

### Common Sense Education Programs

Kids today are wired. They spend more than seven hours a day with media — from TV and cell phones to computers and video games. Kids are connecting, creating, and collaborating through this media, bringing a unique set of challenges and opportunities to this generation.

Common Sense empowers educators and parents to guide kids so they can make responsible, respectful, and safe choices in the digital world and beyond.



### Parent Media Education Program

Adopted by teachers and parent leaders at more than 5,000 K-12 schools throughout the country and internationally, this program helps educators empower parents to take an active role in their kids' lives. The program provides educators hands-on guidance about the media and technology issues parents care about most through a flexible action plan and customizable print and video materials available in English and Spanish. These materials are ideal for education events, parent-teacher conferences, and PTA meetings.

### Digital Literacy and Citizenship Curriculum

This pioneering school-based curriculum is designed to guide 5th - 8th graders with the essentials of positive behavior in a digital world. Based on the digital ethics research of Professor Howard Gardner and the GoodPlay Project at the Harvard Graduate School of Education, Common Sense uses engaging content — from print and video materials to interactive components and role-play case studies — on topics like privacy, self-expression, and cyberbullying to inspire kids to be responsible digital citizens.

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"In the 21st century, ensuring that our children are digitally literate is as important as teaching them to read and write."

Carlos Garcia, Superintendent,  
San Francisco Unified School District

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CoSN Attendees:  
Win a FLIP Camera  
Visit our booth  
to enter our daily  
giveaway.

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# From social networking to cyberbullying, are you ready to teach the rules of the road?

We can help.

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## Common Sense Media Education Programs

- > FREE for schools.
- > Flexible and modular to fit into your school's scheduling and curricular demands.
- > A 'whole community' approach engaging parents, teachers, and students.
- > Strengthens the partnership between home and school.
- > Balanced tone that highlights the positives, as well the potential dangers, of technology.



## Our Digital Literacy and Citizenship Curriculum

Our curriculum includes five distinct units. Each unit is mapped to ISTE Digital Citizenship standards and can be used as an integrated digital citizenship curriculum or as standalone units.

**Digital Life.** How the anytime-anywhere-everywhere nature of digital media requires responsible choices.

**Privacy and Digital Footprints.** How to manage privacy online.

**Connected Culture.** How to build respectful one-on-one, group, and community relationships online and protect against cyberbullying.

**Self-Expression and Reputation.** Who we are in various online contexts and how to protect your reputation in the process.

**Respecting Creative Work.** How to get credit for original creations and respect other's creative property.

## Our approach: whole community, balanced, and empowering

The Common Sense Media Education Programs go beyond Internet safety by addressing broader issues kids face in the digital world, guiding them on how to make responsible and respectful choices about how they live and treat others in this fast-paced digital world. Our balanced tone shows the potential dangers of the digital world while highlighting the positives of technology for creative exploration, collaboration, and learning.

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## Join our Educator programs

Join us and begin taking advantage of our rich educational offerings. Register for free at [www.commonsense.org/schools](http://www.commonsense.org/schools)

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Common Sense Media, an independent nonprofit, is dedicated to improving the lives of kids and families by providing the trustworthy information, education, and independent voice they need to thrive in a world of media and technology.