



MEDIA RELEASE

TikTok Supports Parents and Youth in Digital Parenting Initiative with TOUCH Cyber Wellness



SINGAPORE, 23 February 2025 - TikTok and TOUCH Cyber Wellness have launched 'Our Digital Journey' — a new digital parenting initiative designed to guide parents and their teens on fostering responsible digital citizenship and social media readiness, and enhance online safety for families.z

This initiative is in support of Singapore's Digital for Life movement, and will comprise a series of curated workshops for the community and schools across Singapore. The parent-teenager workshops will be rolled out starting in March in Sembawang Group Representation Constituency (GRC), and will target to train more than 250 parent-teenager pairs across 2025.

The workshops will provide parent-teenager pairs with practical knowledge, strategies, and meaningful insights to help them strike the right balance in managing their digital wellbeing.

As part of TikTok's ongoing commitment to enhancing safety and community education, coupled with TOUCH Cyber Wellness' over 20 years of expertise in cyber wellness engagements, this initiative consists of a series of curated and hands-on workshops to help parent-teenager pairs strike the right balance in managing their digital wellbeing. Families will learn how to use TikTok's safety tools and features, and co-create a family-oriented approach to responsible social media use through open discussions. The program also includes a segment by content creator Denise Teo (@[supercatkei](#)) on her digital journey, and interactive elements including

debunking myths about social media and role-playing to address communication gaps between parent and teen. By emphasising shared learning and collaboration, this initiative empowers parents and teens to build digital resilience together.



Speaking about the intention behind this initiative, **KahnJi Siriprapa Weerachaising, Outreach & Partnerships Manager at TikTok** said, "Our partnership with TOUCH Cyber Wellness underscores TikTok's commitment to enhancing user safety and educating the community on tools available to navigate the platform responsibly. As the digital realm remains a space where teens grow, learn, and thrive, it is crucial that we support them and their parents in navigating the online space with confidence and responsibly. We are launching this initiative to provide educational resources and tools to empower young users and parents, to engage positively with our platform and other technology."



"At TOUCH, we believe that building responsible digital habits starts at home, with families learning and growing together. Equipping both parents and youths with the right knowledge and tools is the first step toward navigating the online world confidently and safely. Our partnership with TikTok marks a key milestone in creating a safer and more supportive digital environment—one where families can engage in open conversations, develop healthy digital habits, and make informed decisions for their well-being," said **Mr James Tan, Chief Executive Officer of TOUCH Community Services.**

Embarking on a digital journey together: the role of family, community and technology



During the launch, guest-of-honour Mr Ong Ye Kung, Minister for Health was part of a panel discussion about how technology and the community play a role in enhancing safety in the digital realm. The panel also comprised representatives from TOUCH Cyber Wellness, TikTok, Dr Natalie Pang, Associate Professor at NUS and member of TikTok Safety Advisory Council and youth content creator, Denise Teo ([@supercatkei](#)).

Key points discussed during the panel included:

- Addressing questions about pertinent issues and skills and knowledge that youths need to know to safely navigate in the digital realm, to emphasise the importance of awareness among parents.
- Delving into challenges that parents face when speaking to their teenagers about their online experiences. On the other hand, this also highlighted how these youths can contribute to making these conversations take place in a more comfortable way.
- Discussing how parents can actively play a role in their teenagers' online lives, through encouraging healthy online habits and implementing strategies at home as a way to filter harmful content on their children's feeds. This segment also included how TikTok continues to ensure a safe platform, fostering healthy digital wellness habits for youth.