

Face to Face How to keep connected with yourself?



« Tête à Tête », an original prevention centre focused on risky behaviours

- In 2006, the *Département* (local council) of Seine-Saint-Denis opened a prevention centre focused on risky behaviours in a large commercial mall situated in the south of the region.
- It receives anonymously young residents of Seine-Saint-Denis aged from 13 to 25. There, they can find information, or just talk or get counselling on any matter: drugs and addiction, sexual and emotional life, violence or just general malaise.
- The centre welcomes people who come on their own without prior appointment or in group (through schools, youth services, social inclusion schemes, child welfare).
- In 2014, the centre's cross-disciplinary team received some 17,000 visitors.

Face to Face: How to keep connected with yourself ?

- Initiated in November 2014, the Face to Face project is based on a playful and interactive exhibition.
- The Face to Face project is part of a global approach focused on information, prevention and referral to appropriate organisations.
- Social media can give wonderful opportunities but new information and communication technologies (ICTs) also give cause for concern.
 - How to avoid abuse and questionable use?
 - How to protect personal data?
 - How to better use ICTs?

Author, victim or witness: a simple click can have far-reaching consequences

- The Face to Face project seeks to answer these questions by raising awareness among young people, in particular about problematic uses of ICTs.
- many of them and their families are victims of abuse on social media and find themselves powerless when events get out of hand (rumors, cyber-bullying, scams). They also can be either authors or witnesses of questionable behaviour on social networks. It is important that they understand risks and their responsibility for their actions.
- The Face to Face project seeks to inform about the available resources to get help.

Face to Face: an educational, playful and interactive journey

- Right from the start, the public discovers a new social media recently launched on the web.
- The public is then invited to:
 - open a Face to Face account,
 - create a profile,
 - fill up their account settings,
 - select their friends.
- This is an opportunity to dwell on the use of personal data, privacy and security settings, profile setting, digital identity, and the creation of a friends list.
- Visitors are invited to take part in interactive workshops, to watch video clips on prevention, and to exchange with the team.



Six themes presented by virtual friends

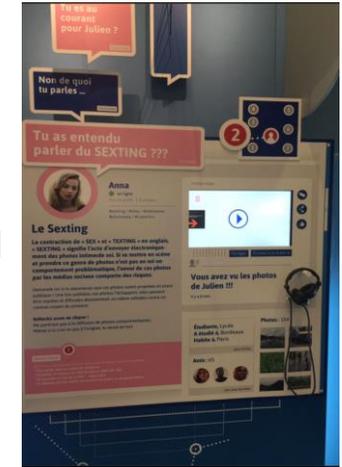
Defamation



Identity theft



Sexting



Cyber-bullying



Pictures of parties and evenings



Real life encounters



The important messages

- Raising awareness among young people through real cases on traps existing in the virtual world
 - > Each story, inspired from reality, is an opportunity to reflect upon a situation and to shed a different light on the problems encountered. Prevention messages are then disseminated to the public.
- Raising awareness among young people about the possible consequences of using social medias
 - > Creating a digital identity; protecting personal data in an evolving environment ; not infringing upon others while maintaining one's liberty of expression.

Appraisal and prospects

- Since the end of 2014
 - > 58 guided visits (schools, youth services, social inclusion schemes...)
 - > 6 000 paper chases with young people during individual visits
 - > 115 professionals in attendance for thematic sessions (“Discovering the Face to Face exhibition” and debate on “Social networks: what risk? What prevention?”)
 - > 8 special sessions on themes such as selfies or “questions for a geek”, with about 150 young people in attendance each time.
 - > The success of this action generates increased demand for visits and interventions by professionals.
 - > And individual visits, which shows the interest of young people and adults for social media.

In 2016 we will both continue this action and create an information and prevention guidebook for youngsters.



Tête à Tête

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