

Rhyme and Reason:

Storybook Tales that Make Tech Talk Fun and Simple

Lemi-Ola Erinkitola and Ruchi Sharma



Lemi-Ola Erinkitola

- Founder, The Critical Thinking Child LLC
- Award winning educator and author
- Extensively researched and created content that fosters cognitive brain development in children



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Ruchi Sharma

- A mother and a cyber safety evangelist
- An information management leader
- Executive consultant, The Critical Thinking Child LLC

Our initial approach



Our Objective

- Create awareness for our youngest learners
- Generate discussion among educators, administration and parents
- Help people understand – why is this an urgent topic?



Our CyberSafety Efforts

- Kids and parents from the Critical Thinking Child were featured in a [ABC7 News Chicago](#) in November 2017
- Researched and shared content as weekly YouTube videos for [CyberSafety Saturdays for Parents](#), starting March 2018
- Shared strategies: [NICE K12 Cybersecurity Education Conference](#) and [StaySafeOnline.org](#)



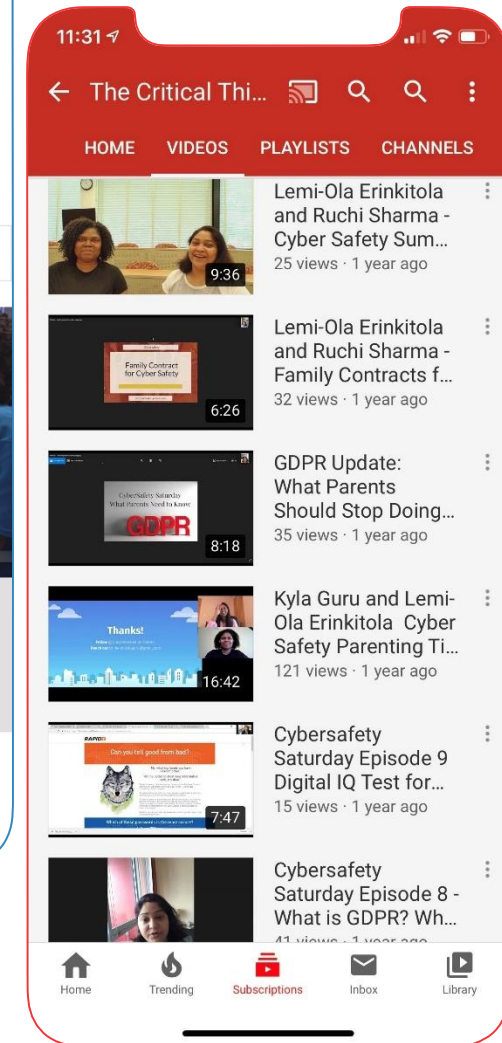
Outcome and Challenges

- Generated a buzz with record high views
- Needed to explore other delivery channels
- What's next?



ABC7 News Chicago:
<http://abc7chicago.com/technology/program-teaches-children-how-to-protect-themselves-against-online-predators/2672030/>

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CyberSafety Saturdays for Parents:
<https://www.youtube.com/playlist?list=PLvaJgtxIFYXIElfmh0i-9SY7HNrJZdLt5>

Our vision

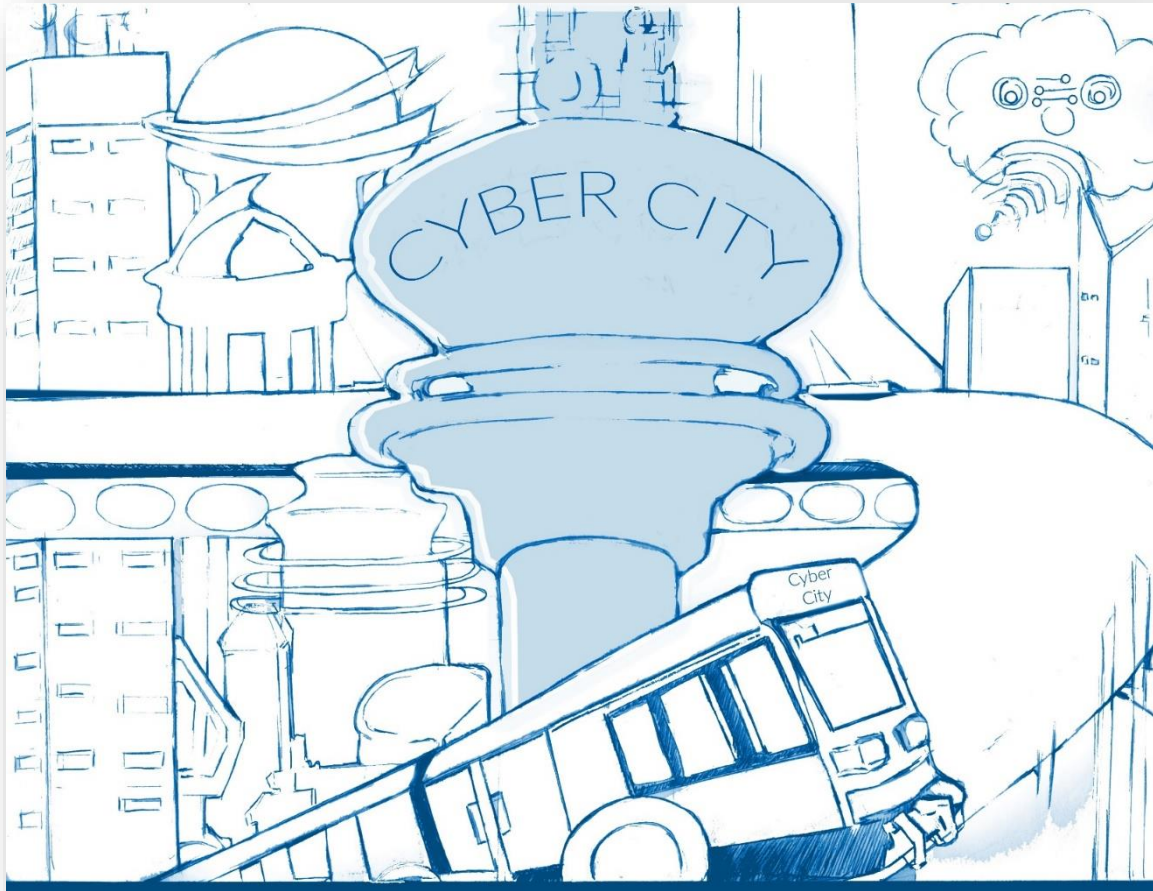
Create relatable content for younger kids (**pre-school to elementary**), using research based techniques, making it is easy for them to understand complex but important cyber safety concepts.

Key learning techniques incorporated for kids:

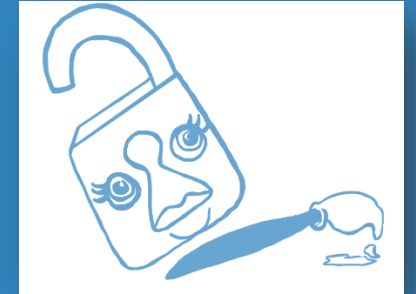
- Complex concepts introduced with **ease**
- **Simple vocabulary** so kids can understand
- **Whimsical imagery** to help kids stay engaged
- **Hands on activity based** teaching opportunities
- Supports **current curriculum based** learning
- Focused on **fun**



Our characters in Cyber City



Meet Digital Dan
Leader of Cyber City



Meet Padlock Picasso
The Password Artist



Meet Smartphone Savannah
The Savvy Phone

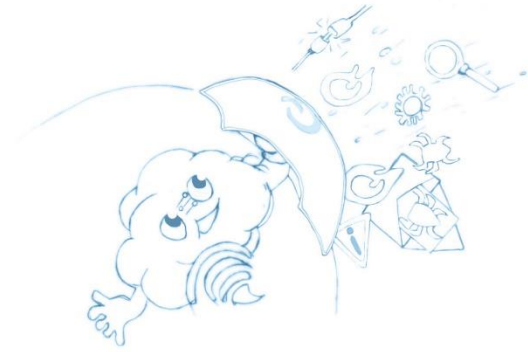


Meet Appi Alex
The App Expert

Digital Dan: Leader of Cyber City

He can fix anything,
of this he is proud.

He's fast, fluffy
and looks like a cloud.



That's because Digital Dan
has a secret helper,
it's a silver shield
with malware detectors.



If your hard drive is full,
he can surely erase.

If you need to save pictures,
he has plenty of space.



Digital Dan has
invited all to see,
a brand new place
called Cyber City.



Digital Dilemmas in Preschool and Beyond



Our Goal: Aligned with our vision

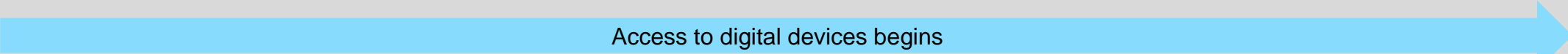
Every child –

- Gets a great start armed **early** with **core cyber safety concepts**
- Has an introductory understanding of what a **career in cyber safety** looks like
- Has **easy access** to learning tools

Every stakeholder –

- Can **streamline** tools into their **existing curriculum**
- Can incorporate tools into **multiple learning environments**
- Empowered to teach foundational skills with **minimal competency**

Closing the learning gap



Education starts here

Teach Your Child about Cyber Safety at **CyberCity**

Meet Digital Dan: Leader of Cyber City Meet Padlock Picasso: The Password Artist Meet Smartphone Savannah: The Savvy Phone Meet Appi Alex: The App Expert

Lets **empower** our kids to **think** and **act right** in a cyber safe way.



What is next...

Our Plans

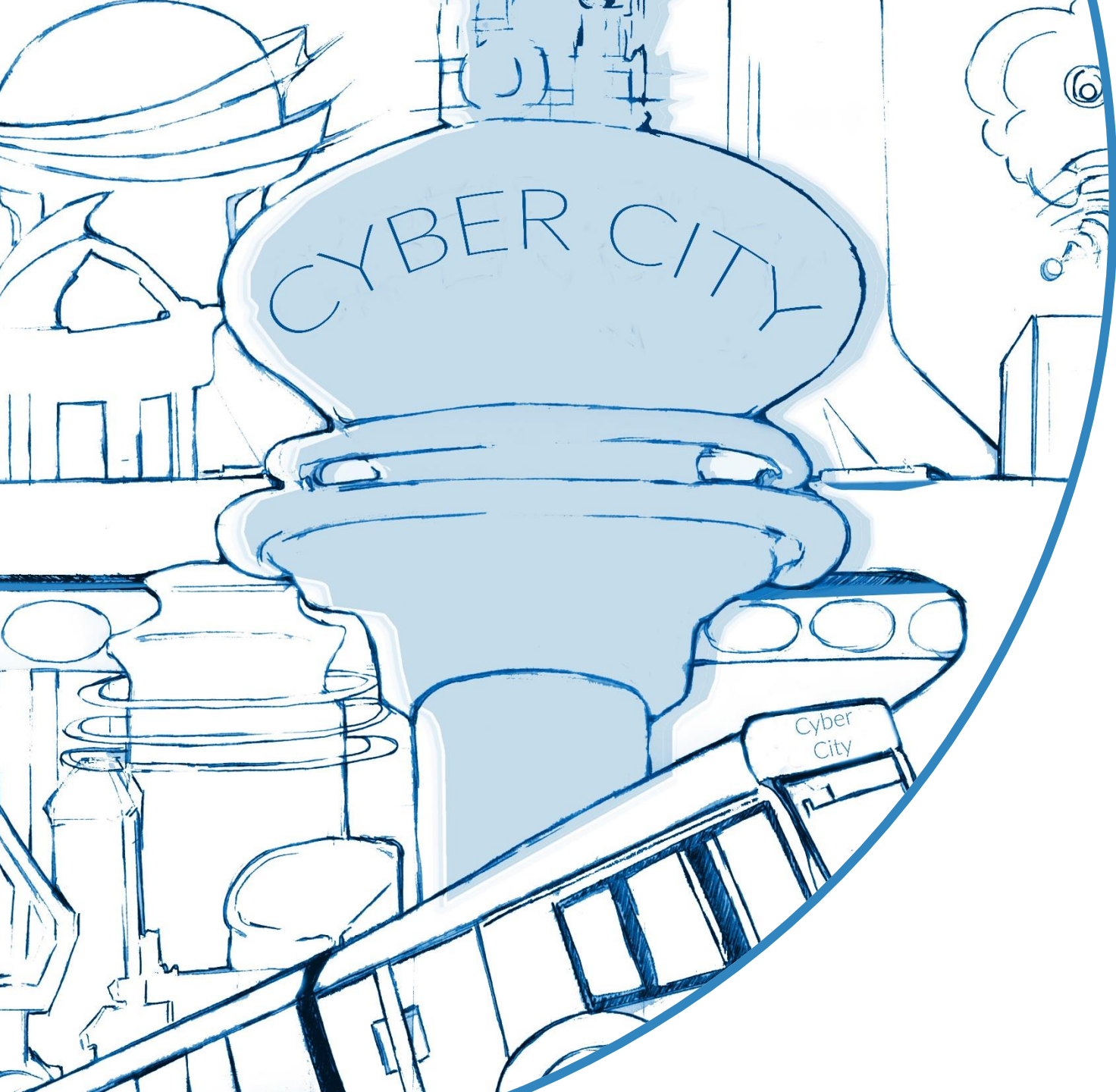
- Digital Dan and friends released in Quarter 1 2020
- Shareable content and hands on activities in Quarter 2 2020
- Ongoing awareness campaigns

Looking for Partners

- Seeking stakeholder partnerships –
 - School districts
 - Clubs (Girl Scouts and camps)
 - Technology teachers
 - Administration
 - Librarians
 - Researchers
 - Parent organizations
 - Corporations
 - Other educational agencies



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How you can help

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- Text 'CYBER' to 33777
- For bulk orders or partnership, contact lemiola@criticalthinkingchild.com



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Website

<https://www.thecriticalthinkingchild.com/cybersafety>

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Questions?