



Activity Report

2021

Prevention department

Prevention programme

Since 2018, Action Innocence has reviewed its prevention policy and gradually scaled down its school-based interventions. The Foundation has aligned itself with the national digital strategy enacted by the Swiss Conference of Cantonal Directors of Public Education (CDIP), the various Cantonal prevention policies and the new curriculum in the French-speaking part of Switzerland. With the new strategy teachers are entrusted to provide school children with the necessary skills to become independent and responsible citizens in a digital world.

Action Innocence offers prevention material, runs training sessions aimed at professionals, especially teachers, and supports schools in implementing school projects.

The material developed by the Foundation now allows schools to offer a digital education (*parcours numérique*) from school years 1 to 11 (4-15-year-olds).

In 2021, the prevention team carried out the following activities, by target audience:

- **“Net Monsters” (*Les Monstres du Net*) for school year 5 (8-9-year-olds)**
- **“Tim, Tam and ICT” (*Tim, Tam et les TIC*) for school year 7 (10-11-year-olds)**
- **“Teen Workshop” (*Atelier-Ados*) for school year 9 (12-13-year-olds)**
- **Specific sessions for people with special needs**
- **Adult training sessions aimed at education, health, and social workers**
- **Debate for parents**

As part of the adult training programmes aimed at professionals of education, health and social care, the following workshops were made available:

- **“Online at such a young age (*Si petits et déjà connectés*): screens and children aged 0 to 6 years old”**
- **“Growing up with screens (*Grandir avec les écrans*): digital education from 6-12 years old”**

- **"The digital practices of teenagers (*Les pratiques numériques des adolescents*) aged 12-16"**
- **"Digital education for years 5 and 6 – Net Monsters" (*Les Monstres du Net*)**
- **"Digital education for years 7 and 8 – Tim, Tam and ICTs" (*Tim, Tam et les TIC*)**
- **"Digital education for years 9 and 10 – Teen workshop" (*Atelier Ados*)**
- **"Digital habits of youth and young adults - special needs" (*Les pratiques des adolescents et jeunes adultes en milieu spécialisé*)**
- **"(Cyber)bullying, see the invisible!" (*Cyber)harcèlement, voir l'invisible!*)**

In 2021, despite the health restrictions linked to the pandemic, there were in all **354** interventions, with **6461** individuals - children, teenagers and adults (including both parents and professionals) benefiting from the prevention programme offered by the Foundation.

Prevention resources

The prevention resources are updated each year in the light of the evolution of the Internet and its use by young people, on one hand, and new knowledge gained on prevention.

The following resources were made available in 2021:

- **Illustrated guide for parents**
- **"Using Internet and social media" (*Lorsque j'utilise Internet et les réseaux sociaux*) - leaflet and poster (aged 10 and up)**
- **"Tim, Tam, and ICT" (*Tim, Tam et les TIC*) - poster (aged 10 and up)**
- **"Cyberkit" - poster (aged 8 and up)**
- **Leaflet "I play videogames" (*Je joue aux jeux vidéo*) - (aged 6 and up)**
- **Leaflet "My child plays videogames" (*Mon enfant joue aux jeux vidéo*) - (aged 6 and up)**
- **"Screen my love" (*Écran mon amour*) - comic strip (aged 6 and up)**
- **Booklet "Louis' Sunday" (*Le Dimanche de Louis*), (aged 3 and up)**
- **Booklet "Christophe and the Magic Screen" (*Christophe et l'écran magique*), (aged 3 and up)**
- **Booklet "Come on Kenza" (*Viens Kenza*), (aged 3 and up)**

2 new leaflets were achieved in 2021:

- **“My child plays videogames”** (*Mon enfant joue aux jeux video*) aimed at parents to guide children in their use of videogames.
- **“I play videogames”** (*Je joue à des jeux video*) aimed at children, to help ensure that playing remains a pleasure and does not encroach on the other activities that are necessary for their development and growth.

The prevention material developed by Action Innocence can be ordered or downloaded on the Foundation’s new website, which was launched in September 2021. Over **20,000** copies have been distributed, not to mention downloads from the website.

Conferences for parents

Despite the pandemic, Action Innocence was able to host some talks for parents in 2021. Despite all efforts, it can be seen that it’s increasingly difficult to attract the parents. In order to reach as many as possible and to offer a tool that schools can show during their own parents’ evenings, especially at the beginning of the school year, Action Innocence has produced a short **video** that discusses the issues surrounding screen use at home and suggests simple solutions to incorporate them without being overrun.

Prevention campaigns

The **“Speak up”** (*Ose en parler*) campaign to prevent (cyber)bullying for aged 12-16 that has been launched in 2018 continued to go round in schools in French-speaking Switzerland. In 2021, several secondary schools in Geneva hosted the campaign and the feedback from headteachers and teachers is always very positive.

In 2021, work on the **prevention campaign to prevent (cyber)bullying** continued, in collaboration with the Tambourine-Vigne Rouge-Troinex School in the Canton of Geneva and the School of Art and Design (ECAL). Students in the last year of their Bachelor’s degree were asked to invent a bench to symbolise **“getting on together”** (*bien vivre ensemble*). The students’ work was presented in February 2021 in an exhibition open to all pupils. Together with the other members of the panel representing the school’s management, the management

of Action Innocence, ECAL's management and the municipality, they have been able to choose the bench which they believe to be the best illustration of "getting on together". The selected bench has been placed in the playground shelter at each of the three schools in November 2021.

School projects

Action Innocence supported in 2021 the organisation of several school projects in the Cantons of Geneva and Vaud. With the Foundation's help, the schools were able, among other projects, to come up with their own digital course and thereby provide activities that were not just age appropriate, but also adapted to the usage. The prevention team has also run several training sessions aimed at teachers, allowing them to feel more comfortable addressing the issue of digital activities with their students and transmit prevention messages. Workshops were also organised to give teachers guidance about using the material provided by the Foundation.

Platform for professionals

Since 2019, Action Innocence has made two of its prevention modules available to education professionals on its online platform **www.pro-tic.org**, adapted into the teaching series "Net Monsters" (*Les Monstres du net*) and "Tim, Tam and ICTs" (*Tim, Tam et les TIC*). More than 593 education professionals, mainly teachers, were registered on the platform as of the end of 2021.

At the same time, the Foundation will create, in collaboration with the Geneva Higher Institute of Social Work (HETS), a new platform that will bring together all the prevention modules developed by Action Innocence and enable the teachers to become familiar with the themes and to endorse the content of the prevention messages.

Programme for toddlers

Puppet show

Despite the pandemic, 34 performances of the puppet show **“Les Mondes de Tilapin”** (*Little Rabbit’s Worlds*) were staged in 2021 in several early childhood facilities in Geneva. The reactions and comments from the young audience demonstrated the relevance of this prevention tool, that creates an opportunity to discuss with children the topic of using screens and all those things you do not do if you use screens too much time.

Partnership projects

City of Lausanne Campaign

In September 2021 the City of Lausanne, in partnership with Action Innocence, launched a new awareness-raising campaign. **“- screen, + of...”** (*- d’écran, + de ...*) is aimed at young people and their loved ones, and looks at the relationship each of us has with screens. This initiative is guided and supported by a steering committee, comprised mainly of experts from Lausanne University Hospital (CHUV), the Unit for the Promotion of Health and Prevention in Schools (Unité PSPS) the Directorate of Psychology, Psycho-Motor Therapy and Speech Therapy in Schools (DPPLS), the CIAO Association, the Cybercoachs Association and the Youth Council. Around 40 young people were involved in developing the campaign, especially in creating the slogans. The result is a quirky and non-judgemental tone that allows everyone to question themselves about their own relationship to screens, with the aim of establishing a positive and constructive dialogue and maintaining the link with young people. The City of Lausanne was able to benefit from Action Innocence’s expertise in its deliberations. The campaign, which will run until June 2022, will take place in public places and in schools.

The activities include:

- A poster campaign in the streets, on buses and the metro;
- Sending prevention material to over 2,400 health professionals (paediatricians, psychologists, psychomotor therapists, etc.);

- Young “screen ambassadors” (aged 15-20), trained by Action Innocence to go out and meet with the general public to promote the campaign and distribute prevention material. Their activities are interspersed with improvisation skits, in collaboration with the Vaud Association of Improvisation Leagues (AVLI).
- Activities for school children from year 7 to 11, thought up in collaboration with Action Innocence;
- A prevention kit containing Action Innocence prevention material, provided to teachers;
- Peer prevention : children from years 9 to 11, who have received training from Action Innocence, go into year 7 classes to talk about logging on/logging off;
- Awareness-raising evenings aimed at education professionals, led by Action Innocence;
- Parents evenings to tackle the issue of hyperconnectivity, the place screens occupy in the family and their possible side-effects, run by Action Innocence, Ciao and the Lausanne Municipal Police Youth Brigade (Polmun).

National “Youth and media” programme

Action Innocence has continued to be a member of the national work **group “Sex and the Internet”** (*Sexualité et Internet*), which in 2021 concentrated on the task of organising a symposium entitled “Sex, fun & education – is digital technology a positive thing for the sexuality of young people?” to be held finally in August 2022.

Shared Concern Method (*Méthode Préoccupation Partagée MPP*)

After an immensely successful first event in 2019, in March 2021 Action Innocence organised the 2nd Romandy meeting for professionals who use the Shared Concern Method (*Méthode Préoccupation Partagée MPP*), in partnership with the Lausanne Higher Institute of Social Work (HETSL) and the Unit for the Promotion of Health and Prevention in Schools in the Canton of Vaud (Unité PSPS). On the topic of “Educational Community and Education”, the speakers addressed the issue of communication between professionals and parents. In order to respect health measures, the symposium took place via videoconference, which was attended by more than 200 participants.

CAS – “Peer bullying and intimidation: prevention and intervention”

In March 2021, the first CAS (Certificate of Advanced Studies), developed by the Lausanne Higher Institute of Social Work (HETSL) in collaboration with the Higher Institute of pedagogy (HEP) of the Canton of Vaud and with support from Action Innocence, started. The purpose of this training is to study peer bullying and intimidation in schools.

Partnership CIAO (www.ciao.ch)

The partnership with the CIAO association continued in 2021. Action Innocence is still CIAO’s ‘go-to’ organisation for all questions relating to digital practices.

A new video developed in close collaboration with CIAO was launched in 2021.

This capsule lasting a little over 3 minutes helps to capture the mechanisms used by apps and websites to collect our personal data, and what purposes they use them for. The basic ideas behind algorithms and cookies are explained in broad terms to help young users to better understand the issues surrounding data collection.

The REPER association, Action Innocence and CIAO have continued to collaborate in order to develop teaching series to be used alongside the videos when shown to school audiences.

Research Department

Think Tank

Since 2016, Action Innocence brings together experts from various fields in order to create think tanks for several topics. In 2021, within the framework of the workgroup **“Impact of screens on children (0-3 year olds)”** (*Impact des écrans chez les tout-petits*), a sub-workgroup has been formed to develop prevention initiatives aimed at parents. The group members set about making a video aimed at future parents and parents of young children to raise their awareness of the effects of exposing very young children to screens.

Research in progress

Since 2018, Action Innocence has been actively engaged in research to help knowledge progress in its areas of concern and ensure its own prevention efforts are based on actual data. Action Innocence commissions and funds research and helps to disseminate the findings.

2020-2023

Effects of the exposure of very young children (6-36 months) to screens with respect to the development of multisensory skills and early interactions

In September 2020, the University of Geneva Psychology and Educational Sciences Faculty began extensive research into the impact of screens on very young children. The research will take place with a two-fold goal:

- Gathering epidemiological data in Switzerland on the use of and exposure to screens among very young children. This study is the first for this age bracket in Switzerland. For the purposes of the study, an online questionnaire will be widely circulated.
- Studying the impact of exposure to screens on the development of multisensory skills, motor coordination, and the quality of early interaction with the immediate emotional environment among children aged 6 to 36 months. The children will be asked to perform different tasks, by age group, in order to compare observed behaviours with the data collected. The psychomotricity department of the Geneva Higher Institute of Social Work (HETS) will be involved in the study of motor coordination and parent-child interactions.

Events department

To mark the launch of its new platform jepassealaction.org dedicated to fundraising, in 2021 Action Innocence organised a large 100% digital Christmas operation. Since its creation, every year the Foundation has organised a prestigious Christmas gala with a

fundraising auction. In 2021, due to the uncertainty caused by the public health measures, seven Christmas trees made exclusively by big luxury brands and an artist were auctioned exclusively online. Run by Piguet Hôtel des Ventes, the auction raised over 62,000 CHF.