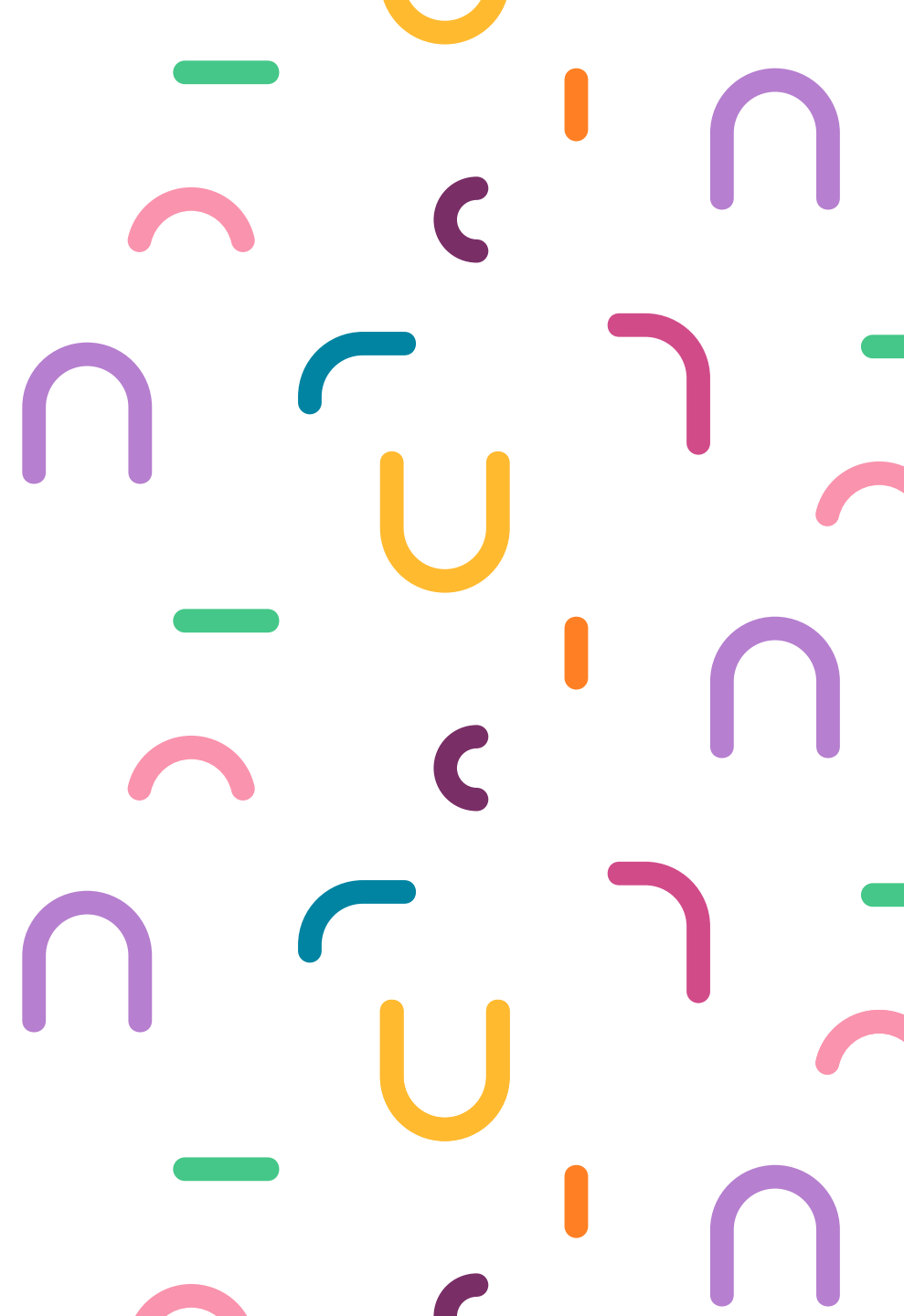


Safer Internet initiatives for families

campaigns by UNAF Spain





About UNAF

1. Families' rights and wellbeing
2. Diversity and gender
3. 23 organizations + direct support
4. Holistic approach

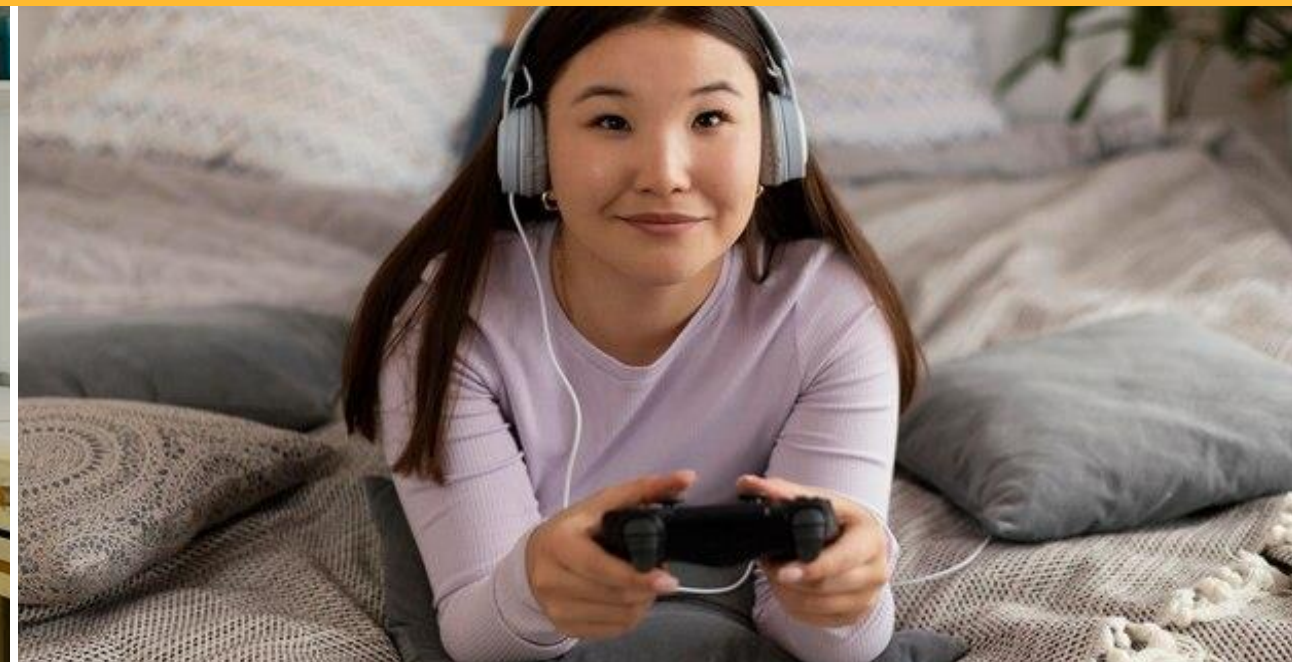


REAL LIFE





~~DIGITAL~~ LIFE





Benefits

vs.



Risks

Increases social relationships

Learning and being informed

Creativity and other skills

Cooperation

Critical thinking

Cyberbullying & sexual harassment

Harmful and risky content

Addiction and harmful habits

Unrealistic body image and lifestyle

Could lead to decreased attention



When?

Who?

How?

How long?

Where?

Limits?



Risk behaviour prevention



- ≡ Parents/carers
- ≡ Tweens and teens
- ≡ Families

- ≡ Workshops
- ≡ Materials
- ≡ Campaigns

- ≡ Gender
- ≡ Diversity

Parents' main concerns



Sexuality



Gaming

Women in gaming



Research

70% gamers find sexism in games

90% female characters are sexualized

33% women has suffered sexist harassment

50% games no empowering female characteres

73% have played sexist games



36,4% women gamers have been abused online

UNAF campaign 2023

Prevention

Awareness

Hints & tips

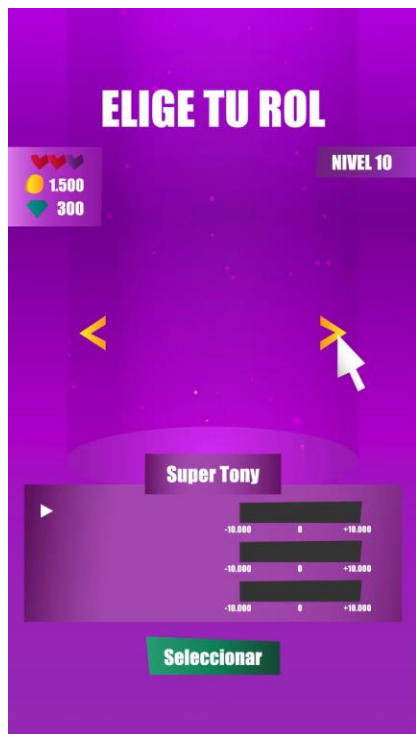
#ChooseYourRole

#EligeTuRol

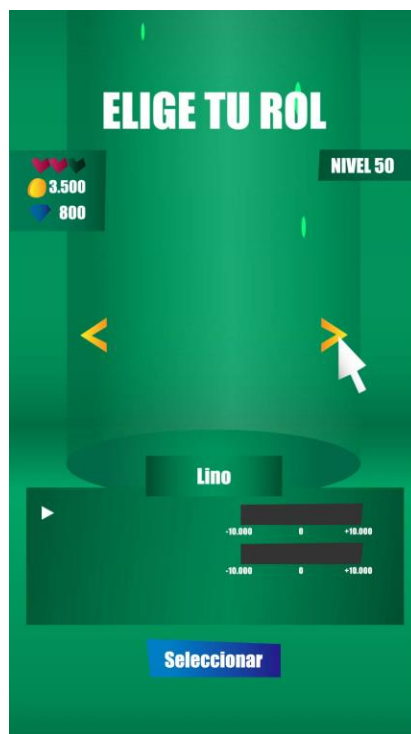
#DoYouTakeAction?

#ActúasONo?

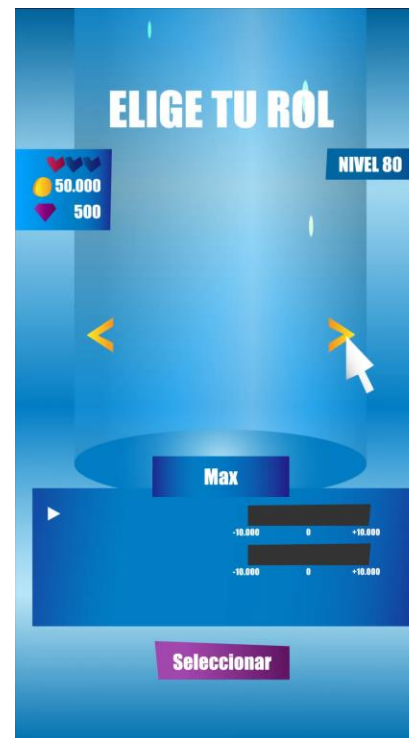
Choose your role



AGE APPROPRIATE
PEGI guides



COMMUNICATION
Parental control



EDUCATION
Check behaviour

Reach



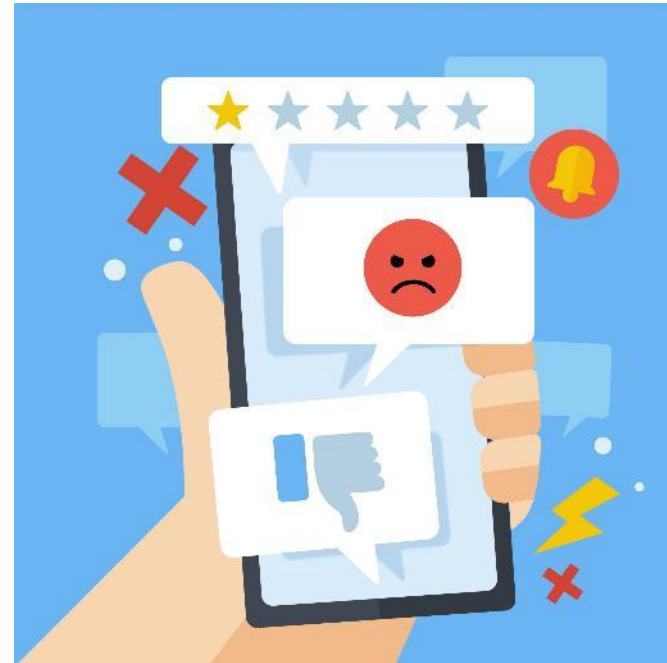
120.838



1.485



1,000,000+





unaf

unión de asociaciones familiares