

We are a charitable trust supporting a grassroots movement to delay smartphones and social media for tamariki and rangatahi.



With parents, caregivers, educators, and health professionals, we raise awareness of the benefits for wellbeing, development, and connection

Our Focus: Education, Support, and Collective Change

1. Spark a nationwide kōrero about the impact of smartphones and social media on the wellbeing of our tamariki and rangatahi.

2. Empower communities through education—offering resources, speaker events, and practical support through our ambassador program to help whānau, schools, kura, and ECEs lead change locally.

3. Strengthen collective action by supporting families to delay smartphones together through initiatives like the Parent Pact.

WHY ARE WE DOING THIS?

Tech companies have put us in an impossible situation. It's a lose-lose scenario: either expose our children to something proven to be damaging by evidence, or risk isolating them socially during a critical phase of their development.

Change is overdue, and it begins with each of us.

JOIN US...

Check out our website, where you will find exclusive interviews, resources, our newsletter, and more.

Join us on the platform of your choice — we are everywhere. See below for details.

Want to do more? Consider becoming an ambassador. We support our ambassadors with a pack bursting with resources to help you get the message out to your school and community, with WhatsApp, email, and Zoom support too.

YOU CAN FIND US...



www.smartphonefreechildhood.co.nz