

Keep your kids safe this fall

Kids are back to school and parents are at work ...



Do you wonder what they do after school?



TIPS for parents:

- Rely on their texts to tell you where they are, **OR** use an app that **shows** the location of their device
- Teach kids wireless common sense and responsible use
- **Download** and fill out free, customizable parent-child mobile phone contract

APP: Sprint Family Locator

- Locate children's devices on a virtual map from your mobile phone, PC or tablet
- Perform automatic safety checks
- Get a FREE 15-day trial for Android or iOS. After trial, costs \$5.99 per month/per account. (Allows up to 5 phones to be located)

sprint.com/familylocator

After school = Time for mobile devices



A typical teen sends and receives **30 texts per day¹**

90% of teens with phones exchange texts¹

About 75% of teens own or have access to a smartphone (a primary driver of teen Internet use¹)

TIPS for parents:

- Set family ground rules and consequences associated with mobile phone usage
- Encourage kids to be present when with friends – not glued to the smartphone screen
- Create a tech curfew and stick to it

APP: Sprint Mobile Controls

- Set phone use limits by time of day and day of week
- See who your child is talking or texting with – and when
- Establish a list of phone numbers that can call or text your child
- See what apps your child is downloading
- Set alerts to learn of potentially concerning behavior



sprint.com/mobilecontrols

Stay safe online

1 in 3 teens feel more accepted online than in real life, while

24% of teens are online "almost constantly"¹

80% of teens use the Internet or social media to reinvent themselves²

45% of teens would change online behavior if parents were watching²

87% of youths have witnessed cyberbullying²

92% of teens go online daily¹

TIPS for parents:

- Create a pin/password for child to unlock their phone. Lock screen when not in use.
- Make sure your kids know who is and isn't appropriate to interact with on their phones and online.
- Get permission to take photos and videos of others. Be aware of others taking pictures.

Resources

- Sprint's Content Filtering is an opt-in service that allows you to block "Adult Content" and "Malware" sites
- Visit Sprint's 4NetSafety website to find Internet-safety information from Boys & Girls Clubs of America and the National Center for Missing & Exploited Children

www.4NetSafety.com

Teens are driving everywhere



3,154 people are killed in distracted driving crashes in the U.S. in 2013³

660,000 motorists at any given moment use mobile phones or electronic devices while behind the wheel of a car³

5 seconds the average time your eyes are off the road while texting – time to drive the length of a football field blindfolded at 55mph⁴

6% of all crashes in 2014 are attributed to texting while driving – up 1% from 2013⁵

TIPS for parents:

- Instruct teens to **NEVER** send or read texts while driving, bike riding or other activities that require full attention. Make it a rule for everyone – including you
- **Download Sprint Drive First** and **Sprint's Family Safety Essentials**

APP: Sprint Drive First

- Detects when vehicle reaches 10mph
- Silences email and text alerts, sends calls to voicemail and auto-replies to texts and calls (customizable)
- Exit and 911 emergency buttons on the home screen to override app
- App is **Free** in Google Play for Sprint Android devices



sprint.com/drive

Sources:
¹ Pew Research Center, "Teens, Social Media & Technology Overview 2015," April 2015 (U.S. stats)
² McAfee, 2014 "Teens and the Screen study: Exploring Online Privacy, Social Networking and Cyberbullying," June 2014 (U.S. stats)
³ According to Distraction.gov, the official government website on distracted driving
⁴ 2009, VTTI
⁵ The National Safety Council

