

Build Momentum

Kids For Now is a parent-led initiative to reduce the number of children with smartphones by helping parents to beat the FOMO dilemma and reduce the social pressure on children to own one. This works when *groups* of parents within a community delay giving their children smartphones *together*. So, your voice is really important in building momentum in your school community and beyond.

Starting the conversation

It's important to let other parents know about your decision to delay giving your child a smartphone and to tell them about Kids For Now. Remember, you don't need to persuade anyone to change their mind. You will find parents who are also concerned about the impact of smartphones. These are the people who need to know that that your child won't be getting a smartphone.

Starting the conversation seems daunting. You may be afraid of how others will react. Remember, it's not a campaign of persuasion. We just need to reach those families already uncomfortable about smartphones but who worry their child will miss out without one. Many parents will jump on-board when they learn about Kids For Now.

Start small.

Grab a friend or two whose children don't already have a smartphone and ask how they feel about their child owning a smartphone. Let them know about Kids For Now and explain why you have signed-up. Ask if they might be interested.

Talk to parents who have given their child a smartphone to find out about their experience. Has it been a positive or a negative decision for them and their child?

Let parents know that they *can* wait before getting their child a smartphone and that making the pledge together can reduce the peer-pressure for children to get a smartphone and be online.

Spread the word

Once you have one or two parents on-board try to reach-out to the whole school. Contact the school office to see if they can help send out an email to all parents. Alternatively, the Parent Council or PTA may be able to help with this. You can use our email template below.

Try using a chat group to reach-out.

If the parents of your child's year group at school have a chat group such as Facebook Messenger or WhatsApp you can easily use this to engage other parents. If one doesn't already exist consider setting one up yourself.

Of course, it's vital to always be courteous and respectful when having these conversations. Try not to allow other parents to see you as judgmental or confrontational. There is a lively

and passionate debate about the positive and negative aspects of technology in our lives today and people naturally take a range of views. That's OK!

Example messages:

Its great if you can use your own words but here are some examples to help get you started.

“Hi! Aisha has started asking for a smartphone recently. We feel she is still too young to be online so we don't want to give her one but we are worried about her being the only one in the class without one. Please pm me to let me know if you also feel your child isn't ready for a smartphone.”

Or this:

“Hi all. I know some of the children in the class have smartphones but I just want to let you know that we don't want Billy to have one until he is older. We will give him a basic phone with no internet so he can stay in touch. We don't want him to feel excluded without one so if any of you feel the same please pm me. See www.kidsfornow.org.uk for more info. Thanks.”