

**“Faux Paw and a Time to ACT is a developmentally appropriate guide to help children recognize porn when they see it online, alert them to how it can make them feel out of control and that their brain might be attracted to it. The story seeks to reduce shame and encourage children to reach out to adults for support.”—Megan Maas, Ph.D.**

**“This book is a powerful tool in helping parents and caregivers engage in crucial discussions with children about healthy media and how to avoid the dangers of online media and pornography. It is imperative that we empower our youth with the necessary skills that will allow them to make important decisions in an ever-changing online and digital world. As a psychotherapist for 20 years, I have recognized that effective involvement and communication from parents is one of the strongest factors that can help provide this protection. *Faux Paw and a Time to ACT* is an excellent resource to help caregivers begin these conversations.”**

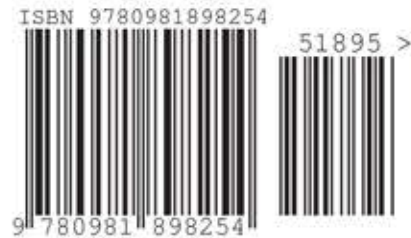
**—Matthew Hedelius, Ph.D.  
Director, Comprehensive Treatment Clinic**

**Meet Faux Paw the Techno Cat**

who is part of the team at the Governor’s office at the State Capitol Building. Faux Paw is surprised and upset by something online. With Cursor’s help, we all learn what to do when we encounter pornography.

**Jacalyn S. Leavitt**

former First Lady of Utah and an elementary school teacher, founded the nonprofit Internet Keep Safe Coalition (iKeepSafe.org) to provide resources for online safety education.



The Internet Keep Safe Coalition (iKeepSafe®) is an international alliance. Through a broad network of support, iKeepSafe® tracks global trends and issues surrounding digitally connected products and their effect on children, and creates content to address these needs.

Find video tutorials and additional resources at  
**[www.iKeepSafe.org](http://www.iKeepSafe.org)**





# **FAUX PAW**

**THE TECHNO CAT®**

## **AND A TIME TO ACT**

### **Making Healthy Media Choices**

**Written by Sally S. Linford and Jacalyn S. Leavitt**  
**Illustrations by Adrian Ropp**  
**Faux Paw the Techno Cat Series created by Jacalyn S. Leavitt**

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Welcome to the the State Capitol Building! I'm Faux Paw the Techno Cat. You say my name "Foe Paw," and I'm the Techno Cat because I love technology.



This is Cursor, my online BFF. He helps me keep safe when I'm using technology—my computer, tablet, or phone. He even saved me from a big, scary dog named Happy Fluffy Kittyface—more than once!

I never know when Kittyface is going to hatch another plan to catch me!



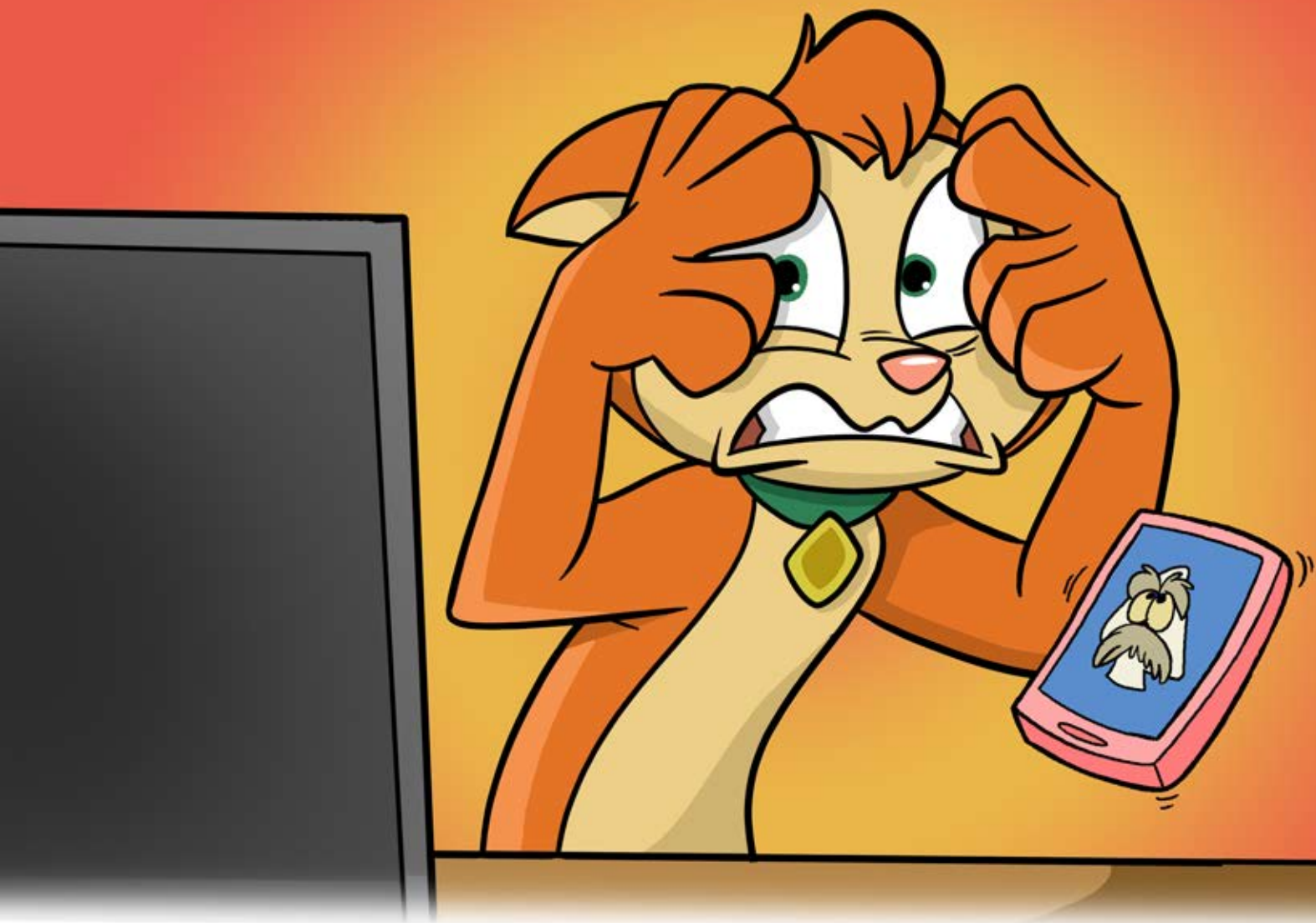
“Ha ha ha! I just sent some really rude pictures to keep Faux Paw busy while I set up my sticky trap. Hee, hee... Curiosity gets the cat!”



I love to chat with Cursor ...  
DING! Oh! I wonder who  
sent me a message!

**DING!**





Oh, no! These pictures make me feel embarrassed and strange. I've never seen anything like this before. I'm confused. I gulp and think to myself, "I'd better not tell anyone. They'll think I'm weird. Maybe I'll get in trouble."





I feel so mixed up. I close the lid. “How did THIS happen?”

Cursor comes to the rescue. “Sorry, Faux Paw! Sometimes inappropriate pictures or videos come up on our screens. Pics like these—where people have little or no clothes on—are called pornography or porn. This kind of trap is just as real as if you were caught in quicksand.”

Cursor knows just what to do.

“Faux Paw, this is a time to ACT!” he says.



**A  
LERT  
C  
LOSE  
T  
ELL!**

yourself: This is PORN! I know unhealthy content when I see it.

the lid / turn OFF your device.

Tell a parent or trusted adult. They can help you.

“And, that’s not all,” he adds, “you always want to KEEP TELLING a parent or trusted adult when anything online makes you feel uncomfortable. That helps to keep it from becoming a trap. Telling a parent every time something like this happens will protect you—so your brain can KEEP making healthy choices. Plus, parents can set up your computer, tablet, or phone so it’s less likely to happen again.”

“ACT” reminds us to choose only the best that the Internet and technology have to offer—we call that HEALTHY MEDIA. We want to choose wisely and stay away from the rude stuff, like porn. If the media you choose keeps your brain healthy, you can avoid the trap of porn!



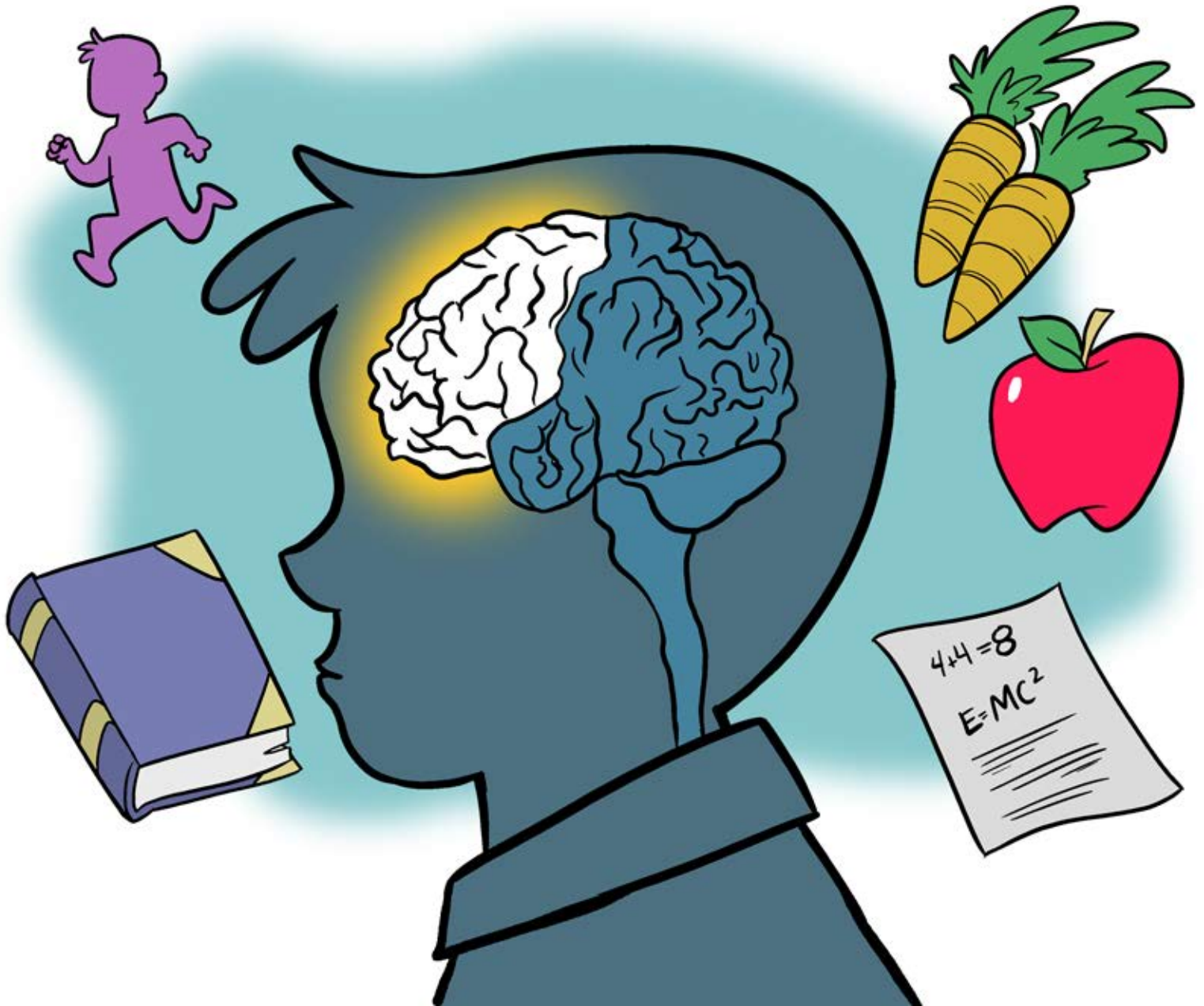


Cursor zips into the Internet and is back in a flash. “Faux Paw, I deleted those pictures, so you can use your computer again. A true friend wouldn’t want you to look at porn. That is NOT healthy media. Now, let’s have a chat about your BRAIN. Did you know that the stuff you look at—the media and content you see—influences your brain?” Porn and violent pictures can hurt the way our brains work.



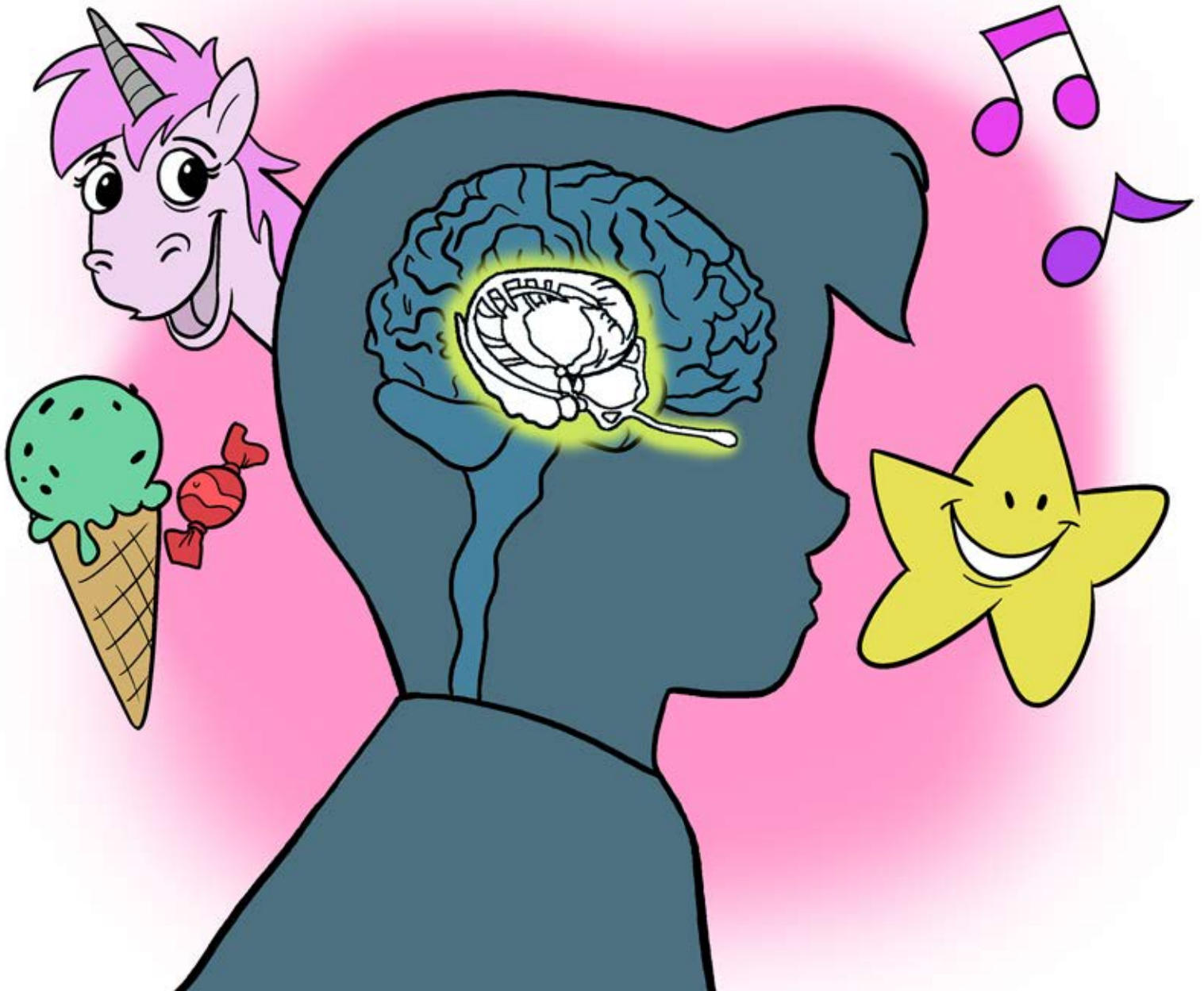
Your brain has two important parts:

The THINKING part helps you decide what is best for you—what will keep you healthy and safe.



The FEELING part lets you know when you are attracted to something.

The feeling brain is helpful. It reminds us that we're hungry when it's time to eat. But, the THINKING brain understands that you need a variety of healthy foods to feel good and be strong.



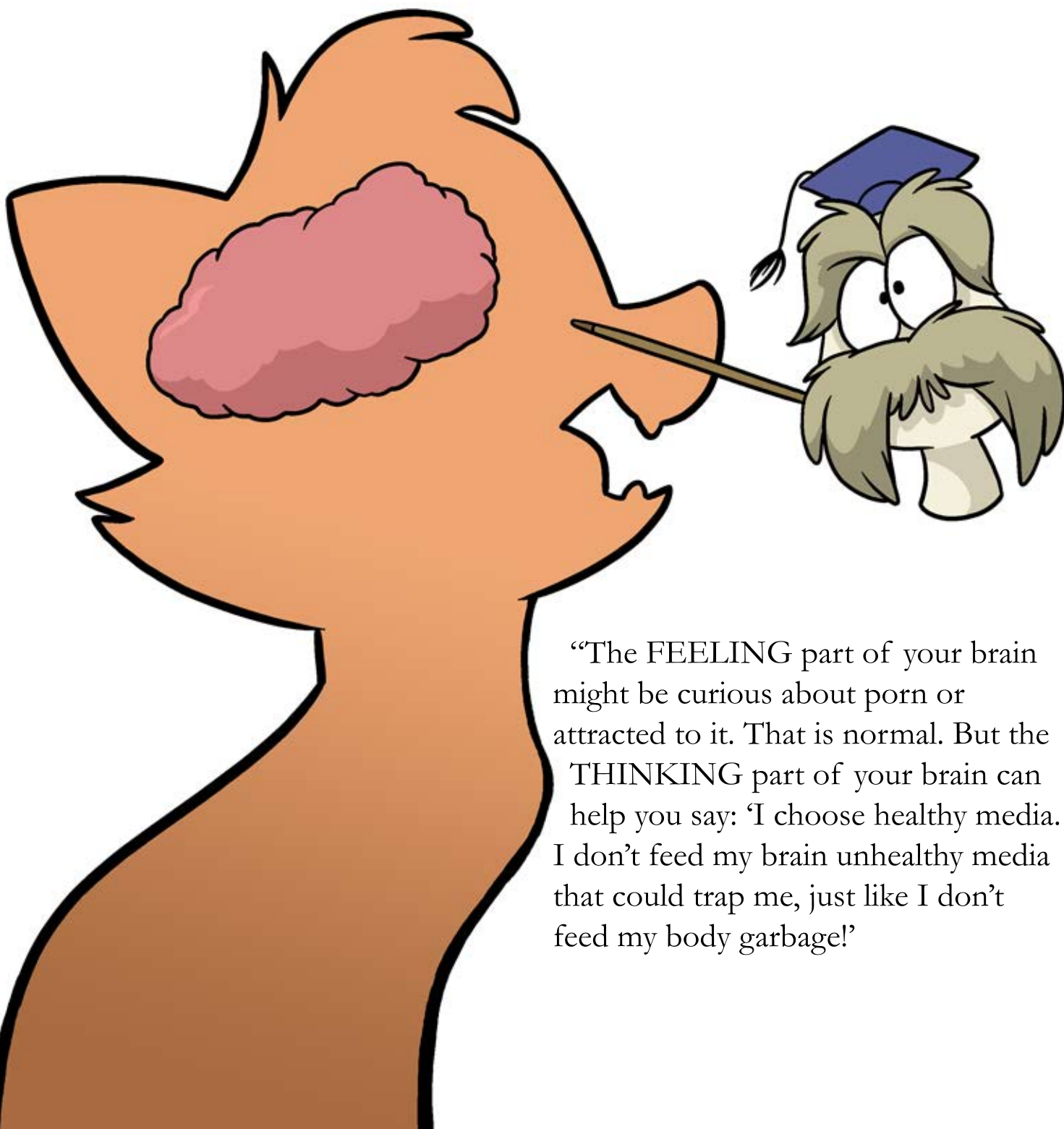




“Remember the day you saw the cotton candy truck across the street? It had big, fluffy balls of cotton candy? A treat like that is something you’re attracted to, so your feeling brain wanted to run for the truck.”



“But the THINKING part of your brain reminded you of danger—the cars in the street. You stopped and looked both ways before you crossed the road. Our thinking brain keeps us safe and helps us make wise choices.




“The FEELING part of your brain might be curious about porn or attracted to it. That is normal. But the THINKING part of your brain can help you say: ‘I choose healthy media. I don’t feed my brain unhealthy media that could trap me, just like I don’t feed my body garbage!’



“If you continue looking at porn, it can make your brain feel like it needs to see more and more of those pictures. That’s why it can become a trap.”

I gulp. I don’t like traps.



Cursor adds, “We want strong brains that make wise, healthy choices. When you see porn... if you feel like hiding it or if someone tells you to hide it, **remember, TELLING** an adult helps protect you from that trap. When you **ACT**, you stay in control.”



“Those pictures make me feel confused,” I tell Cursor. “But, I want my THINKING brain to be in charge.”

“Now, THAT makes sense!” Cursor exclaims. “Hey! You’re already starting to ACT! You ALERTED your brain: That was porn! And you CLOSED the lid! But, remember, there’s one more thing you need to do. . .”



“I know—TELL! I know just where to go. The governor is downstairs giving students a tour of the Capitol Building.” I race out the door, hurrying so fast . . . I drop my phone!



GRRRR! THAT NOSEY CURSOR  
IS ALWAYS RUINING MY BEST  
TRAPS! BUT THIS TIME, FAUX  
PAW'S GOING TO STEP RIGHT  
INTO IT!



“Thunderin’ tarnations, Faux Paw is  
heading toward trouble! I’ll text the  
governor!”

Governor

New Message

Faux Paw needs help!

SENT!



The governor takes quick action: “Students, our furry friend, Faux Paw, needs our help. Be on the lookout for a no-good, sneaky bulldog.”





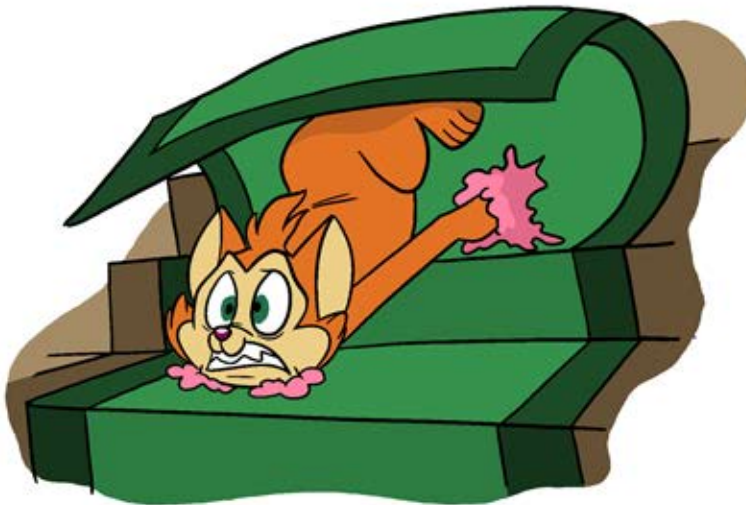


LOOK AT ALL THESE  
BUBBLE GUM WRAPPERS!

NEW MESSAGE  
Gina says...

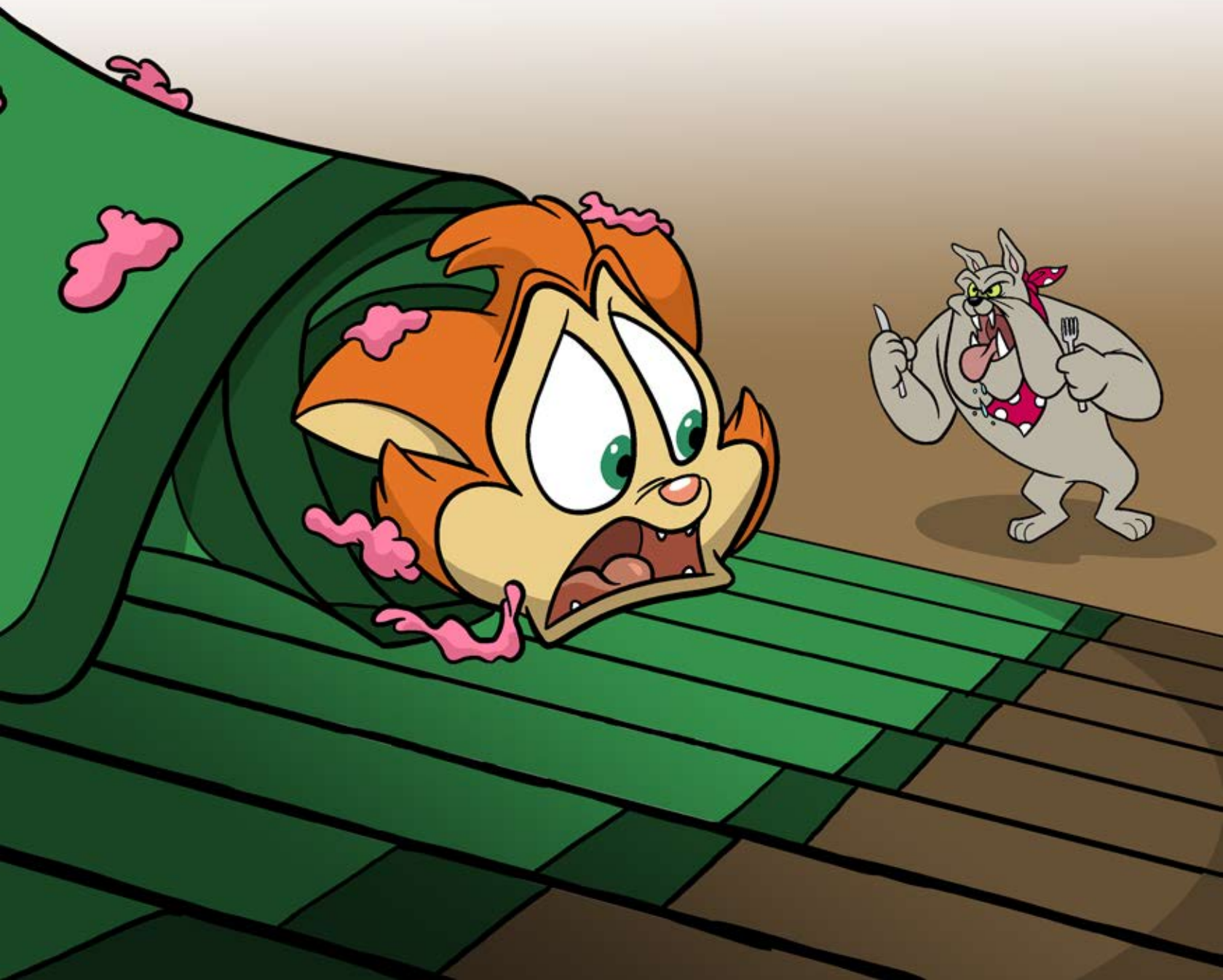


“Oh no! Eek! Help! I’m stuuuuccccckkk! Reeerrrr! Meooooow!”

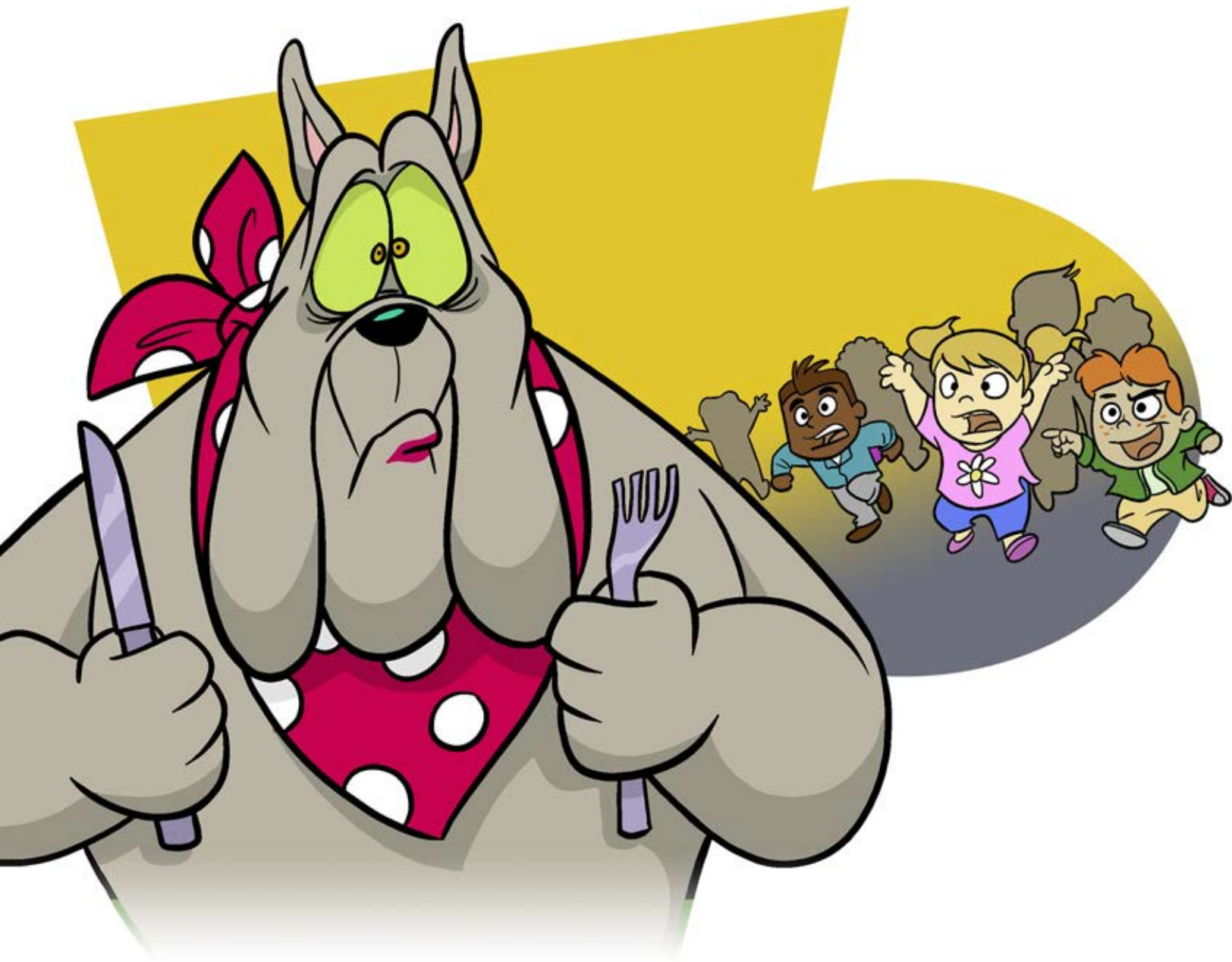




Oh no! Kittyface set a trap!







“Hold it right there!” the governor calls out.

Kittyface tries to run away . . . But he forgot about one little thing . . .





...ME!







The governor says kindly, “You can count on your real friends to save you from a trap.”

Cursor agrees, “And looking at unhealthy, inappropriate media is one of the worst kinds of traps!”

I was so happy to be safe, I started to purr. “Now I know exactly when it’s time to ACT!”

Just in case you were wondering . . . Kittyface got so tangled up in his own trap, he had to go to the barber. Plus, his jaw is sore from chewing all that gum!



# Parent Tips for Encouraging Healthy Media Choices

Written in collaboration with Dr. Megan Maas.

## Create a healthy content environment in your home.

The most important tip for fostering healthy relationships with technology in the household is to establish yourself as a trusted and supportive listener. We are all able to help youth develop the resilience and skills to navigate the digital environment successfully, despite the social, psychological, and physiological challenges brought up by the violent and sexualized content freely accessible and highly visible.

### Top 10 tips:

1. Be a trusted and supportive listener.
2. Implement and continuously reinforce the ACT acronym (Alert, Close, Tell) as a family rule.
3. When you learn a child is interacting with harmful content, take time to collect yourself and avoid reacting negatively or with heightened emotion.
4. Reaffirm your child's decision to tell you when they see unhealthy content: "Good job telling me. I know this takes courage and you have made a wise choice. Please tell me if something like this happens again."
5. Avoid punitive punishments that may discourage youth from coming to you for help or to report a traumatic experience.
6. Monitor young children's digital activity and slowly increase online autonomy with age.
7. Start early with education about the sexualized and violent digital content they will stumble upon.
8. Prepare your children for seeing sexualized content online by educating them about sexual health from an early age.
9. Teach children that nothing online is private. Allow use of digital devices only in public, family spaces – not private bedrooms.
10. Ask your child about their friends' exposure to sexualized and violent content. Doing so will demonstrate that you can talk about these topics while staying calm, and will open the door for future discussions.



Discuss openly with your children that others may encourage secrecy or say not to tell a parent or adult about sharing or using unhealthy content. Talk to your child about how pornography can cause them to feel curious. They might also feel confused, embarrassed, or troubled. Here are some ways to start a conversation with your child:

- Porn can make you have many different feelings, good and bad, and you may want to keep looking for more. That is called attraction. People are meant to feel attraction to others—especially as they get older. But with porn, you feel attracted to pictures without any relationships or people attached to the pictures. That makes you not pay attention to the people around you or not enjoy them as much.
- There is a better choice. When you see porn and if you feel like hiding it, remember: TELL. That will help protect you.

Please watch the *Healthy Content Choices Leader Video*, available at [iKeepSafe.org/Scouting](http://iKeepSafe.org/Scouting), for detailed background and tips.

## Why should parents encourage healthy content choices?

The media environment today is significantly different than it was 30, and even 10, years ago. At some point, anyone who uses technology will come across unhealthy content. A great deal of online content is violent and sexualized, and it is important to know that the pornography freely available today is not like what used to be in magazines. Internet users do not have to search long to find what can be shocking sexual violence.

The Three As of Internet Porn:

Available

Affordable

Anonymous

Preparing youth for healthy social and sexual relationships, regardless of when or with whom those relationships begin for them, means developing the skills and habits with technology that will support their healthy development.

# QUESTIONS:

What does your “THINKING Brain” do to help you make healthy choices?

What might happen if you or family members only used their “FEELING” Brain?



I TOLD FAUX PAW: "IT IS NATURAL FOR OUR FEELING BRAIN TO BE ATTRACTED TO OR CURIOUS ABOUT PICTURES." BUT, SCIENCE HAS FOUND UNHEALTHY CONTENT CAUSES YOUR BRAIN TO LOSE THE HEALTHY BALANCE IT NEEDS.

What are some advantages of choosing to stay out of the trap of porn and violent content?

Visit [iKeepSafe.org](http://iKeepSafe.org) for more information.



**ALERT**

yourself: This is PORN! I know unhealthy content when I see it.

**CLOSE**

the lid / turn OFF your device.

**TELL!**

Tell a parent or trusted adult. They can help you.

