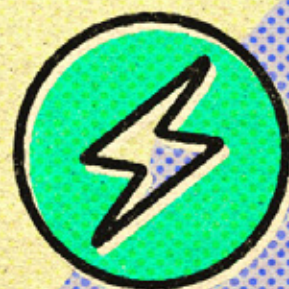


**Why waiting to
get your child a
smartphone is
giving them a**

SUPERPOWER

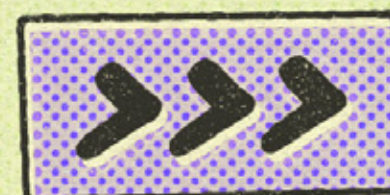


The no.1 reason we get our kids smartphones is because we don't want to deny them something all their friends have

None of us want our kids to feel left out, and *the peer pressure is real* – especially around the transition to secondary school

But as hard as it can be to stay strong, waiting a few years isn't holding them back, it's giving them a superpower.

Here are 7 reasons why



You're giving them more time

The average 12-15 year-old in the UK is now losing 35 hours a week to their smartphone*

If they're smartphone-free, they have equivalent to a full time job of extra time to play, chat, read, mess about and explore the world IRL



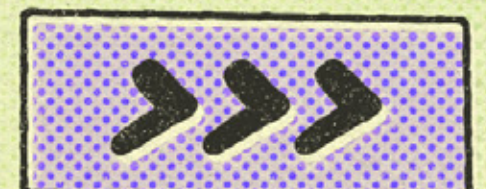
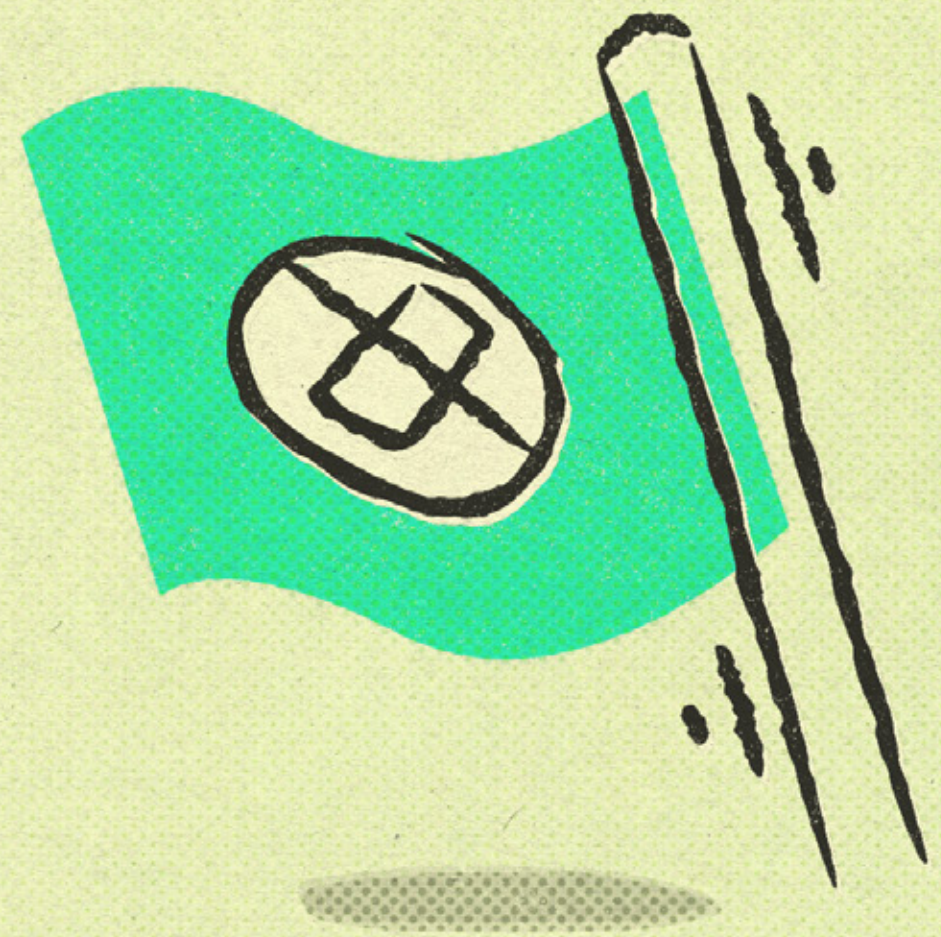
(*Uni of Birmingham, 2025)



You're giving them more freedom

Kids without smartphones aren't influenced by toxic social media pressures or digital validation.

They have space to explore who they really are, free from the constant stress of online likes and status



You're giving them real social skills

Without a smartphone acting as a middleman, kids focus on socialising IRL.

Relationships are built on real human connection, and strengthening these essential life skills enables them to forge deeper friendships



You're giving them better mental health

Teens who are addicted to their smartphones are twice as likely to have anxiety and three times as likely to have depression*

The less time they spend online and the more time they spend with friends and family in the real world, the better their overall wellbeing



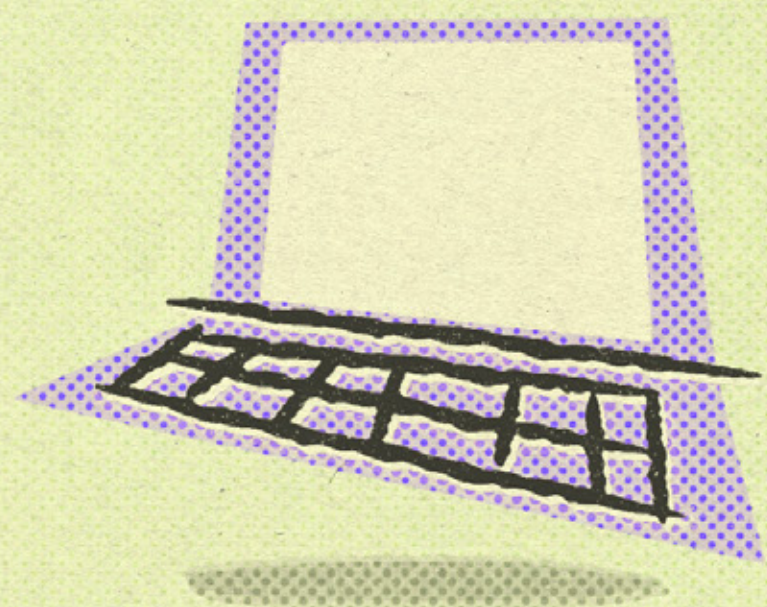
(*IoPPN, Kings College London, 2024)



You're giving them skills to thrive in a digital future

Being tech-savvy isn't about scrolling through TikTok – it's about knowing how to use technology productively.

The less time spent passively scrolling, the more time they have to develop the critical thinking, deep focus, and creative problem solving that will set them up for success in a AI-fuelled future.



You're giving them a better education

Without the constant distraction of a smartphone, kids can fully engage in learning and schoolwork.

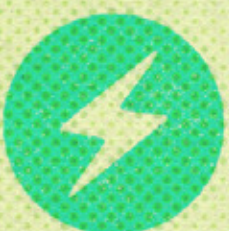
They can develop their passion and interests free from addictive algorithms, which results in better concentration and higher grades.

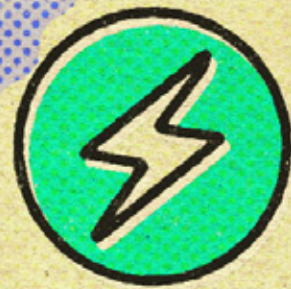


You're giving them better sleep

Teenagers need 8-10 hours per night to support their physical and mental development.

Kids without smartphones get longer and deeper sleep which results in improved brain function and emotional regulation





**Giving your kid secret
superpowers isn't the
stuff of sci-fi.**

**All it takes is a
decision to delay**

**Join the movement, because
together we're powerful**