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# Newsletter copy for schools

*Three ready-to-use blurbs about Present Parent. Pick the length that suits your newsletter. Copy the text as written, or adjust as needed for your school's voice.*

## VERSION 1 - SHORT

### Helping parents put their phone down

We've come across an app called Present Parent that helps parents reduce phone use during family time. Parents set their own schedule, choose which apps to block, and see a simple reminder - "Look up" - if they try to unlock during a family session. There's a free trial. If it sounds useful, search Present Parent or visit [www.presentparentapp.com](http://www.presentparentapp.com).

## VERSION 2 - MEDIUM

### An app to help parents put their phone down during family time

We know screen time is a conversation many families are already having. Most of the tools out there focus on children's devices - but research increasingly shows that parental phone use during family time has its own impact on children's language, behaviour, and wellbeing.

Present Parent is an app that locks a parent's phone during the windows they choose - dinner, bedtime, the school run, weekend mornings. When a parent tries to open a blocked app during a session, the screen simply says: Look up.

It's free to try for three days. If this sounds like something that might help your family, visit [www.presentparentapp.com](http://www.presentparentapp.com).

## VERSION 3 - LONG

### The other phone problem - and an app that might help

Schools have worked hard to reduce phone distraction for children. But there's another side to the same conversation that gets less attention: what happens when parents are looking at their phones during family time.

Research from Harvard's Center on the Developing Child shows that the small back-and-forth exchanges between a parent and child - moments of eye contact, shared attention, a question answered, a joke heard - are foundational to language development, emotional regulation, and a child's sense of security. Phones break those exchanges. A single 30-second interruption is enough to reduce a toddler's ability to learn a new word. A 2023 review of 64 studies found consistent links between parental phone distraction and children's behaviour difficulties.

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And the data on parents is stark. UK adults spend an average of four and a half hours a day online. One in three children between the ages of 11 and 18 has asked a parent to put their phone down. Nearly half say the parent didn't.

We've come across an app called Present Parent that's trying to help. Parents choose the times they want to protect - dinner, bedtime, the school run - and select the apps to block. During those sessions, the phone locks. If a parent tries to open a blocked app, the screen says: Look up.

There's a three-day free trial. It's available on iOS and Android. If this might help someone in your family or community, the app is at [www.presentparentapp.com](http://www.presentparentapp.com).

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