

A person wearing a blue jacket is looking down at a smartphone held in their hands. The background is a blurred outdoor scene. The entire image has a blue tint.

A CALL TO ACTION

Unintended  
Consequences

WHY I CARE

WHY *you* SHOULD CARE TOO

by Katey McPherson

K A T E Y ' S

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Path > Method > GO!

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Value? Function? Desired Outcome?

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Parental Controls/iOS and BARK app on all devices

EERO Router

Central Charging Station

PDF. Playtime, downtime, family time

Copyright 2018, TMS, LLC

A person is holding a smartphone, and the entire image is overlaid with a semi-transparent blue filter. The person's hands and part of their clothing are visible through the filter.

The code to get a free trial of the BARK APP is:  
<https://www.bark.us/signup?ref=N6XCWWF>

The discount code to purchase the EERO router is FAMILY30 on [eero.com](https://eero.com)

# WHY I CARE WHY *you* SHOULD CARE TOO

by Katey McPherson





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**DIFFERENT THAN ANY OTHER GENERATION  
DON'T REMEMBER LIFE WITHOUT INTERNET**

Academic Rigor starting in Pre-K  
"The Performance Arms Race"

Removal of rough and tumble play/sedentary lifestyles

Neurotoxin enriched foods

Everything is bullying

Constant Media Stream

**iGEN**

Dr. Jean Twenge, 2014



A woman with long brown hair is carrying a young child on her back. They are in a grassy field with trees in the background. The sun is low on the horizon, creating a warm, golden glow and lens flare effects. The child is wearing a striped shirt and shorts. The woman is wearing a light blue shirt and dark pants.

NATURE

MOVEMENT

PHYSICAL TOUCH

CONNECTION

4 CHARACTERISTICS OF HEALTHY CHILD DEVELOPMENT

HEALTHY

•         •

What do we need to protect?

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SLEEP  
COGNITION  
BODIES  
FRIENDSHIPS  
PARENT-CHILD RELATIONSHIP  
SELF-ESTEEM



The New York Times Bestselling Author of  
*The Wonder of Boys* and *The Minds of Boys*

**MICHAEL GURIAN**

# SAVING OUR SONS

*A New Path for Raising Healthy and Resilient Boys*



With Special Sections on Motivating Boys  
and Managing Their Technology Use



## untangled

GUIDING TEENAGE GIRLS  
THROUGH THE  
SEVEN TRANSITIONS  
INTO ADULthood

Lisa Damour, Ph.D.

"For years people have been asking me for the 'girl equivalent of Raising Cain,' and I haven't known exactly what to recommend. Now I do."  
—MICHAEL THOMPSON, Ph.D., co-author of RAISING CAIN

Read by the Author • An Unabridged Production

BREAK FREE OF THE  
**HOW TO**  
OVERPARENTING TRAP

**RAISE**  
AND PREPARE YOUR  
**AN ADULT**  
KID FOR SUCCESS

JULIE LYTHCOTT-HAIMS

A person is lying down, possibly on a couch or bed, with their head resting on a pillow. They are holding a smartphone in their hand. The background is a warm, orange-red color. There are coffee granules or powder falling around the person, creating a sense of motion. The overall mood is relaxed and cozy.

# VALUE

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FUNCTION ?

DESIRED OUTCOME?

my coffee-cafeine-feel awake  
church-fills heart and soul-clarity  
device-self-soothe-numb





## Definition of types of screen time

Active Screen Time

Passive Screen Time

Flip The Script

Content

Context

Connections



WHAT PEOPLE SEE

WHAT PEOPLE SEE

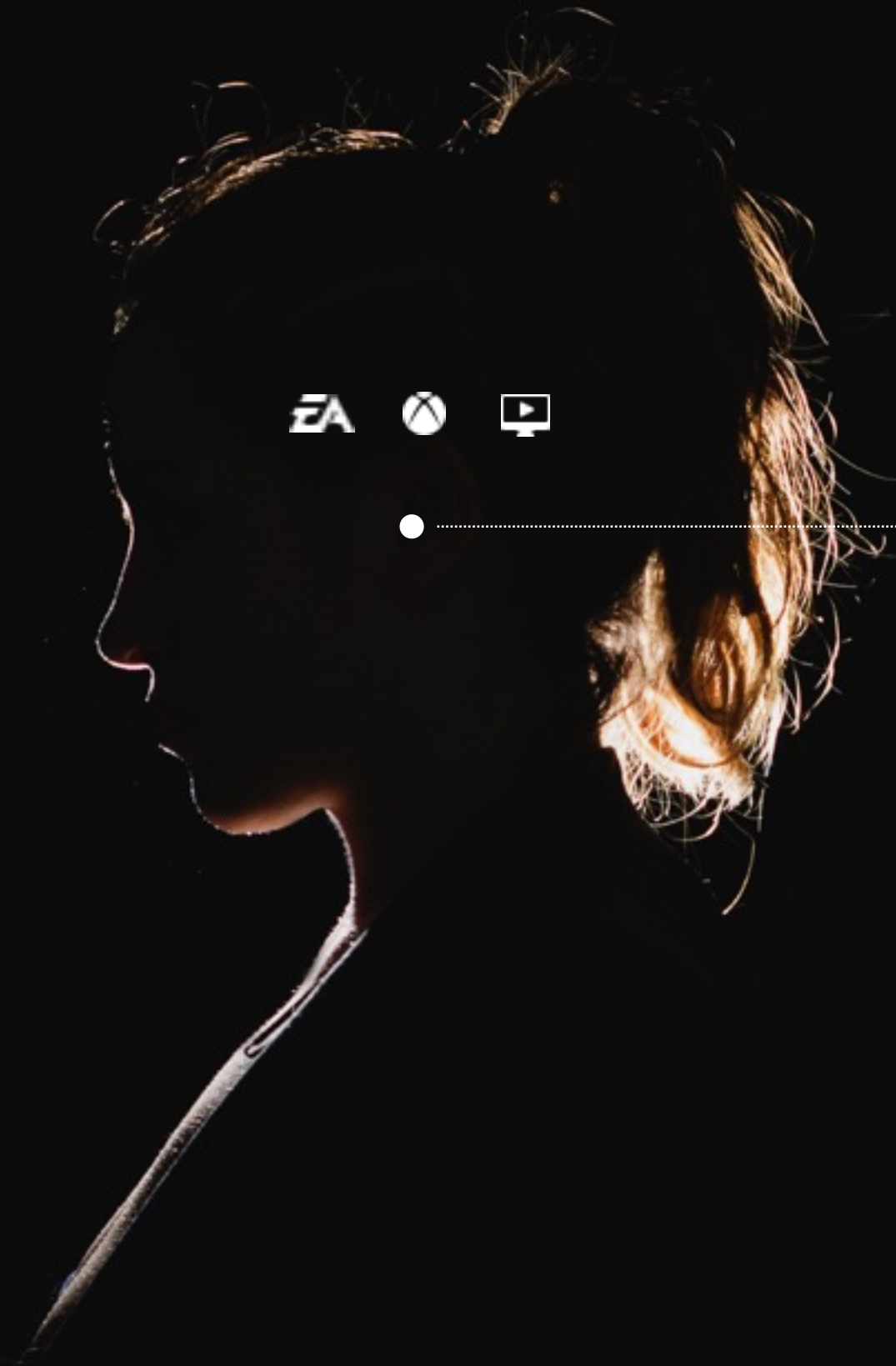
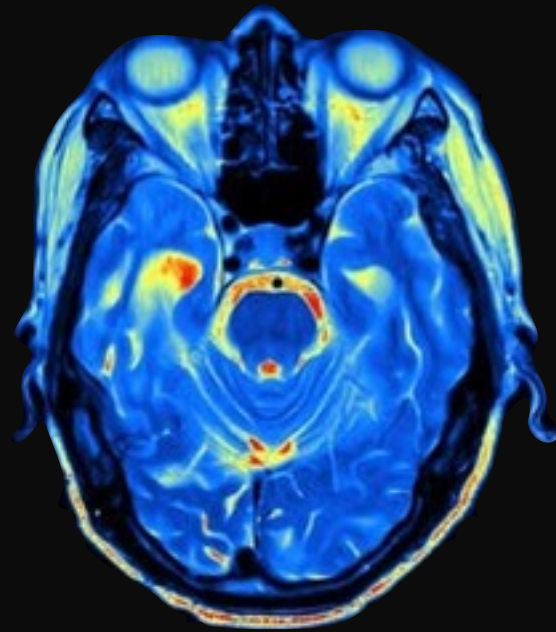
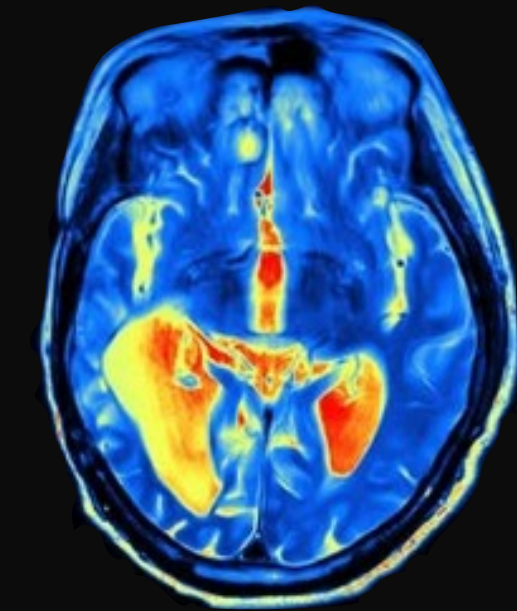
THE ICEBERG ILLUSION

GROWTH

MINDSET

PERSISTENCE  
FAILURE  
SACRIFICE  
DISAPPOINTMENT

DEDICATION  
HARD WORK  
GOOD HABITS



**DOPAMINE**





# LOCUS OF CONTROL OVER TIME

C O P I N G   &   R E S I L I E N C Y   S K I L L S





# YOUR ONE LINERS

## **PREFRONTAL CORTEX**

THINKING/LOGIC  
WHAT TO DO/EVALUATION

## **HIPPOCAMPUS**

REGULATES  
MEMORY  
& EMOTIONS

## **AMYGDALA**

TURNS ON FIGHT OR  
FLIGHT, AND STORES  
MEMORIES OF THE  
EVENT

**SUPERLANE HIGHWAY**  
**YOU DON'T WANT TO LIVE**  
**HERE...THE MORE THEY DO,**  
**THE MORE THE MUSCLE**  
**STRENGTHENS**



A photograph of a herd of elephants in a savanna landscape. The elephants are walking through tall, dry grass. In the background, there are acacia trees and rolling hills under a hazy sky. The image is used as a background for the text.

# TRANSFORM VS. TRANSMIT

HUMANS  
TRANSFORM PAIN  
OR  
TRANSMIT PAIN



# DIGNITY

● .....  
**SOCIAL JUSTICE CHAMPIONS**

● .....  
**PRACTICE HOW TO NAVIGATE  
FLUIDLY AMONGST GROUPS  
LIKE THE REAL WORLD**

**MEDIA/TECH LITERACY**

**SOCIAL COMPETENCE**

Rosalind Wiseman, 2010



RESPECTUS - MUTUAL ADMIRATION FOR  
ANOTHER

DIGNITAS - INHERENT WORTH

*dignity vs. respect*

BULLYING - A POWER DIFFERENTIAL AND THE **SILENCING OF ONE'S VOICE**  
**Rosalind Wiseman, 2010**





# **RULE OF FIVE**

**ALCOHOL**

**CONSENT**

**DRUGS**

**PARTY EXIT**

**PORN**

**SEXTING**

**SEXUAL INTIMACY**

**TRAFFICKING/SAFETY**

**VAPING**





**G I R L W O R L D**

*world*

1. NEVER ALONE AND NEVER LONELY
2. DON'T STAND OUT IN THE "WRONG" WAY
3. LOYALTY = AGREEMENT
4. NEVER LOOK CLINGY OR DESPERATE
5. NEVER ADMIT WHEN YOU'RE MAD
6. EFFORTLESSLY PERFECT IN EVERYTHING
7. ALWAYS IN THE "RIGHT" PLACE WITH THE "RIGHT" PEOPLE  
DOING THE "RIGHT THING"...WHICH YOU MUST THEN POST
8. PARENT TAKE AWAY: AVOID INTERVIEWING FOR "PAIN"

# BOY WORLD

1. ALWAYS "CHILL" / NOTHING IS SERIOUS
2. PASSIONATE ABOUT THE "RIGHT THINGS"
3. LOYALTY = AGREEMENT
4. ALWAYS IN THE "RIGHT" PLACE WITH THE "RIGHT" PEOPLE  
DOING THE "RIGHT" THING WHICH YOU MUST THEN POST
5. EXPERTS AT COMEBACKS AND PUTDOWNS
6. SHOE GAME IS TIGHT
7. ADULT INVOLVEMENT = MAKES LIFE WORSE

world



# # GOALS: DIGITALLY LED FAMILIES

WE LEAD TECH, NOT  
TECH LEADING US





# DIGITALLY

## LED FAMILIES

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1. STAY IN THE KNOW AND TALK TO THEIR CHILDREN ABOUT TECHNOLOGY AND MEDIA LITERACY
2. HAVE A FAMILY DATA PLAN
3. CENTRAL CHARGING STATION
4. HAVE MONITORING APPS AND FILTERS
5. CREATE A VIRTUAL LOCKER FOR THE FUTURE
6. HAVE A BALANCED TECH "DIET"- CONSUMPTION IS KEY



## Family Screen Time Contract

1. I understand that as a minor, I am still on my parent/guardian's telephone service provider contract, and as such have an obligation to meet my parent/guardian's expectations of behavior regarding the use of my cellular phone and/or data plan.
2. I will be responsible for the monthly payment of my data plan for the duration of the service provider contract to the extent that my parent/guardian expects me to be.
3. I will uphold our family values and represent my family with dignity while using my cell phone for communications and Internet use.
4. I will not display any personal information on my social media profiles and/or communications, including full names, dates of birth, locations of home or school, etc.
5. I will not transmit (send or receive) any media (texts, pictures or videos) that violates our family values or any state laws.
6. If I receive any media that violates our family values or any state laws, I will report it immediately to one of the adult signers of this contract.
7. I will agree to the installation and use of any parental control software applications should my parent/guardian decide to use such.
8. I will not permit younger siblings or children to use the Internet without specific permission from my parent/guardian.
9. I will not meet anyone in person that I only know from Internet contact without specific permission from my parent/guardian.
10. I will not use my cell phone to engage in any harassing, threatening or otherwise illegal behavior. I understand that ignorance of the law is not an excuse.
11. I will disclose all user names and passwords for all accounts accessible by my cell phone to only my parent/guardian and to no one else.
12. I understand that violation of any of the terms of this contract may result in the loss of my cell phone and data plan privileges until my parents/guardians restore such privileges, but that I will continue to be responsible for payment of my data plan as determined above (see #2).

_____	_____	_____	_____
Adult Parent/Guardian Signature	Date	Adult Parent/Guardian Signature	Date
_____	_____		
Minor's Signature	Date		



# SOCIAL MEDIA APP RATING GUIDE

Green Apps	Yellow Apps	Red Apps
 Facebook	 Musical.ly	 AfterSchool
 Facebook Messenger	 Snapchat	 Whisper
 Instagram	 Finsta	 Kik
 Pinterest	 Pokémon Go	 Ask.Fm
 Skype	 Periscope	 Yellow
 Twitter	 WhatsApp	 Calculator%
 YouTube	 Sarahah	 Omegle
 LinkedIn	 Houseparty	 Tumblr
 ZeeMee	 Squads	 Tinder

SMARTSOCIAL.COM



# RESOURCES

KATEY'S FAVORITE BOOKS

IGEN  
GLOWKIDS  
ALONE TOGETHER

THE BODY KEEPS THE SCORE

QUEENBEES AND WANNABES  
UNTANGLED

SAVING OUR SONS

MINDS OF GIRLS

MASTERMINDS AND WINGMEN



"Like" my page

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