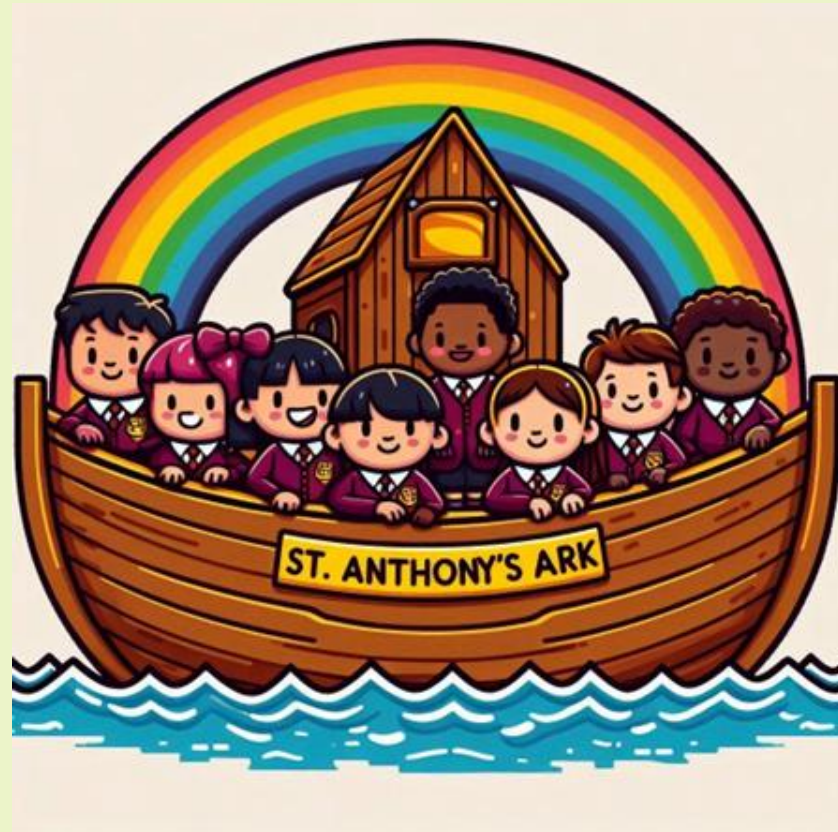


THINKING ABOUT NEXT STEPS

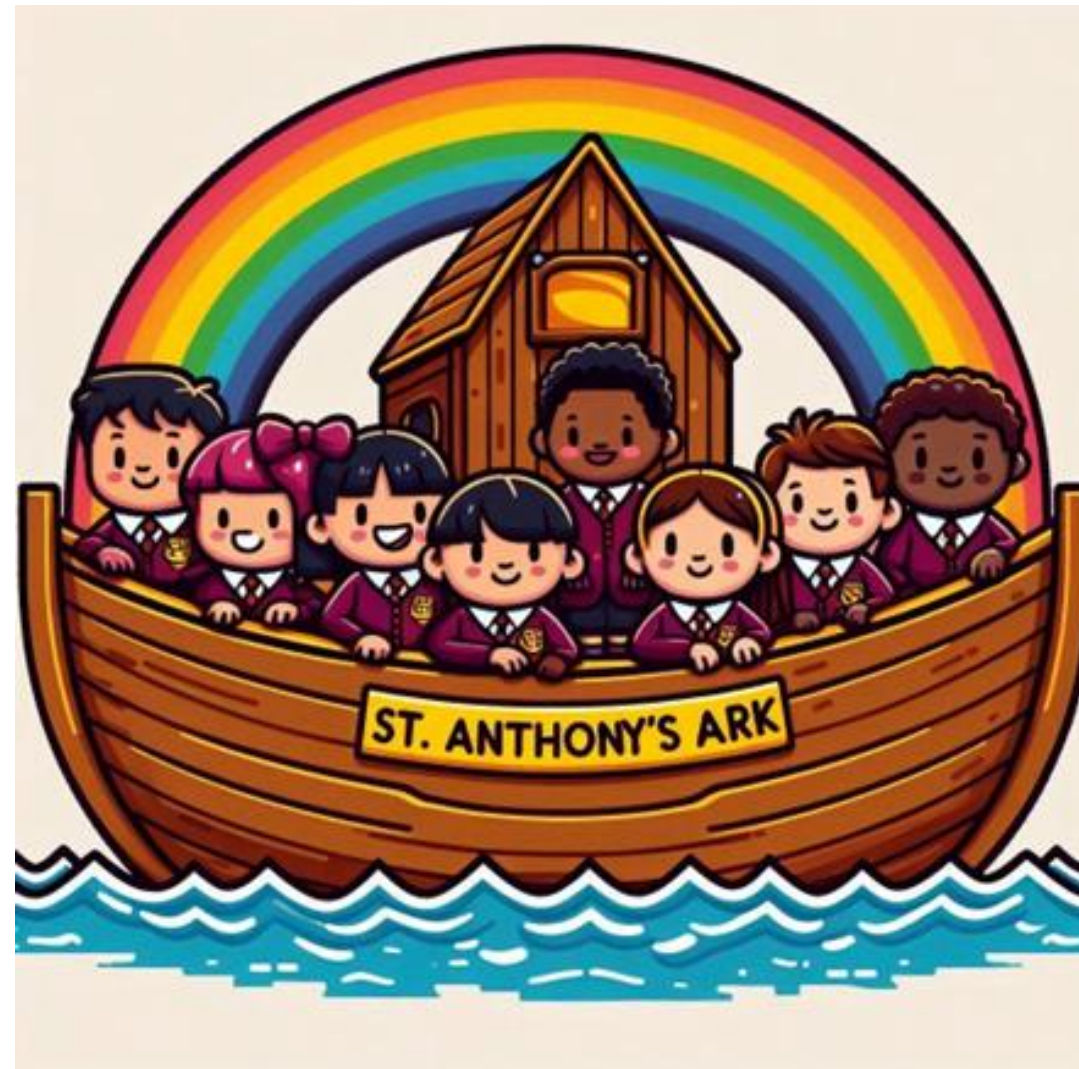


*Empowering you to make healthy
decisions in this digital age*



WHO ARE WE?

- Supporting families exploring smartphone-free childhood
- Starting conversations without judgement
- Building connection and community



We are not anti-technology.

We are pro-childhood, pro-connection, and pro-community.



SMARTPHONE FREE CHILDHOOD
PARENT PACT

203,788
UK children are in

 No smartphones until 14

 No social media until 16

**How many families at your school
are choosing to wait?**

Find my school →

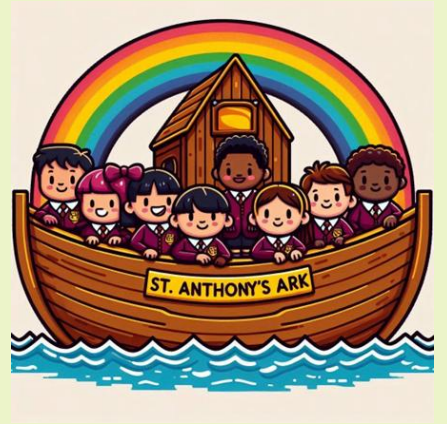
 When families wait together, the peer pressure drops and kids get more time to be kids.

SMARTPHONE FREE CHILDHOOD NATIONAL PACT

ZACK GEORGE
NEW SFC AMBASSADOR

**DON'T LET YOUR PHONE
STEAL YOUR POWER**

THE NATIONAL PICTURE



- Parents across the UK raising concerns
- A nationwide movement reshaping childhood
- Social media ban for under-16s coming in 2027
- Schools told to restrict phone use all day



The Government now accepts that social media is unsafe for under-16s and, while the details are still uncertain, the shift opens the door to healthier, simpler alternatives that give children independence without handing them the whole internet.



SMARTPHONE FREE CHILDHOOD
PARENT PACT

< Back

Look at you go!

Parents of **54** children

at **St Anthony's Catholic Primary School** have already chosen to wait.

Join them and build the movement in your school.

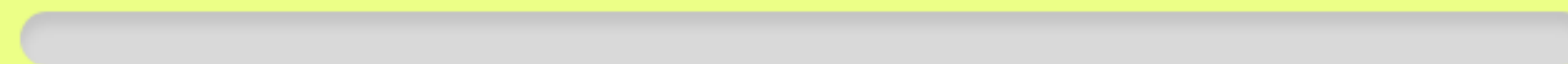
See which year groups are waiting ▾



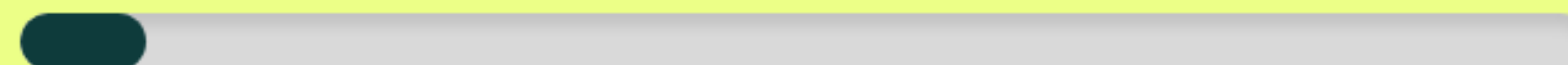
Across **Hampshire**, **8,513 families** have signed, spanning **518 schools**.

See which year groups are waiting ^

Pre-nursery 0 children



Nursery 1 child



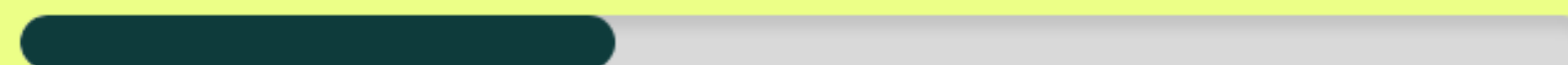
Reception 0 children



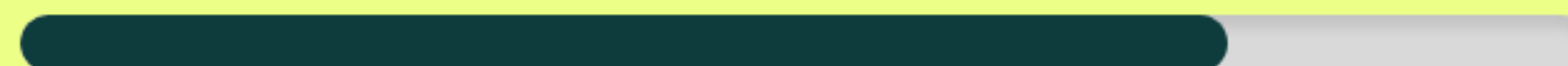
Year 1 5 children



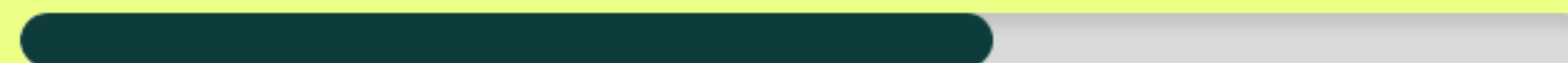
Year 2 5 children



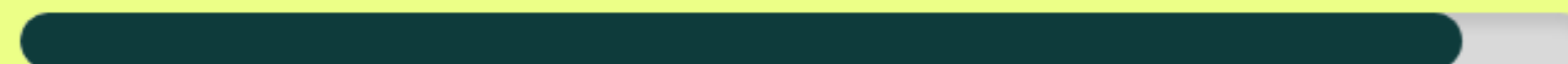
Year 3 10 children



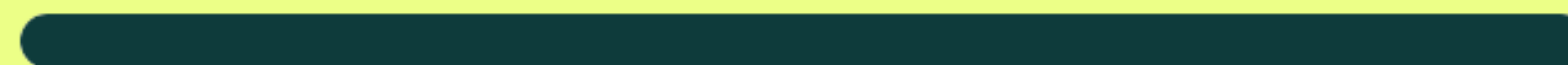
Year 4 8 children



Year 5 12 children



Year 6 13 children



School	Pacts	%
Sheet Primary School, GU32 2AS ↗	55	50%
Rowledge Church of England Controlled Primary School, GU10 4BW ↗	103	49%
Froxfield Church of England Primary and Pre-School, GU32 1EG ↗	48	48%
Weeke Primary School, SO22 6DR ↗	154	39%
Barton Farm Primary Academy, SO22 6HS ↗	62	37%
Buriton Primary School, GU31 5RX ↗	33	36%
Prince's Mead School, SO21 1AN ↗	84	28%
St Faith's Church of England Primary School, SO23 9QB ↗	42	28%
Preston Candover Church of England Primary School, RG25 2EE ↗	27	28%
Wellesley Prep School, RG27 0AR ↗	80	27%
St Martin's East Woodhay Church of England (Aided) Primary School, RG20 0AF ↗	31	26%
St Anthony's Catholic Primary School, PO14 4RP ↗	54	25%

Research shows that it takes 25% of a group to create a tipping point, where social norms start to shift.

Together, we are creating a new norm – one that puts real connection first, for this generation and all those that follow.



WHAT'S HAPPENING LOCALLY?

Families across the area are facing the same pressures, and tonight is about exploring practical alternatives that fit with national guidance and growing restrictions in secondary schools.



St Anthony's already collects phones at the door, and children don't get them back until home time.



St. George are currently reviewing their policy, due to be announced in November. Two options, Yondr pouches or a smartphone ban onsite from January 2027



Brookfield now requires phones to stay switched off in bags all day, and families say it's already making a positive difference.

WHAT'S HAPPENING LOCALLY?

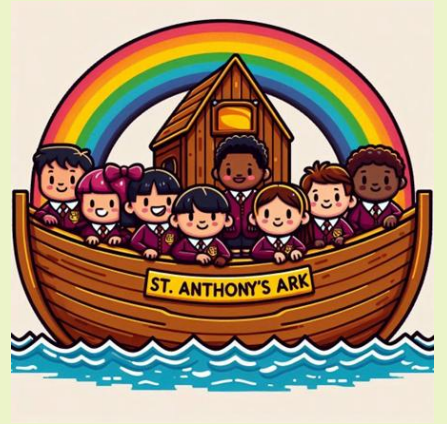
Swanmore, Deer Park and Cams Hill have all banned smartphones from the school site completely. Students are not permitted to have these devices in their possession at all.



CAMS HILL SCHOOL



WHY WE ARE DOING THIS EVENT?



What's
safe?

What's
normal?

What's
healthy?

What's
realistic?

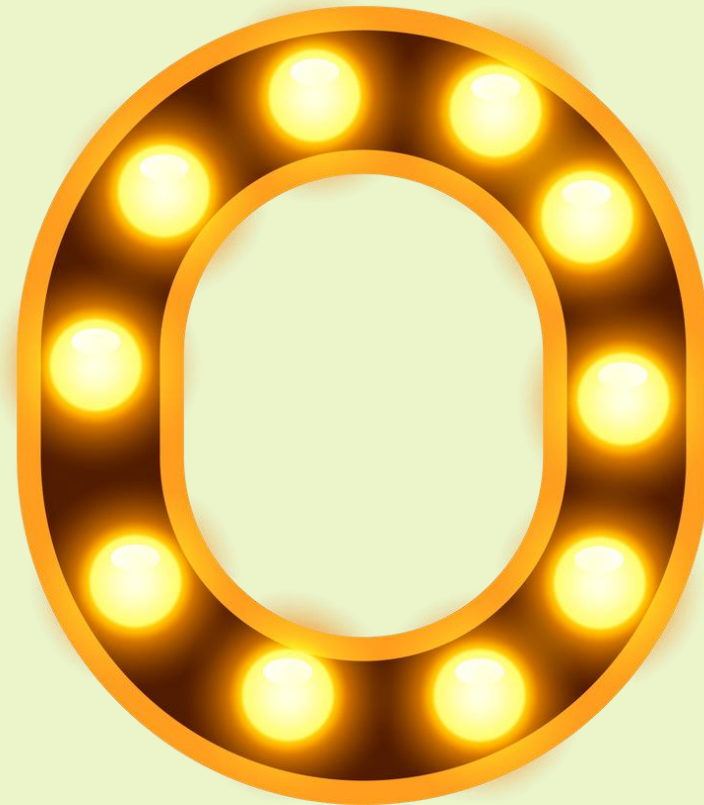


Families hearing the
same messages
together

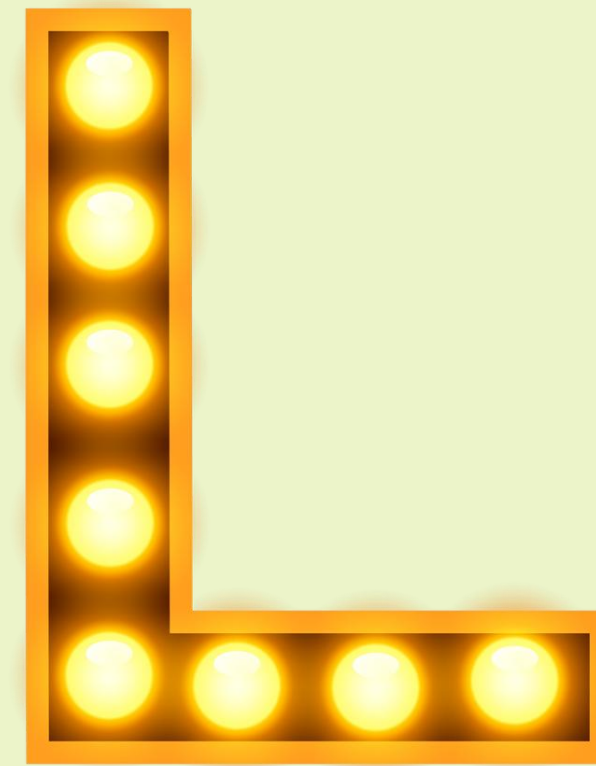
YOU DESERVE...



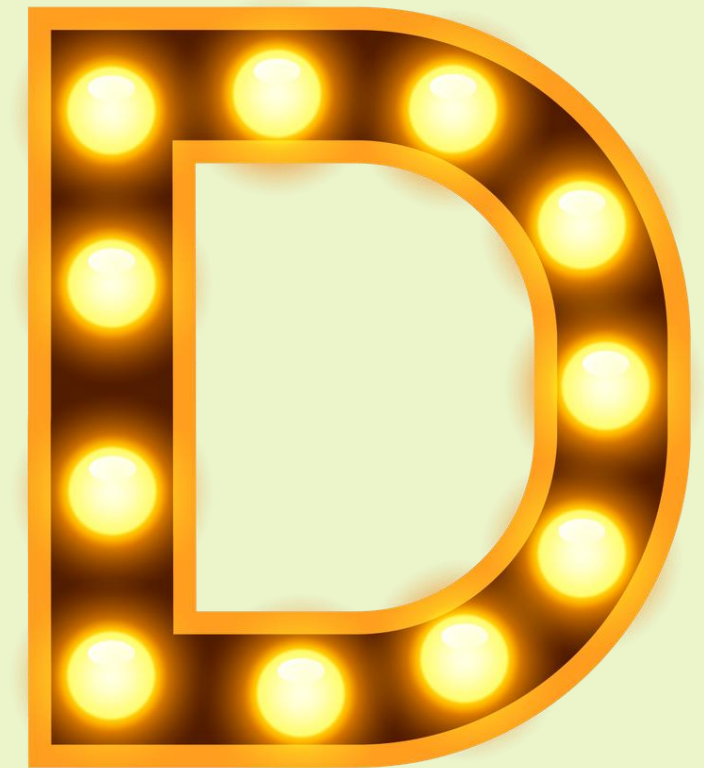
Get up and
Out



Openness to
Creativity



Learn
People



Distress
Tolerance

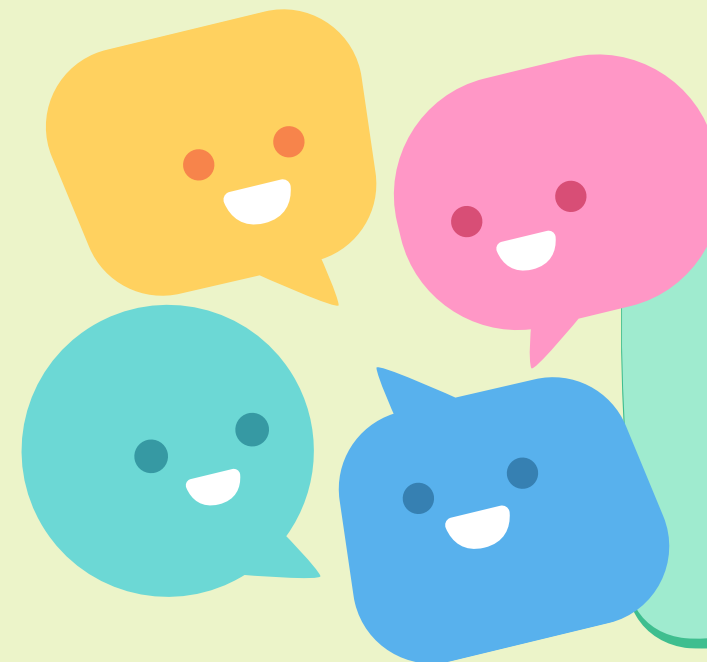
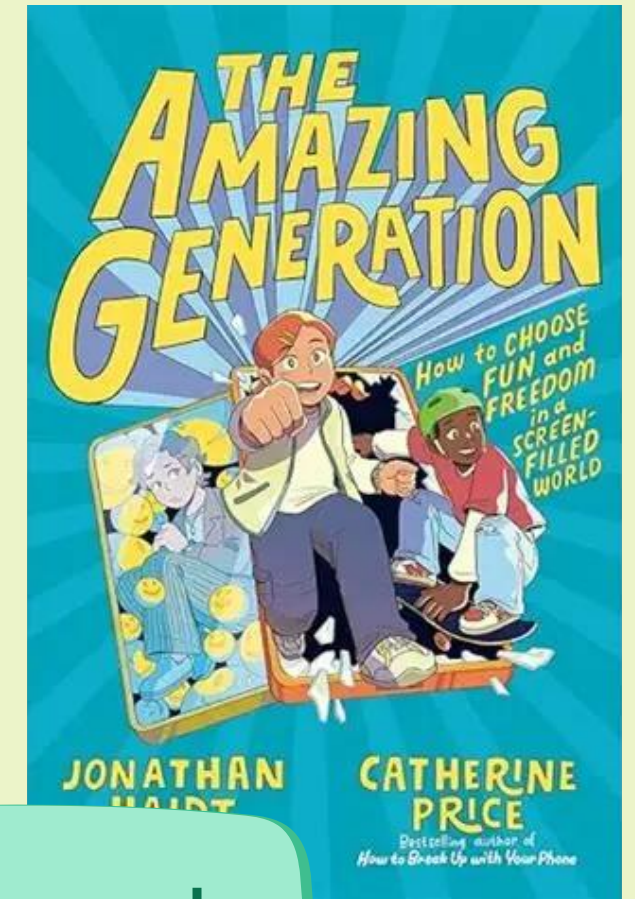
WHAT YOU CAN EXPLORE TODAY

Simple phones
and non-smart
alternatives

Music players
and
alternatives

Books and resources to
help conversations at
home

Real stories from
parents, teachers
and young people





**WHAT DO
THE
STUDENTS
SAY?**



CONVERSATIONS TO HAVE

Things to think about for real-life readiness
(phone or no phone!)

- **Have you walked the route with them** — for example, from the back gate of school to Waypoint, so they know it well?
- **Do they know your phone number by heart**, without needing to look it up?
- **Have you talked through what to do if you're delayed or if something goes wrong** — the plan, the backup plan, and who to tell?
- **Do they know exactly where to wait**, who they could ask for help, and how to get to the front of school if the back gate is shut or they need support?
- If needed, do they have some real money on their person for emergencies?

SFC PHONE FINDER

Want your child to stay connected without giving them a full smartphone? We've researched the options so you don't have to.

Answer a few questions and the SFC Tool will recommend child-friendly phones

- ⌚ Takes 60 seconds
- ⚡ 100% independent reviews
- 🚫 No brands can pay to appear

SMARTPHONE
FREE CHILDHOOD

GET

SMARTPHONE ALTERNATIVES

Find the right phone for your child

Want your child to stay connected without giving them a full smartphone? We've researched the options so you don't have to.

SFC PHONE
FINDER ⚡



**Answer a few questions and
we'll recommend child-
friendly phones**

- ⌚ Takes 60 seconds
- ⚡ 100% independent reviews
- 🚫 No brands can pay to appear

▶ Start Phone Finder

What every kid needs to know about smartphones



The Battle for your Time: a comp k for teens



ZACK GEORGE

NEW SFC AMBASSADOR



HELPFUL VIDEOS

SHORT, POWERFUL VIDEOS DESIGNED TO GET FAMILIES TALKING

Zach George – Steel from Gladiators

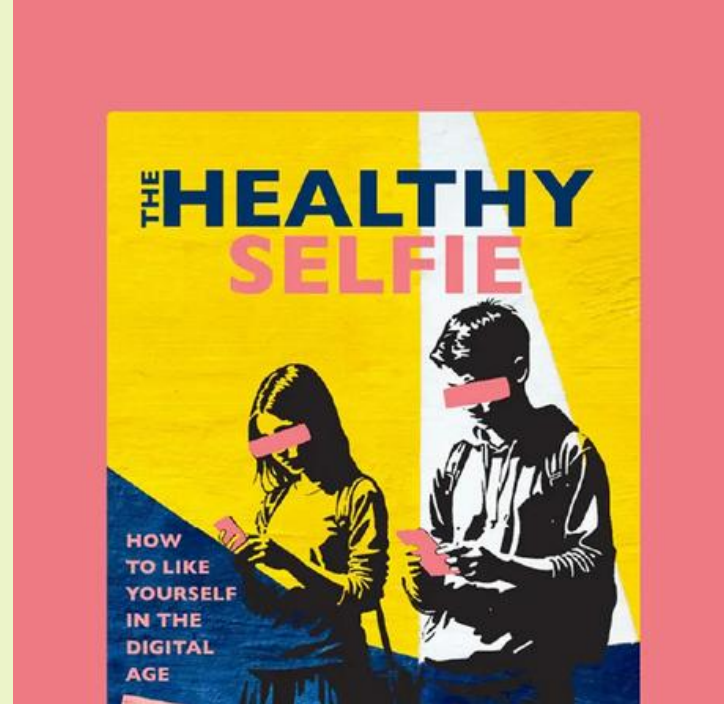
<https://www.youtube.com/watch?v=nbVQGVATV4A&t=1s>

What every kid needs to know

https://www.youtube.com/watch?v=xsw9HdM_MZw&t=1s

The Battle for your Time – Ted Talk

<https://www.youtube.com/watch?v=4TMPXK9tw5U>



HELPFUL RESOURCES

BOOKS, WEBSITES, PODCASTS, DOCUMENTARIES

Alternative Phone Finder Tool

<https://www.smartphonefreechildhood.org/alternatives>

Swiped – the must-see documentary exploring the impact of smartphones on childhood

Louis Theroux – Inside the Manosphere

The Amazing Generation

The Anxious Generation – the book that ignited the global conversation about kids and smartphones

1000 Hours Outside – the podcast helping families reclaim childhood through nature

The Healthy Selfie – A guide for teens on self-worth in the digital age by Dr. Susie Davies

‘What I wish my parents or carers knew...’: A guide for managing children’s digital lives

