



# Community Planning Aberdeen

## Improvement charter template

<b>Improvement Project Title:</b> Gaming and Internet Safety
<b>Executive Sponsor (Chair of Outcome Improvement Group):</b> Kay Diack
<b>Project Lead:</b> Helen Graham, Middlefield Community Project
<p>Aim statement (What are we trying to accomplish? Over what time? Numerical target for improvement?)</p> <ul style="list-style-type: none"> <li>Reduce the age inappropriate gaming time for children in the Middlefield area by 30% by Summer 2018</li> </ul>
<p>Link to Local Outcome Improvement Plan: <u>Prosperous People</u></p> <p>1. Children have the best start in life – children in Aberdeen City are healthy, happy and safe, and enjoy the best possible childhood</p> <p>2. Children are safe and responsible – children and young people are safe from all forms of harm</p> <p><u>Prosperous Place</u></p> <p>Safe and resilient communities - Aberdeen is a place where people are safe from harm</p> <p>This proposal will ensure that children who are active gamers are safe from potential harm online, but also preserved from the risks around exposure to violence, particularly of a sexualised nature.</p> <p>Link to Locality Plan: Technology – “We will work together to increase awareness of age appropriate activity (including gaming) for children”. We will do this by working with parents and families to raise awareness and assist with developing strategies for identifying alternative activities which may be more age appropriate.</p>
<p><b>Business case (Benefit to clients/stakeholders/residents:? Are costs reduced now or in the future by addressing this issue?)</b></p> <p>If successful, the lessons learned can be used to scale this work up in the wider Locality, across the City and potentially much further afield.</p> <p>This should, in the long term, ensure that violence, especially of a sexualised nature, is not “normalised” by young people. Costs benefits could be realised in the far longer term, for example, in terms of social work and Police intervention.</p> <p>There is also an early intervention aspect to this work, in that parents utilising the nursery facilities at Middlefield Community Hub will be encouraged to attend the awareness raising session.</p>
<p><b>Measures: (How will we know if a change is an improvement?)</b></p> <ul style="list-style-type: none"> <li><b>Outcome measures</b> <ol style="list-style-type: none"> <li>Percentage increase in awareness of parents in the types of games on the market which are age inappropriate for their children</li> </ol> </li> </ul>

- 2) Reduction in age inappropriate gaming time (hours) for children in the Middlefield area
- 3) Percentage increase in parents applying parental control on devices

Evidence for baselines and improvement will be gathered via questionnaire.

**Change ideas (What can we do that will result in improvement?)**

We will identify parents within the Middlefield Community and invite them to an awareness raising session. We will gather data (Via questionnaire) on time spent gaming (daily) by their children. The baselines will be recorded at the beginning and the improvement will be measured at the end. We will make parents aware of the content of these games. We will work with the group to develop strategies around more age appropriate gaming activity for children. We will produce a booklet as a resource for parents to take away and refer to. We will ensure parents are aware of how to implement parental controls on devices.

**Potential Barriers:**

- Identification of potential parents.
- Collation of “honest” data from parents.
- Long term willingness of parents to persist with implementation and parental control.
- Ensuring a consistent message across Community Planning partners.

**Project Team:**

Helen Graham, Project Co-ordinator, Middlefield Community Project @ The Hub  
Kay Diack, Locality Manager  
Jamie McGonigle, Volunteer, Middlefield Community Project @ The Hub  
Elizabeth Barry, Volunteer, Middlefield Community Project @ The Hub  
Police Constable (Manor Park)

For more information, email: [CommunityPlanning@aberdeencity.gov.uk](mailto:CommunityPlanning@aberdeencity.gov.uk)