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**SPEECH BY THE KENYA FILM CLASSIFICATION BOARD CHIEF EXECUTIVE OFFICER DR. EZEKIEL MUTUA, MBS, DURING THE GOOGLE FOR FAMILIES LAUNCH AT THE MOVENPICK HOTEL & RESIDENCE, NAIROBI COUNTY ON 21<sup>ST</sup> NOVEMBER, 2019**

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It gives me great pleasure to join you for the ‘Google for Families’ launch aimed at ensuring we have a safe internet space. With better internet connectivity and penetration in Kenya, the use of the online platforms for socialization and business has been on the rise. This launch comes at a time when we are bombarded by compromised film content.

From the very onset, allow me to thank the Google team for the continued support in our endeavours as the Kenya Film Classification Board. Being the Board mandated to ensure film content is in tune with our moral values and national aspirations, the internet has been characterized with compromised content. This transition to newer media has revolutionized broadcasting, consumption and monitoring of film content.

Courtesy of our valued partnership with Google, we have for instance managed to flag down a number of compromised film content such as *Tarimbo*. Without a doubt, KFCB cannot operate in regulatory solitude. We are indebted to members of the public and valued players such as Google for the continued support.

Child protection from harmful media content is most humane and calls for our combined efforts. With media being a double-edged sword, it is incumbent on parents, policymakers, caregivers, and all conscionable citizens to ensure the right use of media, especially online platforms. With the ease of broadcasting content that we are experiencing, content creators have turned to online platforms. The increased use of internet platforms, especially social network sites, calls on all of us to ensure children are protected from injurious content.

Initiatives such as the Web Rangers must, therefore, be embraced in the fight for clean content. It is the high time that we empowered the youth by involving them in initiatives that seek to protect them. As adults, we should appreciate the fact that learning is best impressed upon children through involving them. We must appear to pass on critical knowledge and skills on online safety by having young people involved in the process.

Parents are key players in the fight for laudable film and broadcast content. With the November-December holidays already here with us, we must steward both the children under our care and the gadgets in our homes. We must not abdicate our involvement in protecting the minors under our care in the hope that the government or other stakeholders will step in.

As KFCB, our regulatory mandate is tied to protecting children and other segments of society from wanting content. It is through the support of stakeholders such as Google that we have managed to curb potentially harmful content.

As I conclude, I appeal to all the stakeholders present to join in this fight and play our part with our every ounce of courage. In the words of Mother Teresa, ‘none of us, including me, ever do great things. But we can all do small things, with great love, and together we can do something wonderful.’

**Thank you.**

