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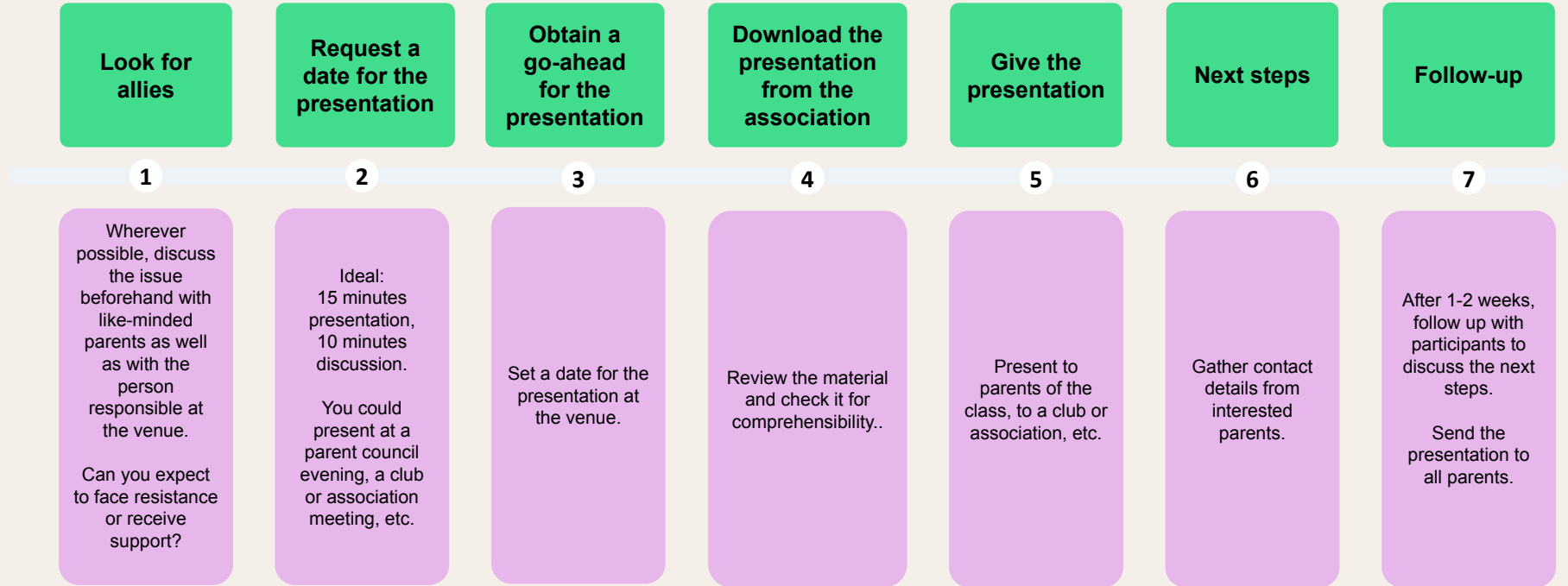
**This presentation is designed as an input from parents, for parents. It can be shared at parent-teacher meetings, parent council meetings, meetings of clubs and associations, etc.**

**It provides information to raise awareness about the topic of smartphones among children and young people.**



**\*\*\*Note to the presenter: please do not show this slide.\*\*\***

# Proposed timeline



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# Resources for parents

The website of Smartphone-freie Kindheit Schweiz includes a section with resources for parents. In this section, you will find various flyers and sample letters for schools.

The website is continuously updated and expanded.

Link to the resources:

<https://www.smartphonefreiekindheit.ch/#ressourcen>



\*\*\*Note to the presenter: please do not show this slide.\*\*\*

# Let us know how it went!

It's great that you are involved in raising awareness about smartphones among children and young people.

Every presentation is a catalyst for change.

Please share your experiences with us, and we would love to receive your feedback (or photos).

[info@smartphonefreiekindheit.ch](mailto:info@smartphonefreiekindheit.ch)



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# Possible further steps

With this presentation, you are making a powerful statement for a smartphone-free environment for your child. You can also engage against digital peer pressure at the national level, by becoming a member of the movement – for a smartphone-free childhood in Switzerland.

Become a member!

[www.sfks.clubdesk.com/werde\\_mitglied](http://www.sfks.clubdesk.com/werde_mitglied)

We hope this presentation helps you create a smartphone-free environment for your child. We put a lot of volunteer work and effort into creating resources like this, but not everything is free. Help us reach even more parents with a donation.



**Jetzt mit TWINT  
spenden!**



QR-Code mit der  
TWINT App scannen

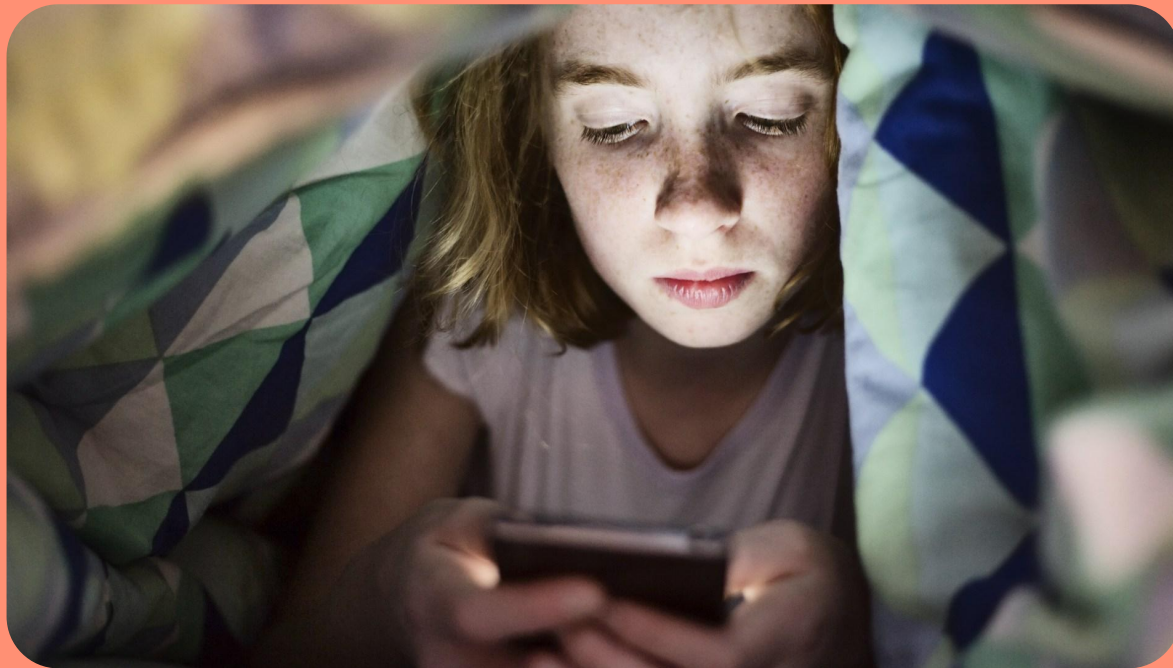


Betrag und Spende  
bestätigen



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# Smartphones are a new challenge of parenting



# When is the right time for a child to receive his/her own smartphone?



Many of us see the negative impact of smartphones. Yet, many children receive their own device at a young age.



It is almost impossible to escape peer pressure when children's social lives take place on their smartphones.

**Parents and young people often feel like they have no choice.**

# Being the only parent who says “no” feels nearly impossible



If enough parents agree to delay giving children their own smartphone, peer pressure decreases.

**Together we are strong.**

**A collective problem requires collective action.**

**But why exactly are smartphones  
a problem for children/teenagers?**

# Smartphones are not just telephones



## Mobile phone

Making calls,  
sending SMS,  
playing Snake

## Pocket computer

Unfiltered internet and  
countless apps are fighting for  
attention and screen time



**...and they can have serious side effects  
in children.**

# Influence on brain development



“Notifications, likes and scrolling cause **dopamine surges in the brain**. This **overactivation** in the reward center leads to an **increase in the threshold for experiencing pleasure** in real life, and **weakens the ability for self-regulation** and delaying gratification.” *(translation)*



**Barbara Studer**

Neuroscientist, Co-founder of Hirncoach AG  
[www.hirncoach.ch](http://www.hirncoach.ch)

# Influence on brain development



“Excessive use of smartphones and social media by children and adolescents has been shown to cause **structural changes in the brain**. Early developmental phases are particularly sensitive – not everything can be made up for easily later. Experiences during this time have a lasting impact and they **can make a crucial difference in the long run.**” *(translation)*



**Barbara Studer**

Neuroscientist, Co-founder of Hirncoach AG  
[www.hirncoach.ch](http://www.hirncoach.ch)



# Smartphones influence the psyche, weight and sleep

For a **12-year old child who owns his/her own smartphone**, the risk of ...

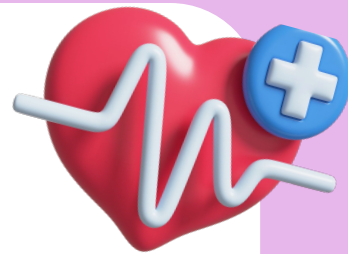
...depression increases by ~30%

...obesity increases by ~40%

...insufficient sleep by ~60%

as compared to **a child of the same age without a smartphone.\***

\* Comparative study among 10,500 children, published end of 2025



**Ran Barzilay**

MD, PhD, Psychiatrist Youth Suicide  
Children's Hospital of Philadelphia

# Distractions from a smartphone waste learning time



After a **single distraction** from a smartphone, it can take up to **23 minutes** to regain concentration. **Multiple distractions add up**: most pupils and students never achieve deep concentration.



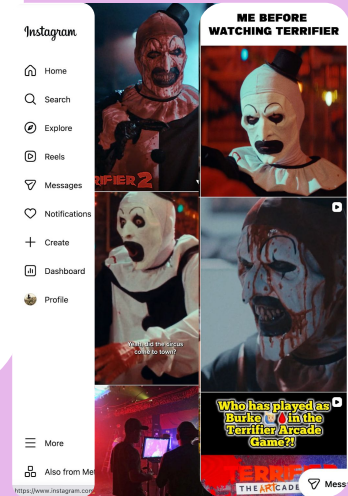
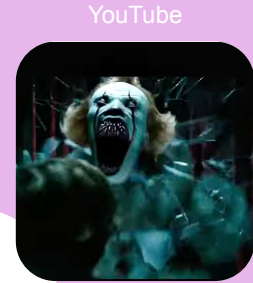
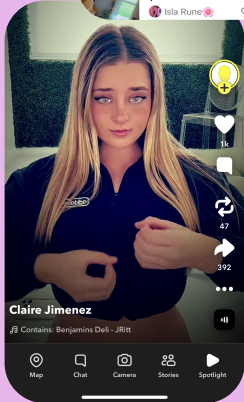
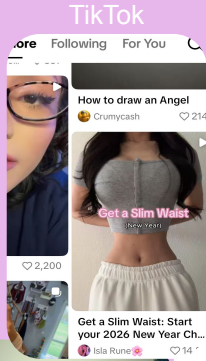
**Gloria Mark**

Department of Informatics  
University of California

# Test account as a 13-year old

“Seconds on TikTok and Snapchat and the algorithm serves up pornography. Children don't usually search for it; **the platforms push it**. 83% of all young people are confronted with disturbing and inappropriate content every month.” *(translation)*

The inserts are screenshots from children's accounts (13 years) or freely accessible content.  
Statistics from JIM, 2025



**David Murdoch**  
Digital media educator  
Founder of PixelKäse

# Digital devices are a complex topic

The challenges are multifaceted.

Unfortunately, there are no simple or  
universally applicable solutions.

Every family is different, and every child is unique.

And yet:

**A collective approach can simplify many things!**

# Possible solutions

- Agreeing with like-minded parents to delay introduction of smartphones
- “Old-fashioned” mobile telephones without internet until 14 years
- A child’s own smartphone at earliest 14 years
- A child’s own social media accounts at earliest 16 years
- Access to the internet and to chats via a shared family computer
- A loan phone for the family
- etc.

Smartphone



Social Media



Simple mobile phone



Family computer



# So let's all say “later”!

This reduces peer pressure and gives our children the chance to experience a childhood without distractions – free from age-inappropriate content and algorithms.

Technology offers enormous advantages.

Young people should be able to use these opportunities – when they are ready and when it is safe.

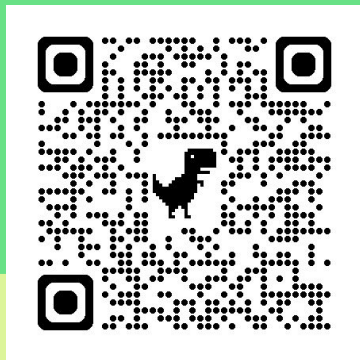


**A step in favour of childhood,  
not against technology.**

# Possible common solutions

1

Signing a voluntary,  
Swiss-wide **Parent Pact**



2

Making your own  
agreements within a  
class or an association

3

Having an informal  
discussion about what's  
actually important to us.  
Scheduling a follow-up  
meeting.



# Questions for the group

What are your biggest concerns regarding a child's first smartphone?

How will it be when children transition to their own social media accounts?

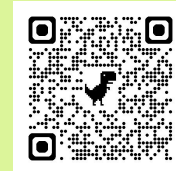
What else could we do to help our children in this matter?

What do you think of the Parent Pact? Do you have any concerns?

Connect with other parents in the chat group (by canton):



**Infos, tips and resources:**





# Appendix



**\*\*\*Note to the presenter: only show this slide if it seems appropriate.\*\*\***



# AI simulates intimacy

“Young people receive **unconditional affection and validation** from AI companions and chatbots. AI offers the perfect escape from the performance pressure of social media. However, this **simulated intimacy atrophies precisely the social skills that are needed for relationships in the real world.**” *(translation)*



**David Murdoch**  
Digital media educator  
Founder of PixelKäse

