

PARENTS POWER UP!

**A new campaign to help keep
children safe while gaming**



Ofcom



About the campaign:

The Parents Power Up challenge is a pilot campaign developed by Ofcom, the UK's independent online safety watchdog.

Around three quarters of children in the UK play video games online, with many children saying that gaming is their favourite activity to do. While video games can be a positive way for children to learn, create, socialise and have fun, understanding the ever-changing world of online video games and the potential risks children face is a lot for parents and carers to navigate.

Alongside our work to make sure tech firms take action to protect UK children online, Ofcom is working to support parents and carers with conversations about video games, online safety and digital wellbeing. That's why we have launched Power Up Parents, a new campaign designed to empower parents and carers to support their children to engage in safer gaming.

Help us spread the word – whether that's through social media, newsletters, or any wider parent and carer channels.



The campaign revolves around three key actions: check, chat, change.
We are asking parents to spend 5 minutes to take one of these actions in order to help their child game safely online.



CHECK

Check the settings your child has in place for their gaming consoles or platforms, and make sure they're registered with their correct age.



CHAT

Chat to your child about the games they are playing online, who they are playing with, and what they would do if they were worried.



CHANGE

Change the system settings and parental controls to help your child be safer when they game.

ofcom.org.uk/powerup

Power Up Your Play Challenge:

To help schools and parents to engage in the campaign we have created the Power Up Your Play Challenge. The free to download challenge booklet contains five short family activities designed to encourage simple conversations at home.

Each mission should take around five minutes to complete and has been designed to fit around busy family life.

Schools are able to send home the challenge booklet, asking families to complete one activity a day. We have also created a 'Power Up Legend' certificate that schools can give to all young people who complete their booklet.

Five Days. Five Missions. Five Minutes.

ofcom.org.uk/powerup



Help us spread the word to parents

These captions are suggestions, please feel free to adapt them to fit your organisation more specifically. Please find accompanying graphics on page 6.

Social media copy

Parents, power up! Know the risks your children could encounter when gaming online and the simple steps you can take.

- ✓ Check their registered age
 - 💬 Chat about who they're gaming with.
 - ⚙️ Change the settings that help protect them
- You don't need to be a gaming expert. For more information visit: ofcom.org.uk/powerup?utm_source=partners&utm_medium=partners-social&utm_campaign=powerup

🎮 Does your child use their real date of birth when signing up to their favourite game?

You don't need to be a gaming expert to take action.

A quick check of their registered age can affect the content, features and protections available to them.

Find out more → ofcom.org.uk/powerup?utm_source=partners&utm_medium=partners-social&utm_campaign=powerup

Newsletter copy

🎮 Parents and carers - it is time to power up!

Do your kids play video games? Want to make sure they are safer while playing online?

Gaming can be a great way for children to learn, create and spend time with friends, but like any online activity, it can come with some risks too. And it can be hard to know how to navigate these.

But there are steps parents and carers can take, and you don't need to be a gaming expert to play your part.

In just a few minutes, you can:

- ✓ Check your child's age is set correctly
- 💬 Chat about who they're gaming with and their experiences online
- ⚙️ Change a safety setting to help protect them from online risks

Talking can make a difference - helping you understand how they spend their time online and who with. So if you've got a few minutes this week, start with having a chat about your child's favourite video games - what they like about them, how they work and who they play with.

👉 If you're looking for further advice and information about this, head to ofcom.org.uk/powerup?utm_source=partners&utm_medium=partners-newsletter&utm_campaign=powerup

Help us spread the word to schools

These captions are suggestions, please feel free to adapt them to fit your organisation more specifically. Please find accompanying graphics on page 6.

Newsletter copy

 Help parents and carers power up their child's safety while gaming

Gaming can be a great way for children to learn, create and spend time with friends. But, like any online activity, it can come with risks. Your schools can help support parents and carers to safely navigate online gaming.

We're encouraging schools to share Ofcom's Power Up challenge with families. In just a few minutes, parents and carers can:

-  Check their child's age is set correctly
-  Chat about who they're gaming with and their experiences online
-  Change a safety setting to help protect them from online risks

The biggest difference can start with a simple conversation. Talking about the games children enjoy, how they work and who they play with can help parents and carers better understand their online experiences.

 Please share this advice with your parent community:
[ofcom.org.uk/powerup?
utm_source=partners&utm_medium=partners-
newsletter&utm_campaign=powerup](https://ofcom.org.uk/powerup?utm_source=partners&utm_medium=partners-newsletter&utm_campaign=powerup)

Social media copy



Gaming can be a great way for children to learn, create and spend time with friends. But, like any online activity, it can come with risks.

Your schools can help support parents and carers with some free resources and advice from @ofcom

Find out more  [ofcom.org.uk/powerup?
utm_source=partners&utm_medium=partners-
social&utm_campaign=powerup](https://ofcom.org.uk/powerup?utm_source=partners&utm_medium=partners-social&utm_campaign=powerup)

Help parents and carers to keep their child safer when online gaming by encouraging them to take three quick steps:

-  Check their registered age
 -  Chat about who they're gaming with.
 -  Change the settings that help protect them
- For more information and resources visit:

[ofcom.org.uk/powerup?
utm_source=partners&utm_medium=partners-
social&utm_campaign=powerup](https://ofcom.org.uk/powerup?utm_source=partners&utm_medium=partners-social&utm_campaign=powerup)

Social media assets:

All assets can be found in English and Welsh at ofcom.org.uk/powerup/stakeholder-pack

Ofcom
The UK's online safety regulator
Taking action to build a safer life online

PARENTS POWER UP!

3 simple tips to help keep your kids safe while gaming

- CHECK**
Is your child's age set correctly?
- CHAT**
Who are they playing with?
- CHANGE**
Review one safety setting today

ofcom.org.uk/powerup



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Taking action to build a safer life online

You don't need to be a gaming expert to help keep your child safe

- CHECK**
- CHAT**
- CHANGE**

PARENTS POWER UP

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- GWIRIWCH**
fod oedran eich plentyn wedi'i osod yn gywir
- SGWRSIWCH**
am bwy sy'n chwarae gemau ar-lein gyda nhw
- NEWIDIWCH**
un gosodiad diogelwch heddiw

ofcom.org.uk/cy/pweru



PARENTS POWER UP!

Online gaming can be fun and educational, but the risks are real...

- Speaking to strangers
- In-game purchases
- Harmful content
- Bullying

Three steps can help:

- CHECK**
- CHAT**
- CHANGE**

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