# Vital Voices

## Rickmansworth Park's Unicef campaign group 2024-25




Welcome to Vital Voices. Rickmansworth Park JMI is a Rights Respecting school and we are this year's campaign group. We want to make sure every child knows their rights and knows that we all have a voice.

This year we have signed up to Unicef's 'OutRight!' Campaign. This is a learning journey in which children learn to speak out and campaign on issues affecting them and their community.

Outright! Leads us through two campaigns across the year. In order to begin, we needed to decide on our first campaign issue, so we sent out a questionnaire to parents. There were a lot of different issues they are worried about, but the issue with by far the most ticks was children's use of social media. This is what we are looking into.

Once the data had led us to the issue of children's use of social media, we decided to ask the children in KS2 about it, so we surveyed them all.

The results surprised even the teachers! See below:

In order to link our campaign with children's rights, we looked closely at the Articles of the UNCRC and found Article 17. We just *knew* we needed to refer to this in our work! See below:

### Article 17

Every child has the right to reliable information from the media. This should be information that children can understand. Governments must help protect children from materials that could harm them.

In assembly, we presented the astonishing findings of our survey of KS2 children:

Have you ever seen something online that makes you feel uncomfortable?

Y3 - 20% said yes
Y4 - 33% said yes
Y5 – 39% said yes
Y6 – 15% said yes

What social media do you use?

| | | | | |
|---|---|---|---|---|
| TikTok | Y3 =13 | Y4= 5 | Y5= 8 | Y6= 1 |
| Instagram | Y3 = 6 | Y4= 2 | Y5= 6 | Y6= 2 |
| Snapchat | Y3 = 7 | Y4=10 | Y5= 9 | Y6= 1 |
| YouTube | Y3 =22 | Y4=25 | Y5=27 | Y6=26 |
| Twitter/X | Y3 = 3 | Y4= 0 | Y5= 1 | Y6= 0 |
| Facebook | Y3 = 0 | Y4= 6 | Y5= 1 | Y6= 1 |

When asked whether they knew the minimum age for use of any these social media platforms, most children got the answer wrong!

**The minimum age is 13 for all of them.**

What we learned from our questionnaire and survey is:

- Parents are concerned about the content of the online platforms their children use, and whether they are safe.
- Many children use social media
- Most children are unaware of the minimum age guidance

Article 17 of the UNCRC makes it clear that adults are responsible for children accessing information that is safe, so here are our questions:

1. Who is in charge of policing the social media companies and what children can see?
2. Who can help parents learn how to protect their children when they are online?