

An opportunity to be involved in an exciting innovation educating young people about staying safe in a digital world

What is Smart Online Safe Offline?

SMART ONLINE SAFE OFFLINE (SOSO) is a unique, non-profit social initiative bringing together the community and the digital media industry as partners to deliver online campaigns, aimed at educating young internet users about the dangers in their online environment. The SOSO initiative raises awareness and educates kids about how to be smart online in a relevant and engaging way, operating within the online space. SOSO campaigns will target online threats such as predation, grooming, cyber bullying and identity theft.

Why do we need SOSO?

- 93% of kids and teenagers use the internet¹
- 84% of kids are linked into social networking sites every day²
- Communication technologies such as instant messaging, email, voice over internet protocol and mobile phones can be used in the online grooming³ process. Often, the grooming process will continue for months before the offender arranges a physical meeting⁴
- A UK study shows 750,000 children between 8 and 12 years are using social networking sites Bebo, Facebook and MySpace even though the minimum age for registration is 13yrs. 72% of parents admit to monitoring these activities.⁵
- Australian research shows that between 7 and 10 percent of young people in years four to eight are victims of cyber bullying each school term, with secondary students even more likely to be bullied online.
- Kids and teenagers don't respond well to traditional educational resources in the digital environment
- SOSO is the first campaign to target kids directly, in their language, images and within their social networking environments

How is SOSO funded?

The SOSO campaign is a true public/private partnership, built on multi-sectoral partnerships and funding. From 2005 the founding partners, NAPCAN, Profero and SOCIAL allocated pro bono resources to the development and establishment of the initiative.

¹ *Media and Communications in Australian Families 2007. Report of the Media and Society Research Project.* Australian Communications and Media Authority, (ACMA), 2007

² Chatalert Study, 2006

³ "The online groomer is a person who has initiated online contact with a child with the intention of establishing a sexual relationship involving cyber sex or physical sex." Australian Institute of Criminology, A Typology of Online Child Pornography Offending. July 2004

⁴ *Online child grooming laws*, High Tech Crime Brief no. 17 ISSN 1832-3413, Canberra: Australian Institute of Criminology, 2008

⁵ Digital Bulletin, 7 August 2008

Initial seed funding was provided by the Australian government in 2007. In 2008 funding was secured through the Telstra Foundation. Our industry partners contribute resources and expertise pro bono, and all media partners have contributed significant pro bono advertising space to enable SOSO to reach as many kids as possible.

SOSO is now seeking to engage a wider stable of sponsors committed to educating and protecting our kids online. Does this sound like your organisation?

What are SOSO campaigns?

Smart Online Safe Offline was first developed by Profero UK for the UK Home Office and is currently running the fifth generation of the campaign in the United Kingdom. (go to www.profero.co.uk). In Australia the SOSO team has drawn on the knowledge and insights of the UK experience.

SOSO campaigns are social marketing campaigns aimed at capturing the attention of kids to raise awareness and to educate, with the ultimate goal of affecting positive behavioural change. SOSO is working to ensure that kids better understand the risks and how to manage their personal safety online and offline.

Examples of other effective Australian social marketing campaigns include 'slip slop slap' (sunscreen), Clean Up Australia (littering) and QUIT (anti-smoking). Like these campaign, SOSO uses a behaviour change framework and highly effective communications techniques specifically targeted to its audience.

Proof of Concept

The SOSO campaign is the first to target kids directly in their online environment.

The first phase of the SOSO campaign, which ran across all our media partners' social networking sites from 1 October 2008, provided proof of concept. It focussed on the serious risks of predation online, raising the awareness of young people that who they interact with online may not be who they say they are. It educated the kids not to give away personal information and not to agree to meet with someone they had encountered online.

This campaign achieved extraordinary results.

Although it only ran for 6 weeks it reached 1.7million children and young people between 9 and 15 years.

Independent evaluation conducted by leading market research agency Colmar Brunton showed that the kids not only heard the message, they took it on board. It found that of those surveyed:

- 96% of kids said they now would not meet an online stranger,
- 60% said they are more aware of the dangers of meeting online strangers because of the campaign
- 87% said they are more aware of dangers of giving personal info
- 83% of kids surveyed said they understood the message clearly that giving too much information may put you at risk

The Current Campaign

The campaign launched on 3 November 2009 focuses on the pervasive issue of cyber bullying. It uses leading edge technology to capture the attention of young people through an innovative YouTube video and creative displays in the major social networking sites. It generates a strong sense of empathy with the “victim” and brings the young people to a landing site where the strong messages are reaffirmed through interactive games and activities. The young people are invited to join a network of their peers taking a stand against bullying across Australia.

This second campaign promises to be even more effective than the first, addressing an issue of critical relevance to all young people.

Who is involved in SOSO?

SOSO is collaboration between NAPCAN www.napcan.org.au, Australia’s leading advocate in preventing child abuse and neglect and digital marketing group Profero Sydney www.profero.com.au. Initially seed funded by the Australian Government, SOSO then secured philanthropic funding for its pilot phase through the Telstra Foundation.

A range of other organisations are involved with the project including the Australian Federal Police, NetAlert, the NSW Commission for Children and Young People and a broad range of academic and research bodies who provide advice on the evidence base for SOSO’s behaviour change strategies.

To bring the campaigns to life SOSO has established a myriad of partnerships with leading national and international online publishers and internet industry partners.

Media Partners		Industry Partners
Google	Nickelodeon	Microsoft
Cartoon Network	Piczo	AIMIA
Habbo Hotel,	Big Pond	Inspire Foundation
NineMSN	MySpace	DoubleClick
Yahoo!7	Channel Ten	Colmar Brunton
Miniclip		
Neopets		

Why should you support SOSO?

The SOSO campaign will reduce the success of internet grooming, bullying and identity theft activities prying on our kids - teaching the next cyber generation to be smarter and safer

Supporting SOSO will enable your organisation to be part of this critically important strategy to ensure the safety and wellbeing of Australian children and young people online.

It will also:

- Provide an opportunity for your organisation to be connected with leading media and industry players within the Australian digital space
- Provide an opportunity for your organisation to be connected with leading community and government bodies targeting this issue
- Enable your organisation to contribute to and be associated with the success of a unique and innovative non-profit social partnership
- Enable the inclusion of SOSO within your organisation’s suite of Corporate Social Responsibility strategies, activities and reporting
- Provide exposure as a SOSO supporter through websites, awards, public relations and promotional activities

- Send a message to the youth market that you are committed to making a difference

SOSO is a program of NAPCAN which holds charitable tax status. Corporate donations to NAPCAN for support of SOSO are fully tax deductible.

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