



LET'S TALK ABOUT OUR KIDS AND THEIR SMARTPHONES

CHOOSING A DIFFERENT PATH FOR YOUR FAMILY

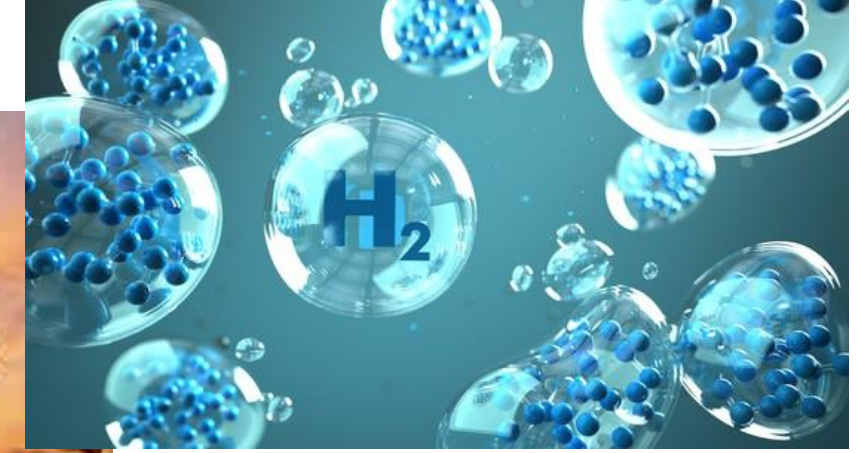
Hello

I'M

JEWELIER



SMARTPHONE FREE CHILDHOOD

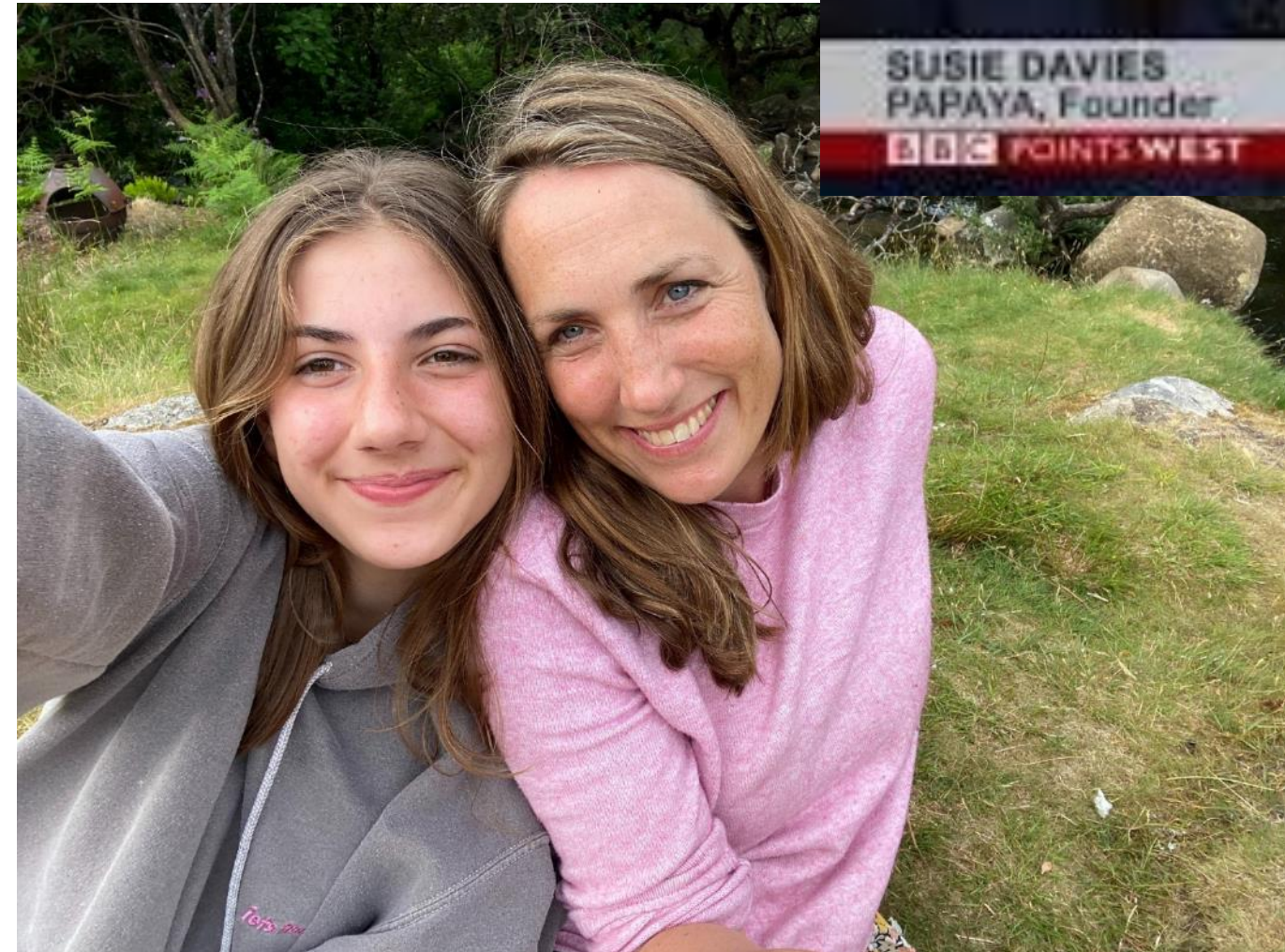


PAPAYA



Parents Against Phone Addiction in Young Adolescents

Dr Susie Davies
Bristol GP
Founded PAPAAYA in 2018



THREE THINGS

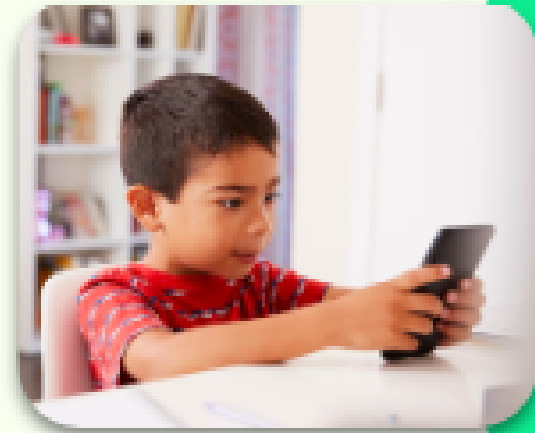
**I'M NOT HERE TO
TELL YOU WHAT
TO DO**

**IT'S NOT JUST
SMARTPHONES**

**AND CAUSATION IS
HARD TO PROVE**

How much is too much?

THE NUMBERS



25%

of 5-7 year olds
in the UK own their
own smartphone

89%

of 12 year-olds
in the UK own their
own smartphone



SOURCE: OFCOM Children and Parents: Media Use and Attitudes April 24

SCREENTIME

The average UK 12-year-old spends
3 hrs 48 mins a day online.

That's **26.6 hours** a week.

58 days a year.

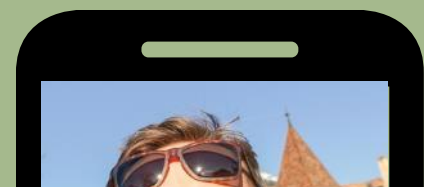
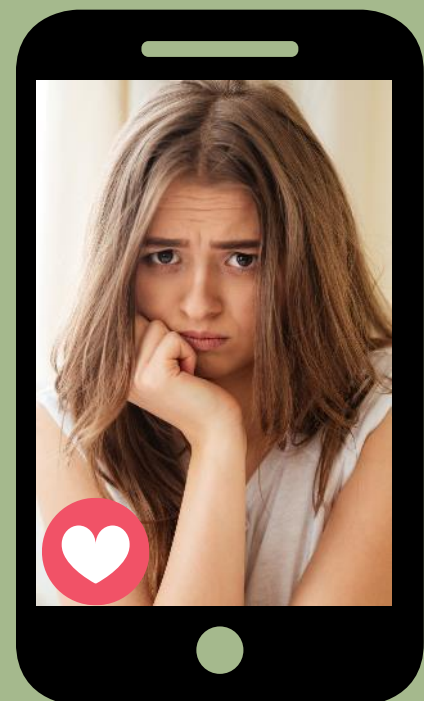
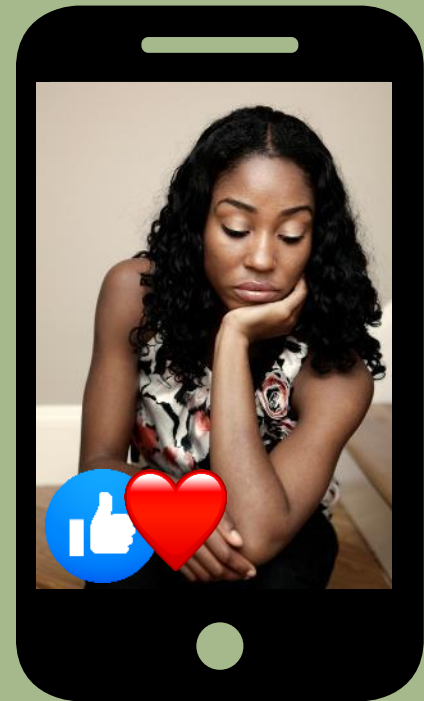
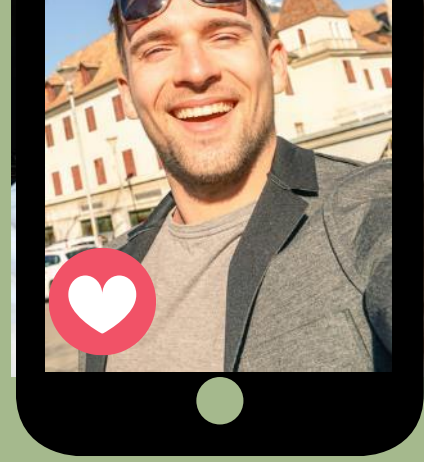
11 years over a lifetime.



PERSUASIVE TECH

Smart technology taps into our dopamine reward pathway making us all vulnerable to overconsumption.

So powerful is persuasive tech that it has been described as being akin to involuntary hypnosis.





▶ Dopamine is released during a reward which provides a learning signal to the brain.

▶ The greater the 'unexpected' reward the greater the learning signal.

▶ The motivational aspect of dopamine means that it can motivate us to do things that are good for us as well as those that are not.

TIMELINE

Facebook founded 2002

First iPhone 2007

App Store 2008, **Google play** 2012

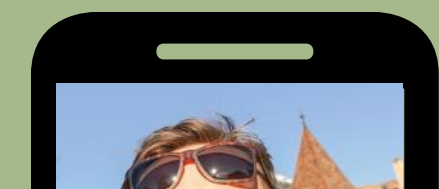
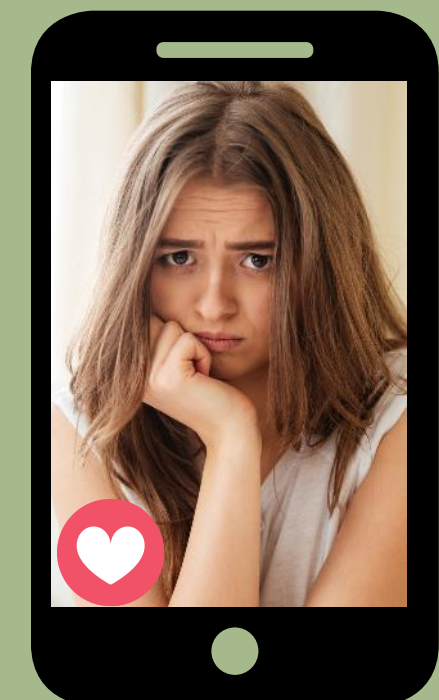
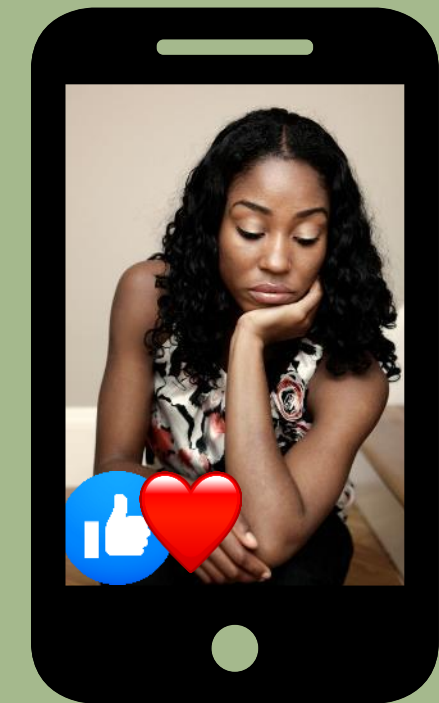
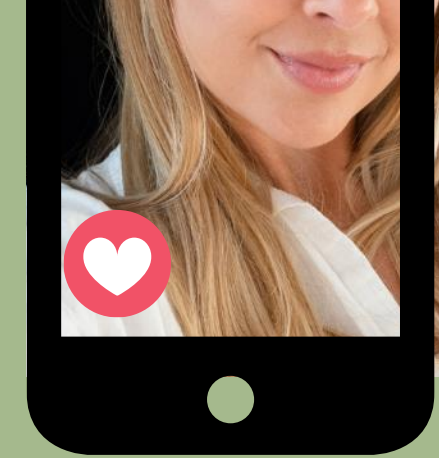
Like button and algorithmically created news feeds on Facebook 2009

Retweet on twitter 2009

Push notifications 2009

Front-facing cameras 2010

'selfie' Oxford Dictionary word of the year 2013





Children with **Problematic Smartphone Usage (PSU)**

are **twice** as likely to experience **anxiety** and **three** times as likely to experience **depression** compared to children without PSU

King's College London, 2024

Self-Harm Episodes, U.K. Teens

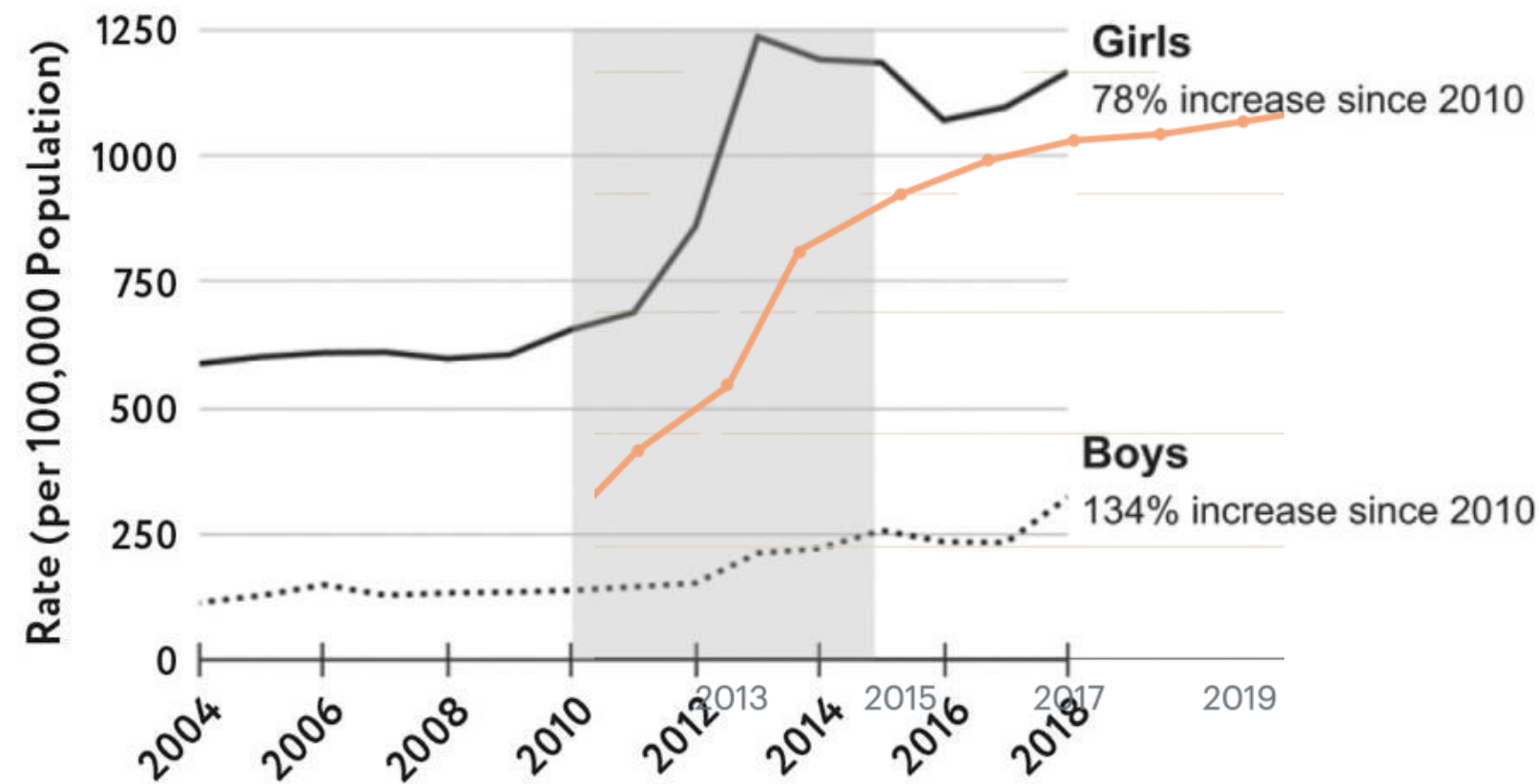


Figure 1.9. U.K. teens' (ages 13–16) self-harm episodes. (Source: Cybulski et al., 2021, drawing from two databases of anonymized British medical records.)⁵¹

MENTAL HEALTH

According to NHS data in the past decade childhood outdoor accidents have reduced 70% but **self-harm has increased 93%.**

Depression by Level of Social Media Use, U.K.

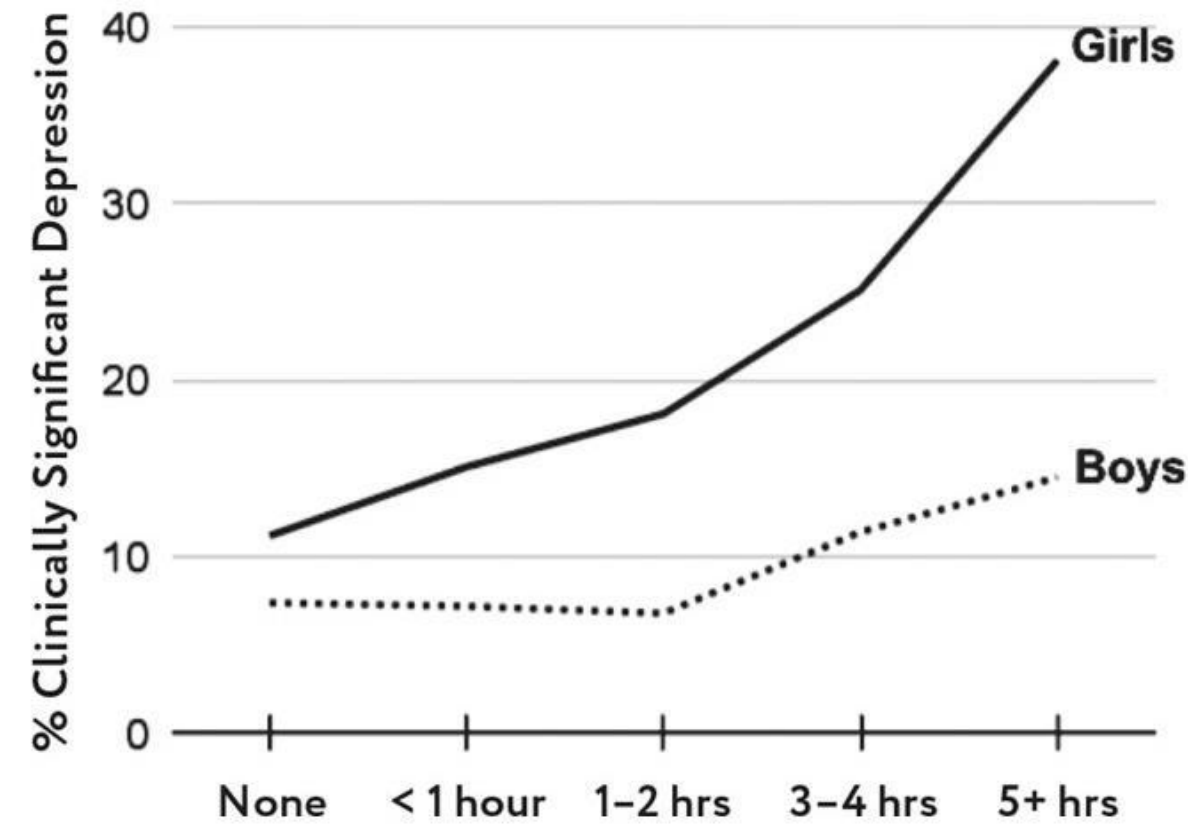


Figure 6.2. Percent of U.K. teens depressed as a function of hours per weekday on social media. Teens who are heavy users of social media are more depressed than light users and nonusers, and this is especially true for girls.

(Source: Millennium Cohort Study.)¹¹



WHY?

- ▶ Online comparison
- ▶ Self-esteem
- ▶ Social isolation and loneliness
- ▶ Cyberbullying, grooming, inappropriate content
- ▶ Opportunity costs

Satisfied with Oneself

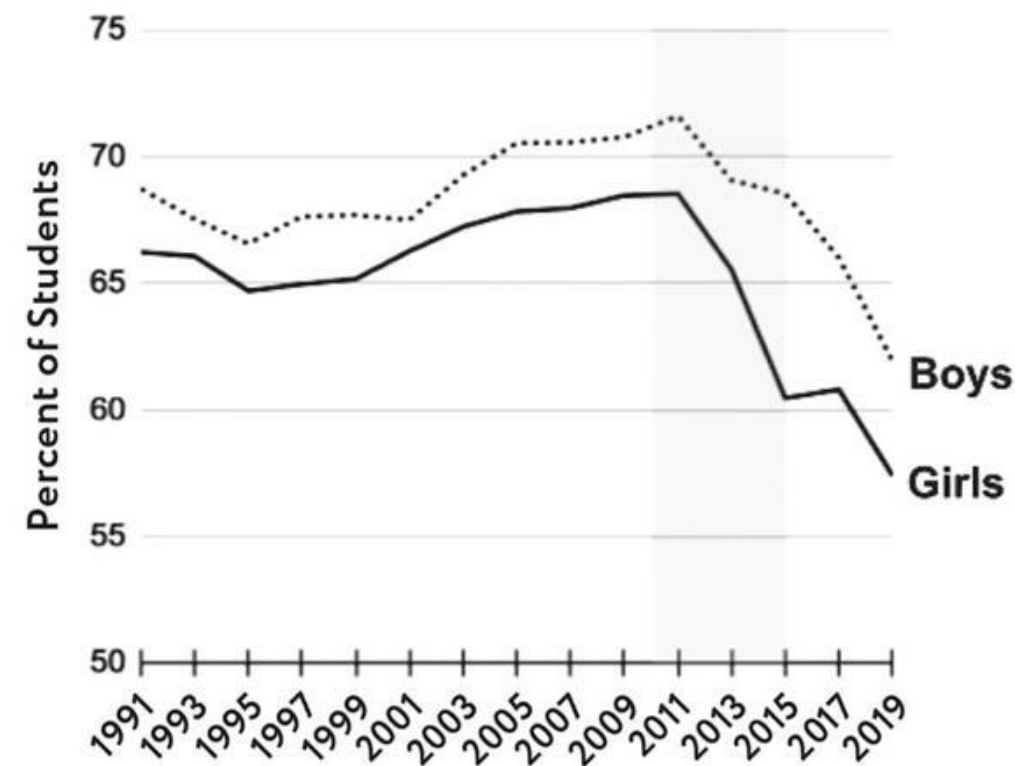


Figure 6.5. The sociometer plunge of 2012. Percent of U.S. students (8th, 10th, and 12th grade) who said they were satisfied with themselves. (Source: Monitoring the Future.)



Young people are comparing their real selves with other peoples' curated images and highlight reels.

LONELINESS

16-24-year-olds are the **loneliest** group in society and the more friends you had on Facebook the more likely you were to feel lonely.

All in mind, BBC radio 4 loneliness survey,
Oct 2018





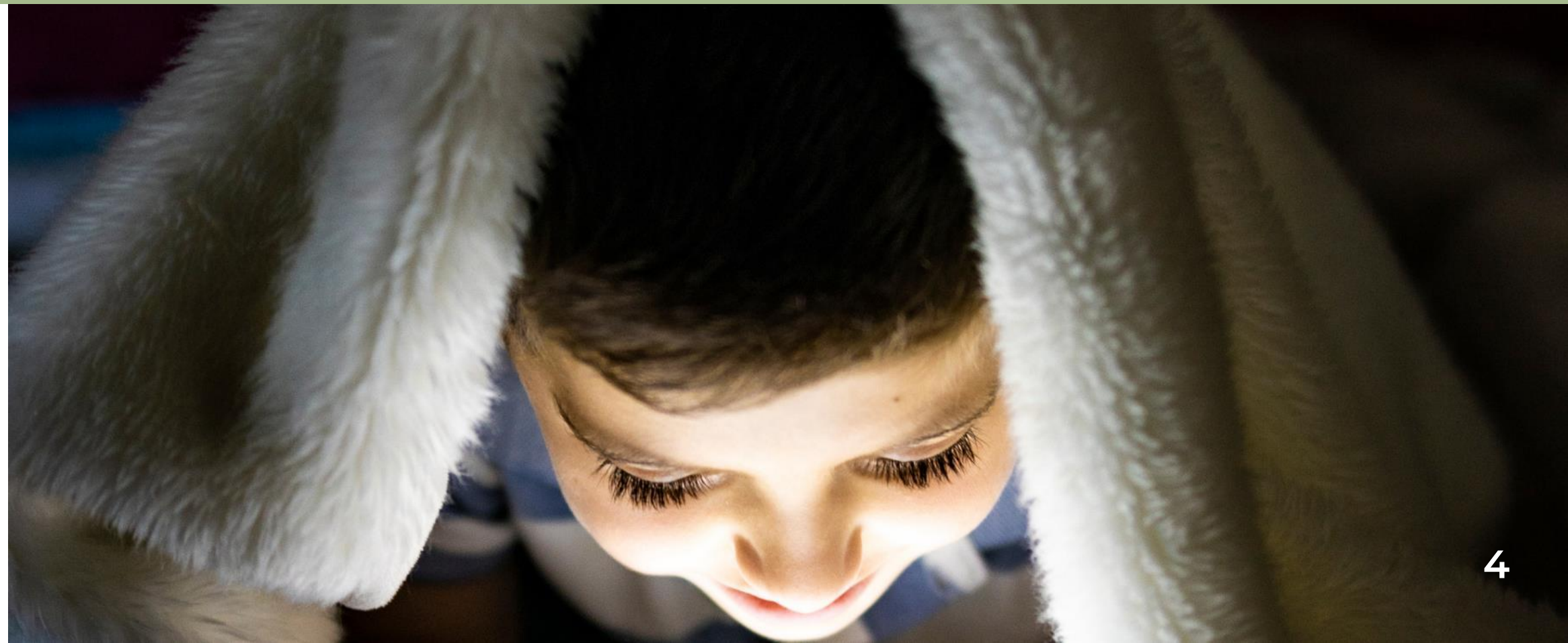
94% of children are exposed to
porn by **14**.

Middlesex University report for NSPCC and the children's
Commissioner

WHAT ARE THEY SEEING?

The **average** first
exposure to porn is **12**.

Rothman, E. F. (2021). Pornography and
public health. Oxford University Press



The impact of porn?

“Data on female rape victims disclosed by 31 of the 43 police forces in England and Wales show that 1,458 girls aged 14 reported a rape to the police in 2023-24, more than any other age group.”

Telegraph, 24 September 2024

17:03 54%

telegraph.co.uk/news/20

UK NEWS WEBSITE OF THE YEAR 2024

The Telegraph

News Sport Business Money Opin

See all News

14-year-old girls report rape more than any other age group

Men who pose the biggest threat to women to be targeted in new crackdown

Yvette Cooper (front left), Home Secretary, and Jess Phillips

WHAT ARE THEY SEEING?

The Children's Commissioner Rachel de Souza spoke to a class of 15-year-olds:

75% had seen a beheading video

THE TIKTOK EXPERIMENT



- ▶ Dummy accounts set up for 13-year-old girls
- ▶ Content about suicide shown within 3 minutes.
- ▶ Content about self-harm shown within 8 minutes.
- ▶ “Vulnerable” profiles received 12 times as much explicit content.

SLEEP

Pre-teens lose the equivalent of a **night's sleep** per week to social media.

73% of teenagers take their phone to bed with them.



A young girl with dark hair and a sad expression is looking down at a teal tablet. She is wearing a light blue button-down shirt. The background is blurred.

**1 in 5 are bullied
online**

CYBERBULLYING & MENTAL HEALTH

Of those bullied:

70% were adversely affected

24% self harm

22% change their own
appearance

13 % delete the app

Online bullying in England and Wales - Office for
National Statistics (ons.gov.uk), 2020

Ditch the label, The Wireless report , 2017

GAMING



▶ Three-quarters of UK 5- to 15-year-olds played games online in 2021.

▶ 3-4% of gamers develop gaming disorder

EAT

SLEEP



REPEAT

- ▶ Reward
- ▶ Purpose
- ▶ Social connection

Gaming can result in **x100** the dopamine you get from the real world.

Overtime, you can develop dopamine tolerance making it harder to enjoy real life.

EAT

SLEEP



REPEAT

You need to game more to get the same response and changes in the brain pathways make it harder to stop.

Over time, you can develop **gaming disorder**. This is when a gamer can't stop despite trying, has lost interest in other hobbies, and experiences negative impacts on their life due to gaming.

THE OPPORTUNITY COSTS

- ▶ Children spend twice as long looking at screens as playing outside.
- ▶ $\frac{3}{4}$ of UK children spend less time outdoors than prison inmates.



**WE HAVE OVERPROTECTED
OUR CHILDREN IN THE REAL
WORLD WHILE
UNDERPROTECTING THEM
ONLINE**

Jonathan Haidt



SOLUTIONS

WHAT CAN WE DO?

TOP TIPS



▶ If you can, consider delaying the smart phone for as long as possible.

▶ If your child does have a phone, focus on healthy boundaries and staying safe online.

YOUNGER ADOLESCENTS



*Everyone else
in my class
has a
phone.....*

- ▶ **Delay the smart phone**
Or consider a smart phone without the internet or a basic phone.
- ▶ **Talk to other parents**
This is your superpower!
Just because your child says everyone else has x doesn't mean they do.
- ▶ **Model good habits**
Parents relationship with their phone and keeping channels of communication open is key.

Everyone else in my child's class has a phone...

This is why this movement is SO important. We can change the culture.

We're living apart and my child needs a smartphone to communicate...

Children can communicate with each parent on a simple phone and use an iPad for video calls if required.

But my child needs a smartphone for train tickets and bus tickets....

You can still buy tickets in person.

I need a smartphone to track my child...

You can use an air tag (or similar) to track your child. New phones are here / coming!

Can't we just use a stripped back iPhone with parental controls?

You can, but parental control settings are easy to bypass.

“But it’s not fair if Poppy doesn’t get a smartphone at 10 like her brother Harry did”.



TALKING TO YOUR CHILD ABOUT DELAYING THE FIRST PHONE

- 1) Listen to your child and validate their feelings.
- 2) It's not never; it's just not yet.
- 3) Just because everyone else has something it doesn't mean it's the best thing for you.



Basic phones
allow your child to
connect with
others via text
and calls. New
models coming
soon.





▶ **Google Pixel / Samsung Plus**

Now available in UK

Xplora®

hmd.

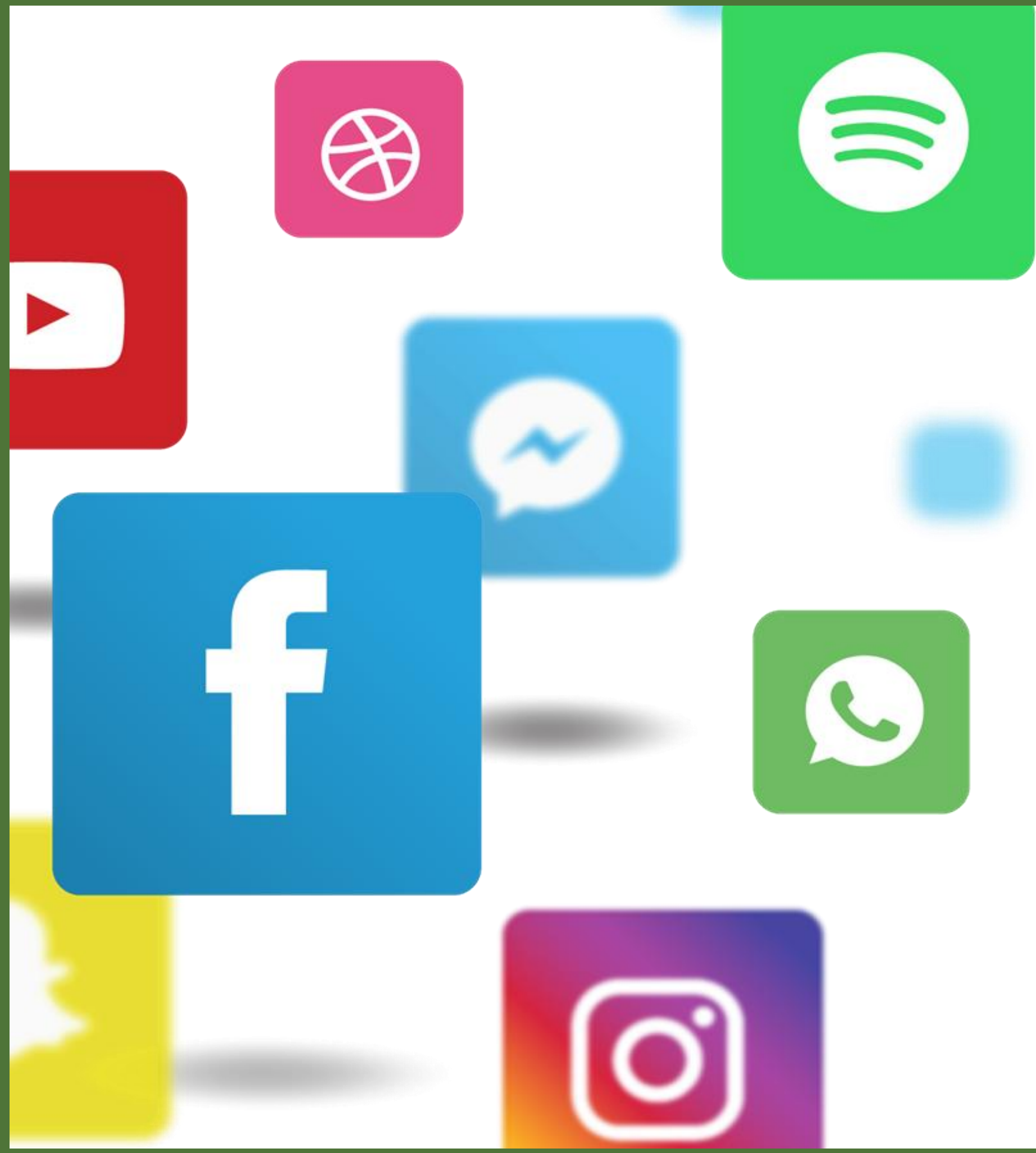
The Home of Nokia Phones



▶ **Fusion X1**

Announced this month, available in May

NEW PHONES!



AGE APPROPRIATE APPS

What is the age limit for social media apps?



- ▶ **Set screentime limits**
Set up limits on apps and downtime. Encourage do-not-disturb mode or use the Forest app.
- ▶ **Reduce distraction**
Try a flip cover, delete or hide apps, turn your phone off when not using or keep it out of sight.
- ▶ **Create screen-free spaces**
E.g. no phones at meal-times or in bedrooms at night, no multi-screening.

TOP TIPS FOR SMART PHONES

YOUNG PEOPLE KNOW THE COST

67%

of 16-18 year olds
think smartphones
are harmful

Parentkind poll, 2024

1 in 5

of 16-18 year olds
have felt "life is not
worth living" due to
social media

Parentkind poll, 2024

50%

of teens say they are
"addicted" to social
media

Millennium Cohort Study, 2024

PARENTS KNOW THE REALITY

94%

of primary school
parents think
smartphones
are harmful

Parentkind nationwide poll of 2,496
people, April 24

70%

of parents believe
smartphones
negatives impact
family life

HMD poll of 10,000 parents, June 24

33%

of parents of children
with smartphones have
cried over their child's
phone obsession

HMD poll of 10,000 parents, June 24

PARENT POWER



The more of you that decide something, whether that's delaying or which apps to allow, the easier it becomes.

When a minority group pushing change was below 25% of the total group, its efforts failed. **But when the committed minority reached 25%**, there was an abrupt change in the group dynamic, and very quickly the majority of the population adopted the new norm.

National (UK)

133,021

CHILDREN

13,419

SCHOOLS



REGION

PACTS

Surrey ↗	7936
Hertfordshire ↗	6961
Scotland ↗	6069
Hampshire ↗	5643
London, South West ↗	5092
London, North ↗	4556
London, South East ↗	4497
Kent ↗	4308
East Sussex ↗	3815
West Sussex ↗	3678
Oxfordshire ↗	3603
London, East ↗	3600
Wales ↗	3436
Essex ↗	3423
Devon ↗	3102

Surrey

8,126

CHILDREN

393

SCHOOLS

SCHOOL NAME

PACTS

South Farnham School, Farnham ↗	261
St Peter's CE Primary School, Wrecclesham ↗	213
Potters Gate CE Primary School, Farnham ↗	198
St Polycarp's RC Primary School, Farnham ↗	188
St Thomas of Canterbury RC Primary School, Merrow ↗	180
St Anne's RC Primary School, Banstead ↗	154
Greenfield School, Woking ↗	129
St Lawrence CE Junior School, East Molesey ↗	128
Claygate Primary School, Claygate ↗	126
St George's College, Weybridge ↗	122
St Martin's Schools, Epsom ↗	122
Auriol Junior School and The Mead Infant and Nursery School ↗	111
Cleves School, Weybridge ↗	109
Holy Trinity CE Junior School, Guildford ↗	108
Not yet at school ↗	105
The Chandler CE Junior School, Witley ↗	105
Cobham Free School, Cobham ↗	98
Beacon Hill Community Primary School, Hindhead ↗	97

Horsell CE Junior School, Horsell

45

CHILDREN

[Sign the Pact](#) 🗨️

[Share the Pact](#) 🔗

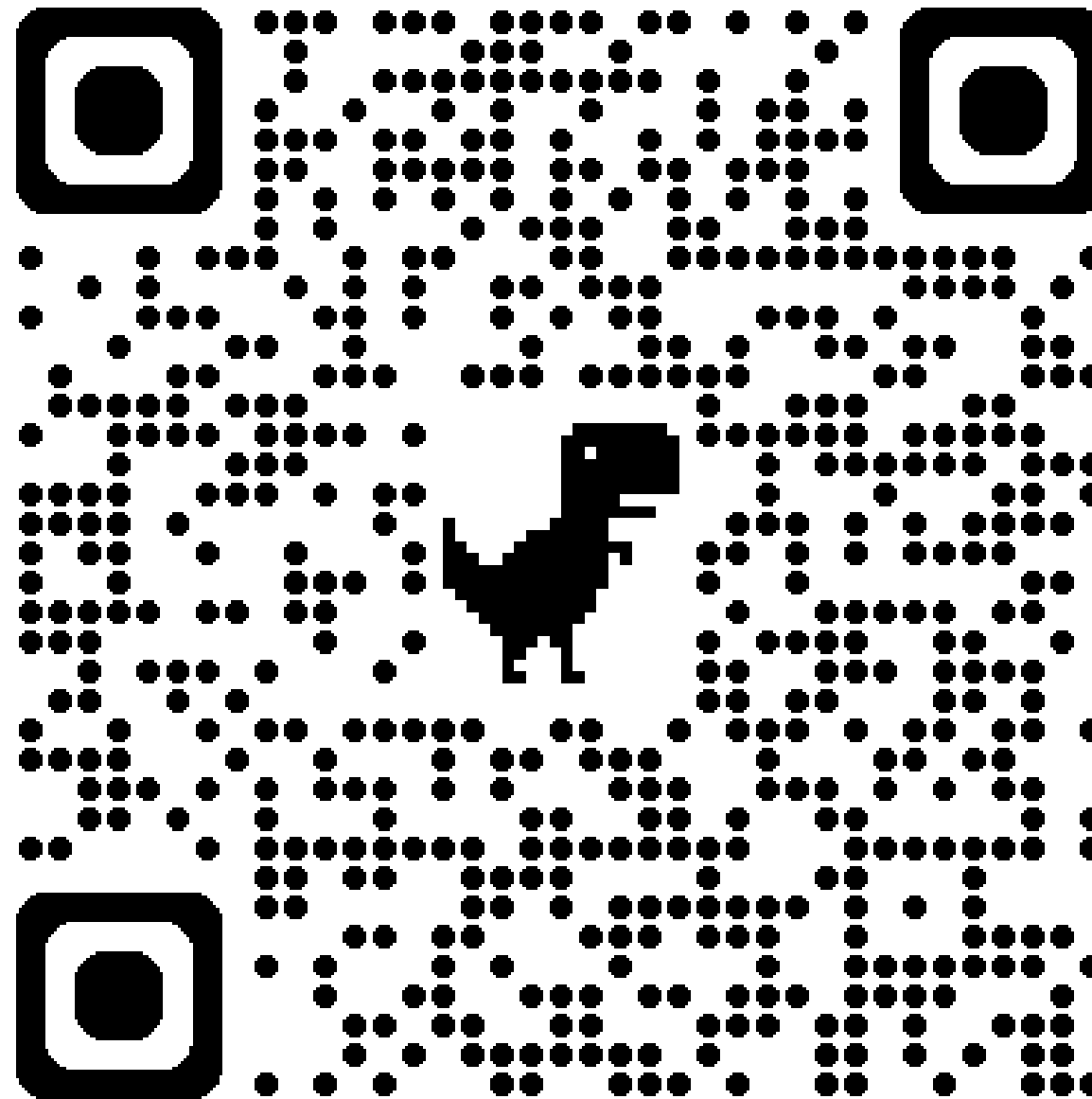
YEAR

PACTS

Not yet at school. Starting Sept 2025	1
Reception	1
Year 2	2
Year 3	12
Year 4	13
Year 5	13
Year 6	3

 **SMARTPHONE FREE CHILDHOOD**
PARENT PACT

**SIGN
THE
PACT**



<https://parentpact.smartphonefreechildhood.co.uk/>

Schools taking a range of measures



Primary schools

- No smartphones on school premises.
- No smartphones at drop-off / collection.
- In Y5/6 any basic phones handed in at start of the day.
- Education of children and parents about dangers of smartphones and social media.
- Advise against children having smartphones.
- Importance of play.
- Review of screens overall.

Secondary schools

- No requirement to use smartphones during school day.
- No smartphones on premises for Y7 (rolling up) / KS3 / all years.
- Keep phones in lockers.
- Lock phones in pouches.
- No smartphones on residential trips or school outings.
- Differential sanctions based on phone type.
- Guidance to parents and students.
- Review of school tech safety and requirements.

SCHOOLS TAKING A LEAD

St Albans, Hertfordshire

- 33/36 primary schools came together.
- No smartphones on premises.
- Letter to parents urging delaying smartphones until 14+.
- SFC ambassador in every year.

Aureus Secondary School, Didcot, Oxfordshire

- Smartphones in Yondr pouches during school day.
- Has led to better social interaction and improved concentration.
- Saw 48% reduction in truancy year on year.

City of London Academy, London Borough of Southwark

- Southwark secondary heads working group; 18/20 schools signed up.
- Phones to be kept in lockable pouches, with stricter sanctions for smartphones than brick phones.
- From September 2025, Year 7s won't be allowed a smartphone on the premises.
- This will roll up into Year 9 over a three-year period.

John Wallis Academy, Kent

- Brought in Yondr pouches.
- Detentions and sanctions have decreased by over 40%.
- In school truancy has effectively disappeared.
- Physical altercations nearly eradicated.
- Retention of staff has improved massively.

EVIDENCE BASE: SMARTPHONES & SCHOOLS

IMPACT OF SMARTPHONE FREE SCHOOLS

1. Better behaviour.
2. Better attendance.
3. Higher attainment.
4. Higher staff satisfaction / teacher retention.
5. Happier, healthier children.

Children at (robustly) smartphone free schools get GCSE results 1-2 grades higher.

Research by the Program for Intl Student Assessment, OECD

Found students who spend less than 1 hour of “leisure” time on digital devices a day scored about 50 points higher in maths than students who spent more than 5 hours a day. This gap held even after adjusting for socioeconomic factors.

Disconnect

Policy Exchange

The Case for a Smartphone Ban in Schools
Iain Mansfield, Dr Sean Phillips and Niamh Webb
Foreword by Professor Jonathan Haidt



<https://policyexchange.org.uk/publication/disconnect/>

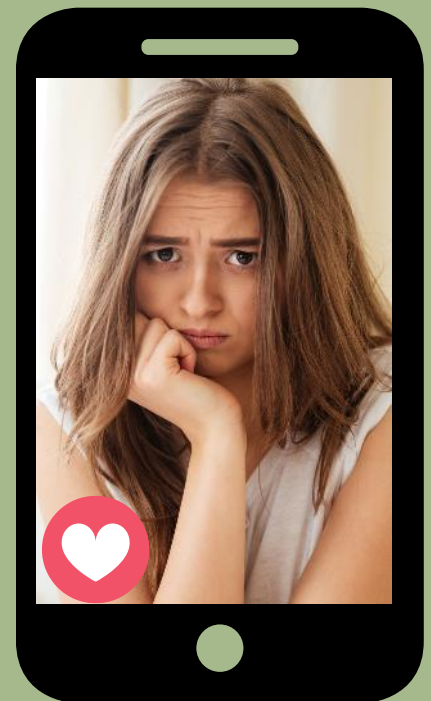
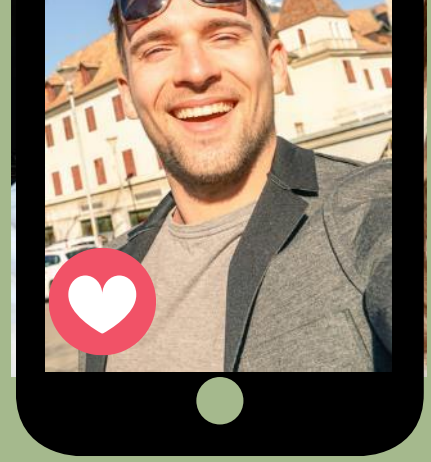
PRE-SMARTPHONE CALL TO ACTION



1. Talk to your child.
2. Join Smartphone Free Childhood (SFC). Talk to other parents. Spread the word.
3. Sign the SFC Parent Pact and /or make a family pact.

POST-SMARTPHONE CALL TO ACTION

1. You **do not need permission** to change your mind.
2. Discuss tech as a family.
3. Have clear **time** and **place** boundaries.

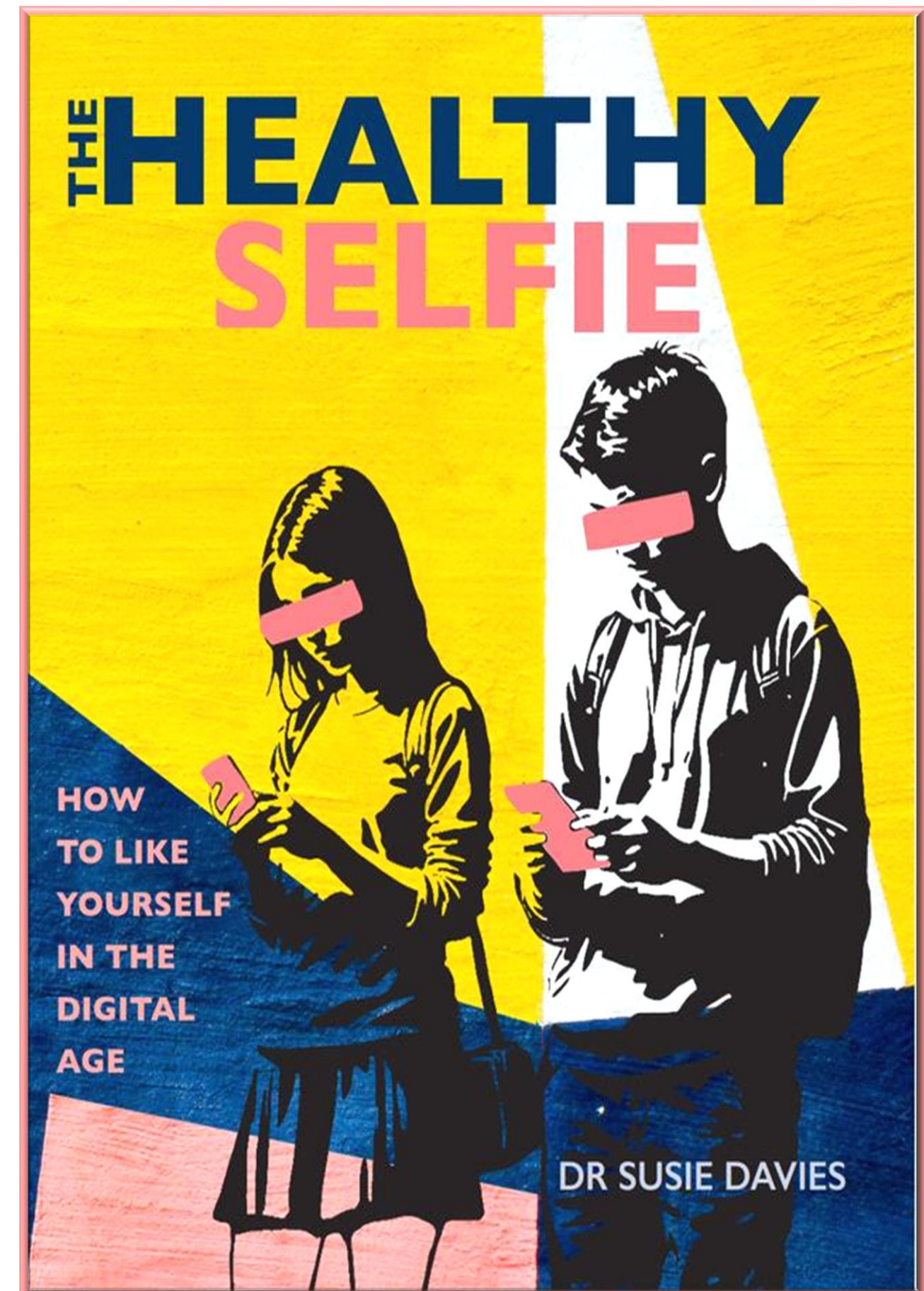


**New book for 13 – 18-year-olds
Dr Susie Davies**

AVAILABLE NOW!

<https://thehealthyselfie.co.uk>

OR ON AMAZON



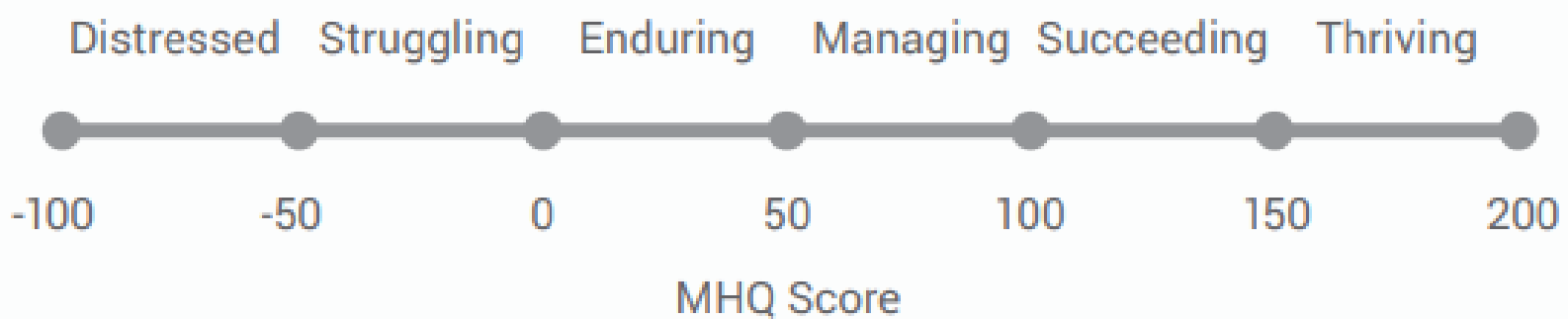
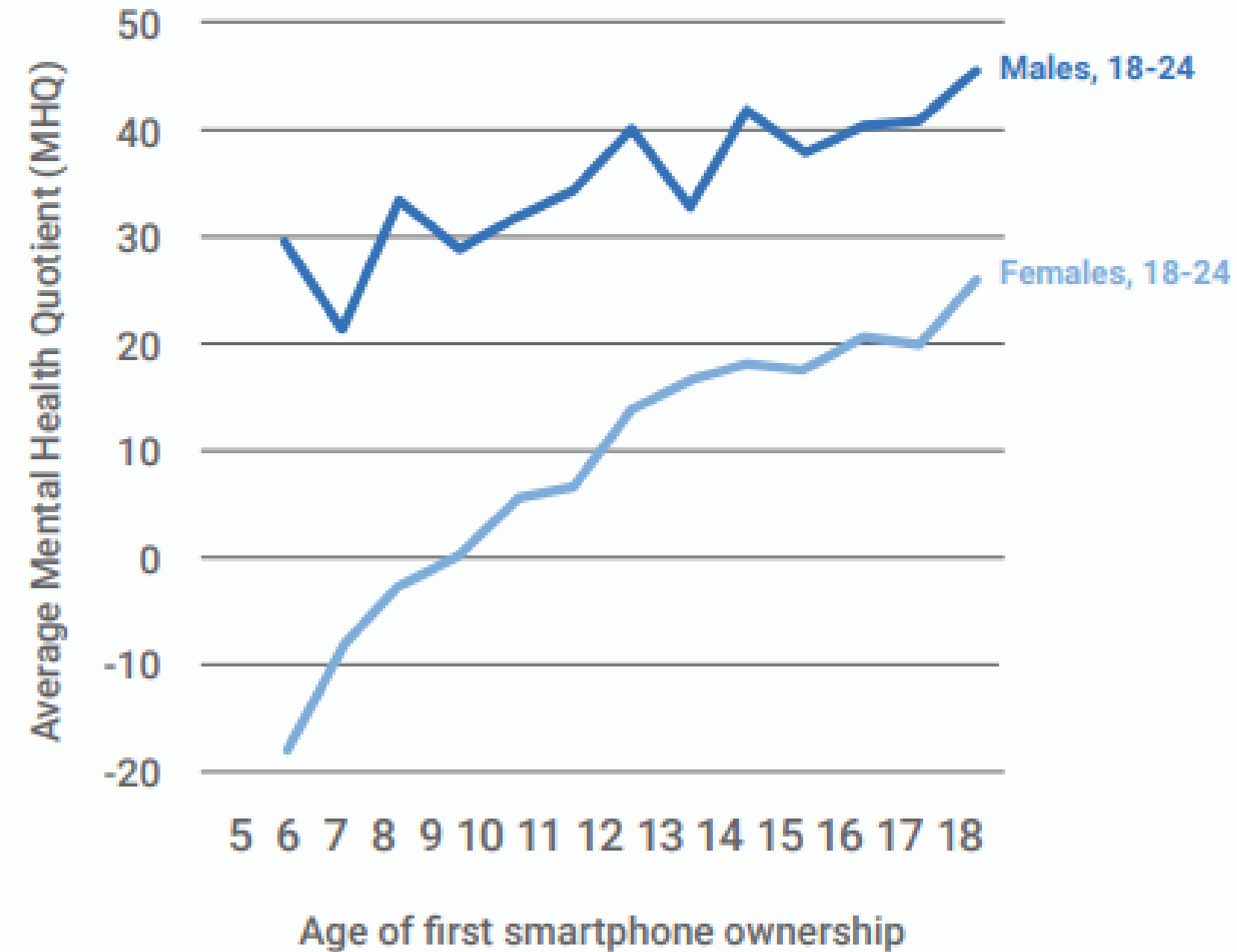
MENTAL HEALTH

Mental wellbeing improved with older age of smartphone ownership.

The younger the age of first smartphone ownership the lower the mental health outcomes.

Age of First Smartphone/Tablet and Mental Wellbeing Outcomes. Sapien Labs, May 15, 2023

MHQ





“

You can't go back and change the beginning,
but you can start where you are and change
the ending.

C.S. Lewis

Any
questions?

JustGiving®



https://www.justgiving.com/campaign/fundstateschools?utm_medium=campaign&utm_content=campaign%2Ffundstateschools&utm_source=copyLink&utm_campaign=006