

Dr Kristy
GOODWIN

*Help your parents navigate
the digital world*



**AND ALLEVIATE THE TIME AND RESOURCES YOUR STAFF ARE
SPENDING DEALING WITH DIGITAL DILEMMAS**



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Today's students are spending increasing amounts of time with technology and it's having a profound impact on their health, wellbeing and their capacity to learn in the classroom.



1 YEAR

2019 research confirmed that the average 8 year-old has now spend the equivalent of **ONE YEAR** of their life with technology.¹



44 HOURS

The average Australian teenager spends **44 HOURS/WEEK** with technology outside of school hours.²



1/3

1 IN 3 in 3 teens aren't getting enough sleep.



20%

20% of young people in Australia experience cyberbullying.³



1/4

1 IN 4 Australian teenagers are turning to drugs, alcohol and prescription medication to cope with bullying.⁴



44%

44% of kids aged 9-16 years have been exposed to pornography in the last month.⁵

Schools are increasingly dealing with a myriad of issues due to kids' and teens' digitalised childhoods and adolescence.

Whilst educational technologies offer incredible benefits to students and teachers, the reality is that many kids and teens are spending excessive amounts of time 'plugged in' to digital devices outside of school, have access to inappropriate content and are being prematurely dunked in the social media stream.

Teachers and pastoral care staff are reporting that they're spending increasing amounts of time dealing with issues related to excessive screen time at home, or dealing with the aftermath of kids and teens accessing inappropriate content out of school hours:



CYBERBULLYING



CHRONIC TIREDNESS DUE TO KIDS' DIGITAL DEPENDENCE

DECLINING FINE

& GROSS MOTOR SKILLS

POOR SOCIAL SKILLS



DECLINING LANGUAGE SKILLS

WANING ATTENTION



POOR SELF-REGULATION SKILLS



INCREASED OBESITY RATES



DECLINING CREATIVITY

1. Source: International research from the Association of Play Industries study to be released in 2019.

2. Source: <https://www.rchpoll.org.au/polls/screen-time-whats-happening-in-our-homes/>

3. H Young, M Campbell, B Spears, D Butler, D Cross, P Slee, 'Cyberbullying and the role of the law in Australian schools: Views of senior officials' (2016) Australian Journal of Education, p 2.

4. Source: <https://www.adelaidenow.com.au/lifestyle/parenting/one-in-four-kids-turning-to-drugs-and-alcohol-due-to-bullying/news-story/4ef0a8f8532ad4c96154b1d808489c4b>

5. Quadara, A., El-Murr, A., & Latham, J. (2017). The effects of pornography on children and young people: An evidence scan. Melbourne, Australian Institute of Family Studies. Available at.



Dealing with these issues is a professional (and legal) obligation for schools. However, teachers and support staff are frustrated. **ATTENDING TO THESE ISSUES ENCROACHES ON VALUABLE LEARNING TIME, DRAINS VITAL, ALREADY-STRETCHED SCHOOL RESOURCES AND IN MANY INSTANCES, TEACHERS FEEL ILL-EQUIPPED TO DEAL WITH THESE ISSUES, MANY OF WHICH THEY CONSIDER ‘PARENTING ISSUES’.**

While I continue to deliver in-person parent seminars to schools (primary and secondary) throughout Australia to help parents navigate this digital terrain, I’ve come to realise that having ‘full’ attendance at these in-person parent seminars is often difficult. There are demanding work schedules, baby-sitters to organise and other commitments that can inhibit parents from attending in-person seminars.

I’ve also realised that this is such a dynamic topic. Parents are struggling to keep up with the digital tsunami in which they’re parenting. The issues and concerns facing parents are ever-changing, so the

information I deliver in seminars can regularly change. To address this issue, I spent 18 months developing the **SWITCHED ON PARENTS’ PORTAL**. This is an online library designed to help parents with kids aged 4-16 years navigate their child’s digital world without the guilt, grief and guesswork.

The digital library of resources helps to answer parents’ digital dilemmas anywhere, anytime by providing research-based information and practical tips and advice. I’ve put together a wealth of digital resources to help parents make informed decisions about how they can help their child and/or teen develop healthy technology habits (without suggesting that you ban the iPhone or unplug the gaming console). The **SWITCHED ON PARENTS’ PORTAL** addresses issues such as pornography, gaming, addiction, how much screen time is appropriate for kids, the impact of screens on sleep and physical health, when to introduce social media and smartphones and many other topics.



VIDEOS OF MY MOST POPULAR PARENT SEMINARS (PARENTS CAN WATCH THESE PROFESSIONALLY-RECORDED SEMINARS AT HOME IN THEIR PJS WITH A CUPPA OR A WINE, OR WATCH ON THE BUS ON THE WAY TO WORK)



BITE-SIZED VIDEOS ON A RANGE OF ‘DIGITAL DILEMMAS’ FACING PARENTS



MASTERCLASSES WITH PDF SUMMARY SHEETS ON CURRENT TOPICS (INCLUDING WHY KIDS AND TEENS THROW ‘TECHNO-TANTRUMS’, WHY WE AS PARENTS FIND IT HARD TO PUT DOWN OUR PHONES, THE IMPACT OF PORNOGRAPHY, YOUTUBE- AN ESSENTIAL GUIDE FOR PARENTS, ‘SHARENTING’)



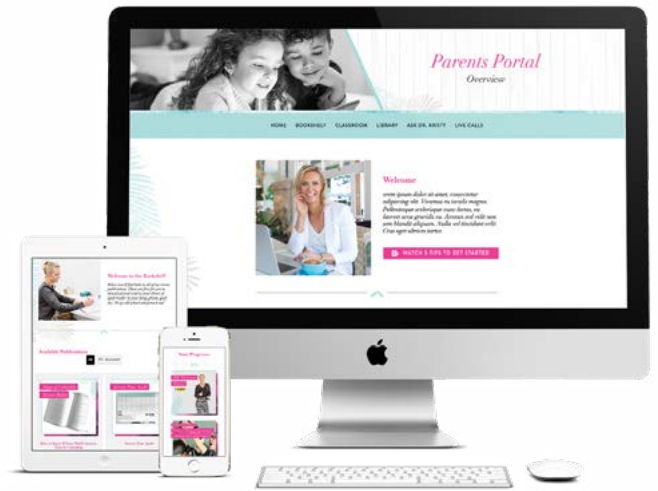
ACCESS EBOOKS, PDF SUMMARY SHEETS & A RANGE OF ONLINE RESOURCES IN ONE LOCATION. NO MORE TIME SPENT GOOGLING ANSWERS TO YOUR QUESTIONS. FIND RESEARCH-BASED INFORMATION & PRACTICAL TIPS IN ONE LOCATION.



GET FIRST-RELEASE TICKETS TO KRISTY’S IN-PERSON EVENTS & DISCOUNT CODES TO PRODUCTS SHE RECOMMENDS.



Do you want to help your parent community navigate the digital world with their kids, by arming them with facts, practical tips and research-based information?



TO HELP SCHOOLS INFORM AND EMPOWER THEIR PARENT COMMUNITY WHEN IT COMES TO RAISING KIDS' ONLINE, I'M OFFERING SCHOOL LICENCES TO THE SWITCHED ON PARENTS' PORTAL. YOUR SCHOOL PAYS A ONE-OFF FEE TO PROVIDE ALL FAMILIES IN YOUR SCHOOL WITH UNLIMITED ACCESS TO THE PORTAL.



INDIVIDUAL PARENTS CAN ACCESS THE PORTAL FOR \$49/FAMILY. HOWEVER, I'VE FOUND SCHOOL COMMUNITIES GET THE BEST RESULTS WHEN MOST PARENTS ARE 'ON THE SAME PAGE' WHEN IT COMES TO PARENTING IN THE DIGITAL WORLD. THE PORTAL PROVIDES ALL PARENTS WITH THE SAME MESSAGE & ADVICE WHEN IT COMES TO RAISING KIDS IN THE DIGITAL WORLD.



YOUR SCHOOL PROVIDES ACCESS TO THE PORTAL, VIA A USERNAME AND PASSWORD WE PROVIDE FULL INSTRUCTIONS & A MARKETING KIT SO YOU CAN EASILY SHARE THE PORTAL WITH YOUR FAMILIES SO THEY CAN TAKE FULL ADVANTAGE OF THE LIBRARY AND START HAVING THEIR DIGITAL DILEMMAS ANSWERED.



Packages



INTRODUCTORY OFFER



SCHOOLS WITH
<100 FAMILIES

\$999 +GST



SCHOOLS WITH
100-200 FAMILIES

\$1499 +GST



SCHOOLS WITH
200-300 FAMILIES

\$1999 +GST



SCHOOLS WITH
>300 FAMILIES

enquire
about pricing

Need more information?



If you'd like to arrange a subscription for your school email enquiry@drkristygoodwin.com and we can send you an invoice and provide you with the documentation and marketing material to help you share the resource with your school community (our aim is to make this as easy as possible for schools to share so that it doesn't demand your time).

