



# ChildSafeMedia™

## An Awareness Initiative by Plaeides Knowledge Ventures

So much goes into making us who we are! If you are someone who works closely with children, you know that a child's growth is not just physical! It is a complex process of Social, Emotional, Psychological, Intellectual, Linguistic development.

Parents and Educators ~~are~~ used to be the most important influencers in a child's development, followed by Peers. However, the role of most critical influencer today is played by media – TV, Films, Music, Video games, Internet, Print, Radio.



It is true! Children are impacted deeply and in complex ways by media content.

Decades of research confirms that children are impacted by media content that persists deep into adulthood, often forming the basis of much psychological and social trouble. Children learn by imitation. If they are constantly exposed to scenarios that are not age-appropriate, they will absorb and play out those values and attitudes.

It is alarming to imagine the impact of the brazen gender stereotypes, body imagery, crude humour and violence that populates our content. At a stage when their identities are being formed, young girls and boys receive confusing messages about their bodies, relationships, concepts of heroism, etc. that leads them to make inappropriate, unfortunate and sometimes, dangerous choices.

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Exposure to filmed aggression, including cartoons, heightens aggressive reactions in children by nearly twice.

“

Moral development is also linked to social learning.. Pictorial mass media, especially Television may be an important source of social behaviour.

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### Program Co-ordinators:

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## ChildSafeMedia™ Programs

### Age-appropriate levels in all modules

We have the following graded, age-appropriate programs with increasing levels of depth and complexity to suit different age groups:

- AdSafe™
- NetSafe™
- GameSafe™
- GenderSafe™
- MindSafe™
- BodySafe™

In addition to these, we also have a program for parents:

- MediaParenting™ (for parents)

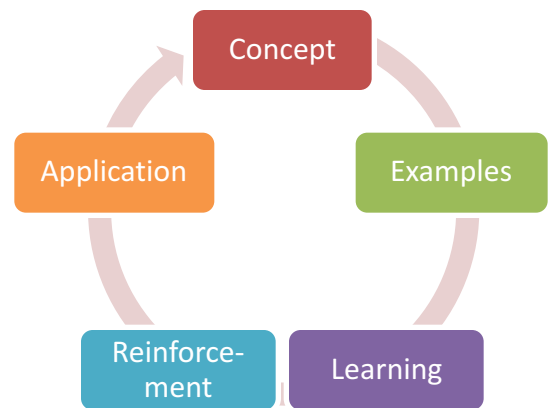


## The ChildSafeMedia™ Solution

Knowledge is Power! At ChildSafeMedia™, we are concerned about the well-being and development of the future citizens of our planet – our children. Our vision is to help children, parents and educators safely navigate the world of media – getting the best use of modern technology while avoiding its pitfalls.

We do this through a series of age-appropriate workshops for children to equip them from within to be aware, conscious and discriminating participants who can get the best out of media and reject what is not good.

These short, fun and interactive workshops are designed specifically keeping in mind the attention span of children, by mothers, experts and trainers with many years of experience working with children.



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## ChildSafeMedia™ Programs

### Workshop Program Levels and Fee Structure

## Age-appropriate Program Levels

The workshops are graded into age-appropriate levels that are progressively complex and deep. It is recommended that children go through all levels as they go from one age group to the next. For children from higher age-groups who undergo a program for the first time, we will recap previous levels. Some programs do not lend themselves to certain age groups – for e.g., the NetSafe program might not be generally relevant for children below 7.

Each workshop takes between 1.5 hours – 2 hours to deliver.

Age:	2-3	4-6	7-9	10-12	13-15	16-17
Level:	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
School Stage:	Pre-School	Nursery + Class I	II, III, IV	V, VI, VII	VIII, IX, X	XI, XII
AdSafe	<i>AdSafe 1</i>	<i>AdSafe 2</i>	<i>AdSafe 3</i>	<i>AdSafe 4</i>	<i>AdSafe 5</i>	<i>AdSafe 6</i>
NetSafe			<i>NetSafe 1</i>	<i>NetSafe 2</i>	<i>NetSafe 3</i>	<i>NetSafe 4</i>
GameSafe		<i>GameSafe 1</i>	<i>GameSafe 2</i>	<i>GameSafe 3</i>		
GenderSafe				<i>GenderSafe 1</i>	<i>GenderSafe 2</i>	<i>GenderSafe 3</i>
MindSafe			<i>MindSafe 1</i>	<i>MindSafe 2</i>	<i>MindSafe 3</i>	<i>MindSafe 4</i>
BodySafe	<i>BodySafe 1</i>	<i>BodySafe 2</i>	<i>BodySafe 3</i>	<i>BodySafe 4</i>	<i>BodySafe 5</i>	<i>BodySafe 6</i>
MediaParenting	<i>MediaParenting 1</i>		<i>MediaParenting 2</i>		<i>MediaParenting 3</i>	

## Fee Structure

We intend for the workshops to be within the reach of all students. The program can be run in batches of 30-40 students per workshop. Please call us to work out a package per your individual requirement.

Full Service Model
<ul style="list-style-type: none"> <li>• Implement all programs and all levels</li> <li>• Special package basis number of students</li> </ul>

Customized Model
<ul style="list-style-type: none"> <li>• Implement specific programs and specific levels</li> <li>• Pick and choose basis requirement in packs of 5,10 or 20 workshops</li> <li>• Pay per student</li> </ul>

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