



Press Release
Youth Work Ireland
22 September

Children's Minister Launches New Internet Safety Programme with [Youth Work Ireland](#) and [McAfee Security](#)

A new internet safety programme was launched today by the Minister for Children and Youth Affairs in Ennis. The Digital Safety Programme has been piloted initially by [Clare Youth Services](#) and a number of Youth Work Ireland members and will become a national Programme today.

Since its inception this programme has been piloted with Youth Work Ireland members across the country and has been delivered to 2066 young people, parents, volunteers, and professionals. The programme will continue to develop with a peer-to-peer youth programme to be established so that young people can directly provide the training sessions to other young people. McAfee and Youth Work Ireland will continue to monitor and support the delivery of the digital safety programme in Youth Work Ireland Members.

"Internet Safety is a big issue among young people. Social media and other applications encourage young people to share immense amounts of information about themselves and their lives. It is critical that young people are assisted in understanding some of the risks in their online activity and it makes sense that we work with leaders in the industry to achieve this. Youth services can play a critical role in this work having access to young people in an informal setting where open conversations can take place but we need to upgrade and maintain our knowledge. We also have participative structures that allow young people input directly in to our work" said **Michael Mc Loughlin** from [Youth Work Ireland](#)

"Young people love being online but we have to think about safety more, sometimes an app or a conversation can be so engaging young people may forget who can see what. There's huge benefits to the internet and we are fortunate to be so connected but we also see bullying and even more worrying things happening online. The youth service is a great place to talk about these and for young people to be open about what happens online and how we feel about it. This a great programme with really knowledgeable people to improve the online environment for young people" Said **Margaret Slattery** from [Clare Youth Services](#)

"McAfee have been working with schools and youth groups for several years to support the development of awareness, appropriate guidelines, and master trainers to reach as many young people and communities as possible. We hear from young people and those working with them that there is a lot of work to be done to ensure safety online. Industry has an important contribution to make here and we are pleased to be working with a leader in the field to deliver this programme throughout Ireland." Mr. Mc Loughlin added

ENDS

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[Social Media and Youth Engagement Guidelines>>](#)

Notes for the Editor

The McAfee Security Digital Safety Programme curriculum on online safety includes the following broad topics;

- Cyber security, including Security Threats Personal Information
- Cyber safety, including Social Networking and Controlling Online Friends
- Cyber Ethics, including Cyberbullying and Cybercrime