

Welcome

Parents, caregivers, and allies!



CHILDHOOD 2.0

The Living Experiment

[WATCH](#)

TRAILER

Why we're here

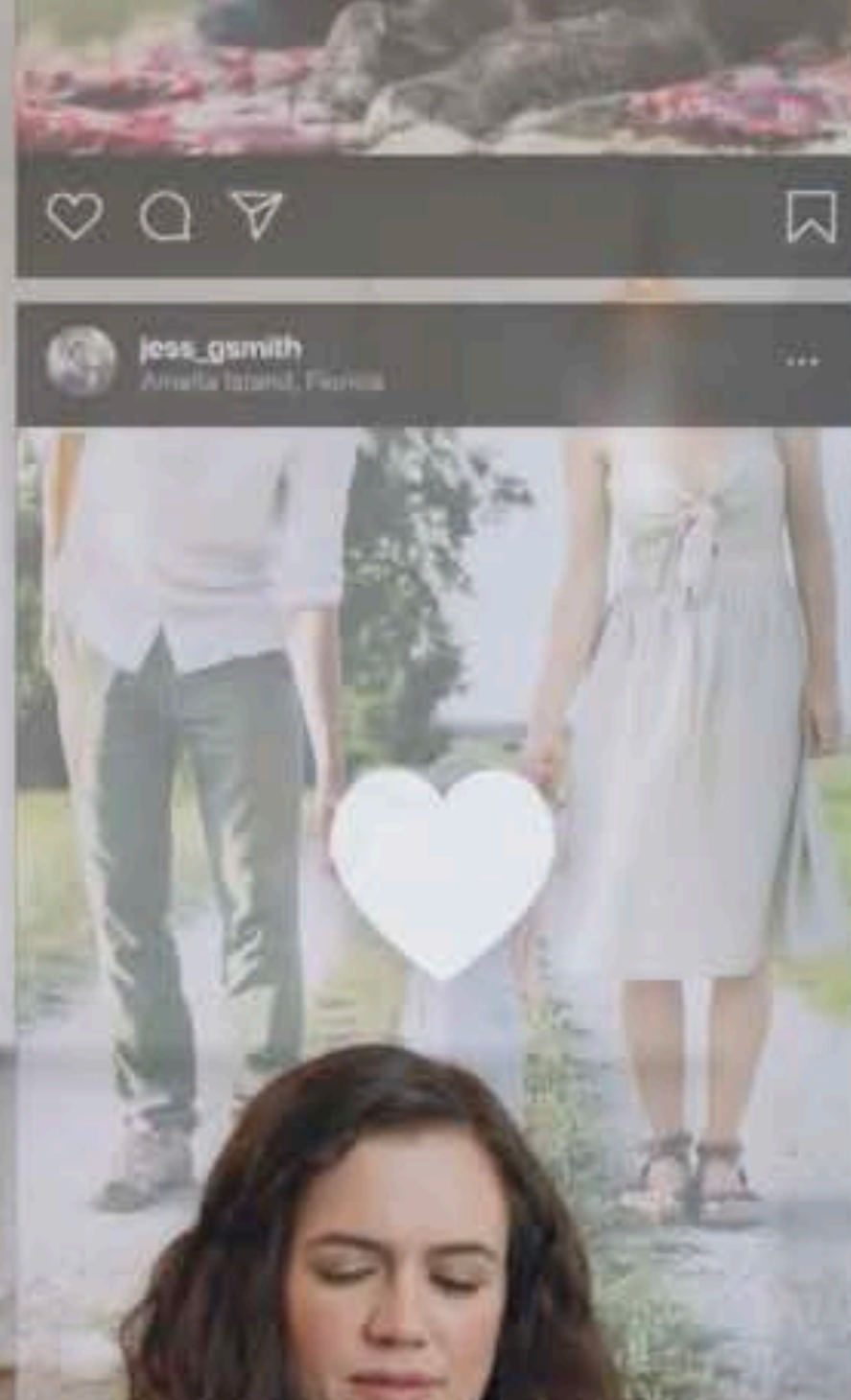


**Parenting (and growing up)
today looks very different
from any other time in the
history of humankind.**

this is too hard. I give up.



Tweet



this is too hard. I give up.



Tweet



MESSAGES

now

Bark

We've spotted potential issues on Mason's accounts. Review them now.

**What you
need to know**



Violence

Mental Health

Bullying

Drugs/Alcohol

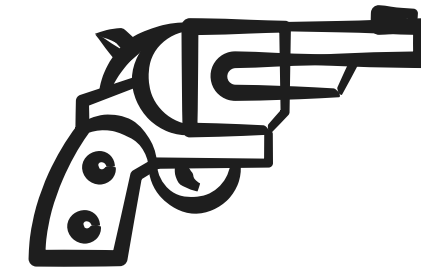
Self-Harm/Suicide

Sexual Content

Predators

Anxiety

Disordered Eating



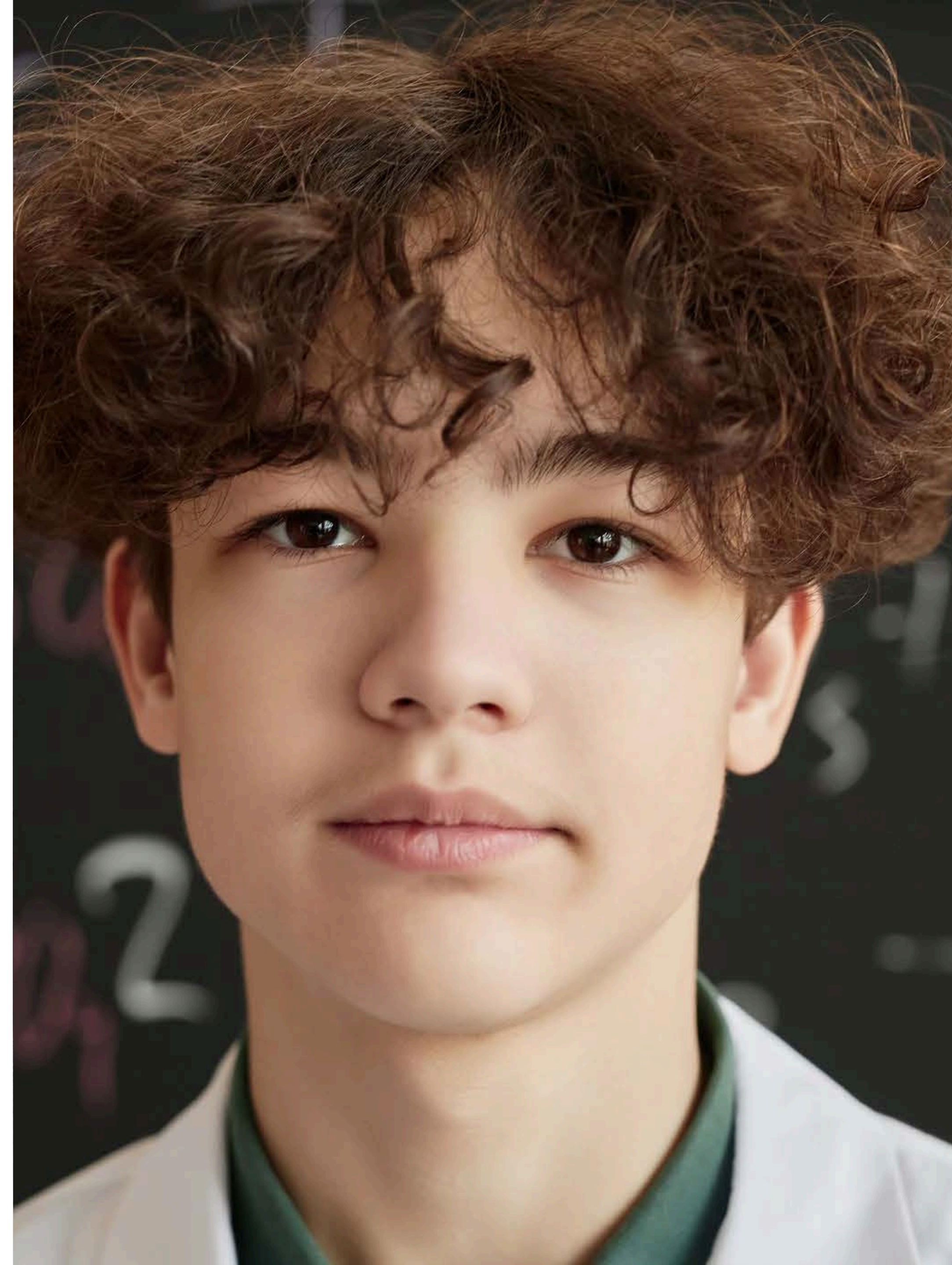
Violence

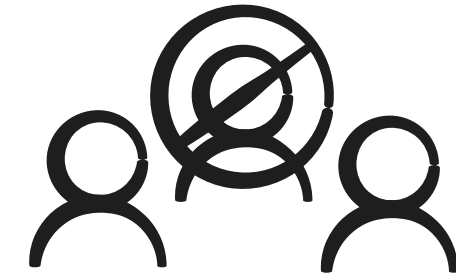
68% of tweens and **82%** of teens expressed or experienced violent subject matter/thoughts.



Mental Health

26% of tweens and **38%** of teens engaged in conversations about depression.





Bullying

67% of tweens and **76%** of teens experienced bullying as a bully, victim, or witness.



Drugs/Alcohol

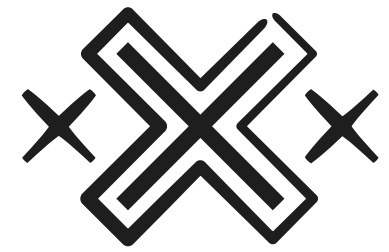
58% of tweens and **77%** of teens engaged in conversations surrounding drugs/alcohol.





Self-Harm/Suicide

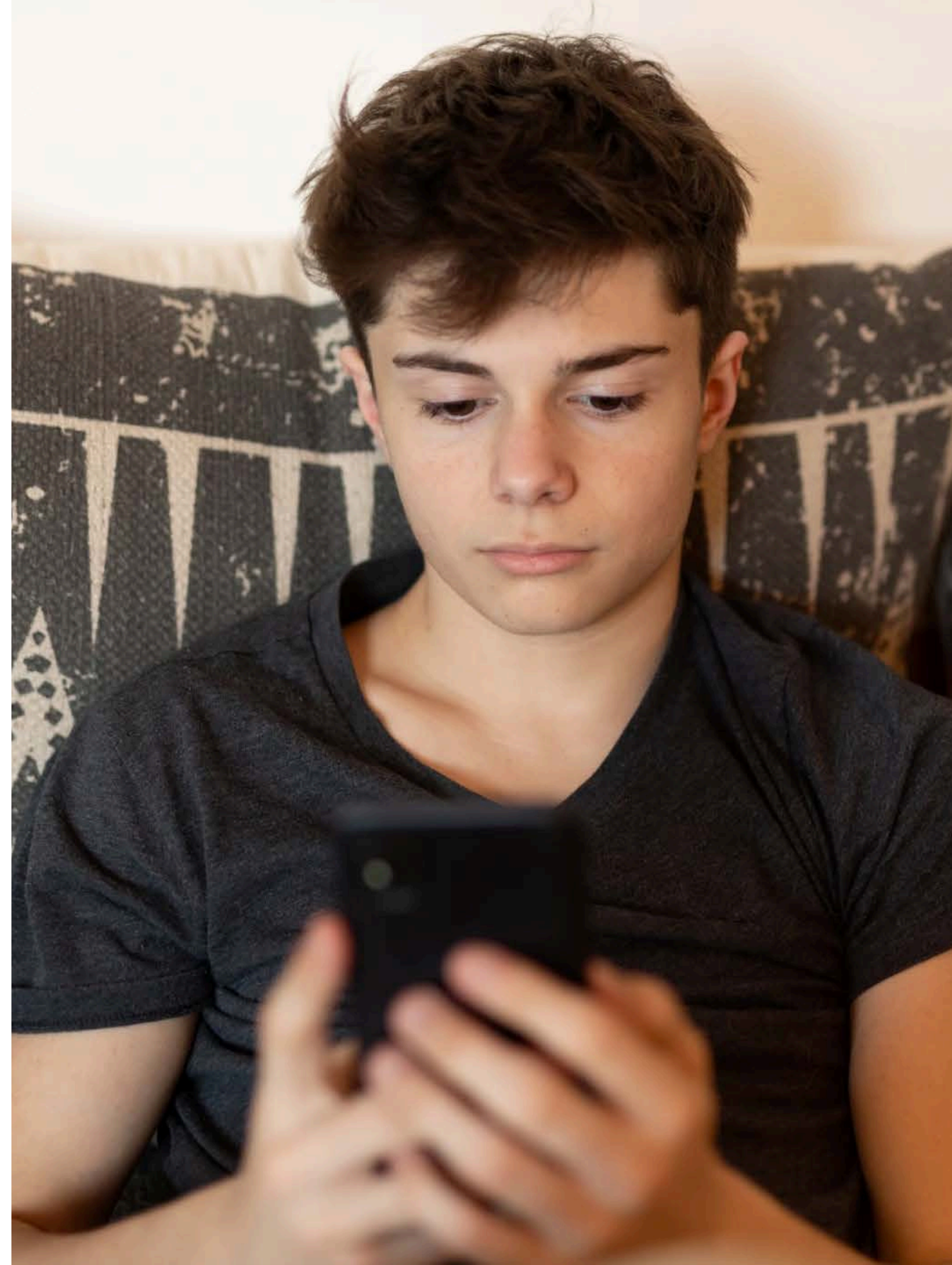
33% of tweens and **57%** of teens were involved in a self-harm/suicidal situation.

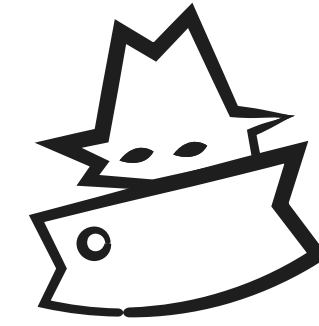


Sexual Content

58% of tweens and **75%** of teens encountered nudity or content of a sexual nature.

Bark's [2023 Annual Report](#) on Children and Technology





Predators

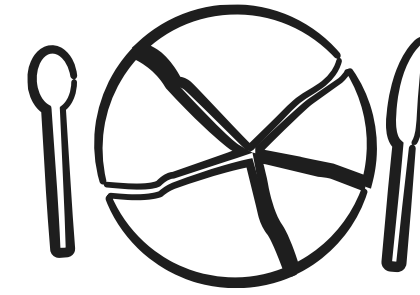
8% of tweens and **10%** of teens encountered predatory behavior from someone online.



Anxiety

19% of tweens and **36%**
of teens used language or
were exposed to language
about anxiety.





Disordered Eating

9% of tweens and **21%** of teens engaged with or encountered content about disordered eating.

**So, what do
we do?**



Conversations, modeling, and tools

Nothing can replace **open and honest conversations** with your kids.



Earlier than
you might think

**More
frequently**
than you might
think