

# NORTH WALKDEN PRIMARY

## NEWSLETTER – 15<sup>th</sup> March 2024

### Headteacher's Weekly Awards - WELL DONE TO OUR STARS OF THE WEEK

All the children get a special mention in the Achievement assembly on Friday and will bring home a certificate detailing the reason for their award.

Nursery	Reception	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Susie Candace	Kurtis Sapphiah	Deniz Rosie	Saleh Shania	Milly Rayan	Delilah Oliver	Charlie Klay	Layla T Emily

Firstly I want to congratulate our fabulous Handball Team who played their first game yesterday and won!!!! They were wearing our new Sports Team T-shirts to look the part and certainly made us all very proud. Well done to Carter and George in year 3 and Carter, Isla W, Louis, Grace and Ahmed from year 4.

Our family time workshop with year 2 and stay and play for Nursery this week were well attended. Thank you to all those parents/carers who could make it, we hope you enjoyed yourselves.

We also had a couple of visitors this week, year 5 had a CO2 safety session to educate them about the hidden dangers, they have brought home their goody bags tonight from this session. GADDAM also came in to deliver an assembly to years 1 to 6 about young carers. The children learned what a young carer is, the impact this can have on them and what support is available for young carers. If you think your child is a young carer please speak to your child's teacher.

Thank you for all of your donations of chocolate today, we will have the Hampers ready soon and tickets can be purchased already on The Evolve Hub. If you buy online you will receive extra tickets for FREE!

### Next week....

We have Parents Evenings next week. Everyone has an appointment either in school or by phone. Please check which day and which type of appointment you have. You can do this by looking on School Spider. We are looking forward to sharing your child's success and progress with you. Children are encouraged to attend with you.



We had children late in every class this week.

**Children should be in school by 8.45am if you arrive after this time you are late!**

**Well done to Reception, Year 1, Year 3, Year 4 and Year 6 who both achieved the attendance target this week!**

### Punctuality and Attendance

Please remember school starts at **8:45am** – Doors will be open from 8.35am. Children arriving after 8.55am must enter through the school office and be signed in.

**Last week's attendance – Our School target and individual pupil target is 96%**

	Nursery	Reception	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Whole School
Class attendance award	94	<b>98 SILVER</b>	<b>98 SILVER</b>	95	95	<b>97 SILVER</b>	93	<b>99 GOLD!</b>	96
Late arrivals	3	1	2	5	1	1	2	3	18

**Online Safety:** We have some helpful advice below about online safety and we will share different supportive advice each week in the newsletter.

At National Online Safety, we believe in empowering parents, carers and trusted adults with the information to hold an informed conversation about online safety with their children, should they feel it is needed. This guide focuses on one of many issues which we believe trusted adults should be aware of. Please visit [www.nationalonlinesafety.com](http://www.nationalonlinesafety.com) for further guides, hints and tips for adults.

# What Parents & Carers Need to Know about INFLUENCERS

In today's digital age, social media influencers play an increasingly significant role in shaping the opinions, interests and behaviours of our children. While many of these individuals can have a positive effect, influencer culture can also present certain risks – such as encouraging consumerism, affecting self-esteem and blurring trustworthiness. To help ensure a safe online environment for young people, it's vital to maintain open communication, set sensible boundaries, promote a healthy self-image and teach digital media literacy. Our guide delves deeper into all of these.

## WHAT ARE THE RISKS?

### HEIGHTENED CONSUMERISM

A major way that influencers make money is through brand partnerships and sponsored content. As a result, children who follow them may be exposed to a steady stream of advertising; this can lead to materialistic attitudes, unrealistic expectations and an increased desire to have the latest products. Many influencers have built huge brand empires around their large, impressionable following.

### THE SOFT SELL

Some influencers aren't always transparent about the motivations behind their posts, blurring the lines between genuine recommendations and paid-for promotions – and young people sometimes find it difficult to distinguish authentic content from advertising. Many major social platforms have taken steps to make sponsored content and ads easier to identify, but it remains an area of concern.

### PRIVACY CONCERNS

Inspired by their favourite influencers, children may start sharing more of their own lives online – which could reveal personal information or details about their daily routine. This openness can put them at risk of cyberbullying or even predatory behaviour. This is exacerbated by live streaming, which gives young people no time to consider the potential consequences of saying too much.

### UNDERMINING SELF-ESTEEM

Many influencers share images and videos of themselves and their activities, which are often painstakingly curated and edited to present an idealised version of their life. Children who follow these influencers may develop distorted expectations about body image and the concept of beauty, which can potentially lead to negative self-esteem and even mental health issues.

## Advice for Parents & Carers

### KEEP TALKING

Chat to your child about the content they consume on social media and the influencers that they like. Encourage them to think critically about what they see and hear online, and listen to any concerns they might have. Maintaining this line of open, honest communication can help your child to make informed decisions about which individuals they follow and what content they engage with.

### SUPPORT A HEALTHY SELF-IMAGE

Reinforce your child's awareness that real life isn't usually as picture perfect as it may appear on social media – and how some content (particularly that of influencers) is often curated, staged or edited to look more glamorous. If possible, highlight examples of other influencers who share authentic, relatable material which acknowledges their imperfections and struggles as well.

### SET SOME BOUNDARIES

Agree age-appropriate boundaries for your child's social media use, including time limits and privacy settings (the two major operating systems on mobile devices, Android and iOS, have these controls baked in). Try to keep an eye on your child's online activity and discuss it regularly with them – including reminding them of the potential risks that can arise from following influencers.

### PROMOTE MEDIA LITERACY

Talk to your child about the concepts of sponsored content, advertising and potential influencer bias. Teach them to critically evaluate the information they're presented with online and to consider the possible reasons behind content creation. This can help young people develop the skills to make healthier decisions about the influencers they choose to follow and the content they consume.

## Meet Our Expert

A former director of digital learning and currently a deputy headmaster and DSL, Brendan O'Keeffe's experience and expertise gives him a clear insight into how modern digital systems impact the experience of children, staff and parents – and which strategies help to ensure that the online world remains a useful educational tool rather than a minefield of risks.



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**School communication:** Please ensure you are logged into your school spider app so that you receive all the important messages we send out. If you need to download the app again, its 'School Spider' and then you can simply go to the log in page and click forgot password to reset your log in details.

**Contacting School:** If you wish to contact school then you can email us on [NorthWalkdenPrimary.PupilContact@salford.gov.uk](mailto:NorthWalkdenPrimary.PupilContact@salford.gov.uk) and we will respond the same day or call 0161 921 2921.

**DIARY DATES:** Whilst we aim not to change dates once set sometimes circumstances mean we have to, please always check the dates each week and update your plans accordingly. Any changes will be highlighted.

DATE	ACTIVITY/EVENT	TIME	CLASS
MONDAY 18 <sup>TH</sup> MARCH	EASTER HAMPER RAFFLE TICKETS GO ON SALE	2 WEEKS	WHOLE SCHOOL
MONDAY 18 <sup>TH</sup> MARCH	PARENTS EVENING PHONE CALLS	3.45 -5.00	WHOLE SCHOOL
WEDNESDAY 20 <sup>TH</sup> MARCH	PARENTS EVENING FACE TO FACE	3.30-6.30	WHOLE SCHOOL
THURSDAY 21 <sup>ST</sup> MARCH	YEAR 5 LAST SWIM	1-3	YEAR 5
WEDNESDAY 27 <sup>TH</sup> MARCH	RECEPTION EASTER WORKSHOP	9-9.45AM	RECEPTION PARENTS WELCOME
WEDNESDAY 27 <sup>TH</sup> MARCH	EYFS AND KEY STAGE 1 EASTER HAT PARADE	ALL DAY	EYFS AND KEY STAGE 1 CHILDREN
WEDNESDAY 27 <sup>TH</sup> MARCH	EASTER HAMPER RAFFLE DRAW	2PM	
THURSDAY 28 <sup>TH</sup> MARCH	COFFEE MORNING	9AM	ALL PARENTS WELCOME
THURSDAY 28 <sup>TH</sup> MARCH	KEY STAGE 2 EGG DISPLAY	9-12	KEY STAGE 2 CHILDREN
THURSDAY 28 <sup>TH</sup> MARCH	BREAK UP FOR EASTER HOLIDAYS	2PM	

More dates will be added so please keep your eye on the diary dates each week.

Kind regards, Mrs Warburton