



## 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

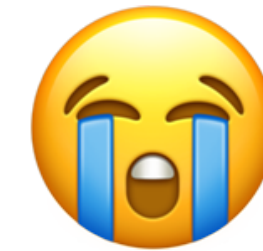


# PARENTS HAVE BEEN PUT IN AN IMPOSSIBLE POSITION



## 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 the 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 spiked 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](https://smartphonefreechildhood.co.uk) to join the movement and find useful resources and guides to making change in your local area