



Zimbabwe Digital uardians

Equipping today's parents
for tomorrow's digital world.

A Complete Campaign Package

In partnership with

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Zimbabwe's Digital Paradox: Nearly Every Hand Holds a Phone, But Not Every Mind is Prepared.

Our children live online. But the tools to guide them are out of reach for many parents.



97.5%



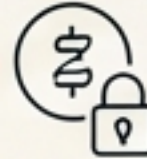
Mobile Penetration

Connectivity is near-universal. Children have unprecedented access to the digital world.

(Source: REPORT OF THE PORTFOLIO COMMITTEE ON ICT)



4.26% of Monthly Income



Cost of 1GB of Data

High costs create a knowledge gap. Parents can't afford to browse for safety tips; they need accessible, zero-cost solutions.

(Source: Forging a Safe Digital Future Analysis)

The Result: A Generation Gap. Children are digital natives, navigating complex online spaces. Parents, their first line of defense, often lack the specific knowledge to guide them effectively.

The Danger is Not Hypothetical. The Harm is Real.

When the knowledge gap is left unfilled, the consequences are devastating for our children.



Cyberbullying & Mental Health

Online harassment leads to severe anxiety, depression, and loss of self-esteem. Zimbabwean women and girls have suffered loss of education and employment due to malicious image sharing. Victims suffer from suicidal thoughts and self-harm.

(Sources: UNICEF, [Deepfakes as a Security Issue](#); [Strengthening protection...](#) - UNICEF)

Sexual Grooming & Exploitation

Online offenders build relationships with children to facilitate sexual contact, a crime now specifically criminalized as "cybergrooming" under Zimbabwe's Data Protection Act.

(Source: [Strengthening protection...](#) - UNICEF)

Children Want to Turn to Their Parents First. The Gap Isn't Care, It's Knowledge.

Our research confirms what we intuitively know: the family unit is the most critical safety net.

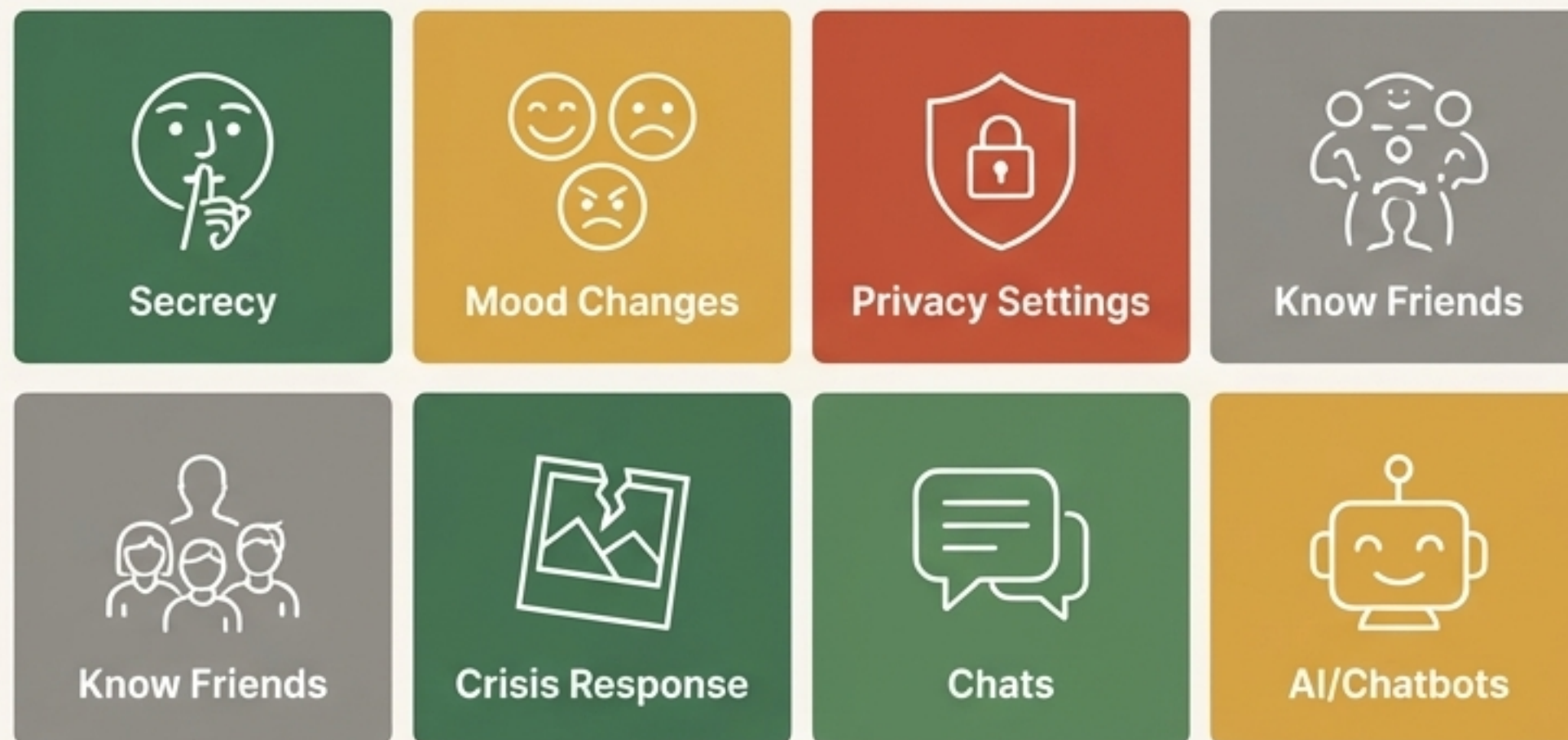
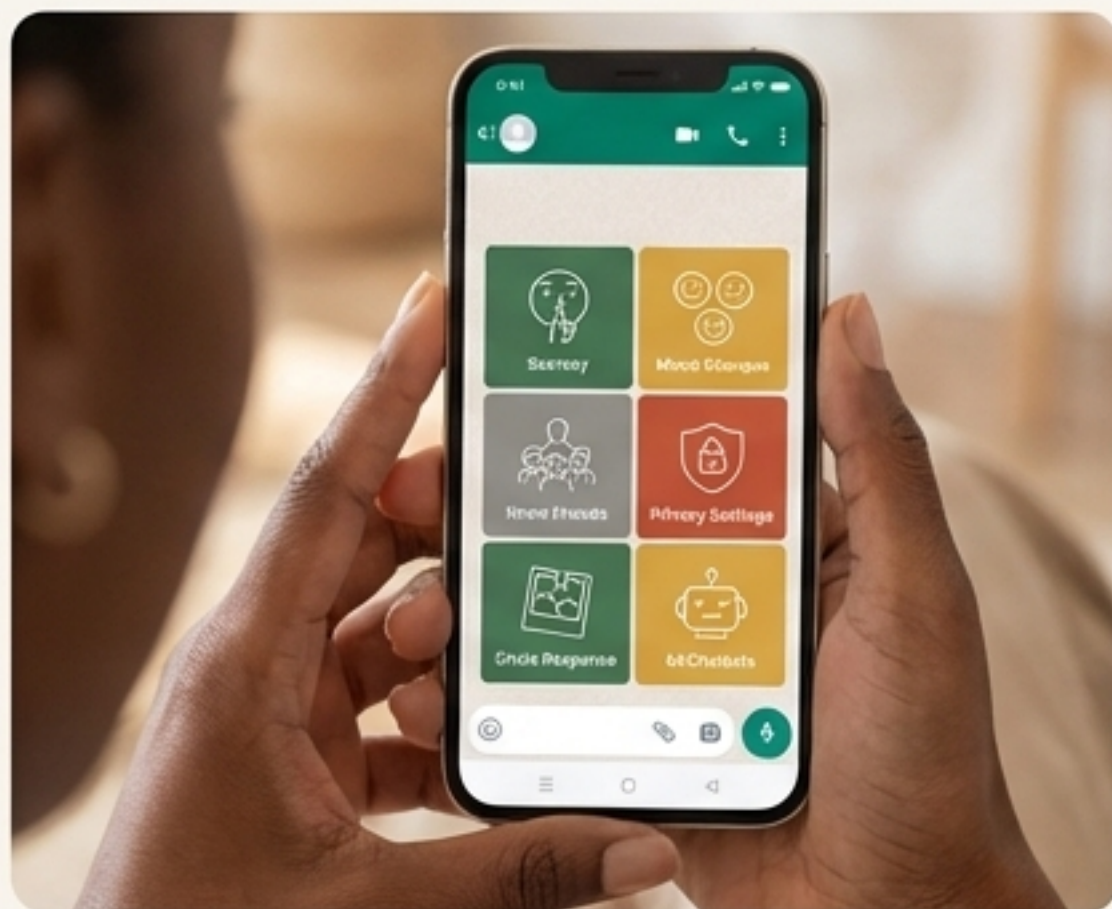
“Children are more likely to receive help from parents than teachers when faced with online difficulties... suggesting safe internet use, guiding online behaviour, and dealing with past online issues.” — *Child Online Safety and Parental Intervention: A Study of Zimbabwean Internet Users*

Parents are the most trusted and accessible source of support. They don't need to be tech experts. They need practical, simple guidance to turn their care into effective action. Our mission is to bridge this knowledge gap.

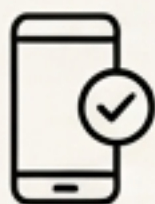


A Simple, Shareable Toolkit for Every Zimbabwean Parent.

Designed for the reality of Zimbabwe: accessible on the platform everyone uses, with zero data cost in mind.



The Digital Guardians Toolkit is a series of 6 simple images, delivered via WhatsApp.



Accessible:

No apps to download, no websites to visit. It meets parents where they are.



Actionable:

Clear, simple advice on what to watch for, what to do, and who to call.



Shareable:

Designed for easy forwarding in family, school, and community WhatsApp groups.



Low-Data:

Static images that are cheap and fast to download, addressing the high cost of data.



Designer Rationale

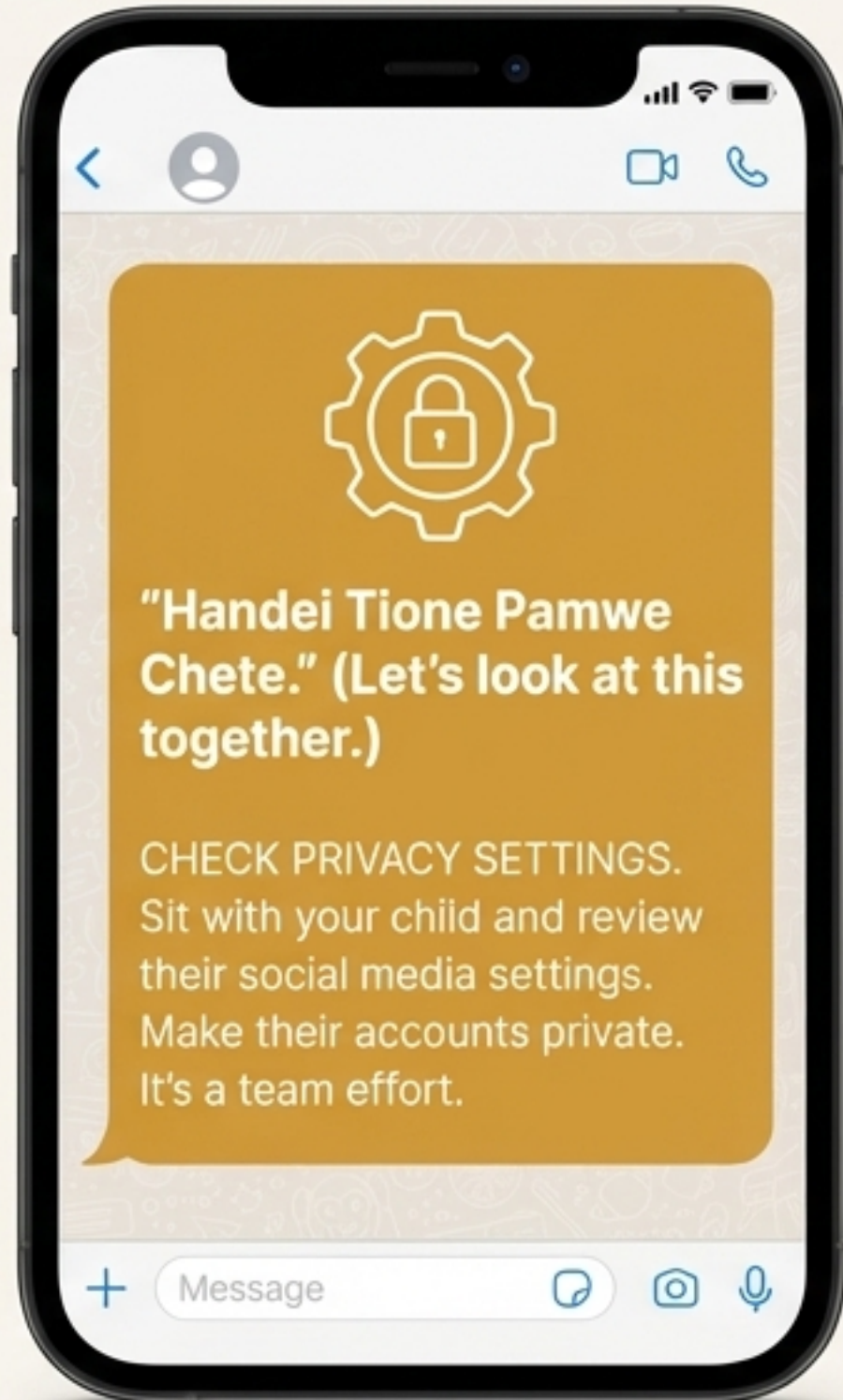
- **Focus on Behavior, Not Tech:** Parents don't need to know specific apps. They recognize secretive behavior. This prompt is universal.
- **Leading with a Question:** The design encourages dialogue, not accusation. It frames the parent's role as one of concerned inquiry.
- **Simple Visual Cue:** The icon is immediately understandable across literacy levels.



Designer Rationale

- **Connects Online/Offline Worlds:** Teaches parents that mood changes offline can be a direct result of experiences online.
- **Empathetic Framing:** Positions the parent as a supportive ally, emphasizing that the child is a victim of bullying and needs help.
- **Action-Oriented:** Prompts the parent to observe their child's emotional well-being as a key indicator of their digital health.

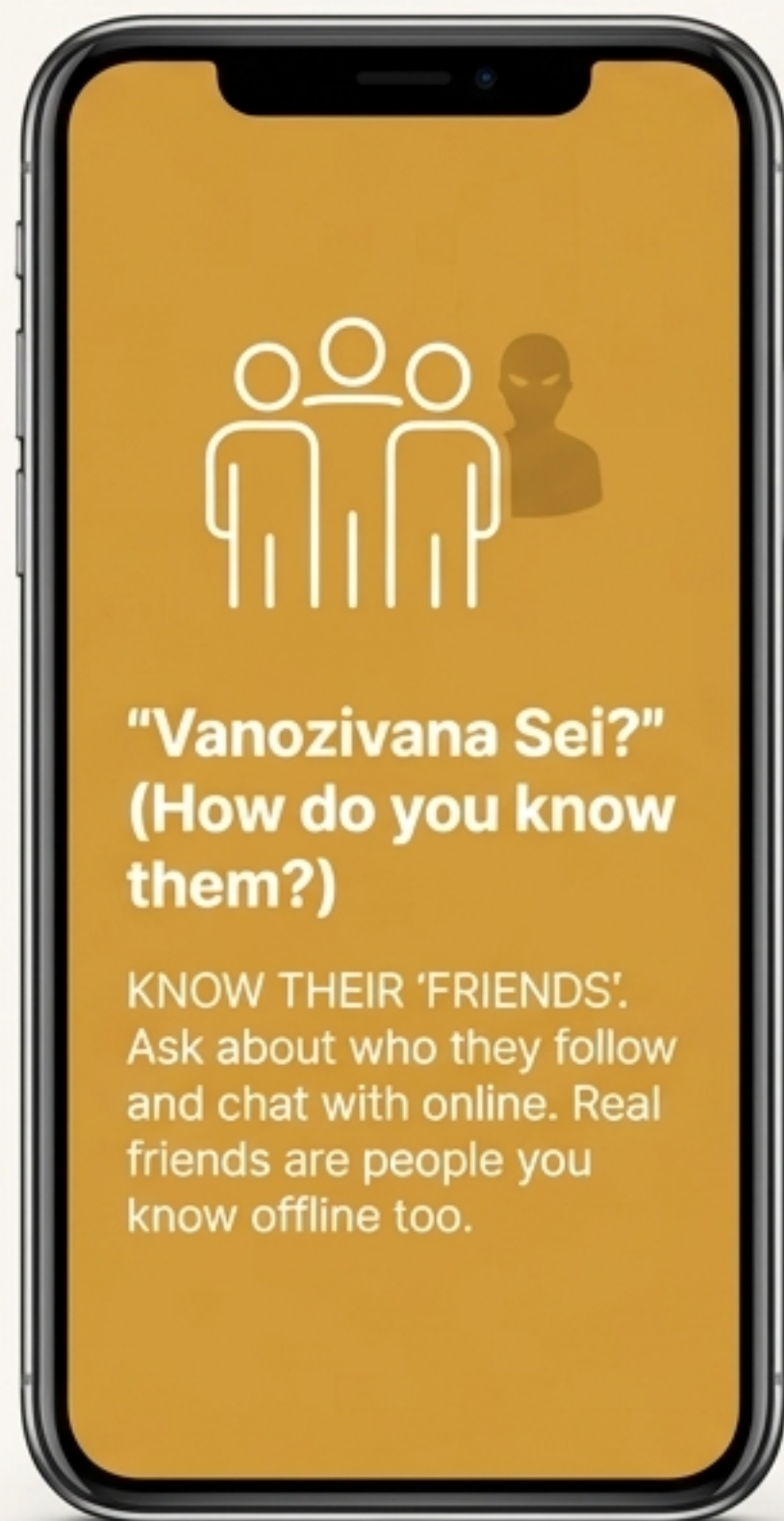
TOOLKIT DEEP DIVE #3: ACTION (PRIVACY SETTINGS TOGETHER)



Designer Rationale

- **Collaborative Language:** The phrase "together" is critical. It frames digital safety as a collaborative family activity, not surveillance.
- **One Clear, Achievable Task:** Instead of overwhelming parents with technical details, we provide a single, high-impact action they can take immediately.
- **Builds Digital Literacy:** Empowers both the parent and child by teaching a fundamental skill of digital citizenship.

TOOLKIT DEEP DIVE #4: ACTION (KNOW THEIR FRIENDS)



Designer Rationale

- **Mirrors Real-World Parenting:** Translates a standard parenting practice into the digital context, making it familiar and intuitive.
- **Defines "Friend":** Provides a simple, safe definition of an online friend—someone they also know in the real world.
- **Promotes Critical Thinking:** Encourages children to think critically about who they interact with online, a core Media & Information Literacy (MIL) skill.

TOOLKIT DEEP DIVE #5: CRISIS RESPONSE (IMAGES SHARED)



Designer Rationale

- **De-escalation First:** The primary message is emotional support, not blame, which is crucial for keeping communication open.
- **Shifts Blame Correctly:** Explicitly states that the fault lies with the sharer, tackling the shame that prevents victims from seeking help.
- **Clear Action Pathway:** Provides a simple, 4-step crisis plan that culminates in connecting them to professional help (Childline).

TOOLKIT DEEP DIVE #6: EMERGING THREATS (AI/CHATBOT AWARENESS)



"Urikutura Nemunhu Here?" (Are you talking to a person?)

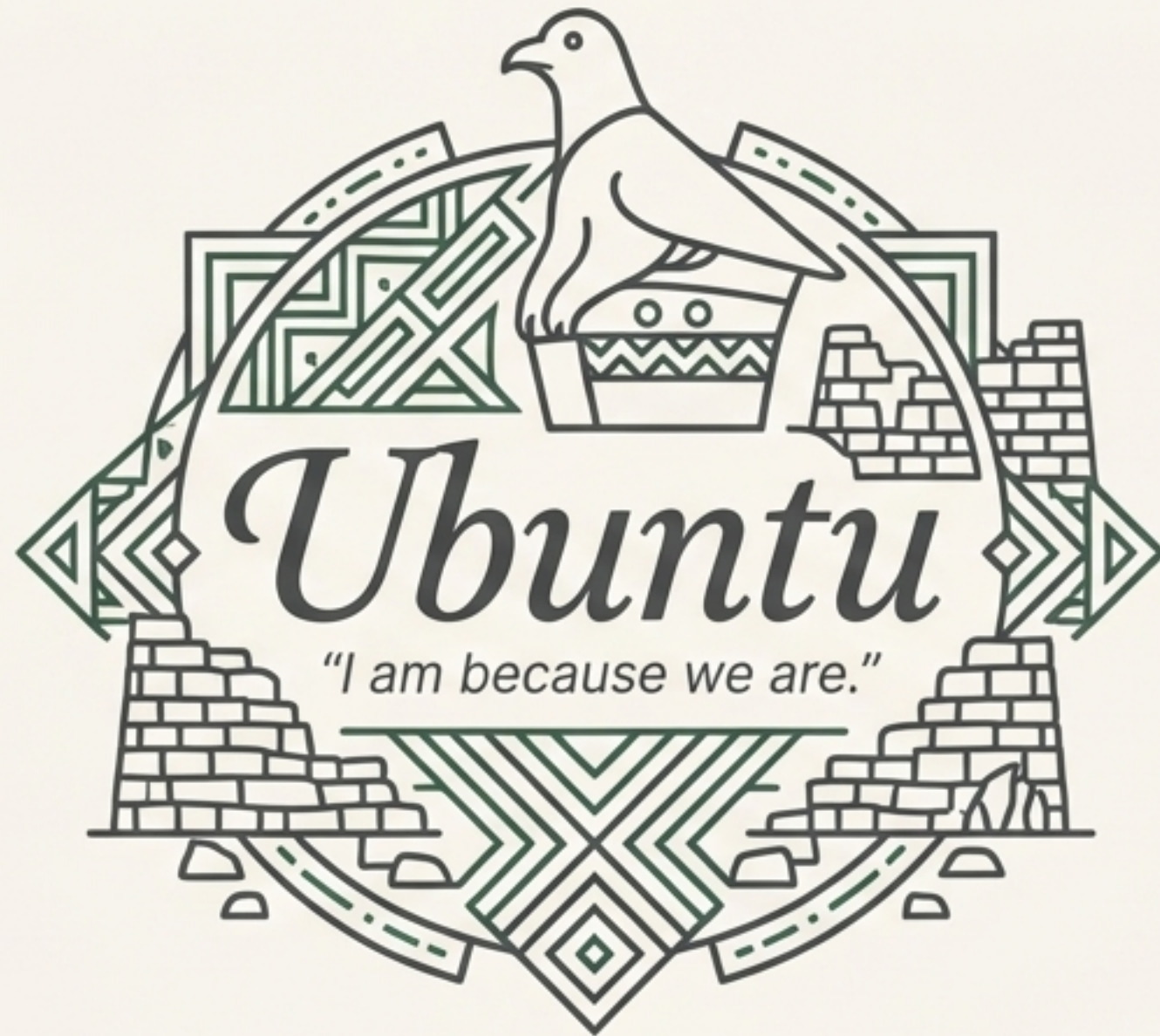
NOT EVERYONE ONLINE IS REAL. Teach your child that AI and chatbots are not real people. They don't have feelings and can be used to collect information. Be smart, be safe.

Designer Rationale

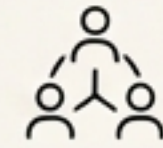
- **Future-Proofs the Toolkit:** Addresses emerging threats like AI and deepfakes, showing the campaign is forward-thinking.
- **Aligns with National Policy:** Directly supports the Ministry of Education's **Education 5.0** initiative, which calls for integrating AI awareness into the curriculum.
- **Simple, Foundational Concept:** Introduces the core AI literacy concept of discerning between human and non-human interaction.

Grounded in Zimbabwean Values: The Spirit of Ubuntu.

This is not a foreign concept; it is a community commitment.



We frame digital citizenship not as individual rules, but as a form of **communal ethics**. Protecting a child online is the shared responsibility of the entire community.



Harm to one is harm to all:

Cyberbullying is a breach of communal respect.



Shared wisdom: Equipping a parent is equipping a village.

To ensure deep resonance and accessibility, the toolkit and all supporting materials are planned for professional translation into **Shona** and **Ndebele**.

Reaching Every Parent Through Trusted Networks.

Our strategy leverages existing community structures for rapid, organic, and cost-effective distribution.

Digital Guardians Toolkit



1. Viral Distribution via WhatsApp

The toolkit is designed for sharing. We will seed it into key parent, teacher, and community leader groups.



2. School Partnerships

Integrate toolkit distribution into school communication channels, parent-teacher meetings, and newsletters.



3. Community & Church Networks

Engage trusted community leaders and faith-based organizations to share the toolkit with their members.



4. Radio & Media Mentions

Work with local radio stations to run public service announcements promoting the campaign and Childline's helpline.

We Are Stronger Together.

This campaign builds upon the incredible work of Zimbabwe's established child protection network.





Frontline Support

Childline
Zimbabwe

The national, 24/7 helpline for children in distress. All our crisis materials direct parents and children here.

Freephone: 116 | WhatsApp: +263 716 116 116


Strategic Alignment

-  • **ZICOP (Zimbabwean Child Online Protection Taskforce):** Our work directly supports ZICOP's national mandate.
-  • **UNICEF Zimbabwe:** Our approach aligns with their work on legislative reform, social norm change, and digital learning.
-  • **Police Victim Friendly Unit (VFU):** Providing a clear pathway for reporting criminal offenses.
-  • **School Counselors & Educators:** Empowering the professionals who work with our children every day.

UNICEF 

 ZICOP

 VFU

 Partner



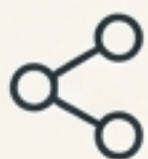
Join Us. Become a Digital Guardian.

We have the solution. We have the strategy. Now, we need partners to bring it to every family in Zimbabwe.

What We Need:



1. Translation Support: Help us adapt the toolkit into Shona, Ndebele, and other local languages to ensure maximum reach and impact.



2. Distribution Partners: Leverage your school, community, or media network to help us share the toolkit far and wide.



3. Pilot Schools: Work with us to integrate the toolkit and measure its impact, helping us refine the model for national scale-up.

**We are not just creating a toolkit.
We are equipping heroes.**

Digital Guardians Campaign | [Email@address.com] | [Website/Phone Number]

