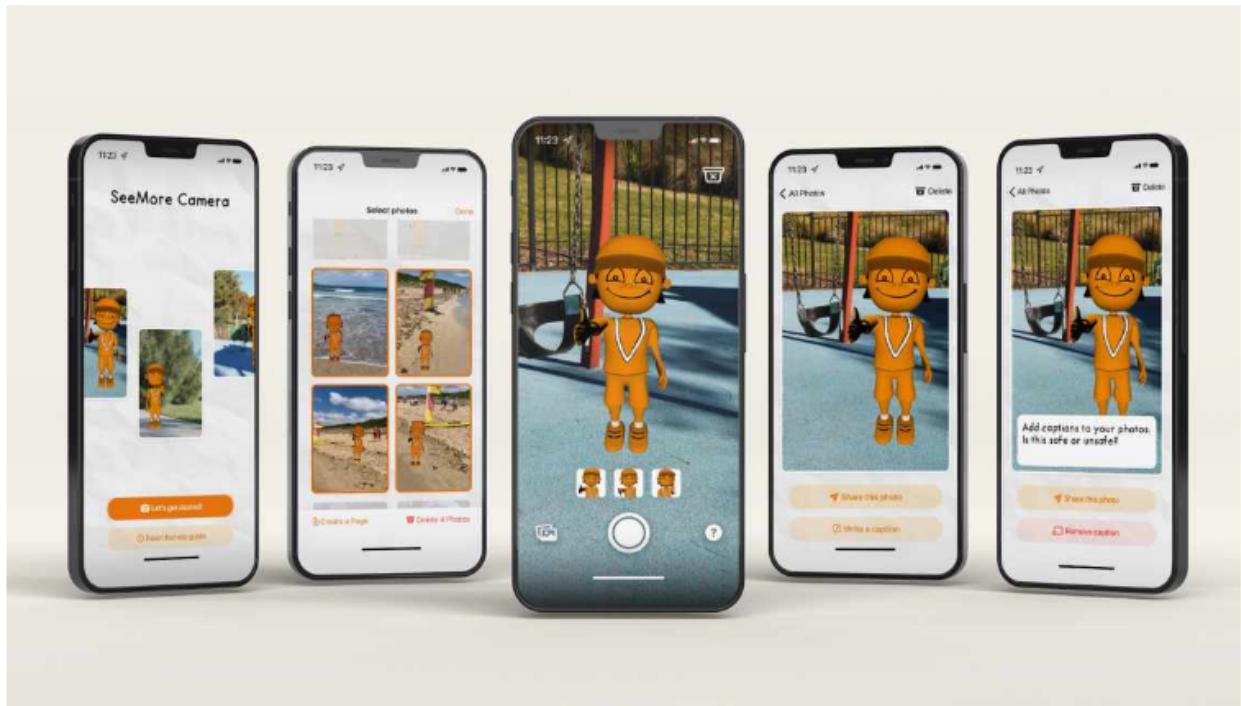


<https://www.techbusinessnews.com.au/news/kids-foundation-launches-seemore-safety-app-for-4-6-year-olds/>



The KIDS Foundation and leading mobile consultancy, [Itty Bitty Apps](#), today announce the launch of the [SeeMore safety app](#) for children aged four to six.

The SeeMore Safety program educates children about safe and unsafe behaviours which they encounter in everyday activities through literature and games.

Previously early childhood educators were provided a SeeMore plush toy for children to take home and photograph in safe and unsafe spots.

Covid-19 made this element of the program harder to implement so KIDS Foundation approached Itty Bitty Apps to develop a digital equivalent and, thanks to funding from Newcastle Permanent Charitable Foundation, the SeeMore safety app was born.

Dr Susie O'Neill, CEO at KIDS Foundation and author of the SeeMore Safety books says, "Covid-19 made early childhood educators reluctant to circulate a soft toy that was difficult to disinfect and sanitise regularly, so we needed an alternative."

"Itty Bitty Apps has developed a fantastic, interactive app that is easy for young children to use with minimal supervision from a caregiver." said Dr O'Neill

Itty Bitty Apps developed the app using Augmented Reality meaning a digital version of the SeeMore character is inserted virtually into the child's environment. The child and a parent or carer can then photograph the character and add notes to the app about the safety of the situation.

Complementing Mantel Group's eight other brands, Itty Bitty Apps has a focus on helping companies create beautifully designed and engineered mobile apps using native technologies.

Itty Bitty Apps developed the app at a discounted rate (80% reduction on normal commercial rates) to ensure SeeMore could be brought to life digitally for KIDS Foundation.

"When KIDS Foundation approached us, we knew we wanted to be involved with this project as it is so vital for pre-school aged kids to be educated about their safety," says Stephen Hewett, COO at Itty Bitty Apps."

"We wanted to design an app that was easy for young children to use and understand but also included a cool tech element, which is why we've incorporated Augmented Reality."

Along with the new app, the SeeMore Safety program includes take-home activity booklets and resource packs which have been distributed to 650 Preschools in NSW, thanks to Newcastle Permanent Charitable Foundation.

The free app is also available to the 10,000 early childhood education centres around Australia participating in the SeeMore Safety program.

The children interact with SeeMore Safety, the KIDS Foundation safety mascot in storybooks and participate in activities and games to learn about safe practices and injury risks, as well as being able to use the app at home.

The app is [available to download](#) free on the App Store.