

MEDIA RELEASE

OFFICIAL LAUNCH OF THE FIRST DEVICE CAMPAIGN (PHASE 2)

SINGAPORE, 14 FEBRUARY 2026 - TOUCH Community Services (“TOUCH” or “触爱社会服务”) launched Phase 2 of the First Device Campaign (FDC) (“首机启航我们行”) today.

Held in conjunction with Safer Internet Day and helmed by TOUCH Cyber Wellness (“TCW” or “触爱网络健全服务”), the launch event was graced by Mdm Rahayu Mahzam, Minister of State for Digital Development and Information; and attended by some 97 parent-child pairs from HATCH Pre-School, Jurong East-Bukit Batok GRC, Keming Primary School and members of the public. The campaign is in support of the Digital for Life movement, which aims to galvanise the community across the private, people and public sectors to help Singaporeans embrace digital as a lifelong pursuit and equip families with healthy digital habits to stay safe online.

With screens becoming a significant part of a child’s life, parents face the dual challenge of guiding their children through a rapidly evolving digital landscape while managing their own screen time habits and commitments. Findings from the Ministry of Digital Development and Information’s Digital Parenting Survey in 2025 revealed that only 37% of parents surveyed felt confident in their ability to guide their child’s digital use. At the same time, over half of them wanted more government support to help them manage their child’s digital activities, such as online resources, guides or workshops.¹ Recognising that parents require actionable support, TCW adapted and developed local FDC content that will equip families with the practical handles and knowledge to introduce digital devices to their children and to navigate the cyberspace safely.

TCW commissioned a survey on Youth and Parent Voices on Digital Wellness to better understand how families can be supported in managing rising cyber risks and their impact on mental health.

The survey found that youths are exposed to online risks more frequently than many parents realise. Notably, 21.0% of children reported encountering inappropriate sexual content online. The findings also suggest that some parents feel uncertain about how to discuss such online experiences with their children.

In addition, many parents reported low confidence in guiding their children through cyber risks and building healthy digital habits. 78.4% of parents indicated that they lack confidence in supporting their children in developing positive digital behaviours, particularly in balancing supervision and enforcement.

The survey further suggests that shared digital experiences between parents and children may be more effective than rule-based restrictions alone. These insights support FDC’s goal of strengthening parent-child engagement in the digital space through shared learning and meaningful conversations about online experiences.

¹ <https://www.mddi.gov.sg/newsroom/mddi-study-shows-most-parents-guide-children-s-digital-use-but-would-like-more-support/>

Since the launch of the FDC Phase 1 in 2024, the campaign has reached and equipped over 15,000 families with practical, easy-to-use tools to guide their children’s first steps online. It also trained 800 educators through the training kit and video. A survey by TOUCH in 2024 revealed that parents who used the FDC toolkit have gained confidence in supporting their child’s development of skills to navigate the online world, with 65% of parents reporting feeling very equipped to support their child’s development of social emotional skills and 73% of parents reporting the same for supporting their child’s development of healthy online habits.

Building on the foundation of the first phase, the launch of FDC Phase 2 aligns with the Government’s focus on strengthening children’s digital well-being through parental guidance, practical habit-building, and sustained public education. The new phase introduces a suite of practical tools for families, including a new four-part animation series and a resource box — a collection of activities and missions specifically designed to swap device use for intentional play. Public can access the new animation series on [TOUCH’s website](#) from 13 February 2026 and the [DfL portal](#) from March 2026 onwards.

Mdm Rahayu Mahzam said, "I am encouraged by the meaningful contributions of community partners like TOUCH, in providing useful and accessible resources to help foster healthy digital habits among our young. This is a sustained and collective effort, and we will continue to work closely with families, schools, communities, and technology partners, to empower our children to thrive in the digital world with confidence and resilience."

Mrs Anita Low-Lim (林菁清), Chief Transformation Officer, & Group Head of TOUCH Wellness Group, said "We are heartened to see the FDC phase 1 materials reaching so many homes across Singapore, equipping parents with the practical handles and tools needed to take a more active role in guiding their children’s first digital device use and shaping their digital experiences. As we roll out phase 2, we look forward to supporting even more families and strengthening parent-child relationships through meaningful, shared learning experiences at home."

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ABOUT FIRST DEVICE CAMPAIGN GLOBAL

Created by Power of Zero (POZ) and launched in support of Safer Internet Day, the First Device Campaign (FDC) Global is aimed at sparking open communication about online safety and supporting young children to use technology responsibly. POZ seeks to empower families to engage and instil good cyber habits in a young person from the moment they are introduced to their first digital device. The FDC global reaches across geographies, cultures and institutions, and is united in the commitment to equip children with the life skills they need to navigate an increasingly online world.

ABOUT TOUCH COMMUNITY SERVICES

Since 1992, TOUCH Community Services has served people of all ages, races and religions to see sustainable change and transformation in their lives. It believes in the worth and potential of every child, youth at-risk, family in need, senior and person with special or healthcare needs to grow, participate and contribute in the community. The heartbeat of TOUCH is to activate potential, build independence, connect people, and deliver impact by developing sustainable solutions in society. For more information on TOUCH, please visit www.touch.org.sg

ABOUT TOUCH CYBER WELLNESS

TOUCH Cyber Wellness (TCW) is an award-winning and leading pioneer in the field of cyber wellness and new media literacy. It has spearheaded efforts to reach out to 360 schools and more than 1.6 million children, youths, parents, educators and counsellors. Through mentoring and advocacy, TCW has engaged Singapore youths to address social and behavioural issues of excessive cyber usage. It delivers a range of pre and post intervention programmes that instil the principles of good digital citizenship in the community.

THE FIRST DEVICE CAMPAIGN FACT SHEET

BACKGROUND

The First Device Campaign (FDC) is based around the defining milestone in a child's life – when they receive their first tablet, computer or smartphone. It may be handed down or borrowed or new, but it opens a new world online for the child. Practical, easy-to-use tools are created through FDC to better support families to guide their children's first steps online.

Phase 1

In 2024, we launched the First Device Campaign (FDC) Phase 1 to address some of these pain points upstream. Since then, the campaign has equipped over 15,000 families with four resources:

1. Heroes of Zero Animation Series
2. Parents' Guidebook
3. First Device Family Agreement
4. Media Planner Magnetic Board

Phase 2

In Phase 2, we build on what was done in the earlier phase to further support families and will introduce:

- A new 4-part animation series
- A Resource Box of parent-child bonding activities which includes fun "missions" or games to replace device use with play time.

4-part Animation Series



The animation series will be live on TOUCH's YouTube channel on Friday, 13 February 2026. The videos can be viewed here: [Ctrl-Z! Every Mission, the Right Decision! - YouTube](#)

Episode topics include:

- The Gaming Zone (Managing Screen Time and Online Gaming)
- Welcome to Habitopolis (Healthy Digital Habits at Home)
- Escape the Algo Maze (How Social Media Shapes Content Consumption)
- Braving the Data Stream (Managing Inappropriate Content)

FDC Resource Box



This is the heart of the campaign's home strategy. Designed to extend learning into daily life, the box includes:

- Mission Boxes - Fun, low-stakes activities that promote shared digital routines, like device-free meals and mindful screen use
- Conversation Starters - 'Try Saying' prompts that encourage children to share about what they watch and how they feel, while offering parents gentle language cues to guide rather than scold
- Playful Elements - A sticker sheet and a tattoo sticker of Zara's watch featured in the animation; to encourage active participation and make the learning experience more memorable

By framing digital decisions as shared missions, children are empowered to participate in shaping their own habits, and parents are supported in offering consistent, empathetic guidance.

How the First Device Campaign addresses several Parent Pain Points

Overwhelm and Uncertainty

Simple tools like the Media Planner and Parent Guidebook reduce decision fatigue and provide structured, non-judgmental guidance.

Time-Starved Parenting

Activities are short, ready-to-use, and integrated into routines — such as mealtimes and bedtime — without requiring extra planning.

Disconnection

Story-based animations and mission cards are designed for co-viewing and joint reflection, shifting the focus from control to connection.

Lack of Know-How

Conversation prompts and tools to support parents who are unsure how to start digital conversations.

Feeling Powerless

FDC provides affirming tools that empower families to build their own boundaries, routines, and shared rules — replacing the sense of helplessness that parents have with practical doable steps.