



TALKING NOTES BY THE KENYA FILM CLASSIFICATION BOARD CEO DR. EZEKIEL MUTUA, MBS, DURING THE PARENTING AND THE INTERNET WEBINAR SERIES NO. 1 OF 2 HELD ON AUGUST 23, 2020

I want to thank our partners Google and in particular Michael Muriungi for this initiative that's geared towards promoting safe and responsible use of new media and to protect children against the dark side of the internet.

Our role as a Board is principally to rate film and broadcast content for two main objectives:

- i) To ensure that film and broadcast content promote Kenya's culture, national values and aspirations
- ii) To protect children from premature exposure to adult content.

I sincerely thank our facilitators Mr. Alex Gakuru of CODE-IP Trust and Evelyne Kasina of Eveminet Communication Solutions Limited for availing themselves to guide this training. Both Alex and Evelyn are champions of child online safety and our treasured partners.

Let me also thank my colleague Emmah Irungu who is the Head of the KFCB Broadcast Monitoring Unit for her excellent coordination with Google and our facilitators to make this webinar possible.

To all my colleague Nelly, Joel and Redemptah I say a big thank you for making this session possible.

And to all the course participants here present I thank you for making time for this important training.

The philosophy behind KFCB's mandate is protection of children from potentially harmful content. The execution of this mandate is realized through inter alia the monitoring of broadcast content to ensure compliance with the provisions of the Films and Stage Plays Act Cap 222

The monitoring data backed by research and stakeholder's feedback led to the establishment of a Media Literacy Program (MLP) dubbed "You are what you Consume" which has been variously varied to "**FomuNiSafi**" and "**CleanIsCool**" engagements with our stakeholders including the youths under the Kenya National Drama and Film Festivals and the Matatu Saccos who are supporting our clean content campaign.

MLP is hinged on the Board's Strategic plan and PC targets due to its objectives and expected outputs, which is to create a national conversation about the breakdown of our moral fabric and the role of media and technology in this mess.

Our objective is to empower children and their caregivers with knowledge and skills that would enable them interact with technology and consume media content from an informed and safe perspective.

So far the Board has reached out to tens of thousands of children and other stakeholders through our media literacy program and the Kenya National Drama and Film Festivals. We have engaged with children, caregivers, parents, educators and religious leaders to provide information to our children and the youth on how to use film and broadcast content responsibly and intelligently.

But much more needs to be done, especially seeing the devastating effects of the COVID-19 pandemic and the negative effects of the much time our children are spending online.

The continuous roll out of our media literacy program has now tapped into a new engagement with strategic partners such as Google to enhance our capacity to protect children against child pornography, pedophilia and such other vices online.

Google being a global technology company specializing in internet related services and products that include a search engine and a video streaming platform YouTube has become our partner of choice.

We hope to work closely with Google, CODE-IP Trust and Eveminet Communication Solutions Limited for effective and efficient service delivery.

This Webinar is the first our series of training sessions for parents and care givers. The KFCB/Google partnership in Digital Parenting Program is a game changer in the manner in which we engage with our children who are more tech-savvy than their parents.

There's need for synergy to ensure a healthy balance in the way our children use technology and how much time they are spending surfing. Parents need to moderate the screen time for their kids and create boundaries.

We are all called upon to take care of the young generation. The children are our future and we all them a duty of care to help them navigate the double-edged nature of technology. We have to be deliberate and intentional.

Thank you and God bless you.

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CHIEF EXECUTIVE OFFICER**

