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New website takes right approach to internet safety for children

Children's rights organisation, **Save the Children**, has welcomed the announcement today by the Federal Government of the launch of the new ThinkUKnow website aimed at increasing internet safety for children.

ThinkUKnow Australia is a partnership between the Australian Federal Police (AFP) and Microsoft Australia.

Save the Children's Child Rights Specialist Dr Annie Pettitt said, "The best way to protect children from harm is to first teach them how to protect themselves.

"Just as our approach to road safety is not to stop children crossing the road but to be aware of the dangers, we need to teach them to be aware of the risks of using the internet so they can do so safely.

"The Government has taken the right approach with this new website as it teaches children and parents how to identify and avoid danger, and what to do if an unsafe situation occurs.

"Just as important, it also provides links on where to go for support if they experience bullying, and how to report sexual exploitation or inappropriate content which is important if we are to tackle these issues long term," she said.

Save the Children is the world's largest independent child rights organisation making a difference to children's lives in more than 100 countries, including Australia. From emergency relief to long-term development, Save the Children secures a child's right to health, education and protection. For more information go to: www.savethechildren.org.au.

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