“eSmart is a world leading system designed to help all Australians manage cyber safety and deal with cyber bullying.

-Jackie Coates, General Manager
Telstra Foundation

The Alannah & Madeline Foundation recognises National Child Protection Week 2016 and invites all Australians to play their part to promote the safety and wellbeing of children and young people - "protecting children is everyone’s business."
National eSmart Week has been created to celebrate cyber safety and digital inclusion in our communities.

We want to create an Australia that is free from cyber bullying, with digital citizens who know how to embrace the best that technology can offer, whilst being smart, safe and responsible online.

National eSmart Week is an initiative developed by the Alannah & Madeline Foundation, in partnership with Telstra Foundation.

Participating in National eSmart Week is a great opportunity to showcase your school or library’s commitment to cyber safety, whilst starting, progressing or sustaining your eSmart journey - however, you don’t have to be undertaking the eSmart framework to participate!

During eSmart Week we are encouraging all schools and libraries to participate in, or facilitate any of the activities provided to you in this Toolkit.

All these activities will help your school or library address cyber safety, wellbeing and digital inclusion, as well as help you complete and tick off attributes or actions if you are currently working through the eSmart framework.

Look for the eSmart Week Challenge. Enter this year’s competition to win a number of eSmart Digital Licences.

"Staff have commented that having cyber safety reminders on a regular basis has helped them to be more aware of their own e-safety as well as reminding customers to do so as well."

- City of Karratha Libraries, WA

HOW TO GET STARTED

Make sure you have registered online at esmart.org.au/esmartweek to stay updated on professional learning events, training and webinars.

- Read through this Toolkit and discover the many activities your school or library can participate in during National eSmart Week - you don’t need to do something every day.

- If you are already an eSmart accredited school or library, think about sustaining areas of your eSmart journey that need attention. All the activities we have suggested are linked to Domains and attributes/actions, and most can be submitted as evidence.

- If you are not participating in the eSmart framework, think about ways you could showcase your school or library’s commitment to improving cyber safety. Even if you are just beginning to address cyber safety, this is a great way to start.

- Should you have other commitments during eSmart Week, choose another week to highlight cyber safety and still make use of the toolkit.

- Plan and book the eSmart Week webinars and sessions you and/or your team will participate in for professional learning. More information will be listed on the website: esmart.org.au/
All of the activities below are designed to highlight the importance of smart, safe and responsible use of technology in your community.

The activities suggested below are linked to Domains and the attributes/actions within. Most can be submitted as evidence.

Tick off the most suitable attributes/actions for each activity to progress through your eSmart journey.

If your school or library is not yet part of eSmart, these activities are a great way for a whole-of-organization approach to address cyber safety and digital inclusion in your community.

For more information about eSmart Schools and eSmart Libraries, or to register for either of these, go to www.esmart.org.au

Are you up to this year’s eSmart Week Challenge?

**eSmart Cyber Resource** - tick off any attribute in Domain 6 (schools) or action in Domain 5 (libraries)

We challenge your school or library to create a Cyber Resource for your community: it could be a rhyme, limerick, story, blog, tweet, poster, bookmark, video or how you’ve been featured in the media. Be as creative as you like!

Presenting this to your community is a great way for people to learn more about cyber safety.

Email your submissions to: esmart@amf.org.au. If your school or library uses social media, post it via twitter/facebook /instagram #esmartweek and you’ll be in the running to:

WIN - eSMART DIGITAL LICENCES for your school or library!

**eSmart Hero** - Tick off in Domain 5 (schools) or Domain 2 (libraries)

Build, draw or digitally design an ’eSmart Hero’ and relate your hero’s message to your school or library eg school’s values or library’s Code of Conduct.

**Watch and Discuss** - Tick off in Domain 3 & 4 (schools) or Domain 3 & 4 (libraries)

Watch ‘The Young Devices’, a cyber safety clip developed by Cranbourne Carlisle PS, VIC - www.youtube.com/watch?v=fy8shE919-U - or a clip of your choice, to help facilitate a conversation around cyber safety in your school/library.

More activities on the following page ...
Cyber safety Tip Sheets - Tick off in Domain 4, 5 & 6 (schools) or Domain 4 & 5 (libraries)

Develop a guide on how your community demonstrates they are eSmart by recording and compiling students, staff or library users’ cyber safety tips. Share a top tip each day. Telstra Tip Sheets for kids, teens, parents and seniors are a good reference - www.telstra.com.au/consumer-advice/cyber-safety/resources

Student/staff - led Forum - Tick off in Domain 3 & 4 (schools) or Domain 2 & 3 (libraries)

Students/library staff team could be panel members and could come up with questions/topics related to cyber safety to discuss. Utilise your student/team leaders to lead the panel.

Digital Licence Cyber Safety Quiz - Tick off in Domain 3 (schools) or Domain 3 & 4 (libraries)

Upskill staff, users and students by using the 10-question, eSmart Digital Licence sample quiz. The eSmart Digital Licence is an online challenge which encourages young people how to play, learn and socialise online in a smart, safe and responsible way - and it’s great for adults too! Reach out to your wider community and invite school/library/community groups to try the quiz. Host a gameshow challenge using the quiz - http://bit.ly/29zY5Oq

In the News - Tick off in Domain 3, 5 & 6 (schools) or Domain 3 (libraries)

Choose a news story on an internet safety issue to share and discuss. Form a discussion group about how your school or library would address these emerging issues. Libraries can arrange this as an open event during the week and invite community groups to the debate.

Promote your eSmart work - Tick off in Domain 6 (schools) or Domain 5 (libraries)

Using the media release template in the appendix, engage with your school or library’s communications department to publicise your journey so far. You could include the activities and training sessions you have arranged and highlight why you are taking part in eSmart - it may be useful to also submit your school or library’s Journey Summary found in the System Tool.

If you have just begun your eSmart journey, you could promote how you embed digital inclusion in your training sessions.

More activities on the following page ...
Activities continued...

**Cyber Safety Handbook** - Tick off in Domain 1, 2 & 3 (schools) or Domain 3, 4 & 5 (libraries)

What does eSmart look like at your school/library? Compile responses into a cyber safety handbook/brochure and share with your community. Staff, students, or library users can create their own handbook/brochure.

**Read and Respond** - Tick off in Domain 4 & 5 (schools) or Domain 4 (libraries)

Use any existing literature to promote messages about the smart, safe and responsible use of digital technologies. Read ‘Digi Duck eBook’, a story of friendship and responsibility online - [www.kidsmart.org.uk/teachers/ks1/digiduck.aspx](http://www.kidsmart.org.uk/teachers/ks1/digiduck.aspx) or choose an eBook from [www.netsmartzkids.org/eBooks](http://www.netsmartzkids.org/eBooks). Students could also write their own story.

**Cyber Safety Expert Speaker** - Tick off in Domain 6 (schools) or Domain 3, 4 & 5 (libraries)

Invite a cyber safety expert to talk to your users, staff and/or parents about how to keep their children and community safe online. Contact any of our eSmart team for suggested presenters.

**Student Training Session** - Tick off in Domain 3, 4 & 6 (schools) or Domain 4 & 5 (libraries)

Set up training sessions with students to teach and promote to parents/older generations the importance of smart, safe and responsible use of digital inclusion. Telstra’s ‘Everyone Connected’ seniors program is a great resource to help create these training sessions - [www.telstra.com.au/tech-savvy-seniors](http://www.telstra.com.au/tech-savvy-seniors). You could even visit the local retirement home.

**Digital Reputation** - Tick off in Domain 4 & 5 (schools) or Domain 4 & 5 (libraries)

Tagged photos, social networking interactions and blog posts shape perceptions online. It is important that digital citizens think about the footprint they are leaving online in order to maintain a positive digital reputation.


You might also like to use/create a simple checklist to help manage and maintain your online reputation - [www.childnet.com/ufiles/Online%20Reputation%20Checklist.pdf](http://www.childnet.com/ufiles/Online%20Reputation%20Checklist.pdf)

More activities on the following page ...
Activities continued...

Get Social - Tick off attributes in Domain 6 (schools) or Domain 5 (libraries)

If your school or library has access to social media we want you to share your activities with us by using the #esmartweek hashtag and tagging @alannahmadeline on Twitter, Facebook and Instagram.

Just for fun!

Come up with your own
If you don’t see an activity here you want to do - please feel free to create your own and share it with us!

e is for eSmart

…and the perfect photo opportunity
Make a giant ‘e’ for ‘eSmart’ made out of people dressed in purple and yellow and take a picture of it to send to us.

Share your Activities
Don’t forget to share your activities with us for the chance to win eSMART DIGITAL LICENCES for your school or library! Email: eSmart@amf.org.au
"Each day we presented a useful reminder about digital citizenship. We ended the week by asking each staff member and student to take a pledge to stand up against cyber bullying by making a commitment to being a responsible and respectful digital citizen. Congratulations to the Year 7 and 10 students for making the strongest commitment to being responsible and respectful digital citizens."

- MacKillop College, Werribee, VIC - participants in National eSmart Week 2015

Staff have commented that having cyber safety reminders on a regular basis has helped them to be more aware of their own e-safety as well as reminding customers to do so as well.

- Metro Library, SA
National eSmart Week is a great time to promote what your school, library and/or community has been doing to increase cyber safety and teach digital skills.

What do I need to consider before and during National eSmart Week?

Consider how you are going to communicate your event or activity within your school, library, organisation and/or community – posters, newsletter and website articles.

Ideas:

- Include a special article in your newsletter
- Consider how you will use social media
- If you are holding an event include details and invite your community to join
- Put posters up in reception or on a community notice board
- Involve students, parents, staff, community in planning the day and ask everyone to spread the word
- Don’t forget to take photos on the day to use in your newsletters, websites, and to send to us for sharing! Email eSmart@amf.org.au

Example wording for your newsletter

The web is a great place to learn, be creative and stay connected, but with one in seven young Australians found to be suffering from cyber bullying each year, and the many other challenges young people face online, it’s important that we invest in giving our students or library community the skills they need to be responsible digital citizens.

That’s why we’re participating in the Alannah & Madeline Foundation’s National eSmart Week - along with hundreds of other schools and libraries - to show our commitment to cyber safety, wellbeing and digital inclusion.

We will be holding a insert activity here to demonstrate our committment. Please join us at insert details.
Post and promote your involvement every day!

Choose from the example wording for social media.

Remember, a picture is worth a thousand words, so add your photos to these examples and get posting!

- We’re participating in National eSmart Week by `<insert activity here>` @alannahmadeline
- #esmartweek It’s #esmartweek. We are one of over 2,200 registered #esmart Schools
- It’s #esmartweek. We are one of nearly 700 registered #esmart Libraries
- We are committed to improving cyber safety & wellbeing in our community & are participating in National #esmartweek.
- Happy National #esmartweek. Our library/school has achieved #esmart Status. (insert photo).
- We are celebrating #esmartweek & being smart, safe & responsible online by...
- Check out our (insert school/library example of work) for National #esmartweek
- National #esmartweek celebrations are happening at X school or Library.
- As part of National #esmartweek we are....
- Completing our #esmart Digital Licence ensures we are smart, safe and responsible online this national #esmartweek

Do you want to tell your local media?

Use the media release template in the Appendix to help you get local media to your event or tell them about cyber safety and wellbeing at your school/library. While there is no formula for securing coverage in the media, we do have some tips and suggestions to help you:

- Look up your local newspaper, radio station or TV news programme online to find their newsdesk telephone details (it may just be a general number), when you call ask for the ‘newsdesk’.
- Journalists are often quite busy so bear this in mind and plan what you’re going to say.
- When a reporter takes your call, introduce yourself: Your name and where you’re from; provide a very quick summary of your story; offer to email them the media release and provide more information if they are interested.
- For libraries: speak to your Communications or Media department at Council or Shire offices and they will help with your media enquiries; you’ll just need to provide them a summary of your eSmart journey and activities.

Take a look at the media release template at the end of this document for wording.
APPENDIX
We’re participating in National eSmart Week. We are committed to improving cyber safety and well-being in our community. **Ask us how.**
For Immediate Release

<INSERT SCHOOL OR LIBRARY NAME> unites for the second annual National eSmart Week.

<INSERT SCHOOL OR LIBRARY NAME> are participating in the Alannah & Madeline Foundation’s National eSmart Week, 5 – 9 September 2016, along with hundreds of other schools and libraries to show their commitment to cyber safety, well-being and digital inclusion.

<INSERT SCHOOL OR LIBRARY NAME> has enthusiastically accepted the challenge, with its <Insert group/s participating in activity – students/staff/library/community group> participating in a range of activities including <insert activity details> to demonstrate their commitment to teaching online safety and wellbeing in their community.

"Insert quote from your School Principal, Library Services Manager or organisation manager on why participating in National eSmart Week is important for your organisation”.

More than 550 Australian communities took part in last year’s inaugural event and numbers are only expected to increase in 2016.

The Alannah & Madeline Foundation CEO Lesley Podesta said last year’s National eSmart Week initiative proved how important it was to Australian communities to protect young people online. Ms Podesta announced that Foundation programs such as the eSmart Digital Licence were pivotal in educating people of all ages about cyber safety.

Ms Podesta said the internet was a great place to learn, be creative and stay connected, but added that with one in seven Australians children suffering from cyber bullying each year, it’s important that we invest in giving our communities the skills they need to be responsible and safe online.

“The best way to educate Australians about cyber safety is through our children,” Ms Podesta noted. “We now know that National eSmart Week gives us the chance to promote important themes and messages by running engaging activities for young Australians.”

National eSmart Week is an initiative developed by the Alannah & Madeline Foundation, in partnership with Telstra Foundation.

Picture/Publicity Opportunities

Email us a great image of what you did during National eSmart Week or encourage a journalist to come and visit when your activity is on.

Contact Information:
Name <insert best contact for journalist>
Phone <insert phone number>

For further information on the Alannah & Madeline Foundation and National eSmart Week, please contact:
Adrian Bernecich, Media Advisor
Alannah & Madeline Foundation
M: 0416 045 701
E: adrian.bernechich@amf.org.au
During National eSmart Week we have organised a number of training events and webinars to help your school or library embrace cyber safety.

These webinars cover a wide range of topics and are presented by Alannah & Madeline Foundation’s eSmart team, as well as other key cyber safety knowledge experts and individuals.

All events and webinars are free to attend. We have listed some below: for the full list, visit https://www.esmart.org.au/news-events/national-esmart-week/

<table>
<thead>
<tr>
<th>Topic</th>
<th>Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Developing an eSmart curriculum” especially for schools. Including eSmart messages into existing classroom programs</td>
<td>Mel Gillies</td>
</tr>
<tr>
<td>“Step through Implementing” especially for schools. Taking a look at best-practice resources to guide you through</td>
<td>Helen Sultana</td>
</tr>
<tr>
<td>“Final steps to take towards becoming eSmart” especially for libraries. Last actions to take before your eSmart accreditation</td>
<td>Michael van Leeuwen</td>
</tr>
<tr>
<td>“Planning your eSmart journey” especially for libraries. Begin eSmart in your library after forming a strong Working Group</td>
<td>Jo Whitford</td>
</tr>
<tr>
<td>“eSmart Digital Licence for your staff and students” especially for schools and libraries. Practical tips and guidance for using the eSmart Digital Licence</td>
<td>Amy Williams</td>
</tr>
</tbody>
</table>

“eSmart provides a framework for libraries to ensure their processes are in place to provide a cyber safe environment for their users

-CEO, Yarra Plenty Library Corporation, VIC