

The 7 **SUPERPOWERS** of smartphone-free kids

01. More time

Based on UK kids' average usage, they could get over 35 hours a week back to use in the real world.



02. More freedom

More space to grow into themselves – without pressure from likes, trends, or group chats.



03. Real social skills

They build confidence and vital skills by talking, listening, and laughing together – face to face.



04. Better mental health

Less time scrolling means less anxiety, fewer comparisons, and more joy in the everyday.



05. Digital resilience

They learn to use tech intentionally – creating, thinking, questioning, not just scrolling endlessly.



06. Focused learning

Without constant distractions kids can focus, think clearly and get in the zone – in and out of school.



07. Proper sleep

No late-night scrolling means deeper rest, brighter moods, and a brain ready for tomorrow.



Join hundreds of thousands of families delaying smartphones and social media – together.



**SMARTPHONE
FREE CHILDHOOD**



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FREE CHILDHOOD**



CHILDHOOD'S TOO SHORT TO BE SPENT ON A SMARTPHONE

smartphonefreechildhood.org



Join the growing movement of parents who believe childhood's too short to be spent on a smartphone

"Smartphones are banned at my school, but because they don't get handed in I see kids on phones inside their bags during lessons all the time. Some even take selfies when the teachers aren't looking. At break time you can't get into the toilets as people go in there to use their phones and stay in there for the whole of break."

11-year-old girl, Brighton & Hove

"Social media stole my best friend."

12-year-old girl, Brighton & Hove

"My friends saw an animal abuse video when we were 11. It made me so glad my mum didn't let me have a smartphone until I was older. My friend tried to show it to me, but I said no and ran away."

13-year-old girl, Brighton & Hove

"I noticed that my attention span was a lot shorter when using content like Tik Tok. My friends are less chatty when we are together as they are always scrolling through their phones."

13-year-old boy, Brighton & Hove

Our aims



To arm parents, carers, educators and community leaders with up-to-date information about the impact of smartphones on the lives of children.



To bring together families who are choosing to delay giving their children smartphones. We have strength in numbers.



To empower the whole community to work together to protect children from the risks of early smartphone use.

What you can do

Sign the Parent Pact

Join the growing movement of parents choosing to delay giving our children smartphones until they are at least 14

parentpact.smartphonefreechildhood.co.uk



Sign up to our Brighton & Hove mailing list

Keep up-to-date with local events and initiatives.

sfbrighton.co.uk/newsletter



Join our WhatsApp community

Find solidarity, support and inspiration.

There is a WhatsApp community for Brighton & Hove with separate groups for most schools in the city.

whatsapp.smartphonefreechildhood.co.uk



Read the SFC FAQs

The Smartphone Free Childhood website brings together the key questions people ask again and again and shares our clearest, most up-to-date answers.

smartphonefreechildhood.org/resource/frequently-asked-questions



Help build the movement

Start conversations with your friends, families, neighbours and work colleagues. Campaign at your children's schools, volunteer to be part of the Brighton & Hove Smartphone Free Childhood working group.

Think about your own boundaries and screen time use

We must role model good tech habits to our children so that we all establish a better balance with our phones.

We believe something needs to change.



Let's reclaim childhood

