptextbully.com">http://www.stoptextbully.com</a>
TechMission provides free Internet filtering software for families, offers guidelines for social networking websites, and provides Internet safety resources and pledges for families.	<a href="http://www.safefamilies.org">http://www.safefamilies.org</a>



## Name

## Overview

### *Web Wise Kids*

Web Wise Kids is a national 501(c)3 nonprofit organization based in Southern California. Since 2000, Web Wise Kids has been committed to preventing online child victimization by providing innovative and effective tools to assist youth to stay safe online. Web Wise Kids offers fun, challenging and interactive simulations based on real-life criminal cases—MISSING, Mirror Image and Airdogs. Each program has been designed specifically for use with young people in classrooms and computer labs and is easy to use and flexible with classroom schedules (special versions of the programs are also available for home use).

Web Wise Kids programs succeed at getting the message across without “another lecture.” They offer a special learning program sponsored in part by the United States Department of Justice and designed just for parents called Wired With Wisdom®. This easy-to-navigate program features stories, video clips and fun activities to teach and reinforce safety concepts, and introduces real issues to users in a practical and convenient way and offers proven solutions.

### *The Wireless Foundation*

Founded in 1991 by members of CTIA-The Wireless Association, The Wireless Foundation offers programs that harness the power of wireless technology to help keep American communities safe.

## Initiatives

## Additional Information

Thanks to the help of a vast team of community partners (including teachers, law enforcement officers and community youth leaders) millions of children have benefited from Web Wise Kids programs. Printed student guides accompany the videos and are available online for downloading. They offer challenging and realistic computerized games that have been specially designed to reach young people with the information they need to use the Internet safely. Each of the games reinforces different Internet safety strategies. They can be used together or independently.

[http:// www.webwisekids.org](http://www.webwisekids.org)

Wireless AMBER Alerts allows wireless customers to sign up to receive free text message alerts when a child is abducted in their area. Get Wise About Wireless has educated over five million middle school students on the safe and responsible use of wireless technology. The Wireless Online Safety information available on The Wireless Foundation website helps parents talk to their kids about the responsibilities that come with using wireless technology.

<http://www.wirelessfoundation.org>

Name	Overview
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*Working to Halt  
Online Abuse  
(WHOA)  
-Kid/Teen division*

WHOA has a Kids and Teens division to educate the Internet community about online bullying, harassment and stalking, to empower victims of the same, and to formulate voluntary policies that systems administrators can adopt in order to create harassment-free environments. WHOA-KTD fully supports the right to free speech both online and off, but asserts that free speech is not protected when it involves threats to the emotional or physical safety of anyone. WHOA-KTD further asserts that online harassment is about power in a community: a power structure that has tended to accept or ignore harassment rather than actively seek to cease it.

Initiatives	Additional Information
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In addition to providing links to resources about online safety issues, Working to Halt Online Abuse also employs volunteers who work directly with people experiencing online harassment.

<http://www.haltabusektd.org>

## Federal Examples

Name	Overview
<i>Department of Commerce, National Telecommunications and Information Administration</i>	<p>The National Telecommunications and Information Administration (NTIA) supports a broad flow of information and content over the Internet, but recognizes the concerns of consumers regarding on-line pornography and other material that parents may deem harmful or inappropriate for children. With respect to inappropriate content, the U.S. supports an industry-led, self-regulatory approach reinforced by enhanced consumer awareness and the widespread availability of consumer empowerment technology.</p> <p>The Children's Internet Protection Act of 2000 directs NTIA to evaluate whether currently available technology-protection measures adequately address the needs of educational institutions and to make recommendations to Congress on how to foster the development of measures that meet such needs. NTIA must also evaluate the development and effectiveness of local Internet safety policies currently in operation after community input.</p>
<i>Department of Education</i>	The Department of Education website offers a collection of links to information about Internet safety.

## Initiatives

## Additional Information

On its website, NTIA provides examples of private sector initiatives and links to resources for Internet safety tips. Also, NTIA oversees "kids.us" a safe space for kids on the Internet. The kids.us domain provides a trusted online forum for children 13 and under.

[http://www.ntia.doc.gov/opadhome/opad\\_ic.html](http://www.ntia.doc.gov/opadhome/opad_ic.html)

<http://www.kids.us/>

Web site visitors can access the Office of Educational Technology page and follow the corresponding links for information about Internet safety.

<http://www.ed.gov/about/offices/list/os/technology/safety.html>

## Federal Examples

Name	Overview
<i>Department of Justice</i>	The Computer Crime & Intellectual Property Section of the DOJ's website offers a thorough overview of "Cyberethics" - the code of safe and responsible behavior applying to online communities and citizens, as well as guidance and resources for teachers, parents and children on how to develop good cyberethics. There are also sections on the site devoted to reporting cybercrimes and training opportunities for federal government personnel. The Department of Justice launched Project Safe Childhood in 2006.
<i>Federal Bureau of Investigation</i>	The FBI's site offers a guide for parents that helps them understand the "complexities of on-line child exploitation." The site also publishes a special page for children in kindergarten through 5th grade that offers simple safety tips for kids to remember while they are online at home or at school.

## Initiatives

## Additional Information

The U.S. Department of Justice offers tips and links to federal reports for parents and educators, and offers a sample lesson plan outline and exercises for teachers of grades K-8. On the Cyberethics for Kids page, children are presented with guidelines and rules for safety in cyber space.

<http://www.usdoj.gov/criminal/cybercrime/cyberethics.htm>

<http://www.projectsafchildhood.gov/>

The U.S. Department of Justice, Office of Juvenile Justice and Delinquency Prevention created and funds the Internet Crimes Against Children Task Force to help State and local law enforcement agencies enhance their investigative response to offenders who use the Internet, online communications systems, or other computer technology to exploit children.

The United States Attorneys' Office leads Project Safe Childhood. Project Safe Childhood channels federal, state, and local resources to apprehend and prosecute individuals who exploit children via the Internet.

The Parents Guide offers information for guardians such as the warning signs that a child may be at-risk online, what to do to minimize the chances of a child being exploited online, steps for reporting on-line offenders, FAQs and helpful definitions. Internet safety tips for children, including guidelines for giving out personal information and what to do if feeling threatened by someone online, are located on the FBI's Kids Page.

<http://www.fbi.gov/publications/pguide/pguidee.htm>

## Federal Examples

Name	Overview
<i>Federal Communications Commission</i>	The Federal Communications Commission (FCC) is involved with Internet Safety related to the Children's Internet Protection Act (CIPA.) Under CIPA, the FCC issued rules requiring schools or libraries that receive funding for Internet access through the E-rate program to certify that they have Internet safety policies and technology protection measures to block or filter Internet access.
<i>Federal Trade Commission</i>	The FTC maintains OnGuardOnline.gov. OnGuard Online provides tips from the federal government and the technology industry on different kinds of internet safety issues, including social networking, phishing, identity theft, spyware, wireless usage and P2P file sharing. KidzPrivacy is an FTC Web site dedicated to educating kids, parents and teachers on online safety.

## Initiatives

## Additional Information

FCC Commissioner Jonathan Adelstein has proposed that the FCC needs to examine existing blocking technologies, called for a national media literacy campaign, and suggested a summit to explore online safety and media issues impacting children. Commissioner Adelstein's discussion of his proposals is available at [http://www.youtube.com/watch?v=dHj0zf\\_2WSk](http://www.youtube.com/watch?v=dHj0zf_2WSk).

FCC Commissioner Deborah Taylor Tate has discussed the importance of online safety initiatives at industry events. Commissioner Tate has spoken at FOSI conferences and at the PointSmartClickSafe Internet Safety Summit. Commissioner Tate advocates using E-rate program rules to educate children about online behavior.

Information, tips and guidelines for parents, teachers and kids are all available through OnGuardOnline, as well as full text of the FTC's "How to Protect Kids' Privacy Online." The OnGuard Online web site provides practical tips from the federal government and the technology industry to help you be on guard against Internet fraud, secure your computer, and protect your personal information. Education is offered through interactive Flash quizzes and videos.

<http://www.onguardonline.gov>

<http://www.ftc.gov/kidzprivacy/>

## State Examples

Name	Overview
<i>California</i>	In 2006, California Governor Arnold Schwarzenegger hosted a Cyber Safety Summit. As a result, the California Department of Consumer Affairs works with the California Coalition for Children's Internet Safety to promote online safety. The Coalition includes business and education leaders, parent groups, law enforcement, government agencies, and community nonprofit organizations. The mission of the Coalition is to foster collaboration between stakeholders and experts in addressing the need to protect our children in the online world.
<i>Connecticut</i>	The State of Connecticut provides the Connecticut Internet Crimes Against Children Task Force. Connecticut is also involved in the Internet Safety Technical Task Force. The Attorney General of Connecticut, Richard Blumenthal, provides information and resources for parents to use to learn about social networking websites.

## Initiatives

## Additional Information

The California Coalition for Children's Internet Safety (CCCIS) develops policies and pursues efforts to ensure safety for children using the Internet. The California Department of Consumer Affairs works with CCCIS to develop public service announcements, educational material, and conduct outreach activities about the safe use of the Internet.

<http://www.cybersafety.ca.gov/>  
[http://www.dca.ca.gov/consumer/kids/kids\\_inetsafety.shtml](http://www.dca.ca.gov/consumer/kids/kids_inetsafety.shtml)

The Attorney General of Connecticut, Richard Blumenthal, is co-chair of a national task force of the Attorneys General from 49 states and the District of Columbia. This task force works with social networking websites, including MySpace and Facebook, to improve age and identity verification.

<http://www.ct.gov/cybersafe>  
<http://www.ct.gov/dps>  
<http://www.ct.gov/ag>



## State Examples

Name	Overview
<i>North Carolina</i>	<p>North Carolina Attorney General Roy Cooper's office has created an Internet safety program to educate parents, guardians and teachers on the threat of Internet predators and other online dangers. This program allows parents and educators to access educational materials, including tips, guidelines, and the Internet Safety Video &amp; Resource Guide.</p> <p>The North Carolina Attorney General also pushed to create a special computer forensics unit in the State Bureau of Investigation to give law enforcement hi-tech expertise needed to track criminals who use the Internet to prey on children.</p>

Initiatives	Additional Information
<p>Parents, guardians and teachers visiting the North Carolina Attorney General's web site can watch the video and read resources, which are updated to include information on social networking, blogging and photo sharing sites. The resource guide brochure contains explanations and statistics on how predators use the Internet to locate potential victims, practical tips and advice for parents to keep their children safe while online and images that show parents what instant messaging interfaces look like, complete with translations of the shorthand that children use in these environments, such as BRB (be right back) and POS (parent over shoulder).</p> <p>The guide is also meant to be practical and includes a guideline and template for creating a set of family rules for Internet use along with a section for notes in the back. Members of the Attorney General's staff also present Internet education and safety programs to groups of North Carolina parents on request, which include videos and handouts on social networking, monitoring and filtering software and other web safety resources. The resource guide and video are also available offline by request.</p>	<p><a href="http://www.ncdoj.com/children/pc_about.jsp">http://www.ncdoj.com/children/pc_about.jsp</a></p>

## State Examples

Name	Overview
<i>New Hampshire</i>	<p>The New Hampshire Attorney General's New Hampshire Cyber Crime Initiative brings together law enforcement officers from local, county, state, and federal law enforcement agencies with training and support from the University of New Hampshire's Justice Works and the Police Standards and Training Council.</p> <p>Attorney General Ayotte is leading this law enforcement effort to ensure that those who prey on children through the internet are detected and prosecuted. A list of safety practices for parents to follow when they know their kids are online are included as part of the "Internet Safety Message" on the New Hampshire Department of Justice website.</p>
<i>Texas</i>	<p>In 2007, The Governor of Texas signed legislation requiring Internet safety education and awareness in Texas schools. In response to these bills, the Texas Education Agency now provides a list of Internet safety resources for school districts.</p> <p>The website for the Attorney General of Texas, Greg Abbott, provides information and resources on cyber safety. The resources provided by the Texas Attorney General include tips for parents, safety videos, and a Cyber Safety Town Hall Meeting. Attorney General Abbott recently proposed a plan that would restrict sex offenders from social networking sites and would require sex offenders to register their online identities including e-mail.</p>

Initiatives	Additional Information
<p>Over the last year, the New Hampshire Attorney General, Kelly Ayotte, and her staff have given presentations to parents, teens and schools (by request) across New Hampshire on Internet safety, averaging 4 presentations per week. The presentations can be viewed on the Connect With Your Kids site, and should be available on DVD in 3-6 months. Internet safety brochures for parents and teens were also distributed to NH schools through the NH DOJ, and are also available on the site.</p> <p>In the near future, the Attorney General and her staff will be collaborating with Microsoft on an Internet Safety Poster Contest, where kids are encouraged to draw posters depicting the importance of online safety.</p>	<p><a href="http://doj.nh.gov/special_interest.html#safe">http://doj.nh.gov/special_interest.html#safe</a></p> <p><a href="http://www.connectwithyourkids.org">http://www.connectwithyourkids.org</a></p>
<p>The Texas Attorney General, Greg Abbott, conducts interactive town hall meetings on Internet Safety issues. In addition, the Texas Attorney General formed an Internet Bureau to track online predators and educate law enforcement officers about cyber crime.</p>	<p><a href="http://www.tea.state.tx.us/imet/intersafe/index.html">http://www.tea.state.tx.us/imet/intersafe/index.html</a></p> <p><a href="http://www.oag.state.tx.us/criminal/cybersafety.shtml">http://www.oag.state.tx.us/criminal/cybersafety.shtml</a></p>

## State Examples

Name	Overview
<i>Virginia</i>	The Virginia Attorney General, Bob McDonnell's website provides information to educate parents on the signs a child may be at risk and preventative measures that can be taken to ensure children do not fall victim to internet predators. There is also an Internet safety guide for teens, Question and Answer information on P2P File Sharing, and safe surfing information for children. Virginia is the first state in the country to require public schools to teach Internet safety as a part of the curriculum. The Virginia Department of Education developed and produced "Guidelines and Resources for Internet Safety in Schools," now in its 2nd edition.

Initiatives	Additional Information
<p>In addition to the information presented online through the Virginia Attorney General's web site, members of the Attorney General McDonnell's staff frequently travel to schools in VA to give presentations to students on the importance of online safety. The office also distributes Faux Paws books to younger students.</p> <p>Attorney General McDonnell recently concluded a contest for middle and high school students in VA, where the students were asked to submit 30 second PSAs on Internet safety. The winner of the contest will have their PSA aired on TV. The VA Attorney General's office also has plans to develop a DVD compilation on Internet safety issues, which will be targeted at and distributed to parents and guardians.</p> <p>The purpose of the Virginia Department of Education's web page on Internet safety guidelines is to provide educators with the Department's guidelines and related resources to implement legislation approved by the 2006 General Assembly and signed by Governor Kaine, which requires public schools to integrate Internet safety education into the school's curriculum. The guidelines document is available in PDF format for printing and duplication as needed in school divisions. In addition, the Department will be issuing companion documents relating to the integration of Internet safety with curriculum and instruction.</p>	<p><a href="http://www.oag.state.va.us/KEY_ISSUES/FAMILY_INTERNET/index.html">http://www.oag.state.va.us/KEY_ISSUES/FAMILY_INTERNET/index.html</a></p> <p><a href="http://www.doe.virginia.gov/VDOE/Technology/OET/internet-safety-guidelines.shtml">http://www.doe.virginia.gov/VDOE/Technology/OET/internet-safety-guidelines.shtml</a></p>