



## THE STATUS QUO

Almost all kids have smartphones by year seven. It's a new societal norm.



**25%**

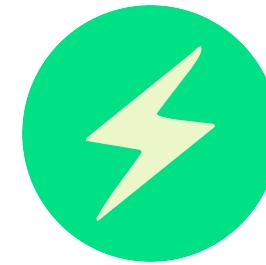
of 5-7 year olds in  
the UK own a  
smartphone

**97%**

of 12 year-olds in  
the UK own a  
smartphone



SOURCE: OFCOM Children and Parents: Media Use and Attitudes April 24 & March 23

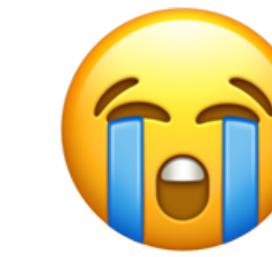


# PARENTS HAVE BEEN PUT IN AN IMPOSSIBLE POSITION



## Either we...

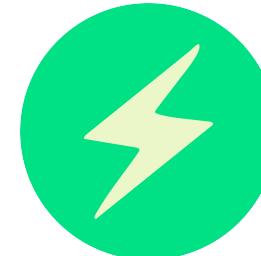
Give our children access to something that opens the door to extreme content, porn, bullying, grooming and the addictive algorithms of social media



## Or we...

Risk alienating them from their peers at a crucial stage of their development. It's a lose-lose; for parents, children and ultimately society

*Whilst we wait for regulation to catch up with technology, it's up to us as parents to take control*



# THE PROBLEMS WITH KIDS AND SMARTPHONES

## Harmful content

Having unrestricted access to the internet in your pocket creates a gateway to hardcore pornography, extreme violence and extreme viewpoints.

**50%**

of UK 12 year-olds have seen hardcore pornography online

Children's Commissioner Report: Evidence on pornography's influence on harmful sexual behaviour among children, May 2023

## Addiction

Tech companies spend billions on making apps and devices intentionally addictive. The more time children spend on their platforms, the more money they make.

**46%**

of teens say they use their phones “almost constantly”

Teens, Social Media and Technology 2022 Pew Research Centre, Aug 2022

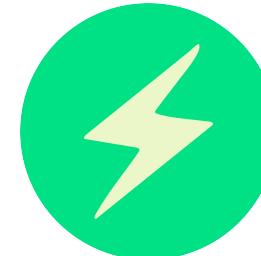
## Mental health

Rates of depression, anxiety, self-harm and even suicide have all dramatically spoked globally since 2010 - when children started getting smartphones.

**24%**

of UK 17 year-olds have self-harmed in the prior 12 months

UCL Report: Mental ill-health at age 17 in the UK



# THE PROBLEMS WITH KIDS AND SMARTPHONES

## *Distraction*

Many teenagers phones are pinging constantly throughout the day, making focussing on anything almost impossible - including school work.

**237**

the average amount of notifications teens receive per day

## *Grooming & bullying*

In the past arguments and disagreements between pupils would stop at the school gate. Now they follow children wherever they go, 24/7.

**84%**

of bullying of children who have smartphones now takes place online

## *Opportunity cost*

The shift to a phone-based childhood means children spend far less time with other children; playing, exploring, interacting and developing vital social skills.

**43%**

of US teenagers waking minutes are spent on screens



# THE SOLUTION: COLLECTIVE ACTION

**You have the power to create change in your community!**

01

Find your local Smartphone Free Childhood WhatsApp group and join the conversation in your local area. There are SFC WhatsApp communities in every county in Britain, some with 70+ school groups within them

02

Band together to make pacts with other parents in your children's class to delay giving your kids smartphones. As soon as parents act collectively, the peer pressure is instantly removed.

03

Follow @smartphonefreechildhood on Instagram and LinkedIn to find out more about our movement, and join our calls to pressure government and tech companies to do more to protect children.

**Go to [smartphonefreechildhood.co.uk](http://smartphonefreechildhood.co.uk) to join the movement and find useful resources and guides to making change in your local area**