

“When you are ready for your child to stop being a child, give them a smartphone”

A smartphone-free childhood does not mean phone-free or tech-free

SMARTPHONE-FREE CHILDHOOD



(Click on banners to go to the websites)

Objectives of this meeting

- Promote the nationwide movement for a SMARTPHONE-FREE CHILDHOOD
- Share evidence from research around the impact of smartphones on children
- Share concerns that parents have about children NOT having a smartphone
- Share alternatives for smartphones
- Provide details of how parents can work together to support the movement collaboratively - Parent Ambassadors
- Support parents' decision making by providing them with a choice

Smartphone-Free Childhood is a parent-led movement on a mission to protect millions of children from the dangers of using smartphones too young.

The goals for this campaign :

- A nationwide ban on smartphones in schools* with phone lockers and pouches so they are not accessible during the day.
- Ban of social media for children under 16 years old.
- Ban of smartphones for children under 14 years old.*

St Albans school heads call for under-14s smartphone ban

© 22 May



MailOnline

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St Albans bids to become the first smartphone-free city for children under 14 - with headteachers begging pupils' parents to delay buying mobiles for them

St Albans set to be first smartphone-free UK city for under-14s

Consortium of head teachers urged parents to delay children's device access over fears of mental health impact

Steve Bird

Related Topics
St. Albans, Primary Schools, Children, Children's health, Mobile phones, Billie Kenner



St Albans wants to be first smartphone-free city for under-14s

Head teachers in the city plead with parents of primary pupils to swap smartphones for simple 'dumbphone' handsets

Last year, a town's primary schools banned smartphones. This is what happened

IN DEPTH

'We wouldn't sell a child alcohol, so why give them smartphones?'

Mobiles have been blamed for a rise in anxiety, anorexia and attention disorders. Schools in St Albans plan to take action

St Albans headteachers call for smartphone-free childhoods

22nd May

EDUCATION ST ALBANS



Children could be banned from using smartphones in a UK city

Jasper King

Published May 22, 2024, 4:09pm | Updated May 22, 2024, 6:29pm



Headteachers from different primary schools across St Albans have written a joint letter (Picture: iStockphoto)

Group of 17 London secondary schools join up to go smartphone-free

Measures will impact more than 13,000 pupils in Southwark, and include confiscating phones used at school



ComputerHope.com



THE STANDARD

More than 100 schools across Barnet to go smartphone-free

Noah Vickers
17 February 2025 · 3-min read

Academy chain with 35,000 pupils to be first in England to go phone-free

Exclusive: Ormiston academies trust says impact of phones on learning and mental health has been 'catastrophic'

● How going phone-free taught pupils 'to socialise, old school'



Australia approves social media ban on under-16s

France social media ban live: Senate votes to block access for under-15s

Norwegian government plans social media ban for children under 16



Greece to Automatically Block Social Media Access for Children Under 15 From October



alth (PA Wire)

ree' from
irn, socialise and

THE SAFER
PHONES BILL

A Bill to make smartphones less addictive to support healthier, happier childhoods

Josh MacAlister OBE MP (Labour - Whitehaven and Workington)



JONATHAN
HAIDT
The Anxious
Generation

How the Great Rewiring
of Childhood Is Causing
an Epidemic of Mental Illness



A woman with brown hair, wearing a grey cardigan over a black and white striped shirt, is holding a black smartphone in her right hand. She is looking towards the camera. Next to her, a man with short dark hair and a beard, wearing a light-colored t-shirt, is also looking towards the camera. They are in a classroom setting with shelves of books and papers in the background.

Swiped: The School that Banned Smartphones

N SERIES
ADOLESCENCE

Adolescence

2025 | 15 | 1 Season | Drama

When a 13-year-old is accused of the murder of a classmate, his family, therapist and the detective in charge are all left asking: what really happened?

Starring: Stephen Graham, Ashley Walters, Erin Doherty
Creators: Jack Thorne, Stephen Graham

Concerns about delaying smartphones

"That's how they communicate now!"

"They can't be the only ones without one or they'll be left out!"

"But they need independence, this is part of growing up"

"But they will miss out on WhatsApp groups with their friends"

"But we promised them..."

"But their older siblings have them"

"For children with divorced parents, aren't smartphones a necessity?"

Kids can communicate with each parent on a simple phone and use an iPad for Facetime calls if required.

"Can't we just use a stripped back iPhone with parental controls?"

"But my child needs a smartphone for train tickets and bus trackers!"

"This will never work, smartphones are essential in our lives now."

<https://delaysmartphones.org.uk/evidence/>



EVERYONE'S GOT ONE BECAUSE EVERYONE'S GOT ONE



Most parents believe smartphones are harmful, yet almost all children have them by Year 7



Because resisting peer pressure becomes almost impossible when children's social lives migrate online

The powerful network effects of smartphones and social media mean parents and young people feel like they have no choice



PARENTS WISH THINGS WERE DIFFERENT

94%

of primary school
parents think
smartphones
are harmful

Parentkind nationwide poll of 2,496
people, April 24

70%

of parents believe
smartphones
negatives impact
family life

HMD poll of 10,000 parents, June 24

33%

of parents of children
with smartphones have
cried over their child's
phone obsession

HMD poll of 10,000 parents, June 24



YOUNG PEOPLE WISH THINGS WERE DIFFERENT

67%

of 16-18 year olds
think smartphones
are harmful

Parentkind poll, 2024

1 in 5

of 16-18 year olds
have felt "life is not
worth living" due to
social media

Parentkind poll, 2024

50%

of teens say they are
"addicted" to social
media

Millennium Cohort Study, 2024

...addictive



FOCUS AND BRAIN CHANGES

46%

of teens say they use their phones "almost constantly"

Pew Research Centre, Aug 2022

29 hours

Per week is the average British 12-year-old now spends on their smartphone

Childwise Monitor Report, 2021

2 in 3

of 11-17 year olds 'often' or 'sometimes' find it difficult to put down their phone

Common Sense Media, 2023

46% of teens say they use the internet **"almost constantly"**

23% of young people have a dysfunctional relationship with their smartphones

READ MORE



"Behind every screen on your phone, a thousand engineers have worked to make it maximally addictive. Children are particularly susceptible to this kind of manipulative design."



Aza Raskin

Co-inventor of 'infinite scroll', turned campaigner

Back



Aza Raskin

@aza

One of my lessons from infinite scroll: that optimizing something for ease-of-use does not mean best for the user or humanity.



Nishant Chaturvedi 🇮🇳 @nishantchat · Jun 7, 2019

#SocialMediaAddiction

The creator of the infinite scrolling feature, Aza Raskin, had a noble intention when he went about designing this feature.

Exposure to Harmful Content

...exposing
children to sexual
and offensive
content



SEXUAL CONTENT & BEHAVIOUR

WhatsApp
Tik-Tok
YouTube
Snapchat
Instagram
AI Chatbots



**“We’ll look back in 20 years
and be horrified by what our
children were exposed to”**



Dame Rachel de Souza
Children's Commissioner for England, 2022

51%

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

British Board of Film Classification Report, March 2022

75%

of UK 15 year olds
questioned had been
sent beheading videos

Digital Childhoods, children's commissioner report, 2022

90%

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

Ofsted review of sexual abuse in schools, 2021

...making children
more likely to self
harm



MENTAL AND EMOTIONAL HEALTH

...increasing
depression and
anxiety in
children



MENTAL AND EMOTIONAL HEALTH

Self-Harm Episodes, U.K. Teens

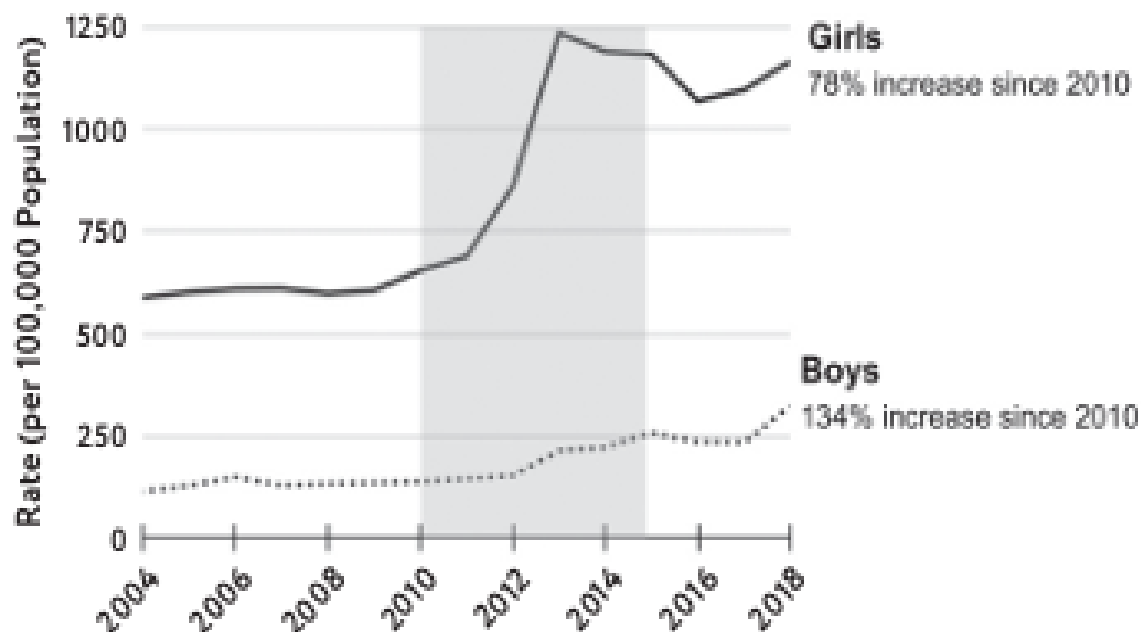
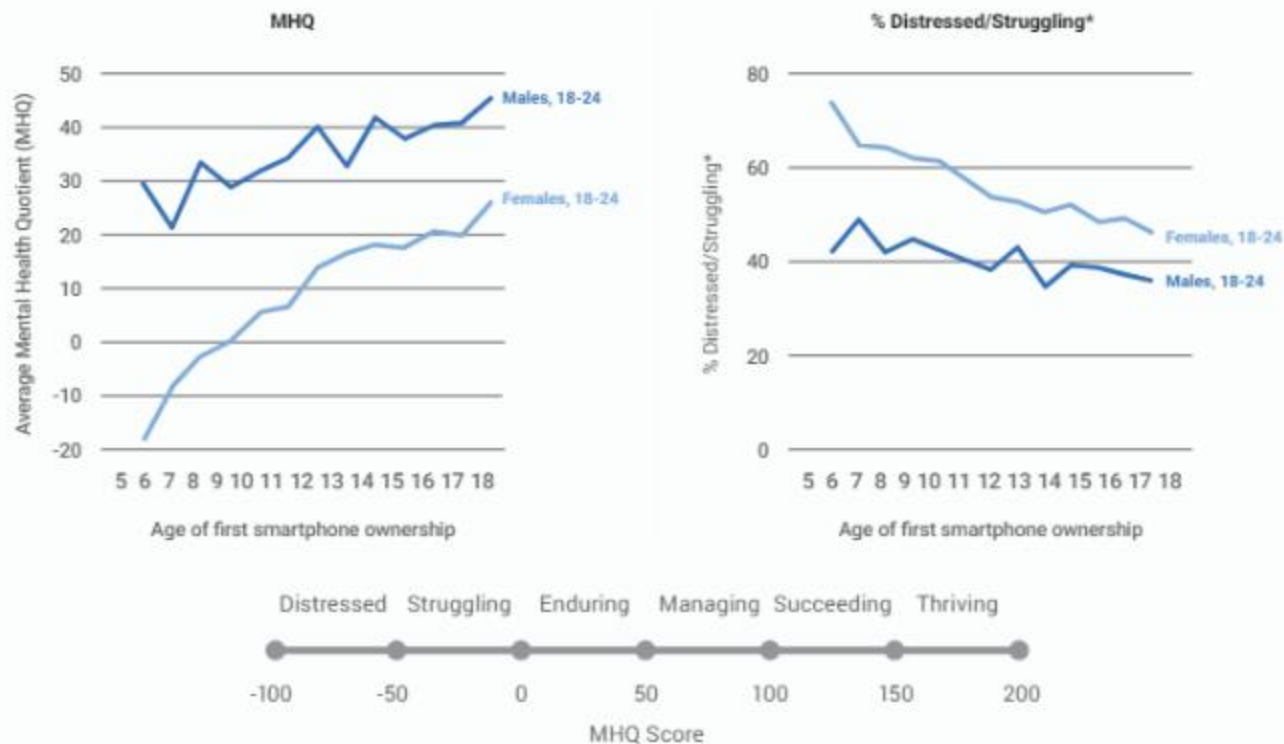


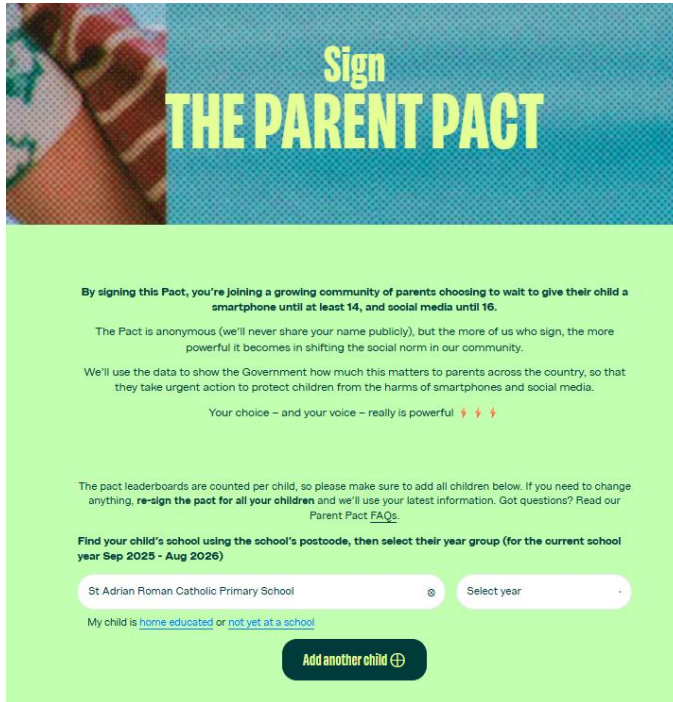
Figure 1.9. U.K. teens' (ages 13–16) self-harm episodes. (Source: Cybulski et al., 2021, drawing from two databases of anonymized British medical records.)⁵¹

Figure 1: Mental wellbeing in young adulthood (ages 18-24) improves with older age of first smartphone

Mental wellbeing measured by the Mental Health Quotient or MHQ increases with older age of first smartphone ownership. Correspondingly the percentage that are distressed or struggling decreases.



What can parents do?



**Sign
THE PARENT PACT**

By signing this Pact, you're joining a growing community of parents choosing to wait to give their child a smartphone until at least 14, and social media until 16.

The Pact is anonymous (we'll never share your name publicly), but the more of us who sign, the more powerful it becomes in shifting the social norm in our community.

We'll use the data to show the Government how much this matters to parents across the country, so that they take urgent action to protect children from the harms of smartphones and social media.

Your choice – and your voice – really is powerful ⚡ ⚡ ⚡

The pact leaderboards are counted per child, so please make sure to add all children below. If you need to change anything, **re-sign the pact for all your children** and we'll use your latest information. Got questions? Read our [Parent Pact FAQs](#).

Find your child's school using the school's postcode, then select their year group (for the current school year Sep 2025 - Aug 2026)

St Adrian Roman Catholic Primary School Select year

My child is [home educated](#) or [not yet at a school](#)

Add another child ➕

'Parents know they are not alone': UK pact to withhold smartphones until 14 gathers pace

Signatories to online pledge say it offers support in family reckonings over phone usage



The change can only be implemented by parents at home!

Parents make a pact with groups of families
to delay smartphones until 14

St Albans School
agreed policy to
delay smartphones
until children are 14

Parent
Ambassadors
help build
support within
their year
groups

Parents make pacts in bigger groups
within class and year group whatsapp
groups to delay smartphones until 14

Parents connect with friends across St.
Albans to drive change across the city

Make meaningful change nationwide by
delaying smartphones until 14

Modelling good behaviour



...encouraging
children to turn
to peers over
parents for
direction



SOCIAL DEVELOPMENT

**Peers are now children's
primary attachment.**

Children are in almost
constant contact with their
peers shifting the primary
relationships away from
their parents/guardians

[READ MORE](#)

Parent Challenges

1. Target a reduction in your own screen time, e.g. by 10% a week over the course of a month
2. No phones in a specific area of the house, e.g. the living room, bedrooms
3. No phones after a specific time, e.g. 6pm until the kids are in bed
4. Have a lockable box where you store your phones during "down time"
5. Smartphone free Sundays

When should a child get a phone?



0 - 11 Years old

No phone

We're not saying 'no internet' or 'no screens'. But barring some exceptions, most primary aged kids don't need a phone of their own.



11 - 14 Years old

First phone

A simple phone for communication but without social media or web browsers. Shared access to family laptop or other devices.



14 - 16 Years old

Follow on phone

Introduce a smartphone with parental controls and clear boundaries around apps and daily usage.



16+ Years old

Smartphone

Older teens are better equipped to manage the complexities of constant internet and social media access.

Alternatives to Smartphones

Internet-Free First Phones

When you do want to get a phone for your child make sure:

- **The phone does not support Wi-Fi**
- No 4G/5G
- No selfie camera
- **Use a SIM card with NO DATA**, calls and texts only
- Give it with a contract/boundaries (see below)



Nokia 3310 - £55



Nokia 5710 - £50



Doro 6280 - £70



Karri - £40



The Phone+ - £150

Sim Cards:

IMPORTANT – When you get a SIM card for your child's phone, make sure that it has NO DATA roaming, only calls and texts so that there is no chance that they can access the internet. Currently Asda are the only company that are offering this.

[Asda Unlimited calls and Texts £4 per month](#)

[Parentshield by EE – £5.99 or £15.99 \(Unlimited\)](#)

Follow-on Phones



HMD Fusion X1 - £229
Plus £5 per month



The Light Phone II - £299



The Balance Phone - £259



Pinwheel - £479/£239

Smartwatches/Tags



XPLORA GO X2 - £99



Imoo Z1 Smartwatch for Kids - £99



Tile - £25

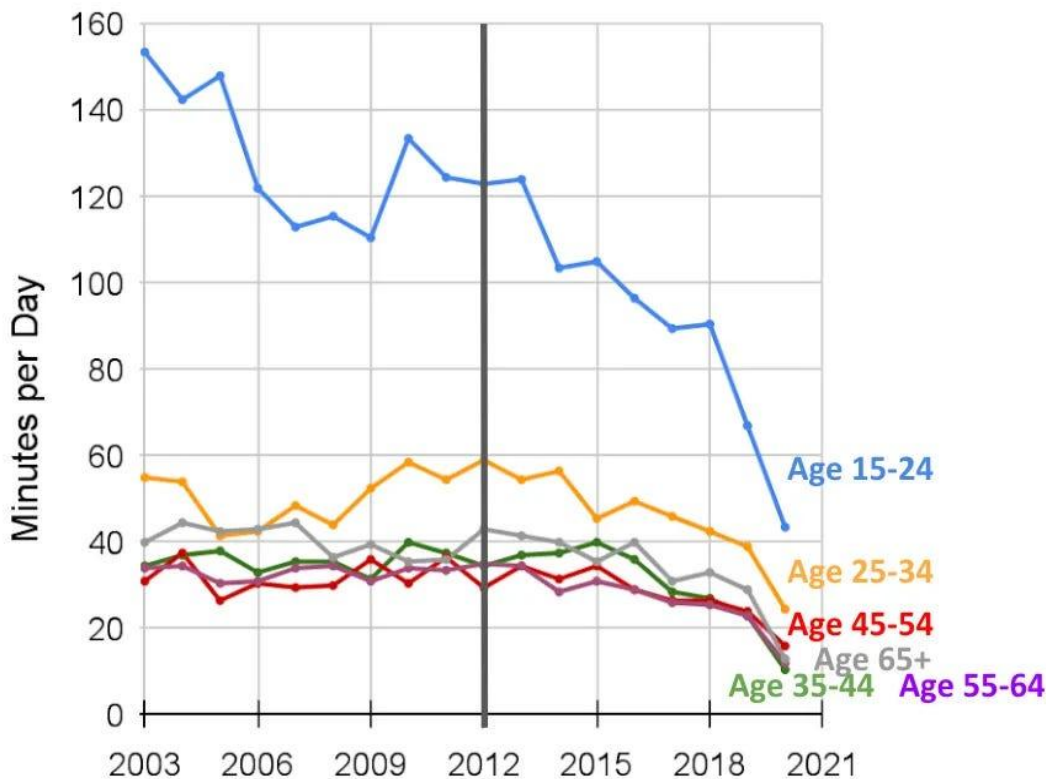


Apple Airtag - £30

Are we as parents providing
with the childhood t

The opportunity cost to chil
The average UK 12 year-old
four hours per day on
displacing the kinds of a
shaped childhood for milleni

Daily Avg Time with Friends (minutes)



43%

of US teenagers waking minutes
are spent on screens

Gitnux Marketdata Report, Jan 2024

When do young children get given individual screens?

- ☞ When they say they are bored
- ☞ When parents are busy
- ☞ At restaurants
- ☞ In the car
- ☞ At the supermarket



Think about what you did as a child when you were bored:



What are the Secondary schools saying

Sandringham and Beaumont have introduced smartphone bans for Year 7 pupils starting in September 2026

Verulam School have introduced pouches

All other schools have a 'Never seen, Never heard policy – inc Marlborough



Why parental controls are a big tech cop out

58%

of teens say they've never had controls put on their phone by parents

47%

of teens with controls in place say they have bypassed them

(Parentkind poll, May 2024)



If your child has a smartphone, we'd recommend using parental controls – but ultimately they're not the solution to this problem



Many parents don't have the tech-knowledge or headspace to set them up (or to hold fast in the face of a teen lobbying for more)



And teens find multiple ways to bypass controls:

Performing a factory reset

Using VPN software

Hacking the WiFi router

Memorising your passcode

Even if your kid's phone has controls, their friends may not – so they may see or be sent inappropriate content anyway



Yet big tech lobby government not to regulate them further by arguing that their parental controls are sufficient – that 'parents just need to educate themselves'



Parental controls have been around since the dawn of the iPhone – and we are where we are. Teens across the globe are experiencing an explosion in mental illness.



Is there a better alternative?

4. More independence, free play, and responsibility in the real world. That's the way children naturally develop social skills, overcome anxiety, and become self-governing young adults.

- **Jonathan Haidt**, *Anxious Generation*

#**IRL** REVOLUTION



Smartphone Free Childhood is a grassroots movement on a mission to challenge Big Tech's colonisation of childhood



Join the growing movement. It takes 30secs - and could change the world!

[SIGN OUR PACT](#)

Find tools, template letters and guides to help navigate the issue.

[RESOURCES](#)

Join an international SFC group, or find out how to start one.

[GLOBAL GROUPS](#)

Activate Windows
Go to Settings to activate Windows.



If we all agree to delay giving our children smartphones, and instead gave them brick phones until at least the end of Year 9, the peer pressure instantly reduces.

Saying no can feel impossible when you're acting alone. Acting collectively makes it infinitely easier.

We are stronger together

- Anonymous to the school
 - just year group
- Not legally-binding
- A statement of intent
- Sign up for all your children

Parent Pact



St Adrian Roman Catholic Primary School

Watling View, St Albans, Hertfordshire, AL1 2PB

6

Children signed up

Sign the Pact 🍌

Share the Pact 🔗

Year / Age

Pacts

Year 1 (5 - 6)	2
Year 2 (6 - 7)	2
Year 3 (7 - 8)	1
Year 4 (8 - 9)	1

Parent Pact



Sign the petition to raise the age on social media

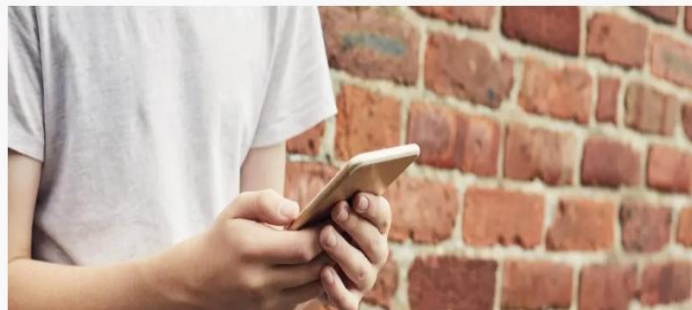
Tell Starmer: stand up for British families not tech billionaires

Add your name



Technology

Social media restrictions for under-16s even if no ban, minister says

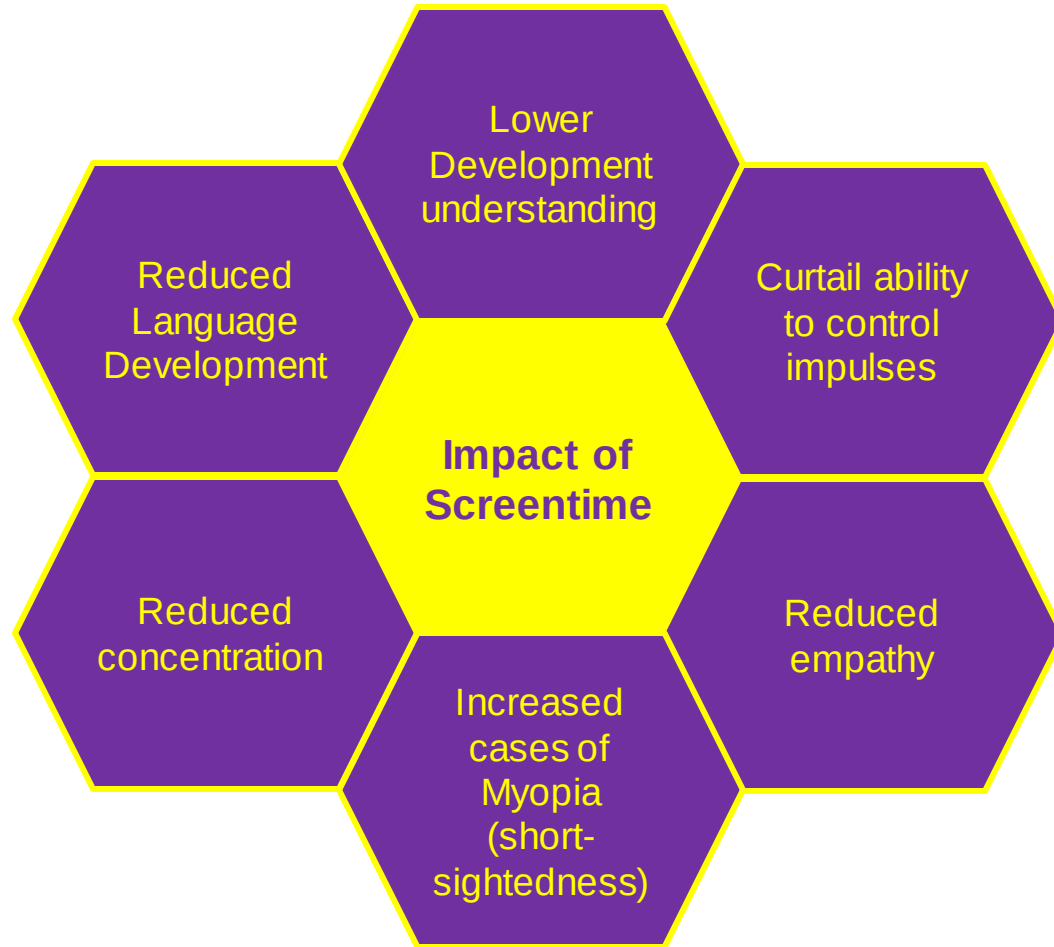


A safer digital childhood

We're launching a national conversation to gather views and drive action to keep children safe online.







ROBLOX

- 80 million plays a day – 60% by over 13 year olds
- Encourages players to communicate online – filtered but not perfect
- Public servers – most games are open to everybody (can limit with VIP servers which you have to pay extra for)
- Relys on creator ratings for games
- Content of games can be adult or inappropriate themes
- Experience blocker – what else could they be doing?



"My first message would be, if you're not comfortable, don't let your kids be on Roblox."
"That sounds a little counter-intuitive, but I would always trust parents to make their own decisions,"

David Baszucki – CEO of Roblox