

Invitation to launch of Digital Sunset Challenge 2018

Dear Sir/Madam,

You are cordially invited to the launch of the Digital Sunset Challenge where 1,500 Year 6 pupils in Kent pledge to switch off all tech at an agreed time every evening and keep bedrooms screen-free for a whole week.

The Challenge will be launched at 0900 by the Secretary of State for Communities, Sajid Javid

- Monday 5th February 2018

- Sevenoaks Primary School, Bradbourne Park Road. TN13 3LB

- Guests are invited to arrive from 0830

The Digital Sunset Challenge is supported and funded by Sevenoaks District Council and forms part of its 2018 e-safety project. It also has the backing of the Kent Police and Crime Commissioner and mental health charity West Kent Mind.

The Digital Sunset Challenge is the brainchild of two mums from Sevenoaks, Anna Firth and Linden Kemkaran who after holding focus groups and drawing on their own experiences, came up with the idea of encouraging whole year groups of children to switch off their tech and practise good digital habits. There is overwhelming parental support for the idea that it is so much easier for children to take a break from tech before bedtime, if all their friends are doing it too.

A regular 'Sunset' of switching off phones, tablets and gaming consoles sounds very straightforward, but most parents find it a constant struggle to divert their children's attention away from the 24/7 online conversation and back into the 'real world'.

Recent research by the Children's Commissioner suggests that a growing number of under 13's are using social media with 3 in 4 children aged 10-12 having their own accounts.

The aim of the Challenge is firstly to raise awareness of the need to support young children to be able to control their phones and devices not be controlled by them, and secondly to help them get into good digital habits young.

I will be in contact with more precise details of parking etc.

Thank you very much for your support

Georgia Hewson | Event Organiser | 07980 831009