



Navigating the fast-changing world of smartphones and social media is complex.

We're not anti-tech, we're pro childhood. This stuff's tricky, the evidence is evolving fast, and every family is different. Every family will come to their own conclusions; we just want to open up a conversation about these issues.

It's a new frontier of parenting, and we're all in it together.

We're on a mission

1

Join the Malmesbury Whatsapp group – connect with others who are delaying, learn from experiences of carers with children already at Malmesbury Secondary

2

We want to influence Malmesbury Secondary to take into account views from feeder Primary school carers and parents now.

3

Spend 10 mins [watching this film](#) and sign the Parent Pact - Join the growing movement of people choosing to delay - it takes 30 seconds
parentpact.smartphonefreechildhood.co.uk

If you are interested in the topic, but your child is unlikely to go to Malmesbury Secondary school, you can still [get involved](#).

Why we're doing this now

We've been put in an impossible position by tech companies. By the time meaningful change happens via the law, it will be too late for our children. It's a lose lose – either allow our children access to something all the evidence tells us is damaging or say no and risk alienating them among their peers at a crucial stage of their social development.

Young people themselves are far more self aware about the issue of smartphones than we sometimes give them credit for: two thirds of teens think that smartphones are harmful, a fifth say that social media has made them feel like 'life is not worth living' (Parentkind poll, 2024).

We believe something needs to change, and it starts with all of us working together – to delay, to inform and to discuss. **Saying no can feel impossible when you're acting alone. Acting collectively makes it infinitely easier.**

51%
of UK 11-13 year-olds
have seen hardcore pornography online*

90%
of girls and 50% of boys say they are sent
unwanted explicit content**

Smartphones are a gateway to extreme content and viewpoints* Even if children don't search this content out, they will be served it by the algorithm on social media and sent it via their friends on WhatsApp. Once they've seen these things, they can't unsee them. Being immersed in this sort of toxic content has the effect of normalising it over time for your child.**

"When kids are on their phones all day, it's not just what they're doing on the phone that matters — it's what they're not doing. They're missing out on crucial experiences that help them grow into healthy adults."

**- Dr Jonathan Haidt
Professor of Social Psychology, NYU**

Tech companies spend billions on making apps and devices as addictive as possible because 'maximising engagement' is the fundamental objective of their business model.

So it's little wonder that many children are routinely 'spending six, seven, eight hours a day on social media – often more' (Ofcom, 2024).