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15 September 2011

To Whom It May Concern:

**William John PARSONS**  
**Simulate 2 Educate Ltd**

This is to confirm that I have known John Parsons for over a decade and can attest to his good character, commitment to the protection of young people and his expertise in this regard especially in relation to Internet safety. John has a degree in Information Technology and is a creative and inspirational person.

He is the creator, along with Ryan Clarke, also an expert in Information Technology, of a novel approach to the *prevention* of harm arising from the misuse of Digital Communication Technologies (DCTs). This is a rare accomplishment and of great social and individual value given the severity of personal injury that can occur, especially for the young who operate in various online environments without supervision and without knowledge of the advantages these environments offer to a burgeoning number of unscrupulous predators. With their programming skills he and his business partner have created a simulated chatroom in which students and others in their educational presentations can engage in real interactions with other known (and unknown participants, eg a teacher operating on a distant computer). Real dilemmas can thereby be presented online in a safe simulated environment, providing for impactful learning.

As John has extended his work and created modules that address various facets of risk behaviour in these DCT environments I have been pleased be able to collaborate and to encourage him in the work that he is doing. I consider his education to be both groundbreaking and real, i.e. not simply a series of pamphlets and platitudes, but a compellingly engaging approach backed by real expertise and presented by a person with natural teaching skills and a commonsense moral compass.

I am aware of some of the work he has done with individual families with teenagers who have been entrapped in threatening circumstances by predators, and that he has been able to help them completely shift their perspective and take control of their own lives again. He is well aware of circumstances where there is a need to liaise with Police and other professionals and he has in fact received referrals from both these parties when his skills have been called for.

I am able to unreservedly recommend John and his valuable work in this field.

Yours faithfully,



Geoffrey Samuels  
Registered Clinical Psychologist

