



The Children & Families
Media Education Trust

for a **MEDIA-WISE GENERATION**





The media we consume affects us all.

We all engage with a constant flow of images and information, from television and film to newspapers and magazines, from billboards and hoardings to the internet and social networking sites. This vast array of channels of information, combined with powerful marketing strategies, can be overwhelming and increasingly beyond effective regulation.

“ It is inevitable that this media landscape is helping to shape the moral, ethical, social and political values of our culture. Its influence is particularly profound upon children. ”

The media is changing the way in which young people view themselves and those around them:

- the use of increasingly sexualised and airbrushed images
- near life-like, violent 'shoot-em-up' games
- obscene music videos and television shows and the non-existence of a watershed in an on-demand world
- inappropriate social behaviour through social networking sites.

- The average age for accessing online pornography for the first time is a horrifyingly-low 11 years of age.²
- 27% boys access pornography every week, 5% view it every day.³
- Almost one in eight children have visited a pornographic website showing violent images.⁴

Parents and guardians are overwhelmed and finding it ever harder to protect their children from potentially harmful media.

- Only 1 in 3 parents have set up filters on their children's mobile phones to protect them from websites aimed at over 18s.
- Just 15% of games consoles have any parental controls applied to them.
- Fewer than half of parents have safe settings in place for internet search engines.¹

“There has never been a greater need for education and information to enable children to benefit from all the media has to offer without coming to harm.”

This is a social experiment on a huge scale and we don't know what the final outcome will be.





The Children & Families Media Education Trust was established by the membership organisation Mediawatch-UK which has been working for nearly 50 years to promote family values in the media – the values that are vital in producing a safe society in which children can grow to mature adulthood. Mediawatch was founded in 1965 by Mary Whitehouse, a teacher who was alarmed at the effect television was having on the values and attitudes of children in her care. While this work goes on, the existing dangers of today's media continue to damage young people across the nation, and those most vulnerable to this must be helped *now*.

Today, The Children & Families Media Education Trust exists to advance media literacy education, particularly with regard to the effect of media content on young people. By providing support and developing resources and skills, we are enabling young people to become responsible individuals within this challenging cultural climate.

- We want to make parents more aware of the effect the media can have
- We want to empower parents and guardians to protect their children from the potentially harmful effects of the media
- We want to see young people using the media positively, with safety and awareness
- We want to create a media-wise generation.

How are we

We are investing our e

Resources For Schools

We want to mobilise a media-wise generation with children empowered to protect themselves, make informed decisions about media consumption and stay safe in a media saturated society. We will challenge children to consider and articulate how the media they consume affects their attitudes and behaviour.

Our resources and courses for schools and teachers will provide training in the importance of media literacy, including information on how to stay safe on-line. These will be available free of charge to schools across the UK.



Family Friendly Newsagent

We plan to work with the industry to develop a 'Family Friendly' accreditation scheme that will encourage newsagents to stop displaying printed material with sexually explicit images.

Will you help us to create a me

Please consider making a donation to The Children & Fa

Doing this?

Efforts in four key areas:

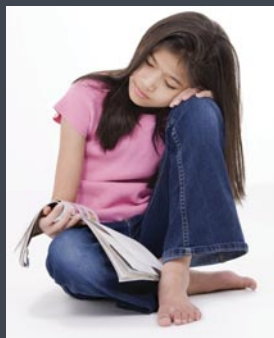
Resources For Parents



Easy access to the online world means that children can be more vulnerable at home than anywhere else. owndevices.org will contain information for parents on children's media consumption, strategies on how best to protect them and an exhaustive guide to setting parental controls on all internet enabled devices.

The Front Page Campaign

We believe that the display and sale of pornography to young people is abusive. Our grass-roots campaign enables you to have a voice and join us in working towards our goal of seeing publications with sexually graphic covers sold in bags displaying an appropriate age rating.



Media-wise society?
Families Media Education Trust.



Yes, I want to support The Children & Families Media Education Trust

Personal details

Full name _____

Address _____

Postcode _____

Telephone number _____

Email address _____

Donation amount £ _____

I enclose a cheque payable to The Children & Families Media Education Trust

you can also donate online at www.cfmet.org.uk

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Please treat the enclosed gift as a Gift Aid donation.

I confirm I have paid or will pay an amount of income tax and/or capital gains tax for the current tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities or Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for the current tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand that the charity will reclaim 25p of tax on every £1 that I have given.

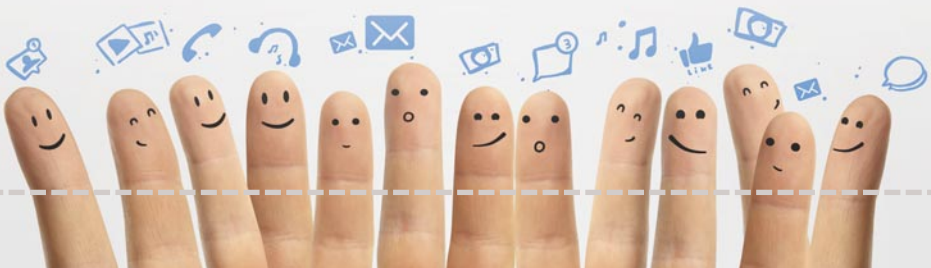
Notes:

1. You can cancel this declaration at any time by notifying us on 01233 633836
2. If you pay tax at the higher rate you can claim further tax relief in your Self- Assessment tax return.
3. Please notify us of any changes in your name and/or address.
4. Please notify us if you no longer pay sufficient tax on your income and/or capital gains

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Name and date _____

Send to: The Children & Families Media Education Trust
3 Willow House, Kennington Road, Ashford, Kent TN24 0NR





“ I am a mother but I also work in a primary school where the children often describe the sites that they access at home. It concerns me greatly that usually parents have no idea what their children are accessing online. Working with The Children & Families Media Education Trust will help me to help the children in my care. ”

Mrs M, Leicester



“ My son was first exposed to pornography at the age of 11 and he was very distressed by what he'd seen. The Children & Families Media Education Trust helped me to install filters on my devices at home and on my son's phone to protect him. ”

Mrs W, Folkestone



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