



Power 
of Zero

**Ending online bullying
before it begins**

About us

Power of Zero is a global collaborative campaign led by No Bully to reshape early learning for a connected world

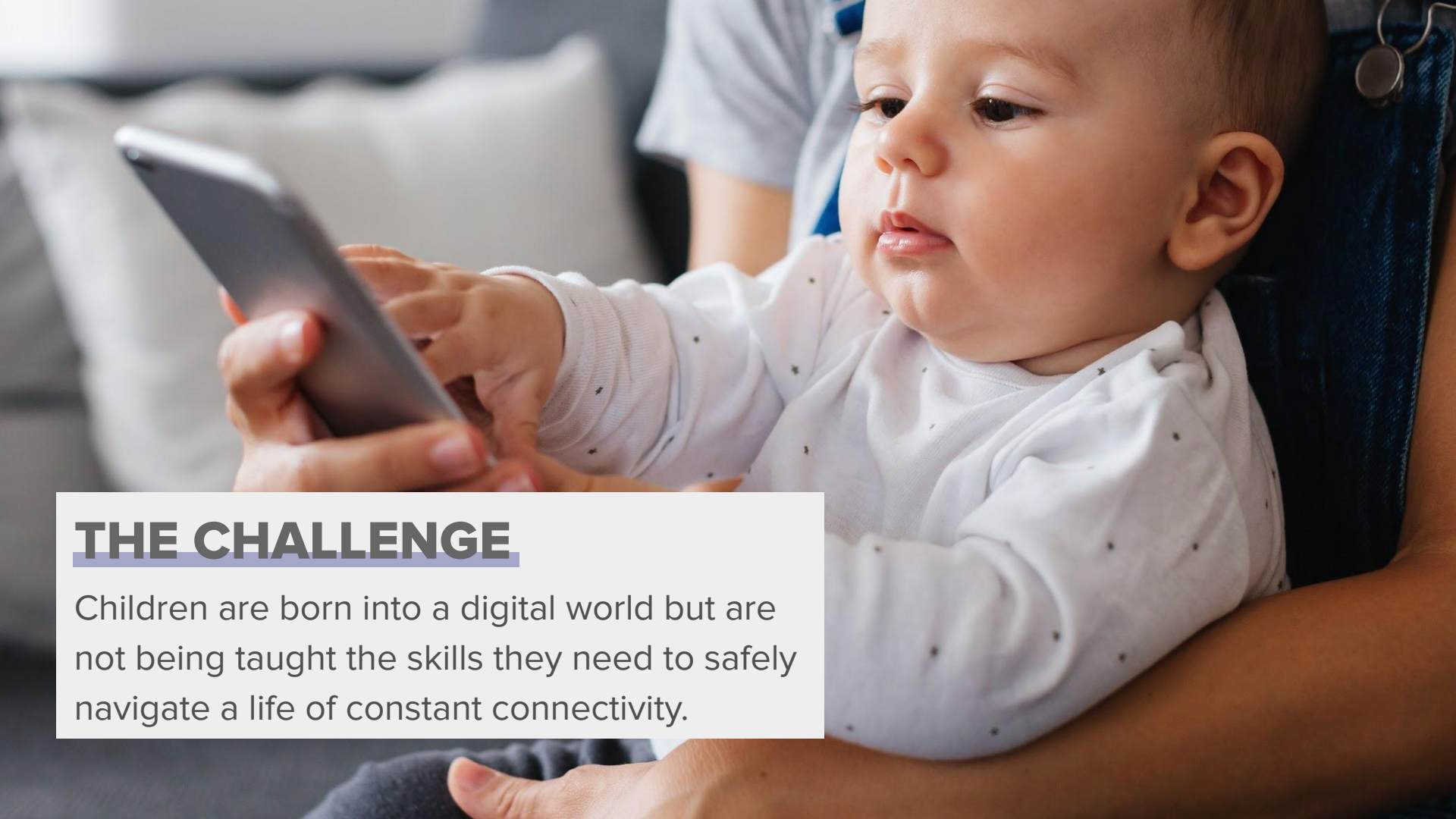






Revolutionary mobile phone





THE CHALLENGE

Children are born into a digital world but are not being taught the skills they need to safely navigate a life of constant connectivity.

SCREEN TIME

84% of children 3-7 now have their own internet connected device (AT&T /No Bully survey 2018).

Young children spend an average of about two-and-a-quarter hours (2:19) a day with screen media (Commonsense Media 2017)

- Watching TV (broadcast, time-shifted, downloaded)
- Online videos (e.g. YouTube) often in the hour before bed (17 minutes)
- Gaming on mobile games, computer games, and video games (25 minutes a day)
- 22 percent of 5- to 8-year-olds often or sometimes play social games. (37% of children play games communicating with players around the world: in AT&T / No Bully survey 2018)

Additionally about half-hour each day reading or being read to and 18 minutes a day listening to music.



CONFLICTED PARENTS

- **Screen time.** Most parents agree “the less time kids spend with screen media the better off they are” AND most parents say their own child spends the right amount of time online
- **Content.** Most parents say media helps (rather than hurts) their child’s learning, creativity, social skills, and focus AND worry about what their child is engaging with online
- **Concerns.** Top concerns of parents are violent content (78 percent), sexual content (77 percent), spending too much time with media (70 percent), exposure to materialism and advertising in media (69 percent) and that their child will be bullied online



THE MISSION

To teach young children the skills they need to thrive in a connected world.

THE VISION

Power of Zero envisions a world of zero violence, zero hate, zero bullying — beginning at age zero.



POWER OF ZERO SKILLS

Power of Zero teaches the healthy use of power starting at the earliest age by empowering voice, compassion toward others and inclusivity.



POZ video

LEARNING MATERIALS

We partnered with Scholastic to develop Power of Zero learning materials for pre-schools, kindergarten and early elementary school teachers focused on the Power of Kindness. Scholastic is the leading global education company reaching nearly every country in the world.

Nearly 500,000 young children have been taught the Power of Kindness, with over 90% of teachers saying they would recommend these materials to a colleague.

To download visit

<https://www.powerof0.org/resources/>





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12 POWERS FOR GOOD

RESILIENCE

Keep trying even when things are hard.

CREATIVITY

Explore the internet and try out new ideas.

VOICE

Express yourself and allow others to do the same.

HERO POWER

Play well with others in games and life.

INCLUSIVITY

Invite others to join in what you are doing, especially when they seem different.

RESPECT

Treat others the way you want to be treated.

DEFENDER

Protect others from bullying and stand up for what is right and true.

CONNECTION

Look for ways to connect and bring people together.

EMOTIONAL REGULATION

Manage your feelings and words especially when you are upset.

CRITICAL THINKING

Know who can trust and what you can be online.

KINDNESS

Recognize that everyone wants to be loved and happy just like you.

DIGITAL POWER

Learn to navigate the online world safely and responsibly.

Power of Zero is a global campaign to reshape early learning for a connected world. We provide families and early educators with books, games and learning materials to prepare children for the technology and connectivity they will experience in their lives. By starting at age zero children will have the foundation they need to be able to learn, thrive, and succeed in school and in life. For more information visit www.powerof0.org.