

# Jessie & Friends parents and carers helpsheet

*Jessie & Friends* is a series of three animations for 4-7 year olds about staying safe online, produced by Thinkuknow. Thinkuknow is the national education programme from NCA-CEOP at the National Crime Agency. NCA-CEOP works to keep children safe from sexual abuse and exploitation. You can watch the animations at: [www.thinkuknow.co.uk/parents/jessie-and-friends](http://www.thinkuknow.co.uk/parents/jessie-and-friends)

## About *Jessie & Friends*

*Jessie & Friends* follows the adventures of Jessie, Tia and Mo as they begin to navigate the online world which includes watching videos online, sharing photos and playing online games. The friends learn that while the internet can be an exciting place where they can learn and have fun, sometimes they may encounter things online which may make them feel worried or sad.

The aim of the animations and accompanying activities are to help 4-7 year olds learn how to stay safer online. In particular, the animations and activities provide children with the opportunity to explore concepts like trust, false identity online, consent and develops their confidence to approach and ask an adult they trust for help if they see something online that makes them feel uncomfortable. The resource has been rigorously assessed and awarded the PSHE Association Quality Mark. This demonstrates that *Jessie & Friends* supports effective teaching practice, and meets the PSHE Association's ten principles of effective PSHE education.

Each animation has been specifically created for different age groups:

- **Episode 1 – Watching Videos** (4-5 years)
- **Episode 2 – Sharing Pictures** (5-6 years)
- **Episode 3 – Playing Games** (6-7 years)

The recommended age group for each animation and the areas of focus were identified using latest research, by analysing trends in online behaviours of children and following workshops with children, professionals and parents and carers.

## How you can use *Jessie & Friends* to help keep your child safer online

Watch the *Jessie & Friends* animations or read the storybooks with your child and start a conversation with them about the internet and online safety. Start with the positives, finding out as much as you can about what your child enjoys doing online and what the internet means to them.

You could:

- **Explore together:** Ask your child to show you their favourite websites and apps and what they do on them. Listen and show interest. You could also encourage them to teach you the basics of the site or app.
- **Initiate (and continue) conversations about online safety:** Ask them if anything ever bothers or worries them while they're online. You could use examples of events from the animations and ask if they've experienced anything similar. Reinforce key messages from the episodes that if anything happens online which makes them feel worried or sad, they can talk to you or another adult who they trust and they can help.
- **Help your child identify adults who can help:** Ensure your child understands that if anything ever happens online that makes them feel uncomfortable, they should always tell you or another adult who they trust. Help your child identify trusted adults from different areas of their life such

as at home or at school.

- **Be non-judgemental:** Explain that you would never blame them for anything that might happen online, and you will always give them calm and non-judgemental support.
- **Supervise your child while they're online:** Keep the devices your child uses in communal areas of the house such as in the living room or kitchen where an appropriate adult is able to supervise. Children should not access the internet unsupervised in private spaces, such as alone in a bedroom or bathroom.
- **Talk to your child about how their online actions can affect others:** If your child is engaging with others online remind them to consider how someone else might feel before they post or share something. If they are considering sharing a photo/video of somebody else, they should always ask permission first.
- **SafeSearch:** The use of 'SafeSearch' is highly recommended for use with young children. Most web search engines will have a 'SafeSearch' function, which will allow you to limit the content your child is exposed to whilst online. Look out for the 'Settings' button on your web browser homepage, which is often shaped like a small cog.
- **Parental controls:** Make use of the parental controls available on your home broadband and any internet enabled device in your home. You can find out more about how to use parental controls by visiting your broadband provider's website.

### Further information:

The Thinkuknow parents and carers website has lots of practical information and advice about how to help keep your children safer online. To find out more visit: [www.thinkuknow.co.uk/parents](http://www.thinkuknow.co.uk/parents).

### If you or your child have any concerns:

- If you are concerned about something that has happened to your child or another child online, you can report this directly to CEOP: [www.ceop.police.uk/Safety-Centre](http://www.ceop.police.uk/Safety-Centre).
- The NSPCC helpline is available to any adult who has a concern about a child and would like to talk anonymously to a trained professional: [www.nspcc.org.uk/preventing-abuse/our-services/nspcc-helpline/](http://www.nspcc.org.uk/preventing-abuse/our-services/nspcc-helpline/) or call on [0808 800 5000](tel:08088005000).
- Childline is a free, private and confidential service for any child who feels worried about anything and would like to talk to someone: [www.childline.org.uk](http://www.childline.org.uk) or call on [0800 1111](tel:08001111).

**If you believe that any child is at immediate risk from harm, please call the police on 999 straight away.**