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Media Release

KIDS MAY BE TECH-SAVVY, BUT PARENTS ARE MORE LIFE-SAVVY

Elizabeth Handsley, Professor of Law at Flinders University and President of the Australian Council on Children and the Media (ACCM), is urging parents not to give up on guiding their children's use of new media.

Speaking in advance of the ACCM's August 19 seminar in Adelaide "Managing media in families", she said

"It's easy to feel like giving up, especially when your children seem so much more knowledgeable than you are about how to work the various devices and systems that now deliver our information and entertainment. But this doesn't make them the best judges of the content that's suitable for them".

She continued

"The onslaught of new media platforms and content presents the modern parent with challenges that were not known even a generation ago. It's not easy to manage children's media use to get the best of what is on offer and avoid the risks of harm from violence, bullying, pornography, objectification and commercialism".

She said that parents deserved more support in guiding children to healthy media choices and that such support by governments was a principle embodied in the United Nations Convention on the Rights of the Child (CROC). In the absence of concerted government efforts to provide it, ACCM provides occasional seminars to empower and encourage parents in taking active steps towards positive media management.

The next seminar, *Managing media in families*, featuring well known psychologist and author Dr Michael Carr Gregg, will be held at Immanuel College, Novar Gardens, SA at 7.30pm on Monday August 19. www.childrenandmedia.org.au

ACCM is a unique national community organisation, which strives for a media environment that supports the health, safety and wellbeing of Australian children. It is committed to promoting healthy choices and stronger voices in children's media.

For more information or to arrange an interview, please contact Elizabeth Handsley on 08 8201 5256, 08 82721170 or mobile 0448 898 185 or Dr Michael Carr-Gregg on 0415 383 209