# Cybersmile launch AI-powered campaign to show lasting harm of online abuse on children



A new campaign from The Cybersmile Foundation is igniting critical discussions about the profound impact that online language can have on children. Launched recently across the UK, the “Words Are Permanent” initiative has garnered immediate attention due to its striking visual approach and powerful message. By enlisting the creative talents of the advertising agency adam&eveDDB, the campaign displays AI-generated images of children adorned with digital tattoos representing actual abusive comments they've received online. These compelling visuals are featured in national print, social media, and prominent outdoor advertising spots, stirring public sentiment towards a topic often overlooked.

The use of lifelike imagery encapsulates a stark reality: while the tattoos may be digital, the emotional scars they signify are very real. Each insult represented in the campaign was previously directed towards a young individual, underscoring how quickly words can inflict lasting psychological damage. This initiative emerges at a time when concerns over the impact of online behaviour on youth mental health are mounting. According to the Foundation's 2022 Digital Wellbeing Report, a staggering 89% of Gen Z in the UK believe social media has negatively impacted their mental health, with many expressing feelings of inadequacy and an acute desire to alter their appearances due to pressures stemming from online platforms.

Through this campaign, The Cybersmile Foundation aspires to foster a culture of accountability and empathy in digital interactions. The organisation urges individuals to visit its website, which provides access to support services and educational resources aimed at combating online abuse. This outreach reflects a larger trend of leveraging technology for social good, advocating for a responsible digital environment. The campaign emphasises a fundamental truth: words carry weight, and their impacts often endure far beyond the fleeting moment of their utterance.

Complementing this initiative, The Cybersmile Foundation has launched several other campaigns focusing on similar themes. For instance, the "Words Hurt IRL" movement, in collaboration with Urban Decay Cosmetics, highlights personal stories from figures like actress Ava Michelle, aimed at raising awareness about the lived experiences of cyberbullying victims. In another effort, the "I Will Not Be Deleted" campaign, partnered with Rimmel London, tackles beauty-related cyberbullying, promoting messages of resilience and self-empowerment while introducing AI tools to support those facing online abuse. Each of these initiatives underscores the urgent need for conversations about digital safety and respect, particularly as online platforms increasingly shape the experiences of the youth.

With the "Words Are Permanent" campaign, The Cybersmile Foundation reinforces not only the importance of online dialogue but also the responsibility that lies with each individual when words are typed. The call for mindfulness and empathy in interaction has never been more relevant, serving as a reminder that the digital world, while vast and often anonymous, is also deeply personal and affecting.

## Reference Map:

* Paragraph 1 – [[1]](https://filmindustry.network/cybersmile-campaign-shows-profound-impact-of-words-on-children/40803)
* Paragraph 2 – [[1]](https://filmindustry.network/cybersmile-campaign-shows-profound-impact-of-words-on-children/40803), [[2]](https://www.cybersmile.org/resource/digital-wellbeing-report-2022/)
* Paragraph 3 – [[3]](https://www.cybersmile.org/news/cybersmile-and-urban-decay-launch-words-hurt-irl-campaign-featuring-ava-michelle-in-honor-of-stop-cyberbullying-day), [[4]](https://www.cybersmile.org/campaign/i-will-not-be-deleted/), [[5]](https://www.cybersmile.org/news/cybersmile-launch-think-twice-before-you-type-campaign-to-mark-safer-internet-day), [[6]](https://www.cybersmile.org/campaign/word-wounds/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://filmindustry.network/cybersmile-campaign-shows-profound-impact-of-words-on-children/40803> - Please view link - unable to able to access data
2. <https://www.cybersmile.org/resource/digital-wellbeing-report-2022/> - The Cybersmile Foundation's 2022 Digital Wellbeing Report presents a national UK study examining the impact of social media on Generation Z's mental and physical health. The study reveals that 89% of respondents feel that social media negatively affects their mental health, and 85% believe it adversely impacts their body image. Additionally, 46% report that social media makes them want to permanently change a part of their body through surgery. The report underscores the importance of early education on the safe and respectful use of social media to mitigate these effects.
3. <https://www.cybersmile.org/news/cybersmile-and-urban-decay-launch-words-hurt-irl-campaign-featuring-ava-michelle-in-honor-of-stop-cyberbullying-day> - In partnership with Urban Decay Cosmetics, The Cybersmile Foundation launched the 'Words Hurt IRL' campaign to mark Stop Cyberbullying Day. The campaign features actress Ava Michelle sharing her personal experiences with online bullying, aiming to raise awareness about the real-life impact of cyberbullying. The initiative encourages individuals to support the cause by engaging with the campaign's content, highlighting the importance of empathy and kindness in online interactions.
4. <https://www.cybersmile.org/campaign/i-will-not-be-deleted/> - The 'I Will Not Be Deleted' campaign, launched by The Cybersmile Foundation in collaboration with Rimmel London, addresses the issue of beauty cyberbullying. The campaign features a video highlighting the devastating impact of abusive comments on individuals' self-esteem and promotes the message of self-empowerment and resilience. It also introduces Cybersmile Assistant, an AI-driven support tool designed to help those affected by beauty cyberbullying, offering resources and assistance to navigate online abuse.
5. <https://www.cybersmile.org/news/cybersmile-launch-think-twice-before-you-type-campaign-to-mark-safer-internet-day> - To coincide with Safer Internet Day, The Cybersmile Foundation launched the 'Think Twice Before You Type' campaign, developed in partnership with Area 23. The initiative aims to raise awareness about the impact of online comments and encourages individuals to consider the potential consequences of their words before posting. The campaign features powerful imagery and videos shared across Cybersmile's social media channels, promoting mindful communication and empathy in online interactions.
6. <https://www.cybersmile.org/campaign/word-wounds/> - The 'Word Wounds' campaign, launched by The Cybersmile Foundation in partnership with Ten Toes Media, addresses the issue of online abuse in sports. Featuring prominent sports figures such as Jordan Henderson and Declan Rice, the campaign showcases altered selfies depicting physical injuries overlaid on their faces, illustrating the real-life consequences of online abuse. The initiative aims to raise awareness and encourage meaningful conversations about the impact of online abuse in the sports community.
7. <https://www.cybersmile.org/news/coty-partners-with-the-cybersmile-foundation-to-tackle-cyberbullying-with-rimmel> - Coty, the parent company of Rimmel London, partnered with The Cybersmile Foundation to launch the '#IWILLNOTBEDELETED' campaign, addressing the issue of beauty cyberbullying. The initiative aims to combat the societal pressures that lead individuals, particularly young girls, to delete social media posts due to fear of negative commentary. The campaign encourages self-expression and resilience, promoting a positive online environment where individuals feel safe to share their authentic selves without fear of judgment.