



Hector and Healthy Harold team up to help kids stay safe online

Two well-loved names in Kiwi education are joining forces! Healthy Harold, the giraffe who has been helping kids make good choices for decades, is teaming up with Hector and his underwater friends from Netsafe's Hector's World programme which teaches children aged 5 to 10 about online safety.

Through the partnership, Life Education Trust will bring Hector's World into schools across the country, reaching thousands of young New Zealanders.

Netsafe CEO Brent Carey says this collaboration is a big step forward in helping kids build healthy digital habits.

"We know how much kids love Harold, and now he'll be introducing them to Hector's World, where they'll learn how to stay safe online in a fun and engaging way.

"By working with Life Education Trust, we can give even more tamariki the tools they need to navigate the online world confidently."

Life Education Trust will use the resources available through Hector's World in their classroom programmes about digital safety and share these with schools for their ongoing use beyond the lessons.

The topics available include online balance, privacy, digital footprints, misinformation, cyberbullying and digital citizenship.

Life Education Trust Chief Executive Mark Weatherall says learning how to communicate, play and learn safely online has become an important life skill for tamariki.

"Last year 57% of the school leaders we worked with identified online bullying as an issue for their students. Partnering with Netsafe ensures our educators stay informed on digital trends and best practice, enabling them to teach engaging, relevant lessons on key topics like navigating friendships online. With added support we're helping kids make informed choices about staying safe online."

Hector's World is Netsafe's digital safety education programme. It was relaunched last year to bridge an important gap in digital education. With a mix of fun animations and easy-to-follow lessons, the programme covers key topics like cyberbullying, privacy, digital footprints, and balancing screen time.

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The animated series, available in both English and te Reo Māori, follows Hector and his marine friends as they explore the digital world, tackling real-life online challenges in a way that kids can relate to. The series is supported by over 60 resources, including classroom materials and conversation guides for parents and caregivers.

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About Netsafe

Netsafe is an independent charitable organisation supporting people in Aotearoa to have safe and positive online experiences. We keep people of all ages safe online by providing free support, advice, and education. Visit netsafe.org.nz or phone 0508 Netsafe for free resources or to report incidents of online harm.

Hector's World

First created by Netsafe in 2007, Hector's World is an educational series of animations designed for primary school children aged 5 to 10 years old. In 2024, Netsafe launched a new version of the series, bringing the characters, technology and storylines up to date and enhancing the educational value of the series by developing over 60 curriculum-aligned resources to support learning in the classroom and home. Hector's World episodes explore important online safety topics including privacy, cyberbullying, digital footprints, consent, misinformation and digital citizenship, presented through relatable stories, charming characters and a range of materials including lesson plans, worksheets, activities and discussion guides.

Visit: www.ectorsworld.com

About Life Education Trust

Life Education Trust has been educating New Zealand children for 37 years. Today, they are New Zealand's largest health education provider in schools.

Known for their fleet of mobile classrooms, specialist educators travel throughout the country using technology and individualised lessons to engage children, creating a unique and memorable learning experience. Every year through the Healthy Harold programme they teach over 250,000 children to embrace healthy choices – learning about their body, friendships, their identity, food and nutrition and helpful and harmful substances. In secondary schools they support youth through three Theatre-in-Education programmes. Their professional development programmes support teachers and learning support staff to create a nurturing environment for tamariki and rangatahi and further understand their learning needs.

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