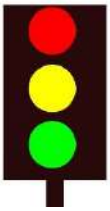
Dear Parent/Carer,

Welcome back to the second half of the Autumn term. This is always a busy and exciting time of year, with Halloween and Bonfire Night celebrations taking place. As the days grow shorter, the countdown to Christmas begins. Our Christmas performance tickets are already on sale and proving very popular, with sales going extremely well.

ATTENDANCE



Red – Danger Zone - Below 90%
Amber – At Risk Zone – 91% - 94%
Green – Safety Zone – 95% - 100%

Rec 1	95.8 %	Rec 2	92.3 %
Year 1D	97.9 %	Year 1B	97.9 %
Year 2ON	97.4 %	Year 2S	96.9 %
Year 3D	98.9 %	Year 3S	98.2 %
Year 4H	97.6 %	Year 4C	95.5 %
Year 5H	95.3 %	Year 5W	97.7 %
Year 6K	98.4 %	Year 6C	98.2 %

Well done to this week's attendance winners Class 3D!

FOREST SCHOOL – MUDDY MONSTERS

Muddy Monsters started today with Class 4H participating in lots of outdoor activities helping to challenge, stimulate and appreciate the natural world. As the activities are forest school-based children will be supervised using hammers, drills, loppers, and will participate in hammock building, bell tent work, outdoor cooking etc.

Each Friday afternoon a different class will take part in the activities. Due to the size of classes, we will split each Year Group over 2 weeks. See timetable below. Your child's teacher will let you know in advance which class will go first.

Muddy monsters

Week 1 & 2	Year 4
Week 3 & 4	Year 1
Week 5 & 6	Reception



In order for your child to participate we need consent. You can find the consent form on Arbor - Notices (you will need to make sure all notices are clear to see newer posts).
Please note that any child without consent will not be able to take part in these lessons.

REMEMBRANCE

On Sunday children will be representing Front Street at the annual Whickham Remembrance Parade and Service.

Our School Council attended Saltwell Park to visit the Garden of Remembrance. They learnt about the meaning and importance of the garden. All of the children were incredibly respectful and represented our school beautifully.

CAREERS

Teaching children about being ambitious and aspiring starts early in school life. We want our children to "Dream big, believe in themselves and be excited about the future".

We are eager for our parents to come into school and tell our children about your career, how you got to where you are and what is great about your job.

If you'd be happy to talk to children about your career, **please fill in the form on Arbor-Notices**. There is a notes section where you can tell us what your job is and when you are available. Or you can email to the office.

FLU VACCINATIONS

The immunisation team will be in school on Monday from 9:45. If you have not already signed up for your child to have this in school, please use the following instructions. Online consent can be accessed via any device. Please click on the following link https://www.northumbriaimmunisations.co.uk/Forms/Flu This will direct you to the online consent form. Please complete using the entire school code **NB108350**

Please complete a non-consent if you do not wish for your child to be vaccinated by using the link above.

The flu vaccine is offered as a spray up the nose.

BOOK FAIR

The Scholastic Book fair will take place in the school library from 3.30pm - 4pm every day from Wednesday 18th November - Tuesday 24th November.

Where possible, it would be easier for purchases to be made through the card payment machine, but we will also accept cash.

Every child who buys a book will receive a raffle ticket and there will be a prize draw for four winners to choose a book to the value of £5.

We hope to see lots of book worms visiting!

SAFEGUARDING

We regularly send out posters informing parents and carers about pertinent things. Earlier this week we shared a poster on Facebook about advertisements aimed at children (see attached poster).

ANTIBULLYING WEEK

We are taking part in Antibullying week on Monday 16th- Friday 20th November. The week will kick off with Odd Socks Day on Monday 16th, with adults and children being encouraged to wear odd socks to celebrate what makes us all unique. This year's campaign - Break the Silence - will encourage children, young people and adults across the UK to start conversations about bullying, speak up, listen and take action together. Please join us by wearing odd socks on Monday 16th November-the crazier, the better!



CHRISTMAS PRODUCTION TICKETS

Tickets for our Christmas productions are on sale now (Arbor-School Shop - at the very bottom of your Arbor homepage), and will cost 50p each, with a maximum of 2 tickets per child. Unfortunately, due to the capacity of our school hall and fire safety regulations, we are unable to offer additional tickets. Please do not send children in with cash, payments must be made via Arbor.

Tickets must be presented at the door on the morning of the performance and will also be entered into a festive raffle!

Ticket sales will close on Friday 4th December.

We kindly ask that all tickets are purchased before this deadline to allow sufficient time for us to prepare, print and distribute physical tickets to families. Unfortunately, we cannot guarantee tickets will be available after this date.

WHATS ON THIS TERM

09.11.26	Immunisation Team in School – Flu	AM
10.11.26	Tenpin Bowling (Selected Children)	10:30-12:00
10.11.26	Year 5/6 Athletics Training	15:00-17:00
11.11.26	Year 5/6 Athletics Training	15:00-17:00
12.11.26	Year 1 Beamish Visit – In School	13:00
12.11.26	Year 5/6 Athletics Final	11:30
13.11.26	Year 2 Parent Sharing Assembly	9:00
	18/11/26-24/11/26 – BOOK FAIR	15:30-16:00
26.11.26	Author Visit – Key Stage 2	TBC
27.11.26	Year 5 Parent Sharing Assembly	9:00
01.12.26	M&M Productions Pantomime – Jack & The Beanstalk	AM
03.12.26	Karate Grading	07:50-08:45
01.12.26	Primary Pentathlon (Selected Children)	10:00-12:00
04.12.26	Karate Grading	07:50-08:45
04.12.26	FOFS Christmas Fair	All Day
09.12.26	Music Workshop	Am
11.12.26	Christmas Lunch and Jumper Day	PM
14.12.26	Reception Christmas Production & Party	
15.12.26	Year 1&2 Christmas Production & Party	
16.12.26	Year 3&4 Christmas Production & Party	
17.12.26	Year 5&6 Christmas Production & Party	
18.12.26	**BREAK UP FOR CHRISTMAS HOLIDAYS**	

I have a duty of care to safeguard all children.
Our Designated Safeguarding Lead is Mrs H Gladstone, Deputy – Mr Lakey, Miss Hoult, Mrs O'Neill, and Mrs Bolton. We have a duty of care to pass on any concerns to Children's Services.
If you have any concerns, please do not hesitate to contact me.
H J Gladstone Head Teacher

At The National College, our WakeUpWednesday guides empower and equip parents, carers and educators with the confidence and practical skills to be able to have informed and age-appropriate conversations with children about online safety, mental health and wellbeing, and climate change. For further guides, hints and tips, please visit nationalcollege.com.

What Parents & Educators Need to Know about

ADVERTISEMENTS AIMED AT CHILDREN

WHAT ARE THE RISKS?

Children are particularly vulnerable to the persuasive effects of advertising because of their still-developing critical thinking and impulse control skills. Children are regularly and passively exposed to advertising online, whether through influencers, paid advertisements, or sponsored content. Although 92% of 12–17-year-olds felt confident recognising online advertising, only 37% correctly identified sponsored adverts in search results.

INFLUENCER MARKETING

Influencers are an increasingly prominent part of children's online experiences, with four in ten 3–17 year olds who watch online videos reporting that they watch influencer content as entertainment. Influencers can appear credible, relatable, trustworthy and aspirational. Although seven in ten 12–17 year olds recognised a paid partnership, some believed products were promoted because influencers liked or thought they were 'cool'.

PARENTAL PRESSURE TO PURCHASE

Children's exposure to online advertising can pressure parents to buy products they see advertised. When told no, children may feel upset, treated unfairly or left out when comparing themselves with peers. With children potentially seeing up to 40,000 adverts a year, parents cannot meet every request. This can lead to arguments and put strain on family relationships.

UNREALISTIC EXPECTATIONS

Advertising often focuses on the positive effects of a product, which can create unrealistic expectations among young people. Children may be particularly susceptible to these claims when they do not recognise the persuasive intent behind them. They may be more likely to believe that a cream will 'transform' their skin, clothing will help them fit in, or protein powders will quickly build muscle. Repeated exposure to adverts such as beauty content can normalise unrealistic expectations and create material dissatisfaction or body image concerns.

HARMFUL ADVERTISING

Children can encounter online advertising through games, videos, social media and links, meaning they may see content that is inappropriate for their age. This can include products or messages that influence attitudes towards body image, health or behaviours such as gambling. Repeated exposure to beauty content can normalise adult-oriented beauty routines and psychological pressure.

UNINTENDED PURCHASES

Online advertising can encourage young people to make purchases. Ofcom found that 58% of 8–17 year olds had spent money online, with 27% saying adverts encouraged them to spend and 22% influenced by influencer content. Despite this, a third of the children regretted an in-game purchase, while almost half said they were unclear about what they were buying. This can lead to children spending more than intended or making purchases without fully understanding the cost or product, adding pressure on parents to spend.

LACK OF ADVERTISING TRANSPARENCY

Advertising is not always obvious to children, particularly when influencers promote brands, products or services without clearly stating that it is an advert, or when advertising is embedded within entertaining content and uses positive language. Children may not realise that the adverts are promoting something, making the recommendation seem more trustworthy and more influential.

Advice for Parents & Educators

TEACH CHILDREN HOW TO SPOT ADS

Help children to recognise when content is trying to sell them something. Teach them to look for signs such as '#ad', 'sponsored', 'paid partnership' as well as promo codes or product links attached. Explain to your child that these adverts can be embedded within videos, social media posts, games or influencer posts and are not always obvious to identify. Helping children recognise these advertisements can make them less likely to be influenced by them.

ENSURE PAYMENT DETAILS ARE LOCKED DOWN

Avoid saving your bank card details on children's devices, games or apps wherever possible. This can help reduce the risk of children making accidental or impulsive purchases following seeing an advert. Check the purchasing settings on games and social media accounts and use parental controls or purchase approval settings where possible. Talk to your child about the importance of asking before making a purchase online.

DEVELOP CRITICAL THINKING SKILLS

It is important to encourage children to question what they see online rather than automatically believing it. Encourage them to stop and think before clicking. Have them ask themselves, 'Why am I seeing this?' and 'What are they trying to get me to want/buy?'. Remind them that adverts and influencers only highlight the positive aspects of a product. By developing these skills, children will begin to recognise, question, and respond to manipulative marketing practices.

ENCOURAGE OPEN COMMUNICATION

While it is important to set age restrictions on games and social media, inappropriate adverts can still slip through. Talk regularly with your child about adverts or influencer content they see online. Open communication makes it easier for your child to come to you if they have any questions about products or inappropriate content. It also helps you understand what your child is being exposed to online and where they may need support.

Meet Our Expert

Dr. Claire Sutherland is an education consultant and digital safety expert, with a background in primary teaching. She combines her PhD research in cyberbullying with hands-on experience, delivering impactful digital wellbeing workshops and policies for schools across Australia and now in the UK.



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