



Longford Primary Academy Newsletter
Edition 3



Dates for your diary:

- 18th Feb - INSET DAY
 - 28th Feb - School open to pupils
 - 28th Feb - Y6 Residential Trip (Mon - Fri)
 - 3rd Mar - World Book Day
 - 8th Mar - Water Safety Assembly
 - 14th Mar - STEM week
 - 24th March - Mothers Day lunch
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In This Issue - 17th February 2022



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- **Happy holidays**
 - **Uniform Standards**
 - **Safer Internet Day**

- World Book Day 2022
 - Themed lunch menus
 - Express & Star cash for schools, please collect tokens!
 - Attendance & Punctuality
 - My School Fund: cash back for you and us!
 - STEM week
 - Number Day photos
 - AOB
-

Happy Half Term



It is hard to believe we are already half way through the academic year. As I have walked around the school this half term I have found myself being pulled into conversations about learning by children right across the school. I can't walk into nursery without joining a tea party and find myself amazed by what children have written in year 6. Children have shared their work excitedly when I have been in their classrooms and hunted me down to show me the extra work they have completed at home, from times table facts and spelling to published stories and posters about online safety. It is wonderful to be able to share how much our children have a love of learning and the pride they take in their work.

As we seem to be moving towards a more 'normal' way of life, with the suggestion that restrictions will end sooner than planned it only makes sense that we do the same. After half term we will be welcoming parents and carers back into school to share experiences with their children. We will start with celebration assemblies, a showcase of our work during STEM week and Mother's Day lunch later in March.

Year 6 pupils will finally be leaving for their Residential at Standon Bowers and we welcome parents to wait with them to wave them off on Monday morning. With the evenings getting lighter and a jam packed timetable of action I am sure they will have an amazing time.

Wishing everyone a safe and happy half term holiday.

Uniform standards







Unfortunately it was very difficult to choose some pupils to photograph as a positive example of what our children should be coming to school wearing as so many of our pupils are not wearing the correct uniform/ PE kit.

It is not only important to us as a school but important for the children to feel part of a community. A consistent school uniform policy is vital to promote the ethos of the school and provide a sense of belonging and identity for all pupils, regardless of their protected characteristics or socio-economic circumstances.

We believe that pupils learn most effectively and achieve their best outcomes when they are comfortable, able to be themselves, and dressed in such a way that sets an appropriate tone for education.

Wearing the correct school uniform is a **shared responsibility**.

The **Principal** is responsible for:

- Enforcing the school's uniform on a day-to-day basis.
- Ensuring that teachers understand this policy and what to do if a pupil is in breach of the policy.
- Providing pupils with an exemption letter as appropriate, e.g. for a pupil who has a broken arm and requires a loose-fitting top.

Staff members are responsible for:

- Ensuring that pupils dress in accordance with the uniform policy at all times.
- Ensuring that pupils understand why having a consistent and practical school uniform is important, e.g. school identity.
- Setting high expectations for pupils in their class and issuing orange/red cards for incorrect school uniform

Parents are responsible for:

- Providing their children with the correct school uniform as detailed within the uniform policy.
- Informing the principal if their child requires a more relaxed uniform policy for a period of time, including why.
- Ensuring that their child's uniform is clean, presentable and the correct size.

Pupils are responsible for:

- Wearing the correct uniform at all times, unless the principal has granted an exemption.
- Looking after their uniform as appropriate.
- Understanding and respecting why a school uniform is important to the school, e.g. school identity and community.

School Uniform

EYFS & KS1

- White polo t-shirt (or shirt)
- Royal blue jumper or cardigan
- Grey trousers or shorts
- Grey skirt or pinafore
- Blue summer dresses
- White or grey socks
- Black school shoes (Please ensure footwear is appropriate for all weather - ballet shoes are not appropriate. No heels or trainers)
- *Blue and silver tie is optional

KS2

- White shirt (NOT polo shirt)
- Blue & silver tie
- Royal blue jumper or cardigan

- Grey trousers or shorts
- Grey skirt or pinafore
- Blue summer dresses
- White or grey socks
- Black school shoes (Please ensure footwear is appropriate for all weather - ballet shoes are not appropriate. No heels or trainers)

NB School uniform with the logo is available from Crested Schoolwear, Cannock.

On health and safety grounds we do not allow children to wear jewellery in our school. The exceptions to this rule are small plain gold or silver studs in pierced ears and small discreet watches.

The school does not permit children to have 'extreme' haircuts that could serve as a distraction to other children.

Make-up and nail varnish is not permitted.

The school welcomes children from all backgrounds and faith communities, please discuss objects and clothing of religious significance with your child's class teacher.

PE kit

Correct PE kit should be worn for lessons and after school clubs. Long hair (past the ears) **MUST** be tied back for safety - both girls and boys!

To keep your child safe, please ensure earrings are completely **REMOVED** on PE days. Plasters are not a suitable solution for covering earrings - accidents can still happen.

Indoor kit:

- Plain white t-shirt
- Blue or black shorts
- (No pumps - pupils do dance and gymnastics etc barefoot)

Outdoor kit:

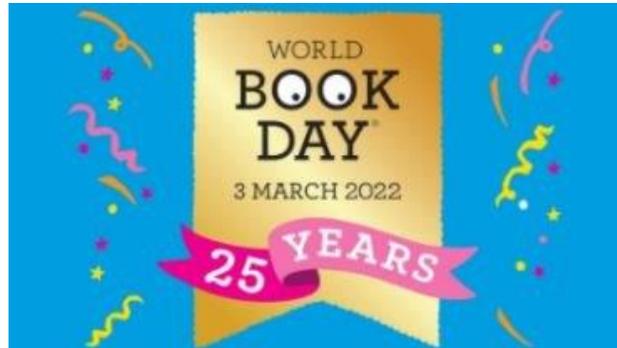
- Plain white t-shirt
- Blue or black shorts (tracksuit for winter)
- Suitable trainers (not pumps)

Swimming kit:

- One piece bathing suit
- Swimming cap for pupils with long hair

- Goggles (optional)

World Book Day



We will be celebrating World Book Day at school on Thursday 3rd March with lots of fun and exciting reading activities.

Your child can come to school dressed as their favourite book character.

Please do not feel that you have to buy a costume, you can use items that you have at home to create a homemade costume, or they can come in wearing pyjamas and bring their favourite bedtime storybook!

All children will receive a book voucher that they can spend at selected retailers.

Thank you for your support!

Attendance & Punctuality

100% attendance	A fantastic attendance level – you are giving your child the best chance of success & getting them off to a flying start
96% and above	Attendance is good – you are getting your child off to a great start and giving them a good chance of success. Up to 8 days of learning have been lost.
Below 96%	Requires improvement – attendance is worrying, your child has less chance to succeed and it is harder for them to make progress in their learning. Up to 19 days of learning have been lost.
90% or less	Serious concern – This level of attendance is not fair on your child. Persistent Absentee – (as defined by the Department of Education). This is the equivalent of up to 4 weeks off school or more/a day off school per fortnight. Your child's attendance will be closely monitored and considered for further action. Penalty Notices can be issued for persistent absence.

Our whole school attendance target for this academic year is **96%**.

As we reach the end of Spring term 1 our overall attendance is this academic year to date is: **91.5%** (without the negative impact of confirmed covid cases this would be 93.7%)

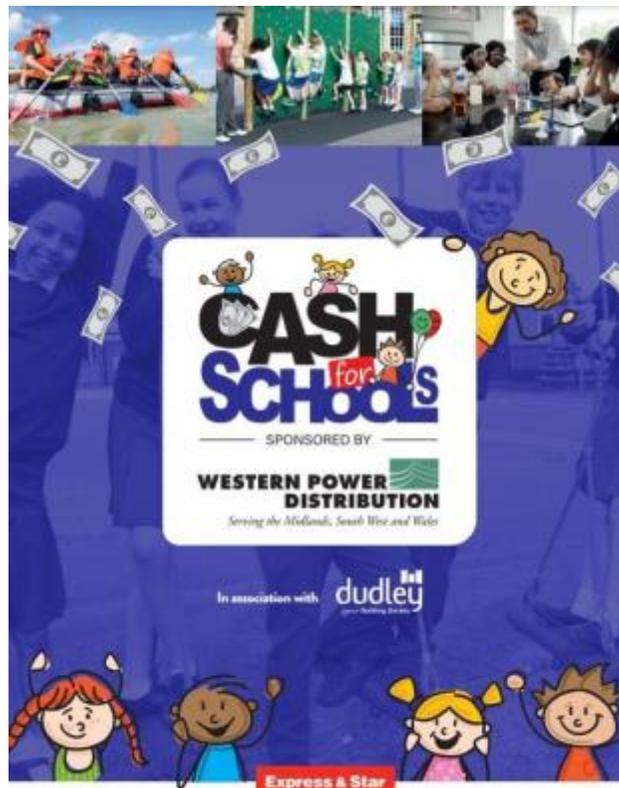
We need to have a huge push on improving this, we are now half way through the year and have a lot of work to do.

Express & Star cash for schools, please collect tokens!

OUR SCHOOL HAS BEEN ACCEPTED TO TAKE PART IN THE CASH FOR SCHOOLS 2022 CAMPAIGN FOR THE CHANCE TO WIN A SHARE OF THE £12,000 PRIZE POT.

Five schools with the most tokens collected per pupil, will walk away with a cash prize and win a share of the £12,000 prize pot.

The first placed school with the most tokens collected per pupil will scoop a whopping £5,000, followed by £3,000 for second, £2,000 for third and then two £1,000 awards, which will be presented to the fourth and fifth place schools.



INFORMATION PACK 2022



YOUR SCHOOL HAS BEEN ACCEPTED TO TAKE PART IN THE CASH FOR SCHOOLS 2022 CAMPAIGN FOR THE CHANCE TO WIN A SHARE OF THE £12,000 PRIZE POT.

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What happens next:

You will be featured in a special launch supplement on **Thursday March 3, 2022** showcasing the schools taking part.

Special vote tokens will be published in the Express & Star from **Thursday March 3, 2022 until Saturday April 2, 2022.**

Encourage family, friends and neighbours to collect tokens on behalf of your school.

Readers of the Express & Star can also send their tokens direct to us at the address below, as long as they fill out the Token Notification form with the school they are collecting on behalf of. The Token Notification form will also appear regularly in the Express & Star, throughout the voting stage.

Submitting your tokens

Place your collected tokens in batches of 100 inside a large envelope and send to the address below.

You will need to complete a Token Notification form (enclosed in this pack and printed in paper regularly) and place a copy inside the parcel. If you need to submit more than one parcel, please ensure a copy of the form is included in each one.

Vote tokens must be counted and returned to us at the address below, by **Friday, April 8, 2022. Tip – it will be easier if you count on the run, rather than leaving it until the end of the campaign!**

You don't have to wait until the end of the token collect period to start sending your tokens to us. If it helps, we will store your tokens safely as we receive them.

Send your entry to:

**Cash For Schools
Express & Star
Queen Street
Wolverhampton
WV1 1ES**





REMEMBER, THE MORE TOKENS YOU COLLECT, THE GREATER CHANCE YOU HAVE OF WINNING A SHARE OF THE £12,000 PRIZE POT.

You will find a couple of posters attached, which can be used to promote your school, encouraging people in your community to collect tokens on your behalf. Why not ask your local supermarket, newsagent or library if you can place a collection box in their reception area or foyer? You can also join our Facebook page @ExpressandStar, follow us on Twitter via @ExpressandStar, to encourage support.

We have also included the Cash for Schools logo and a social tile to help you promote your participation in this amazing competition.

If you have any questions about any part of the campaign, please call 01902 442277

Good luck!

You can share details of your participation in the campaign on your school newsletter to parents and guardians. Please find suggested wording to include below:



Help our school win a share of £12,000 by supporting us in the Express & Star Cash for Schools competition.

All you have to do is collect as many tokens as possible which will appear every day in the Express & Star newspaper from Thursday, March 3, 2022 to Saturday, April 2, 2022. You can pick up a copy at your local newsagent or supermarket.

The five schools with the most tokens collected per pupil, will walk away with a cash prize. The first placed school with the most tokens collected per pupil will scoop a whopping £5,000, followed by £3,000 for second, £2,000 for third and then two £1,000 awards, which will be presented to the fourth and fifth place schools.



KEY DATES FOR YOUR DIARY

Token collect commences:

Last token printed:

Deadline for submitting tokens:

Winners announced:

Thursday, March 3

Saturday, April 2

Friday, April 8

W/C April 25



TOKEN NOTIFICATION FORM



After the final vote token has appeared in the Express & Star on Saturday, April 2, 2022 please place tokens in batches of 100 either in bags or envelopes and send altogether in one parcel (or a large envelope) to the address below.

A copy of this completed form must be enclosed in the parcel. If submitting more than one parcel please ensure a copy of this form is included in each one.

Send your vote tokens to:
Cash For Schools, Express & Star, Queen Street,
Wolverhampton, WV1 1ES.
Deadline for receiving tokens is Friday, April 8, 2022.



PLEASE USE BLOCK LETTERS

School name _____

Contact name (full) _____

Position held _____

School address _____

Postcode _____

Telephone number (daytime) _____

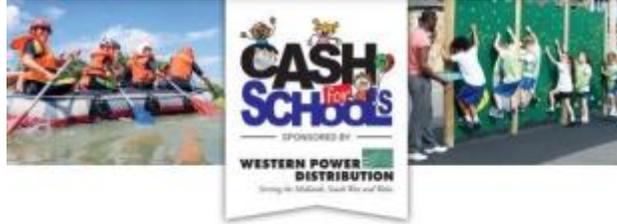
Email address _____

Total of vote tokens collected
(if submitting tokens in separate envelopes/bags
please indicate the grand total)

Signature _____ Date _____

FOR OFFICE USE ONLY

Number of in-paper vote tokens verified



Cash for Schools full terms and conditions:

Entry stage opens from Wednesday, January 19 2022 online at: cashforschools.expressandstar.co.uk.

Applications must be received by 5pm Friday, February 11, 2022. The campaign is open to all Infant, Junior and Primary schools with Reception to Year 6 pupils within the Express & Star circulation area.

Prior to any prizes being paid, the MNA will validate the number of pupils from reception to year 6.

For Schools to sign up for the Express & Star's Cash for Schools competition the entry form **MUST** be completed and submitted by the individual school only, with approval from the Head teacher or senior member of the leadership team.

All schools will receive confirmation of participation in the campaign from the Express & Star w/c 14 February 2022 via email, phone or letter.

All participating schools will be showcased within the Express & Star on Thursday, March 3 2022 along with the first 'cash for schools' token. Tokens will appear in paper every day from Thursday, March 3 until Saturday, April 2 2022. Closing for the Express & Star to receive tokens will be 5.00pm on Friday, April 8 2022.

All tokens must be sent in with a 'Token Notification Form' clearing stating the school that the tokens have been collected for. The 'Token Notification Form' will be printed regularly in paper during the token collect stage of the campaign.

Prizes will be awarded based on the schools that have collected the most tokens per pupil from Reception to Year 6 - so smaller schools have the same chance as larger ones. The top five schools collecting the most tokens per pupil will receive £5,000, £3,000, £2,000, £1000, and £1,000 respectively.

Winning schools will be announced w/c 25 April 2022. Prizes will be paid via BACs to the winning schools. Prizes are non-transferable and there are no alternatives available.

Participating schools will be featured within Express & Star and sponsors publicity, including online and via social media throughout the duration of the campaign and agree to take part in relevant publicity including photographic and video coverage. The full name of each school will be published in-paper and online.

Photocopied or defaced tokens will not be counted. If posting, the correct postage must be used. Entries with incorrect/insufficient postage will not be accepted.

No responsibility will be accepted for any submissions which are lost, damaged, or delayed in the post.

Editor's decision is final no correspondence will be entered into.





Western Power Distribution (WPD) is the electricity distributor for the West Midlands and Staffordshire. Our staff are committed to ensuring that the power network of poles, pylons, cables, wires and substations delivers electricity to our homes and businesses around-the-clock.

Emma Vincent, Corporate Communications Manager from WPD said: "As a major employer across the region, we believe we have a responsibility to play a full and active role in the communities we serve."

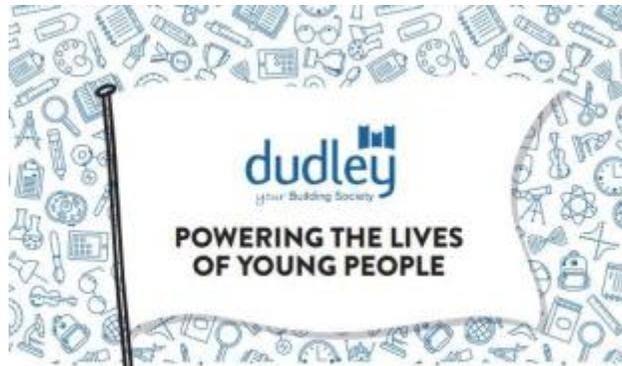
"Our well-established community support programme provides practical and financial assistance whenever it can and aims to support a range of projects including those that relate to STEM and education. Education is a key strand of our community support programme which encourages children and young people into STEM related subjects/activities, particularly engineering and supporting learning.

It also focuses on ensuring important safety messages about the dangers associated with electricity and electricity infrastructure are shared with as many children as possible.

"Since the first lockdown, our community support programme has also helped more than 560,000 vulnerable customers through B71 organisations with £1 million funding and our free Priority Services Register helps us to look after customers during a power cut who have extra communication, access or safety needs.

"We are delighted to sponsor the Cash for Schools initiative and look forward to seeing how the prize funds will be put to good use in the winning schools across the region."





At Dudley Building Society we're passionate about supporting our local communities, which is why we're excited to be an associate sponsor for the Cash for Schools initiative.

We've been around since 1858, where we served the purpose of helping people within the local community become homeowners. Our members remain overwhelmingly based within the Black Country and surrounding areas to this day, and we are dedicated to powering life within our local communities beyond just savings and mortgages.

We are committed to ensuring people of all ages have the financial literacy to make good financial decisions for their own wellbeing. Our focus is currently on educating young people on topics such as financial wellbeing and online safety.

It is crucial that young people start to learn about money from an early age and understand the value of saving. Teaching children about money equips them with the knowledge and skills that they need to manage their money effectively both now and in their future life.

Our goal is to help by focusing on creating materials and support that will help build the confidence of young people, encouraging them to build savings habits and become more confident when dealing with financial matters.

This naturally made us eager to support the Cash for Schools initiative, so we can directly show our support for young people within the local area. The initiative offers young people the chance to get involved in supporting their school community and collect tokens in the same way that they would save money. These links to saving can help young people understand its value, and we are delighted to be supporting an initiative that will benefit the local community in such a way.



WESTERN POWER DISTRIBUTION

HELP US **WIN** 
A SHARE OF
£12,000
BY COLLECTING TOKENS

From March 3 to April 2 2022 in the Express & Star



SEND YOUR
TOKENS TO US
OR DIRECT TO

Express & Star

In association with **dudley**

WE'RE COLLECTING **TOKENS** ON BEHALF OF

WESTERN POWER DISTRIBUTION



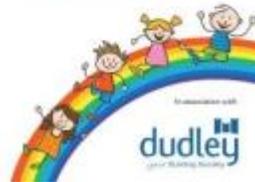
PLACE YOUR
VOTE TOKENS
HERE TO
HELP THEM
WIN A SHARE
OF £12,000

Express & Star



SPONSORED BY

**WESTERN POWER
DISTRIBUTION**
Serving the Midlands, South West and Wales



Packed lunches & breaktime snacks need to be healthier



Reminder: Children are not allowed to bring in: chocolate, crisps, cake, sweets or anything of this description for their snack at **breaktime**.

Children in EY & KS1 are given fruit and children in KS2 are able to purchase items such as toast and bagels from the kitchen. If you do choose to send your child in with an alternative snack then please ensure it is a healthy option. If they bring in items such as chocolate, cake, sweets and crisps they will be asked to eat these with their lunches.

What should be in a healthier lunch box?

A healthier lunch box should be based on the eatwell plate food groups (see www.eatwell.gov.uk), which promote balance and variety in the diet. Parents and pupils should try to include something from each of the eatwell food groups in the lunch box and ensure that this includes a drink. Bright and colourful foods with different tastes and textures should be encouraged. Fruit and vegetables do this naturally. If the food looks good then the chances are that children will want to try it. There are many ways to keep the lunch box exciting, for example adopt a colour theme for each day, take inspiration from holidays or different countries and foods that are in season or grown in the school or home garden.

Foods that a healthy lunch box should include

- A good portion of starchy food, for example wholemeal roll or bread, wraps, pitta pocket, pasta or rice salad.
- Plenty of fruit and vegetables, for example an apple, satsuma, handful of cherry tomatoes or carrot sticks, mini-can of fruit chunks in natural juice or a small box of raisins.
- A drink of semi-skimmed milk or a portion of dairy food, for example individual cheese portion or pot of yogurt.
- A portion of lean meat, fish, eggs or beans, for example ham, chicken, beef, tuna, egg or hummus.
- A drink, for example unsweetened fruit juice, semi-skimmed milk or water.

Foods that should be limited

Remember, foods high in fat and sugar should be restricted. Nutritional standards for schools lunches do not allow sweets, chocolate or savoury snacks such as crisps, fizzy drinks and other high sugar drinks to be served at lunch times. Treats can be included at lunch time; however, plain or lower sugar varieties should be encouraged.

Safer Internet Day



Safer Internet Day is celebrated globally in February each year to promote the safe and positive use of digital technology for children and young people, and to inspire a national conversation about using technology responsibly, respectfully, critically, and creatively.

Year 1/2 wrote safer internet day spells



A 'Kinder Internet' spell

A 'Kinder Internet' spell

You will need:

- ★ Respec't
- ★ Kindness
- ★ laughter
- ★ care
- ★ love

A 'Kinder Internet' spell

A 'Kinder Internet' spell

You will need:

- ★ LOVE
- ★ understanding
- ★ good manners
- ★ kindness
- ★ respect

A 'Kinder Internet' spell

A 'Kinder Internet' spell

You will need:

- ★ hugs
- ★ Love
- ★ kindness
- ★ care
- ★ good manners

Miss Kemp's class focused on who we trust and who we share information with, how different scenarios make us feel and what ingredients make the internet a safe place to be

    
Worried happy Confused Sad Shocked

How do you feel online?

Who do you trust? 

- Mum & Dad
- Nan & Grandad
- Brothers and sisters.

- Teachers
- friends
- Aunty or uncle
- dinner ladies
- Emergency services.

A 'Kinder Internet' spell

You will need:

- ☆ kindness
- ☆ patience
- ☆ happiness
- ☆ good
- ☆ good manners



 Safety

Year 6 explored being kind online.

Being ONLINE



STOP
Bullying
Now



Bullying is a
bad thing to do
to someone else
and it can be
very hurtful.



Be kind
Online!



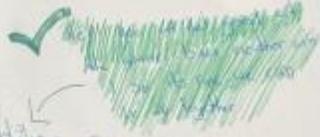
Online bullying
needs to stop because
people will get very
upset!

STOP
BULLYING

I hope you speak



Be Kind Online!!



~~NAME~~



Don't send a message that is bullying or harassing. It's wrong to post mean comments or posts about people.

~~NAME~~

Don't post anything that is mean or hurtful. Think about how you would feel if someone posted that about you.



Be Kind



Don't say anything that is mean or hurtful. Think about how you would feel if someone said that to you.

I'm sorry for saying that. I'll stop.



~~Stop bullying!~~

Stop bullying.
☺

Proke, Robinson

STEM WEEK

British
Science
Week
2022



British Science Week

STEM week is a celebration of Science, Technology, Engineering and Maths that will take place week commencing 14th March 2022.

Promoted by the British Science Association, the annual British Science Week aims to celebrate all sciences and their importance in our everyday lives. It provides an opportunity for people of all ages across the UK to take part in science, engineering and technology events and activities.

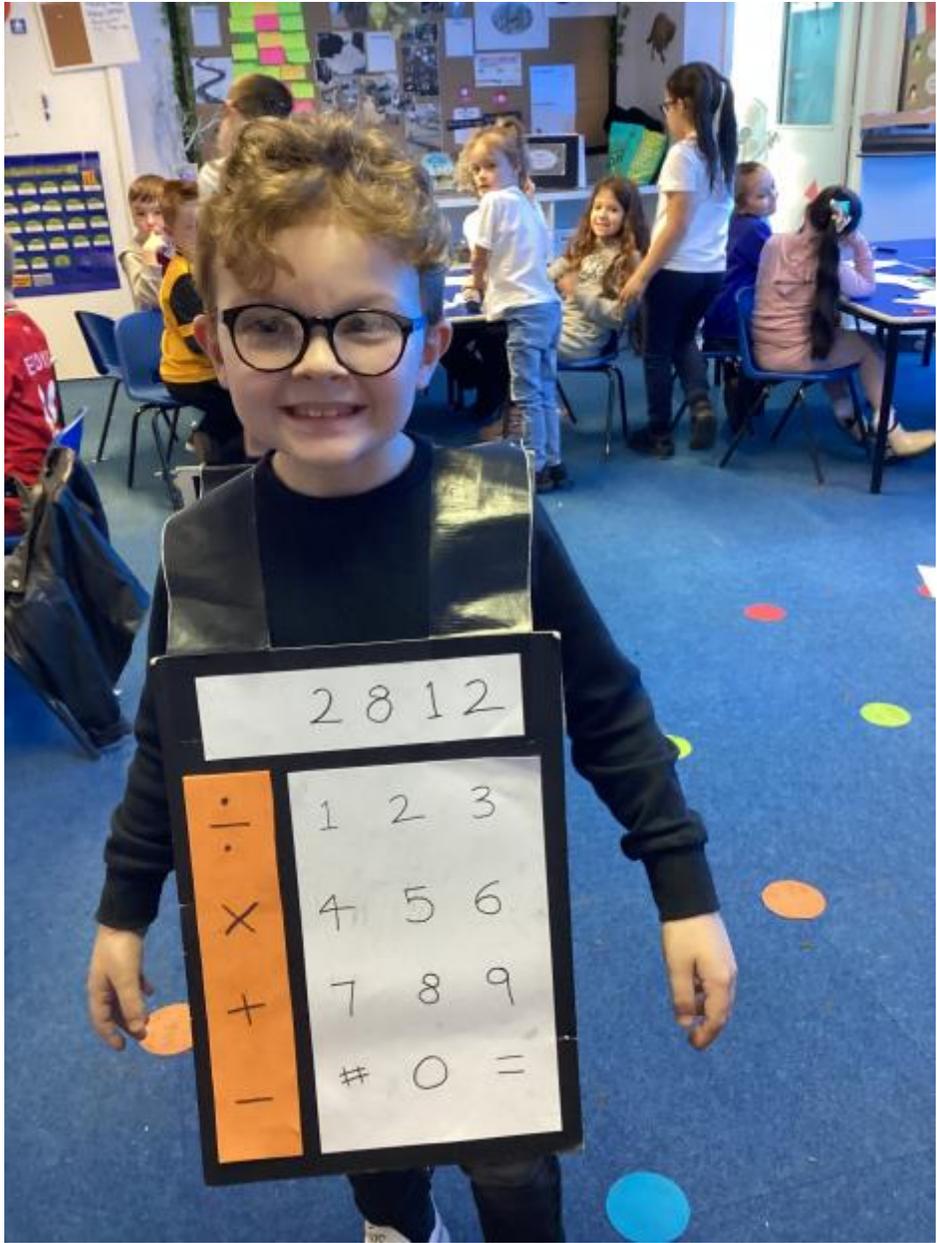
The whole school will be doing a variety of STEM activities and practical challenges, we are hoping to invite parents in for a showcase of the children's work over the week on Friday 18th March at the end of school.

Number Day

NSPCC



Number
Day 2022















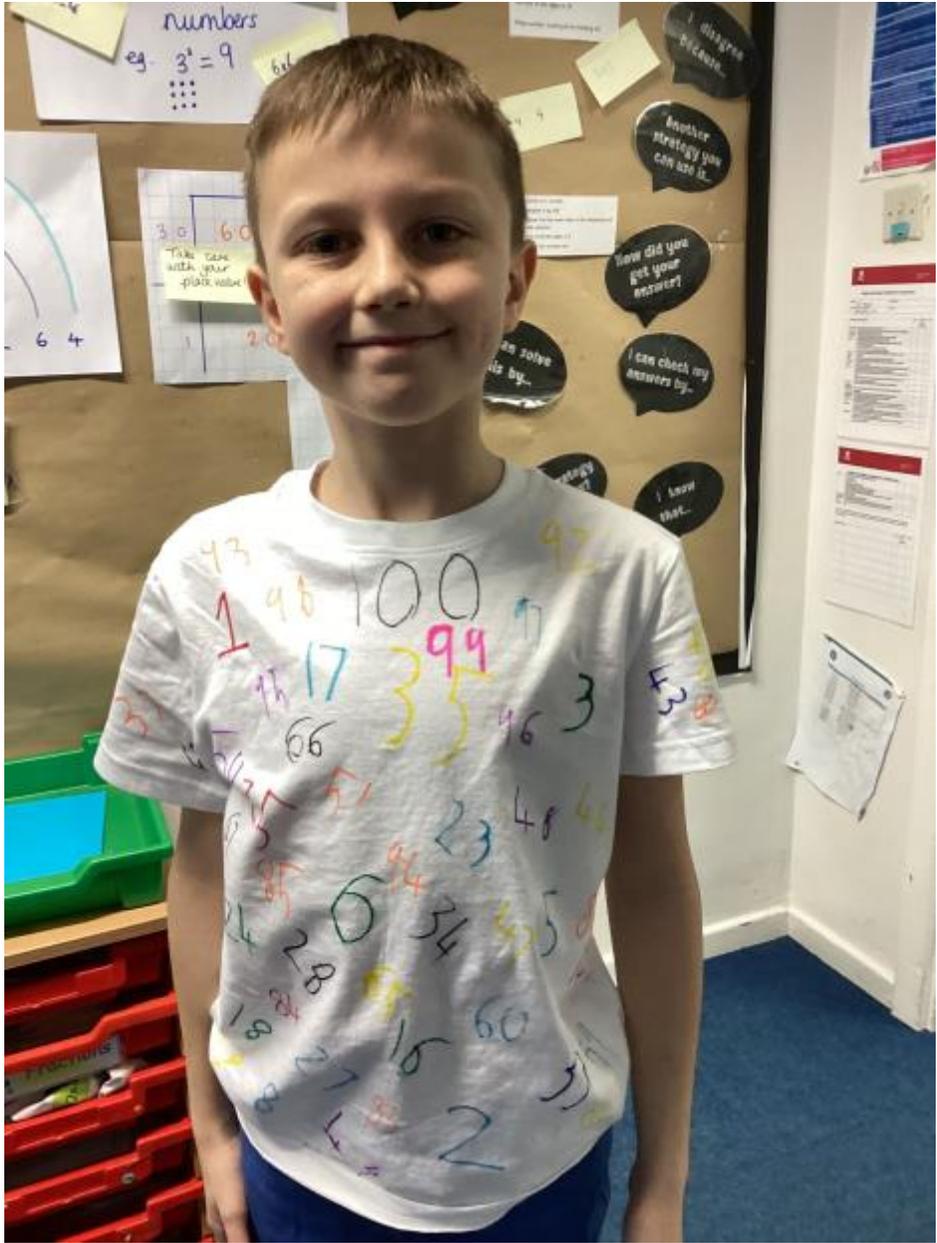


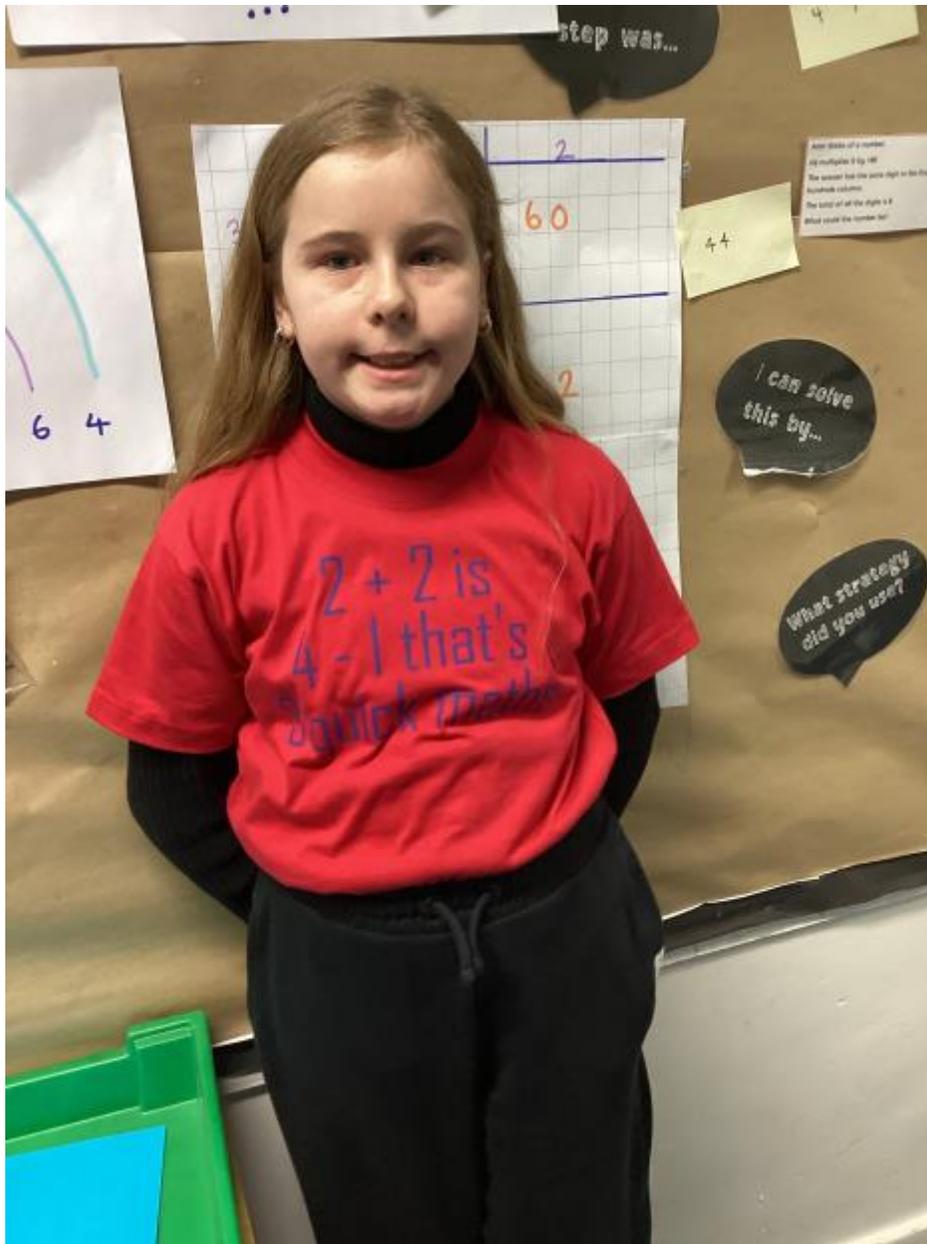




















My School Fund



MY SCHOOL FUND

In association with



You + Us = More

Introducing **My School Fund**,
an exciting new initiative
that combines the spending
power of parents, guardians
and carers in order to **boost
school budgets**.

myschoolfund.org

How does it work?

My School Fund links your spend to your chosen school, meaning every time you make a purchase at participating retailers you both benefit through an innovative cashback scheme.

What's in it for me and my child's school?

Both you and your child's school will receive eGift Cards to spend in participating retailers based on a percentage of your overall spend.

1% ← £ → 2%

Your chosen school You

£ Add that all up across the school's network of families and together we can all make a big difference!

Visit [myschoolfund.org](https://www.myschoolfund.org) and register for free today!

Getting started

Step 1
Visit [myschoolfund.org](https://www.myschoolfund.org) to sign up for free and link to your child's school

Step 2
Register your credit/debit card to your account

Step 3
Spend at participating retailers

Step 4
Start receiving your eGift Cards!

Have you signed up for free to the My School Fund initiative to help boost our budget yet? So far we have 4 parents that have signed up and we have received £1.23.

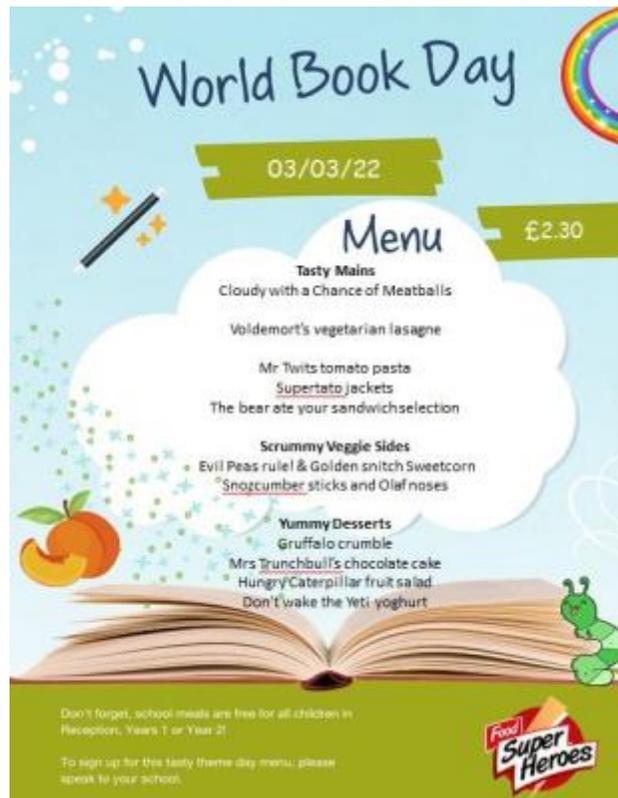
How does it work? This is a very easy and simple way to get more money for our school. Parents, guardians and carers can sign up to the scheme for free and start earning cashback on the things they buy in participating retail stores, including Sainsbury's and Argos.

As you spend you'll receive 2% cashback in the form of eGift vouchers that can be redeemed in participating stores. By linking your spend to our school on the My School Fund website we'll also earn 1% cashback on your spend. Add that all up across our school's network of families and together we can all make a big difference!

How to get involved, visit <https://www.myschoolfund.org/#/Parent/login> to register for free and link to Longford Primary.

From there, everything you spend in participating stores will go towards helping boost our budget, plus your own!

Themed lunch menus



The poster features a light blue background with a rainbow in the top right corner, a wand with sparks on the left, and an open book at the bottom. A green banner at the top contains the date '03/03/22' and another green banner on the right shows the price '£2.30'. The menu items are listed in a white cloud shape.

World Book Day

03/03/22

£2.30

Menu

Tasty Mains
Cloudy with a Chance of Meatballs
Voldemort's vegetarian lasagne
Mr Twits tomato pasta
Supertato jackets
The bear ate your sandwich selection

Scrummy Veggie Sides
Evil Peas rule! & Golden snitch Sweetcorn
Snogcumber sticks and Olaf noses

Yummy Desserts
Gruffalo crumble
Mrs Trunchbull's chocolate cake
Hungry Caterpillar fruit salad
Don't wake the Yeti yoghurt

Don't forget, school meals are free for all children in Reception, Year 1 or Year 2.

To sign up for this tasty theme day menu, please speak to your school.



On Thursday 3rd March, to celebrate World Book Day we are having a special menu.

Any other bits and bobs...





Move over Banksy...

Betsy in Y2 has been busy, she visited Walsall Art Gallery and contributed to a mural . She worked alongside the artist and art students. Well done Betsy!





Charity Skydive

Mrs Mahon is taking part in skydive event for The Katherine Allport Foundation because they have supported her nephew who has cancer. You can read their story and make a donation [here](#).

Contact Us



Principal: Mrs Louise Lawrence

Longford Primary Academy

Ascot Drive

Cannock

Staffordshire

WS11 1PD

Email: longfordoffice@sbmat.org

Tel: 01543 227410

Visit us on the web at www.longford.staffs.sch.uk

Reporting Student Absence

If your child is unable to attend school please contact the office on 01543 227410 or email the office on longfordoffice2@sbmat.org



...wishing you all a fabulous week off, see you after half term...



The St. Bart's Academy Trust is a charitable company limited by guarantee and registered in England and Wales with company number 8735454. The Registered Office is at Sussex Place, Longton, Stoke-on-Trent, Staffordshire, ST3 4TP

<https://sbmat.org/vacancies/>

Online Safety Tips

What Parents & Carers Need to Know about

▶ YOUTUBE ▶

YouTube is a video-sharing social media platform that allows billions of people around the world to watch, share and upload their own videos with a vast range of content – including sport, entertainment, education and lots more. It's a superb space for people to consume content that they're interested in. As a result, this astronomically popular platform has had a huge social impact: influencing online culture on a global scale and creating new celebrities.

INAPPROPRIATE CONTENT

YouTube is free and can be accessed via numerous devices, even without creating a YouTube account. Some content is flagged as 'age-restricted' (requiring the user to be logged into an account with a verified age of 18), but children can still view some mildly inappropriate material. This can include profanity and violence, which some young users may find upsetting.

CONNECT WITH STRANGERS

YouTube is a social media platform which allows people to interact with other (usually unknown) users. Account holders can leave comments on any video they have access to, as well as messaging other users directly. Connecting with strangers online, of course, can potentially lead to children being exposed to adult language, to cyberbullying and even to encountering online predators.

SUGGESTED CONTENT

YouTube recommends videos related to what the user has previously watched on their account, aiming to provide content that will interest them. This is intended to be helpful but can also lead to binge-watching and the risk of screen addiction, especially if 'auto-play' is activated. Users without an account are shown popular videos from the last 24 hours, which might not always be suitable for children.

HIGH VISIBILITY

Content creators can also be put at risk – especially young ones who try to make their online presence as visible as possible. Creating and uploading content exposes children to potential harassment and toxicity from the comments section, along with the possibility of direct messaging from strangers. Videos posted publicly can be watched by anyone in the world.

TRENDS AND CHALLENGES

YouTube is teeming with trends, challenges and memes that are fun to watch and join in with. Children often find these immensely entertaining and might want to try them out. Most challenges tend to be safe, but many others may harm children through either watching or copying. The painful 'salt and ice challenge', which can cause injuries very quickly, is just one of many such examples.

SNEAKY SCAMMERS

Popular YouTube channels regularly have scammers posing as a well-known influencer in the comments section, attempting to lure users into clicking on their phishing links. Scammers impersonate YouTubers by adopting their names and profile images, and sometimes offer cash gifts or 'get rich quick' schemes. Children may not realise that these users are not who they claim to be.

Advice for Parents & Carers

APPLY RESTRICTED MODE

Restricted Mode is an optional setting that prevents YouTube from showing inappropriate content (such as drug and alcohol abuse, graphic violence and sexual situations) to underage viewers. To prevent your child from chancing across age-inappropriate content on the platform, we would recommend enabling Restricted Mode on each device that your child uses to access YouTube.

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CENSORED

TRY GOOGLE FAMILY

Creating a Google Family account allows you to monitor what your child is watching, uploading and sharing with other users. It will also display their recently watched videos, searches and recommended videos. In general, a Google Family account gives you an oversight of how your child is using sites like YouTube and helps you ensure they are only accessing appropriate content.

CHECK PRIVACY SETTINGS

YouTube gives users the option of uploading videos as 'private' or 'unlisted' – so they could be shared exclusively with family and friends, for example. Comments on videos can also be disabled and channels that your child is subscribed to can be hidden. If your child is only uploading videos that are protected as 'private', they are far less likely to receive direct messages from strangers.

CHECK OTHER PLATFORMS

Influential content creators usually have other social media accounts which they encourage their fans to follow. Having an open discussion about this with your child makes it easier to find out how else they might be following a particular creator online. It also opens up avenues for you to check out that creator's other channels to see what type of content your child is being exposed to.

MONITOR ENGAGEMENT

YouTube is the online viewing platform of choice for billions of people, many of them children. Younger children will watch different content to older ones, of course, and react to content differently. You may want to keep an eye on how your child interacts with content on YouTube – and, if applicable, with content creators – to understand the types of videos they are interested in.

LIMIT SPENDING

Although YouTube is free, it does offer some in-app purchases: users can rent and buy TV shows and movies to watch, for example. If you're not comfortable with your child purchasing content online, limit their access to your bank cards and online payment methods. Many parents have discovered to their cost that a child happily devouring a paid-for series quickly leads to an unexpected bill!

Meet Our Expert

Clare Godwin (a.k.a. Lunawolf) has worked as an editor and journalist in the gaming industry since 2015, providing websites with event coverage, reviews and gaming guides. She is the owner of Lunawolf Gaming and is currently working on various gaming-related projects including game development and writing non-fiction books.



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