

DIGITAL CITIZENSHIP AND ONLINE SAFETY

Internet, social media and mobile apps have fundamentally changed the way people live, work, learn and play. Mobile technology enables 24x7 connectivity which also gives rise to unintended consequences, such as the associated risks that children and youth are increasingly becoming vulnerable to – device and gaming addiction, failure to protect their privacy, inappropriate online content and cyber bullying.

Recognising this potential negative impact especially to the young, we strive to play a proactive role to mitigate such risks by educating our customers and promoting responsible digital citizenship among vulnerable children and youth. These interventions also support our efforts towards the UN Sustainable Development Goal 3 on Good Health and Well-being.

We continued to fund and work with DQ Institute as its strategic partner on #DQEveryChild programme – from inception to development to launch. This programme has created the world's first Digital Intelligence Quotient (DQ) that measures a person's ability and command of digital technology and media. It aims to help children use digital technology and media in safe, responsible and effective ways as they spend increasingly more time on digital devices. It is a combination of online education tools and real-time assessment which is available for free via an online platform called DQWorld.net.

A pilot study of #DQEveryChild conducted in Singapore early last year in collaboration with Singtel, Nanyang Technological University, IMDA/Media Literacy Council and TOUCH Cyber Wellness, found that children who completed the programme showed a 13% improvement in their DQ score and a corresponding 18% reduction in cyber risks.

The DQ programme, also supported by the World Economic Forum, is rapidly gaining traction from governments and educators around the world. We introduced their programme to Kids Helpline, our community partner in Australia, and Globe, our regional associate in the Philippines.

On Safer Internet Day 2018, a [DQ Singapore National Report](#) was released on the current state of online child safety and digital citizenship in Singapore. During the year, we also conducted a research on our Digital Thumbprint Programme in Australia and published our [Optus DTP Impact Report](#).

As part of Singtel's efforts to prevent cyber bullying and excessive internet usage among youth, we partnered and supported the National Council of Social Service's Help123, Singapore's first one-stop cyber wellness helpline 1800 6123 123. This [platform](#), launched in July 2017, links young people, their family members and teachers via online chat, phone or e-mail to trained counsellors from our social service partners Fei Yue Community Services and TOUCH Community Services.

DQ Findings in Singapore



54% of children aged 8 to 12 in Singapore are exposed to cyber risks. These risks include cyber bullying, video game addiction, online meetings and online sexual behaviour.



Children have a higher propensity of being highly active in social media when they own a mobile phone.



Children aged 8 to 12 spend more time online for entertainment compared to the global average – 35 hours/week compared to 32 hours/week respectively.



70% of children who own a mobile phone and are highly active in social media are exposed to cyber risk compared to 45% of children who do not own a mobile phone.



Children who own a mobile phone spend an average of 44 hours/week online, which is 15 more hours/week compared to children who do not own a mobile phone.



Children who own a mobile phone and who are not highly active in social media have similar risk exposure and screen time as children who do not own a mobile phone.

Read the full 2018 DQ Singapore National Report [here](#).

Community

Meet our Cyber Wellness Ambassadors

During the year, we recruited our inaugural batch of Cyber Wellness Ambassadors – employees who are passionate about this important topic. During the June school holidays, we worked with the Singapore Indian Development Association and the Info-communications Media Development Authority of Singapore to conduct #DQEveryChild Programme for primary school students.



(Left)
Our inaugural batch of Singtel Cyber Wellness Ambassadors – employees who are passionate about this important topic – volunteered during the March 2018 school holidays to lead #DQEveryChild workshops targeted at staff and their children

(Bottom)
A fun day of learning with ABCN students about digital citizenship and online safety during our inaugural Digital Smarts Day

In June 2017, we organised our inaugural Digital Smarts Day at the Optus campus in Sydney, Australia. A team of 47 staff volunteers delivered the message of digital citizenship and online safety in a fun and interactive way to 160 primary and high school students. Australia's Olympian Ian Thorpe also shared his own experiences with bullying and emphasised the need for a respectful and empathetic online world.






















“We believe that digital literacy is just as important as teaching young people about other safety concerns such as stranger danger and road safety.”

MS HELEN MAISANO, DIRECTOR OF COMMUNITY, OPTUS
(picture below, front row, 3rd from right)



Singtel Group Digital Thumbprint Programme at a glance

<h3>Schools</h3>  <ul style="list-style-type: none"> #DQEveryChild for primary schools  Digital Thumbprint with Kids Helpline  Optus Digital Thumbprint programme for high schools  Globe Digital Thumbprint programme for high schools  	<h3>Parents</h3>  <ul style="list-style-type: none"> notAnoobie mobile app  	<h3>Staff Volunteers</h3>  <ul style="list-style-type: none"> Singtel Cyber Wellness Ambassadors  Optus Digital Smarts Day  Globe DTP Ambassadors 
<h3>Special Needs</h3>  <ul style="list-style-type: none"> Singtel CyberWellness Toolkit for special education schools  	<h3>Parental control</h3>  <ul style="list-style-type: none"> Singtel Surf School – Qustodio Parental Control  	<h3>Intervention</h3>  <ul style="list-style-type: none"> Help123 
		<h3>Elderly</h3>  <ul style="list-style-type: none"> Silver Mobile Workshops for Seniors 

In Singapore and Australia

* Since 2013



431,470
students reached



7,595
sessions delivered
within schools



1,379
primary and secondary
schools reached

Singtel has also been supporting the Science Centre Singapore's Young Scientist Badge scheme – "I am a Young IT Whiz". The IT Whiz cards are structured to engage primary students to learn independently by carrying out activities that foster technical competence, media literacy and awareness on cyber security and cyber wellness. Upon completion of all activities, students earn an 'I am a Young IT Whiz' badge. Between April 2015 when we first collaborated with Science Centre Singapore and end-2017, 108 primary schools with more than 60,000 students have participated in the programme.

These digital citizenship initiatives are part of our Digital Thumbprint Programme, which aims to create and implement educational programmes, leverage our technology and provide

resources as well as partner leading community organisations to empower and equip responsible digital citizens to thrive in the digital era.

On Safer Internet Day 2018, we launched a new programme called Singtel Surf School targeted at parents to promote cyber fun, safety and education among younger users. Our customers can also subscribe to Qustodio Parental Control app that gives them peace of mind when their children use computers, smartphones and tablets – up to ten devices – at home or on the move on any mobile network.

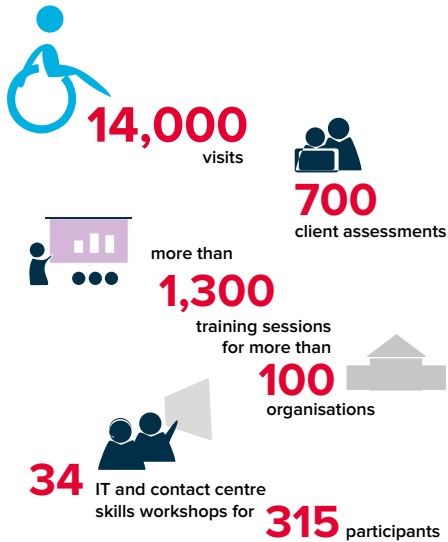
A user friendly web portal and mobile app allow parents to view their children's device usage activities and set controls and limits if necessary, giving them the visibility and ability to manage their children's device usage, screen time and access to apps and

age-appropriate content. This service offering is a result of feedback from parents that besides knowledge about the potential pitfalls, they want tools to help monitor and protect their children in the digital world.

"We recognise that education and awareness is only one aspect as the use of digital devices becomes more prevalent among children. Our joint funding and partnerships in counselling helplines like Help123 in Singapore, provide an added level of intervention and support not only for children, but increasingly their parents and educators."

MR YUEN KUAN MOON, CEO OF CONSUMER SINGAPORE, SINGTEL

Community



* To-date

Education and Employability

A key focus of our community strategy is to support youth with disabilities so that they can be equipped to join the workforce and be ready to lead independent lives. This focus is a natural extension of our long-term support for special education of students with disabilities.

As one of the founding members and current co-chair, Singtel continues to participate actively in the Singapore Business Network on DisAbility (SBNoD). The network meets regularly to share expertise, experiences and resources to help advance the equitable inclusion of persons with disabilities in all aspects of business.

Together with our SBNoD partners, Singtel has been supporting the RISE Mentorship Programme for tertiary students with disabilities by SG Enable, the national agency that promotes disability employment. We have fielded ten middle and top management members who volunteered to mentor ten students with various disabilities like vision, hearing and physical impairment and Autism Spectrum Disorder for the past three runs since February 2017. We also support SG Enable's annual internship programme for these students and placed them in various business units like IT, Finance and Consumer Operations.



(Left)
Staff mentors from the Singtel Cyber Security unit communicating with their students with hearing disability in the RISE Mentorship Programme

(Below)
Optus staff mentoring ABCN students to improve their confidence and employability skills



We also supported SG Enable's Training and Career Day 2017 by giving career talks on the various industries represented by our membership in SBNoD, as well as a CV clinic to help job seekers with disabilities.

In Australia, we continued to run our Pathways to Employment programme to build confidence and skills in youth and provide opportunity for them to secure employment with Optus Retail. 122 students participated in the programme across seven workshops in Adelaide, Brisbane, Melbourne, Perth and Sydney, and were coached by 70 Optus Retail employees. They learnt about the retail environment and interview skills and at the end of the programme, received an Optus Retail Certificate. Ten outstanding students were subsequently employed in casual roles at Optus 'yes' stores.