



Erasmus+

**Erasmus + project**

**European media coach in action  
2018-2020**



**E-safety concept**  
**ENGLISH version**



Co-funded by the  
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of the European Union

# A. Descriptions of our concept

## 1. General information

We have based our training course on a program that was developed in the county of BadenWürttemberg in Germany:

Landesmedienzentrum Baden-Württemberg, Rotenbergstraße 111, 70190 Stuttgart.

Further details can be found on the following websites:

[www.lmz-bw.de](http://www.lmz-bw.de)

[ww.kindermedienland-bw.de](http://ww.kindermedienland-bw.de)

The program does not only convey technical know-how, but also highlight the impact of the media world.

During the training course in the participating countries the adolescents have learned about essential rules of media production, improved their media literacy, acquired knowledge in project planning and implementation, how to lead learning groups and how to competently inform their classmates on media issues.

In the course that has been conducted in about 20 hours they have got to know details about privacy rights and copyright, communication and social Networks, cyberbullying, safe use of smartphones and apps as well as extremism on the net and hate speech.

## 2. Modules of the training course

Some modules have been compulsory (written in bold letters) for student e-safety mediators – some are flexible modules (*written in italic letters*) that have been worked on depending on the school's requirements.

### 1. Organising an event / project

The activities of e-safety mediators need to be well-planned. Students acted as teachers and needed the capacity to plan and structure their courses:

<https://www.kmk-pad.org/praxis/beispiele-guter-praxis/weiterfuehrende-schule/europeanmedia-coaches.html>



This module aims at conveying these competences. Again, it is important to point out, that once having acquired these personal skills, these skills may also be used by e-safety mediators to offer courses on any other media related topic (e.g. filming / video editing / giving Power Point presentations).

- a. Tips and rules for successful project planning
- b. Mind mapping – organizing first ideas for a project
- c. Structuring project work
- d. Planning your own e-safety (*media*) project

## 2. Leading groups and solving conflicts

Leading and teaching groups of students / classes are skills that require knowledge and most importantly personal skills that need to be developed and trained. E-safety mediators have offered courses for younger students and need to be trained for those courses during which they act as teachers. However, they have to be supported by teachers in order not to overstrain them.

- a. The role of e-safety mediators
- b. Important rules of teaching and listening to each other
- c. How to motivate a group
- d. Motivating games for groups
- e. Strategies for presentations – parts of a presentation, layout, body language, efficient use of media
- f. Dealing with difficult situations – strategies and solutions
- g. Rights and duties of student e-safety mediators

## 3. E-safety

The aim of our project is to work in the areas of information and prevention concerning e-safety. In this module students have e.g. acquired knowledge on the legal situation concerning topics dealing with e-safety.

<https://vimeo.com/327314831>

<https://vimeo.com/327311499>

<https://vimeo.com/327272118>



<https://vimeo.com/327274879>

<https://vimeo.com/327269367>

<https://vimeo.com/327267657>

<https://vimeo.com/327267657>

The compulsory part has been important for the courses they offered to younger students:

<https://vimeo.com/386499105>

E-safety mediators have also been familiarized and trained on dealing with topics that can be more delicate. These topics have been flexible topics that they have been worked on during the course of the school year. Whenever they acted as mediators concerning one of the flexible elements, they have been supported by a teacher or a social worker of the school.

- a. The legal situation – youth, the media and the law
- b. Organizations for the protection of minors in the media
- c. Communication – basic information on communication via media
- d. Social networks – rules that need to be followed when using social networks
- e. Social networks and you – information about you on the internet / privacy
- f. Mobile phones / smartphones – important information, tips and rules for the use of smartphones
- g. Mobbing & cyberbullying – information and legal situation
- h. Workshop on cyberbullying – what can you do against it?
- i. Data protection / data privacy – personal data issues
- j. Copyright and the internet – illegal downloads and legal use of media

*Flexible elements of this module were dealing with...*

- *video platforms*
- *big data*
- *sexting*
- *cyber grooming*
- *instant messaging*
- *spam*



- *darknet*
- *cyber violence*
- *radicalisation*
- *anorexia*
- *cyber security*
- *digital games*
- *fake news*
- *e-commercials*

## B. Student media coaches

At the beginning of the school year, we informed students about the opportunity to become an E-safety Media Coach at our school by displaying posters and announcements around school like the one below:



*Do you like teaching other people how to use the latest technology and apps?*

***Become a Media coach!!***



Join the Team.  
For more info about how to apply, talk to *Mr Hogan*.



Teachers also showed this PowerPoint presentation during form time. Please click on the picture to see it:



And by sending the following letter home:


Dear Year 9 students,

**Erasmus+ project: European Media Coaches in Action!**

*Are you interested in social media and apps? Would you like to learn more about how to use the latest apps and Internet safely and be able to share your knowledge with your friends? Then, send us a letter to be part of an amazing project and become a European Media Coach.*

**What are you going to do in this project?**

- ✓ You will learn how to use the latest apps and how social media works, its rules and possible dangers. You will be also trained by specialists in the field. Once you become a *more confident* Internet user, you will learn how to share your knowledge with your classmates and younger pupils. You will be then: a *European Media coach* for our school and receive a certificate.
- ✓ You will be part of a select group who will travel to Spain in November 2019 for an **International Training Meeting** only for European Media coaches, working alongside Spanish, French, German, Polish and Romanian students.



**ALDERLEY EDGE  
SCHOOL FOR GIRLS**

- ✓ You will help to organise and take part, with your fellow e-coaches, a public event in France in May 2020 where you will have the opportunity to share your e-safety knowledge to a larger audience.

**How will this project develop?**

Every 2 weeks you will have session\_at lunch time. The first meeting will be in mid-November 2018.

**How to take part?**

Return the slip below **before Friday 9 November 2018**, along with **your letter of participation** and **your parent's signature**. This letter should describe why you are motivated to take part.

If your application is successful, part of your flights and any subsistence costs will be met by the European Community.

Your sincerely,

Mrs Valois,  
Erasmus+ coordinator

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Please return this slip to our Headmistress, Mrs Jeys, **before Friday 9 November 2018** along with your letter of participation.

***I'm interested in becoming a European Media Coach***

Name: \_\_\_\_\_ Form: \_\_\_\_\_

Pupil signature:

Parent signature:

After that, all participant students took part in the following activities at our school:



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## Timeline of the project – UK 2018/19

<p>Autumn Term November - December</p>	<p>Training course for students Students attended lessons by one of our IT teachers during their lunch time every 2 weeks (Mr Hogan) in the IT suite on the following topics:</p> <ul style="list-style-type: none"> <li>- Overview contents of the project year</li> <li>- Timetable of the project year</li> <li>- Criteria how students were going to be chosen for the trip to Alicante in 2019</li> <li>- Module 1 (Group): Role of the student media coaches - Rules for listening &amp; speaking - motivation - group games</li> </ul>
<p>Spring Term January to April</p>	<ul style="list-style-type: none"> <li>- E-safety coaches familiarise themselves on one or two topics of module 5 of the reader.</li> <li>- They learned about governmental websites and charities that have developed website to support young children and parents on e-safety</li> <li>- They did active media work in the areas of video production and image / comic creation</li> </ul>
<p>Summer Term May - July</p>	<p>Students had the opportunity to work with a Year 6 class on e-safety. Students learned how to speak to a younger audience about e-safety issues, using a peer-to-peer approach IT teacher a class teacher monitored the activity.</p>

## Activities 2019/20





<p>Autumn Term November - December</p>	<p>Training course for students Students attended lessons by one of our IT teachers during their lunch time every 2 weeks (Mrs Gardiner) in the IT suite on the following topics:</p> <ul style="list-style-type: none"> <li>- Erasmus + trip to Alicante November 23-30, 2019</li> </ul>
<p>Spring Term January to April</p>	<ul style="list-style-type: none"> <li>- They continued to work on the reader activities.</li> <li>- The 3 students attending the Media Coaches event in France was announced</li> <li>- <b>Activities had to be stopped from March 23<sup>rd</sup> due the COVID-19 crisis that forced all schools in the UK to close</b></li> </ul>
<p>Summer Term May – July</p>	<ul style="list-style-type: none"> <li>- <b>School closures continued</b></li> </ul> <p>The scheduled activities during these months would have been the following:</p> <ul style="list-style-type: none"> <li>- Information evening event for parents and local businesses and presentation of the students work.</li> <li>- Junior school e-safety workshop for parents and students.</li> <li>- E-safety day (March 31, 2020) Conducting workshops on the respective special topic by the media coaches.</li> <li>- Erasmus+ trip to Dax , France May 24-30, 2020</li> <li>- Certificates ceremony together with certificates on the last day of the school year were sent electronically to students.</li> </ul>

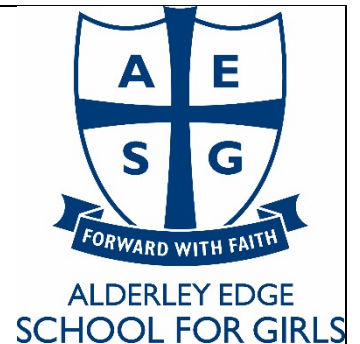
## C. Parents

Parents were regularly informed about our project activities on the school website, the days of the open school and on parents' evenings where teachers informed the parents about



ongoing activities and student e-safety coaches answered parents' questions and gave them honest and useful tips about what students at their age really do on the net.

For this second year, we invited the parents to school to tell them about our trip to Alicante. We sent them the following letter



Dear Parents

**Erasmus+ Media Coaches meeting in Alicante, Spain**

Sunday 24th– Friday 29 November 2019

We would like to invite you and your daughter for an information meeting on Wednesday 13 November at 17.30 pm to share more about the work she does on our Media Coaches project and tell you all the practical details regarding our trip.

Attendance is compulsory as we will go over health and safety regulations and the meeting will also be an opportunity for you to ask any questions about the trip.

You can also use this opportunity to ask the teachers involved in the trip any questions regarding the project.

Yours sincerely,

**Mrs. M Valois**  
**Teacher of Spanish and French**  
**Erasmus Plus Coordinator**

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**REPLY SLIP – to be returned to Mrs. Valois**  
**To be returned by Friday 4th October**



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Daughter's name \_\_\_\_\_ Form \_\_\_\_\_

I can attend the information evening

I won't be able to attend the information evening

We had planned a Year 6 workshop with parents and students were the students talked about e-safety. This activity would have been totally led by the students including a lesson plan for each section covered. This again was affected by the Covid-19 crisis.

Students would have received a certificate and an evaluation for their work unfortunately that was not possible either. They did received an electronic certificate of participation for their work and commitment:

 <b>CERTIFICATE OF PARTICIPATION</b>  This certificate is awarded to  _____
to confirm her participation in "Media Coaches in Action!" project September 2018 – July 2020
Date: 8 <sup>th</sup> July, 2020
<i>Mrs H. Jeys</i> Head teacher
<i>Mrs M. Valois</i> School coordinator

## D. Our project in the media:

<https://www.instagram.com/erasmusmediacoaches/>

[https://twitter.com/AESG\\_MFL/status/1200400890840133632](https://twitter.com/AESG_MFL/status/1200400890840133632)

<https://www.youtube.com/watch?v=1bDzL10a7v0>



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<https://www.youtube.com/watch?v=n5dkXg6yrL0>

<https://www.youtube.com/watch?v=ypZM-jACIHo>

<https://www.youtube.com/watch?v=ypZM-jACIHo>

## **E. Sustainability**

The Media Coaches programme has been established at our school and will be replicated every year. We will continue with the same programme of activities as described in the schedule of the school year 2018/19 as this has proved very successful. It was particularly helpful for parents of young children in our school and has been very welcome by our students as well.



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