

The Mannerheim League for Child Welfare

- the biggest child welfare organization in Finland
- promotes the wellbeing of children and of families with children
- increases respect for childhood
- sees that children's views are taken into account in public decision-making
- relies on partnerships

The league is now concentrating on the following challenges:

- guaranteeing the right of children to childhood
- promoting responsible parenting
- increasing interest in volunteer work
- developing partnerships across traditional boundaries of cooperation

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In Finland

- children start using new communication technologies at an early age
- the web has become a fundamental part of their daily social life
- a great deal of adults are not familiar with the new technologies and new forms of communication children are using

→ Digital divide between generations



The YPRT Toolkit supports the Mannerheim League for Child Welfare in educating and enhancing the awareness, abilities, understanding and attitudes of parents and educators in relation to online technologies used by the adolescents .

The most relevant suggestions from the toolkit for the Mannerheim League for Child Welfare are:

- C 4.5 Policy in regard to co-operation with welfare and help organisations
- C 5 Digital literacy
- C 6 Awareness raising

Smart on the Web school campaign – Supporting schools and parents in internet safety education

- the primary target groups: a) children aged 10-16; b) parents; c) teachers and other educators
- the purpose: empower citizens to use the internet safely and responsibly (YPRT Suggestion 5.10)
- positive opportunities and smart, active use of media are emphasized (YPRT Suggestion 6.1)
- media skills are seen as a protective factor in child development
- the campaign aims to bridge the digital divide between generations

Youth participation in Internet safety actions (YPRT Suggestion 5.17)

- youngsters are used as trainers to share their knowledge and experiences with adults
- the Youth Panel supports the work by reviewing, designing and producing awareness tools and methods
- aim is to develop and promote peer support work on online environments popular among the youth
- peer support chat sessions under the guidance of the trained adults (YPRT Suggestion 3.19)



Cooperation and partnerships

- intensive cooperation with the various actors and specialists in the field of social web
- multifunctional relationships provide possibilities to reach and work with children online in the existing popular services
- information of the actual trends from the viewpoint of the children and the service providers
- possibility to share professional expertise and viewpoints

The YPRT supports the efforts of the Mannerheim League for Child Welfare by providing for an international platform for intensive cooperation with the various actors and specialists in the field of social web.

