# Worrying Content Being Watched on YouTube by Sandhill Children of a Young Age

## Jeffy: What is it and what do you need to look out for?



Jeffy is the main character of a popular YouTube puppet show watched by millions of people published by the channel SuperMarioLogan. At first glance, the puppets and other Muppet-like characters may seem child friendly, but in reality, the videos include a lot of profanity and trivialise some very serious issues such as suicide and learning disabilities. Here is everything you need to know about the YouTube star.

### Why could Jeffy pose a risk to children?

In the last few years, there has been a boom in what is now classified as adult animation. A lot of these shows and videos have traits that could make you jump to the assumption that they are meant for children, such as goofy cartoon characters or talking animals, but are in reality produced for an 18+ audience. Jeffy videos fall under this category and children unknowingly scrolling through YouTube might click on them thinking the content is appropriate for their age group.

The character Jeffy is supposed to be a teenager with some sort of unspecified learning disability. He is foul-mouthed and treats his father and the people around him very badly. This could set a negative example for your child if they try to mimic Jeffy's behaviour.

The character also reinforces cruel and insensitive stereotypes surrounding children with disabilities, as he wears a diaper, bicycle helmet and has a pencil up his nose. Children with learning disabilities watching these videos could potentially be very hurt and they could have a negative impact on their self-esteem.

### Why is Jeffy a controversial character?

Aside from the swearing and the adult themes hiding behind the mask of a children's show, there are other reasons for why Jeffy has caused controversy. The puppet made national headlines after a mother found her five-year-old child with an improvised noose around his neck, mimicking something they had seen in a Jeffy video.

In an episode, Jeffy threatens to kill himself by hanging because his father, played by a Super Mario puppet, won't buy him an iPad game. That particular video received 12 million views. The creator of the video issued an apology following the incident but emphasised that his videos were

not meant for children. Although it is an extreme example, Jeffy does display a lot of undesirable behaviour which you would not want your child to take on.

**How do I prevent my child from watching Jeffy?**
Following several complaints from concerned parents, **Jeffy was given an adult rating by YouTube and can now only be watched by older audiences**. To prevent your child from accessing inappropriate content, make sure they are watching videos through the YouTube Kids app. When using this particular version of the video-sharing platform, the content they can access will be filtered so that no content containing profanity, violence or nudity is available.

## Safer Internet Day – Tuesday 6th February 2024

Safer Internet Day 2024 will take place on the 6th of February 2024, with celebrations and learning based around the theme '**Inspiring change? Making a difference, managing influence and navigating change online**'.

Safer Internet Day is the UK's biggest celebration of online safety. Each year we cover an online issue or theme that speaks to the things young people are seeing and experiencing online.

At Sandhill, we will be completing activities around staying safe on the internet throughout the day.

### TIPS TO STAY SAFE ONLINE

There are lots of things you can do to keep yourself safe online.

- Think before you post
  Don't upload or share anything you wouldn't want your parents, carers, teachers or future employers seeing. Once you post something, you lose control of it, especially if someone else screenshots or shares it.

- Don't share personal details
  Keep things like your address, phone number, full name, school and date of birth private, and check what people can see in your privacy settings. Remember that people can use small clues like a school logo in a photo to find out a lot about you.

- Watch out for phishing and scams
  Phishing is when someone tries to trick you into giving them information, like your password. Someone might also try to trick you by saying they can make you famous or that they're from a talent agency. Never click links from emails or messages that ask you to log in or share your details, even if you think they might be genuine. If you're asked to log into a website, go to the app or site directly instead.

- <u>Think about who you're talking to</u>
There are lots of ways that people try to trick you into trusting them online. Even if you like and trust someone you've met online, never share personal information with them like your address, full name, or where you go to school.

- <u>Keep your device secure</u>
Make sure that you're keeping your information and device secure.

- <u>Never give out your password</u>
You should never give out your password or log-in information. Make sure you pick strong, easy to remember passwords.

- <u>Cover your webcam</u>
Some viruses will let someone access your webcam without you knowing, so make sure you cover your webcam whenever you're not using it.

## **<u>Deciding what's appropriate for children to see online</u>**

The online world gives us access to a huge amount of information and services, but the scale of information available also means that there is content that is inappropriate for children. What is or isn't appropriate is up to individual parents and carers to decide, and could be based on things like age, ability, beliefs and family values.

<u>What are parental controls?</u>

Parental controls allow you to block and filter upsetting or inappropriate content. They work across your WiFi, phone network, individual apps and devices.

Parental controls can help you to:

- ✓ plan what time of day your child can go online and how long for
- ✓ create content filters to block apps that may have inappropriate content
- ✓ manage the content different family members can see.

https://www.nspcc.org.uk/keeping-children-safe/online-safety/parental-controls/

**PLEASE PUT PARENTAL CONTOLS ON YOUR CHILDREN'S DEVICES: THE IMAGES AND VIDEOS THAT THEY ARE WATCHING THROUGH YOUTUBE AND SOCIAL MEDIA ARE NOT APPROPRIATE AND ARE CAUSING OUR CHILDREN DISTRESS AND ENTICING THEM TO ACT AND SPEAK IN INAPPROPRIATE WAYS!**