



## MEDIA RELEASE

### OFFICIAL LAUNCH OF FIRST DEVICE CAMPAIGN SINGAPORE

**SINGAPORE, 23 MARCH 2024** - TOUCH Community Services (“TOUCH” or “触爱社会服务”), today, launched the First Device Campaign (FDC) Singapore (“首机启航我们行”) with NTUC First Campus (职总优儿学府) as its Campaign and Community Partner.

Helmed by TOUCH Cyber Wellness (“TCW” or “触爱网络健全服务”) and supported by Google Singapore, the event was graced by Mrs Josephine Teo, Minister for Communications and Information, and Second Minister for Home Affairs; and attended by some 90 parent-child pairs from TOUCH Child Care, NTUC First Campus and members of the public. The campaign is in support of the Digital for Life movement, which mobilises partners from the private, people and public sectors to help Singaporeans embrace digital for enriching their lives and develop a lifelong learning passion for digital skills.

In partnership with the FDC, a global campaign, TCW has adapted and developed local FDC content for Singapore. The resources will equip parents with the knowledge and practical handles as they introduce digital devices to their child and guide them in navigating the digital space safely. These efforts will enable parents to play an active role in their child's digital lives and nurture them to develop healthy online habits from the get-go, reducing the risk of them falling prey to online harms.

A survey by TOUCH in 2024 showed that more than 87% of parents who used the FDC toolkit found the parenting handles in it helpful in engaging their child in deeper discussions on the topics covered and providing suggestions on parent-child activities. Similarly, 100% of parents indicated that they feel equipped to support their child in the development of their social emotional skills and healthy online habits after using the toolkit. Many parents highlighted that participating in the programme has also helped them build good understanding of various topics surrounding technology use and equipped them to create a safe and positive digital environment for their child.

**Mr James Tan (陈锦耀), CEO of TOUCH**, said "Parents play an important role in keeping our children safe online. As children navigate the cyberworld, parents need to be equipped with the know-how to manage their children's device use and build a safe and positive digital environment at home. Through the programme, we hope to see parents take on a more active role in their children's digital lives as they nurture them to develop healthy online habits and become responsible cyber users."

**Mr Ben King, Country Managing Director of Google Singapore**, said "Just like the generations before, children are becoming more digitally savvy than their parents. It is why, according to our study, close to half of Singaporean parents find it difficult to start vital conversations around online safety with their children. This emphasises the value of initiatives by community partners such as the TOUCH First Device Campaign in ensuring parents have the right resources to guide their children to be confident online navigators. Together with our own Family Link app and the Be Internet Awesome programme, we encourage parents to use these tools to better manage their family's digital journey, and adapt to their child's changing needs as they grow older."

To benefit more families, NTUC First Campus has adopted the FDC by incorporating its content at all its My First Skool centres and providing parents of its students with the FDC resources. This was done through an MOU signing with TOUCH at the launch event.



**Ms Chan Su Yee (陈淑仪), CEO of NTUC First Campus,** said “NTUC First Campus is excited to collaborate with TOUCH Cyber Wellness on the First Device Campaign. Navigating online spaces safely and purposefully is a key aspect of Digital Intelligence, one of three vital skills, alongside Relational Skills and Global Citizenship, that we are committed to developing in children so they thrive in the future. Together with TOUCH, we can empower more families to have safe and positive online experiences.”

To date, TOUCH has reached out to 3,000 families with the FDC resources. With the support of NTUC First Campus, the FDC resources will be shared with over 10,000 My First Skool families in the next two years. Members of the public may also access the resources at no cost via the TOUCH website (<https://www.touch.org.sg/about-touch/stories/details/2023/09/05/first-device-campaign>) and the Infocomm Media Development Authority’s (IMDA) Digital for Life portal (<https://www.digitalforlife.gov.sg/Learn/Resources>).

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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](http://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.

## **ABOUT GOOGLE SINGAPORE**

Google's mission is to organize the world's information and make it universally accessible and useful. Through products and platforms like Search, Maps, Android, Google Play, Chrome, YouTube, Google Workspace, and Google Cloud, Google plays a meaningful role in the daily lives of billions of people and has become one of the most widely-known companies in the world. Google is a subsidiary of Alphabet Inc.

## **ABOUT NTUC FIRST CAMPUS**

NTUC First Campus (NFC) is one of Singapore's largest Early Childhood Care and Education service providers. It operates more than 170 preschool centres in Singapore, serving more than 25,000 children and their families every year. As a social enterprise, it strives to give every child a good start in life and to support working families in Singapore. The NFC portfolio includes two preschool brands, My First Skool and Little Skool-House. NFC also offers enrichment programmes through SEED and Outdoor School Singapore. Its charity fund, Bright Horizons Fund, provides financial support to low-income families, disbursing close to \$3 million every year to support over 5,000 preschool children. For more information on NFC, please visit [ntucfirstcampus.com](https://ntucfirstcampus.com).

NFC launched its Digital Literacy Programme in 2023 as part of its Digital Intelligence pillar, one of NFC's three vital skills of the future. An important focus of the Programme is on teaching the children about online safety and well-being, empowering them to navigate the digital world and tech tools safely and confidently.

## 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.

In partnership with the FDC, a global campaign, TOUCH Cyber Wellness (TCW) has adapted and developed local content for Singapore. To keep our children safe, we believe that we must prepare our children to own their first device as much as we prepare them for their first day of school.

Community Partner, NTUC First Campus, will be partnering TCW to bring FDC to over 10,000 families under My First Skool to promote digital intelligence among pre-schoolers and their families.

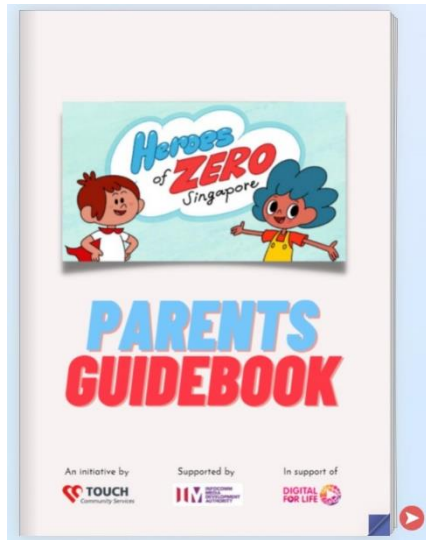
The launch event was helmed by TCW and supported by Event Partner, Google Singapore.

### RESOURCES DEVELOPED FOR PARENTS

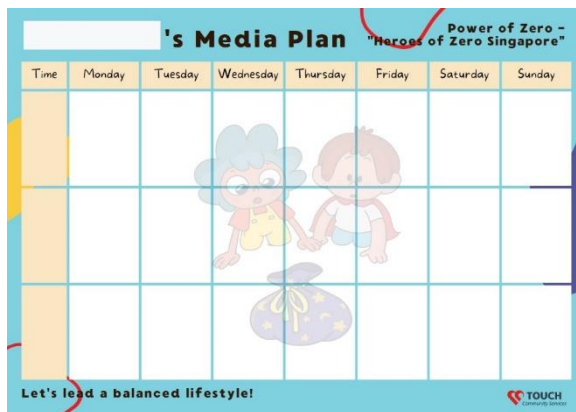
1. Heroes for Zero Videos (8 videos in total):  
*An animated video series designed to teach young children ages 5 to 8 the life skills that they need to navigate an increasingly online world.*



2. Toolkit comprising:
  - Parents' Guidebook (e-copy)  
*Accompanying guidebook to complement the video series for parents to engage their children on conversations and activities with intended learning outcomes.*



- Media Planner Magnetic Board with Die-cut Magnets  
*Set media limits for their child and enable them to visualise better what it means to have a balanced lifestyle.*



- First Device Tech Agreement (e-copy)  
*Walk through with their child on important boundaries on online safety and healthy online habits to abide by before giving them their first device.*





## ANNEX B

### INFORMATION ON ACTIVITY BOOTHS

There will be three booths for Minister Josephine Teo to visit:

#### 1. TOUCH's Wall of Kindness

At the booth, participants can use post-its to write or draw what kindness means to them online and offline. They are encouraged to share stories of kindness they have seen online and offline and how it made them feel.

These post-its will be stuck on a 'Kindness Wall'. Minister Josephine Teo will be invited to write on a post-it and stick it on the wall.

#### 2. Google Singapore

At the booth, participants can learn more about how Google protects its users from scams and frauds by ensuring that its products and platforms are secure by default. The booth will feature multiple Google products, including Gmail, Safe Browsing, Passkeys and Play Protect. Participants can enjoy the interactive activities at the booth and test their knowledge around phishing scams.

#### 3. NTUC First Campus

At the booth, participants can learn more about how NTUC First Campus empowers children and their families to stay safe and well online through its Digital Intelligence curriculum. They can also interact with exhibits that showcase the creative use of technology in the classroom.