

# FLASH SQUAD



## CHALLENGE:

In today's increasingly digital world, trying to protect yourself online can feel like a game of whack-a-mole.

So, with this in mind, how do we get to empower children to protect themselves online and still adhere to these campaign objectives:

## OBJECTIVES:



1 Address the gaps created by covid-19 pandemic among children and families in Kenya



2 Build skill and confidence among children as well as strengthen family bonds



3 Get children (under the age of 18) to remember actions to take

## THE TV SOLUTION

A six-part short-form comedy TV series that addresses Internet Safety in a memorable and measurable way.

There were 6 episodes based on rounds of online surveys with different groups of young people to determine most pressing online safety themes.

Episode	Synopsis
Trolling	"Carol" publishes mean posts about Leila on social media
Phishing	Nick clicks on a link that sends a "buy crypto" message to all his contact
Personal Info	Honesty's oversharing on social media leads a burglar to find her house and break in
Password Protection	Safi has a hard time tracking his passwords after his social media account is hacked
Cyberbullying	Mimi's past still haunts her as a student from her previous school continues to bully her online.
Fraud	Ahmed thinks he's rich after seeing a txt message promising 10 million shillings

## REACH & IMPACT

**943**  
Videos

Number of promotional videos on air

**28**  
Hours

Total number of hours the episodes were on air.

**161**  
Million

TV Impressions between the 27th of May to the 21st of August

**29**  
Thousand

SMS' received in response to the episodes, promos, and challenges

## SENTIMENTS

These are some of the sentiments that Akili Network received while running the Flash Squad TV Series with the objective of getting children to learn and retain online safety themes.

"Flash Squad gives them tips on how to surf the internet safely by not sharing too much about themselves, and this is good because I am not sure if they are taught such in school."

Mother of Child aged 13 years

"The actors are very articulate at dealing with issues on the internet. For instance, I remember for bullying you record, report and reverse."

Father of Child aged 8

"My kids are always talking of ways to stay safe online, sometimes even educating me at times on things I don't know."

Mother of Child aged 14