

Power up parents: Ofcom pilot campaign

School briefing note

Background

As the UK's communications regulator, a significant part of Ofcom's work is focused on online safety, including helping to protect children online. As part of this work, we are developing a pilot campaign focused on online gaming.

We are inviting a small number of primary schools to participate in the pilot, which aims to help parents and carers support their children to navigate video gaming safely and confidently.

Around three quarters of children in the UK play video games online. While many children are highly engaged with gaming, parents can sometimes feel less confident about understanding the games their children play, how online interactions work, and the practical steps they can take to help keep their children safe.

The campaign has therefore been designed primarily to engage parents and carers, using simple child-parent activities to encourage conversations about video gaming, digital wellbeing and online safety at home.

Working in partnership with a small number of primary schools, the pilot will test ways of reaching and engaging parents through trusted school channels while supporting schools' wider online safety and safeguarding objectives.

This school's pilot forms part of a broader programme of activity designed to raise awareness of online gaming safety amongst parents and carers, with insights from the pilot helping to inform future campaign activity and resources.

Please note: The campaign name and final challenge format are currently being finalised. Full campaign branding, resources and confirmed challenge details will be shared with participating schools in September, ahead of launch.

Purpose of the pilot

The pilot aims to:

- Increase parent awareness of online gaming safety.
- Encourage conversations between children and parents about gaming experiences.
- Help parents take practical actions to support safer online gaming at home.
- Support schools' safeguarding and online safety priorities.
- Test resources and engagement approaches that could be scaled more widely in future.

Only a small number of schools will take part in this initial pilot phase.

Why schools?

Schools play an important role in supporting online safety education and are trusted sources of information for families.

This pilot uses school communications and pupil engagement to help reach parents and carers with practical online gaming safety messages and resources.

The objective is not simply to educate children about online safety, but to encourage families to have conversations and take actions together.

The challenge

The challenge will run over one school week during October.

Each day, children will receive a simple mission to complete with a parent or carer. Alongside this, parents will be encouraged to take a small action that supports safer and more positive gaming experiences at home.

Examples may include:

- Reviewing privacy settings
- Discussing online friends and interactions
- Checking account security and passwords
- Exploring positive behaviours while gaming
- Understanding how to report concerns or seek support

Activities are designed to be quick, practical and accessible for busy families.

Resources and communications support

To make participation as simple as possible, all participating schools will receive a free campaign pack containing resources to support both pupil participation and parent engagement.

This will include:

Challenge resources

- Challenge workbooks for participating pupils
- Certificates for every child who completes the challenge
- Teacher guidance notes
- Supporting online safety resources

Promotional materials

- A2 campaign posters for display in high parent footfall areas, such as school entrances, reception areas and pick-up/drop-off points

Communications toolkit

- Suggested newsletter content
- Parent email templates
- School website copy
- Social media content
- Suggested reminder messaging for families

Schools will be encouraged to use whichever communication channels best suit their parent community.

All resources and materials will be provided free of charge.

What we are asking schools to do

Before challenge week

- Share campaign information with parents and carers
- Promote the challenge through existing school communication channels
- Display campaign materials where appropriate

During challenge week

- Encourage participation throughout the week
- Share reminder messages with families
- Support the collection of participation data

After the challenge

- Submit participation figures
- Share brief feedback on the pilot
- Distribute certificates

We anticipate participation requiring minimal staff time, with all challenge materials, communications assets and supporting resources provided by Ofcom.

Benefits for schools

Participation will help schools to:

- Reinforce key online safety and safeguarding messages.
- Strengthen engagement with parents and carers.
- Promote positive digital citizenship.
- Access free online safety resources and materials.
- Support children and families to develop safer digital habits.
- Contribute to shaping future family-focused online safety initiatives.

Competition element

Participating schools will take part in a friendly competition based on participation levels.

The school with the highest participation rate will be recognised as the pilot's **Safe Online Gaming Champion School** and will receive a:

Digital Learning & Gaming Fund

The fund can be used to support initiatives such as:

- Computing equipment
- Digital learning resources
- Online safety materials
- Coding and STEM activities
- Minecraft Education and other educational gaming resources

- Digital wellbeing projects
- Technology and equipment to support pupil learning

Further details will be shared with participating schools.

Key Dates

School recruitment: Throughout September

Resources provided to schools: Early October

Challenge week: 19th– 23rd October

Participation submission deadline: 6th November

Winning school announced: Early November