



# Euxton Primrose Hill

## WEDNESDAY WEEKLY

7th October 2026



[www.primrosehillschool.org.uk](http://www.primrosehillschool.org.uk)

X - @EuxtonPH

*"Together We Will Make A Difference."*

### HEADTEACHER MESSAGE

#### Our School Website

We have listened to your feedback from the parent questionnaire last summer, and one of the things you told us was that you would like to be able to find information easily, all in one place.

We are therefore working hard to make our website a really useful 'one-stop shop' for parents and carers.

Our term dates for the academic year 2027–2028 are now available on the website. You can find these under 'Parents and Carers' at the top of the page, and then 'Term Dates'.

We have also created a new 'Parent Information Hub' under the 'Parents and Carers' tab. This contains answers to some of the questions we are asked most frequently, so please do take a look here before contacting the school office. We hope this will make it much quicker and easier for you to find the information you need.

We are also currently updating our class pages, which you can find under 'Learning'. Teachers are adding news and updates to the bottom of the homepage too, so there will be lots more information appearing over the coming weeks.

The website is still a work in progress, but we are aiming to have everything completed within the next few weeks. Please do take some time to have a look around and familiarise yourself with the new layout.

#### OPAL – Lots More Fun to Come!

The children are very excited about the new additions we are planning for our OPAL play provision, and they are particularly excited about our goal of raising £2,000 for a fantastic wooden village!

Every penny raised through our non-uniform days, discos and other fundraising activities will go towards this project. We are so grateful for your continued support.

Our OPAL lunchtimes really are becoming a highlight of the school day. The children are enjoying having greater choice, independence and opportunities to play, explore and use their imaginations.

We can't wait to continue developing our OPAL provision and adding even more exciting opportunities for the children. Thank you for helping us make our lunchtimes even more fun!

Best wishes  
Mrs Claire Jones  
Headteacher

#### 17 Attendance & Absence

We strongly encourage good attendance to support your child's learning and progress.

• If your child is unwell, please contact the school office by 9:00am on each day of absence.

☎ 01257 276688

✉ [office@primrosehill-euxton.lancs.sch.uk](mailto:office@primrosehill-euxton.lancs.sch.uk)

• Be specific:

It's important to give a clear reason – for example:

✓ "Tonsillitis" or "Sickness and temperature"

✗ Not just "unwell" or "poorly".

This helps us meet safeguarding and health requirements

#### Communicating with Us

If you need to get in touch, please email the school office in the first instance:

✉ [office@primrosehill-euxton.lancs.sch.uk](mailto:office@primrosehill-euxton.lancs.sch.uk)

Your message will be passed on to the relevant member of staff.

We aim to respond as soon as we can, but please allow up to 48 hours for a reply during term time.

For urgent matters during the school day, please phone the school office directly on: 01257 276688

#### ⚠ If You're Concerned About Something...

We want to work in partnership with you.

If you're ever worried or unhappy about a situation, please follow this order of contact, via the school office:

• **Class Teacher** – your first point of contact

• **Phase Leader** – if further support is needed:

EYFS & Year 1 - Mr Danny Tooby

Year 2 – Miss Amie Dobbs

Years 3/4 – Mr Lloyd Davies

Years 5/6 – Miss Molly Burns

• **Assistant Headteacher** - Miss Amie Dobbs

• **Deputy Headteacher** – Mrs Emma Swinburn

**Headteacher** – Mrs Claire Jones

We're here to help and will always do our best to resolve any concerns quickly and fairly.

#### Jewellery & Appearance

To keep everyone safe and focused on learning:

• **No jewellery** – including earrings (studs/spacers), rings, bracelets, necklaces, loom bands, or wristbands

• **No earrings or spacers** – these are a safety risk, especially during play and PE

• **No nail varnish or make-up** – children should come to school with natural nails and faces

Thank you for your support!

Tel: 01257 276688 (8:15am-3:45pm)

Email: [office@primrosehill-euxton.lancs.sch.uk](mailto:office@primrosehill-euxton.lancs.sch.uk)

Out of school Club, please contact Sarah Collison 07548 944202 or [s.collison@primrosehill-euxton.lancs.sch.uk](mailto:s.collison@primrosehill-euxton.lancs.sch.uk)



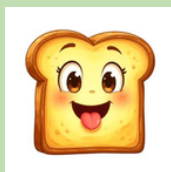
## \*LUNCH ARRANGEMENTS - NEW MENU\*



Please can ALL Parent/Carers complete this form: <https://forms.gle/qiGTaCMM5vv13mRc7> to confirm your child's lunch arrangements in the Autumn Term 2. There is a new menu for Autumn Term 2 which will start **week commencing 2nd November 2026**. If your child has school dinners or you would like them to start receiving school dinners please discuss and choose the lunch options with your child. School dinner menus operate on a three week rotation, so please ensure you complete **all three weeks**, for each child.

Please complete the form by **9am on Friday 9th October 2026**. If the form is not completed by the deadline we will presume that you wish your child to bring a packed lunch (unless you have already paid for Friday Favourites).

## TOAST/FRIDAY FAVOURITES/LUNCH SWAPS



### TOAST

If you missed the payment for toast for the full Autumn Term and you wish your child to have toast after the October half term the total cost will be **£8.90**. Please inform the office who will allocate a payment item for you to pay. Children already receiving toast this term, will continue to do so up until the **18th December 2026** as payment for the full term has already been made.

### FRIDAY FAVOURITES

If you missed the payment for Friday Favourites for the full Autumn Term and would like your child to enjoy a Friday Favourite hot dinner **after** the October half term, please inform the office who will allocate a payment item for you to pay. The cost will be **£21.35** for 7 Fridays **starting from Friday 6th November until Friday 18th December 2026**.

**Please note:** Children already receiving a Friday Favourite this term, will continue to do so up until the **18th December 2026**, as payment for the full term has already been made.

## HELLO YELLOW - WORLD MENTAL HEALTH DAY - FRIDAY 9TH OCTOBER 2026

Friday 9th October 2026 is **Hello Yellow**, a day organised by the charity **YoungMinds** to raise awareness of children and young people's mental health.

Pupils can support the day by wearing **something yellow** to school. Pupils should still attend school in their **normal uniform**, but they could add a yellow item such as **yellow socks, a yellow headband or another small yellow accessory**.

Classes will also take part in activities linked to Mental Health which may include: mindfulness activities, ways of building positive mental health, understanding our emotions and being brave and becoming resilient.

We look forward to seeing lots of yellow around school as we come together to promote positive mental health and wellbeing.



Tel: 01257 276688 (8:15am-3:45pm)

Email: [office@primrosehill-euxton.lancs.sch.uk](mailto:office@primrosehill-euxton.lancs.sch.uk)

Out of school Club, please contact Sarah Collison 07548 944202 or [s.collison@primrosehill-euxton.lancs.sch.uk](mailto:s.collison@primrosehill-euxton.lancs.sch.uk)



## PARENT'S EVENING - MONDAY 12TH OCTOBER 2026



Parent's evening this term will be held on **Monday 12th October 2026**.

Appointments **ARE NOW LIVE** on Arbor and will close at **3pm on Friday 9th October 2026**.

Please ensure you log in during this time to secure your preferred appointment slot. See the link below for help with this.

[Booking Guardian Consultations \(Parent's Evenings\) on the Parent Portal or Parent App – Arbor Help Centre](#)

## ANNUAL BOOK FAIR - WEDNESDAY 7TH OCTOBER TO TUESDAY 13TH OCTOBER 2026



We have our annual book fair visit on **Wednesday 7th October to Tuesday 13th October 2026**. The fair will operate in the lower hall from **3.15pm to 3.35pm**.

For every book purchased a certain amount of money comes to the school, meaning we can order more books for our pupils.

We really do hope you can support us with this – thank you!

### UNSAFE PARKING

We receive many emails, phone calls and photos from concerned residents and parents each week showing parents and carers parking inconsiderately and dangerously on zig zag lines, keep clear lines and yellow lines.

Please note that it is not acceptable to park in an area that is deliberately marked as a no parking zone. For the safety of the whole school community, **PLEASE, PLEASE, PLEASE** think about the safety of others before parking.



### £1 IN A BOX



£1 in a box is open to all parents with ParentPay and all staff. For each £1 paid you will be allocated a number ie: £1 equals one number, £5 equals five numbers.

The draw will take place on **Monday 7th December 2026** and the winners will be announced in the Wednesday Weekly on the **9th December 2026**. Half the money raised goes to the PTA and the other half is split 60/40.



### DRINKS IN SCHOOL

A reminder that children should **not** bring cans of pop or fizzy drinks into school. Please ensure that drinks brought into school are suitable for school and are in a suitable bottle or container. Water is always the preferred drink for children during the school day. Thank you for your support in helping us promote healthy choices and good routines in school.

Tel: 01257 276688 (8:15am-3:45pm)

Email: [office@primrosehill-euxton.lancs.sch.uk](mailto:office@primrosehill-euxton.lancs.sch.uk)

Out of school Club, please contact Sarah Collison 07548 944202 or [s.collison@primrosehill-euxton.lancs.sch.uk](mailto:s.collison@primrosehill-euxton.lancs.sch.uk)



# Pupil Achievements and Celebrations

## Super Pupils

### YEAR 6

Everest - Olivia M  
K2 - LJ B

### EYFS

Beech - Freddie A  
Oak - Hugo GS

### YEAR 5

Mont Blanc - Matthew T  
Olympus - Charley C

### YEAR 1

Ash - Ivy O  
Cedar - Louie B

### YEAR 4

Ben Nevis - Toby G  
Snowdon - Freddie H

### YEAR 2

Maple - Mila S  
Elm - Bobby H

### YEAR 3

Pendle - Ivy M  
Rivington - Olivia HC

## House Point Winners

KS1  
Blue

KS2  
Yellow

## Birthday Books

Thank you to the following pupils for donating their favourite books to celebrate their birthday this term:

Aadhya in Snowdon Class - 'Diary of a Roadblox Pro'  
Rory in Mont Blanc - 'Finn's Epic Fails'

## WOW - Walk to School Challenge

This month our class winners for the September WOW challenge are:

KS1 - Ash  
KS2 - Olympus

## Reminders And To Do

### Nut and Allergy Awareness

As we cannot guarantee that our school environment is completely free from nuts, we ask all families to help us reduce the risk to children and adults with nut allergies.

Please do not send snacks or food products containing nuts into school, including products such as Nutella, Reese's and Kinder Bueno.

Thank you for your support in helping us maintain a safe and inclusive environment for everyone.

## School Notices

### All School

Pantomime visits now on ParentPay - Cut off for consent Friday 27th November 2026.

# Dates for the Diary 2026-2027



## October 2026

7-13th Book Fair  
 9th World Mental Health Day - Hello Yellow  
 12th Parents Evening  
 13th EYFS Phonics Meeting 6pm  
 14th Open Day - 9.15am-10.15am  
 15th Flu Vaccinations  
 16th Primrose Buds Autumn Forest School - 9.00-10.15am  
 21st EYFS & Y1 Halloween Disco - in school  
 21st Y2 & Y3 PTA Halloween Disco -5.30pm-6.30pm  
 21st Y4, Y5 & Y6 - PTA Halloween Disco - 6.45pm-7.45pm  
 22nd PTA - Non Uniform Day, 'Time to Get Cosy'  
 22nd End of Autumn Term 1  
 23rd INSET DAY  
 26th-30th AUTUMN HALF TERM HOLIDAY

## November 2026

2nd Return to School for Autumn Term 2  
 3rd School Council Meeting - 3.10pm-4.00pm  
 16th Odd Socks Day  
 19th Open Day - 1.45pm-2.45pm  
 20th Non Uniform Day - Children in Need  
 20th Primrose Buds - 9.00am-10.15am  
 25th Y6 Liverpool World Museum Trip  
 27th PTA-Non Uniform Day-Chocolate/Bottle donation

## December 2026

1st School Council Meeting - 3.10pm-4.00pm  
 2nd Autumn Rocksteady Concert - 9.30am & 2.15pm  
 3rd PTA Christmas Shopping Night  
 4th PTA - Reindeer Run  
 4th Primrose Buds - Reindeer Dash 9.00am-10.15am  
 9th EYFS, Y1 & Y2 Pantomime - Jack & the Beanstalk  
 10th Christmas Jumper Day  
 11th ROCK KIDS!  
 14th KS2 Panto - Octagon Theatre - Cinderella  
 16th Report Cards  
 17th Y5&Y6 Carol Concert - in school 9am & 2pm  
 18th Final day of Autumn Term 2-MERRY CHRISTMAS!

## January 2027

4th Start of Spring Term 1  
 5th School Council Meeting - 3.10pm-4.00pm  
 7th Open Day - 9.15am-10.15am  
 29th Primrose Buds - 9.00am-10.15am

## February 2027

2nd School Council Meeting - 3.10pm-4.00pm (only KS2 & Y6 Sports Councillors needed)  
 9th Safer Internet Day  
 11th Y1, Y2 & Y3-PTA Valentines Disco - 5.30pm-6.30pm  
 11th Y4, Y5 & Y6-PTA Valentines Disco - 6.45pm-7.45pm  
 12th PTA - Non Uniform Day  
 12th End of Spring Term 1  
 15-19th SPRING HALF TERM HOLIDAY  
 22nd Start of Spring Term 2  
 22nd World Thinking Day, Rainbows, Brownies, Cubs, Scouts can wear their uniform  
 25th Houses of Parliament Trip, London  
 26th Primrose Buds - 9.00am-10.15am

## March 2027

2nd School Council Meeting - 3.10pm-4.00pm  
 3rd Y1 Lowry Visit (in school)  
 5th World Book Day  
 9th Y3 Deva Roman Museum Visit  
 15th Parents Evening  
 18th Y2 Helmsore Mill Visit  
 19th PTA Non Uniform Day - Chocolate donation  
 19th Primrose Buds - 9.00am-10.15am  
 24th Spring Rocksteady Concert - 9.30am & 3.15pm  
 24th Report Cards  
 24th PTA Bunnies Bingo - 6pm  
 25th Easter Bonnet Day  
 25th PTA - Non Uniform Day  
 25th End of Spring Term 2 - HAPPY EASTER!

## April 2027

12th Start of Summer Term 1  
 12th Y5 Bikeability  
 13th Y5 Bikeability  
 15th Y5 Bikeability  
 16th Y5 Bikeability  
 23rd Primrose Buds - 9.00am-10.15am  
 29th Y4 Ben Nevis - Cuerden Valley Trip  
 30th Y4 Snowdon - Cuerden Valley Trip

\*New date added

\*\*Information or date amended

# Dates for the Diary 2026-2027



## May 2027

- 3rd May Bank Holiday
- 4th School Council Meeting - 3.10pm-4.00pm
- 4th EYFS 2027 New Starters Parents Evening-6.15pm-7.00pm
- 10-13th Y6 SATS Week
- 20th PTA May Fair - 6.00pm-8.00pm
- 27th Sports Day
- 28th PTA - Non Uniform Day
- 28th End of Summer Term 1
- 31st May Bank Holiday

## June 2027

- 7th INSET DAY
- 8th INSET DAY
- 9th Start of Summer Term 2
- 15th School Council Meeting - 3.10pm-4.00pm
- 14-16th Y5 Hothersall Lodge Residential
- 16th Y6 Enterprise Day
- 17th Sports Day (reserve date)
- 22nd Y1 Bring Yer Wellies Trip
- 23rd Y1 Bring Yer Wellies Trip
- 23rd Y2 & Y6 Childsafe - 10.30am
- 24th Y2 Bee Centre Visit
- 25-28th Y6 Boreatton Park Residential
- 28th EYFS 2027 Pupil Visits - 9.00am-11.15am
- 29th EYFS 2027 Pupil Visits - 9.00am-11.15am
- 30th EYFS 2027 Pupil Visits - 9.00am-11.15am

## July 2027

- 1st Y4 Ben Nevis Sleepover
- 2nd Primrose Buds - 9.00am-10.15am
- 2nd Y4 Ben Nevis Tea Dance - 10.00am
- 6th School Council Meeting - 3.10pm-4.00pm
- 7th Y6 Leavers Performance - 6.00pm
- 8th Y4 Snowdon Sleepover
- 9th Y4 Snowdon Tea Dance - 10.00am
- 12th Meet the Teacher - 3.15pm
- 12th EYFS to Y1 Parents Transition Meeting - 6.00pm
- 14th Summer Rocksteady Concert - 9.15am & 2.15pm
- 16th End of Year Report Cards
- 19th Y6 Leavers Assembly - 2.00pm
- 20th Y6 Flower Bowl Trip
- 20th Final day of Summer Term - HAPPY HOLIDAYS!
- 21st INSET DAY

We would also encourage you to visit the school website and explore the NEWS & EVENTS section, where you can subscribe to the school calendar. It's a simple and convenient way to keep up with everything happening across the school and make sure you don't miss any important dates, activities or special events. We look forward to sharing lots of exciting moments with you throughout the year.

## Primrose Hill Clubs 2026 – 2027

Autumn w/c 28th Sept 2026 - w/c 9th Nov 2026  
Spring w/c 4th Jan 2027 - w/c 8th Feb 2027  
Summer w/c 19th April 2027 - w/c 24th May 2027

| Name of Club           | Run by                    | Day                                | Finish | Collect From |
|------------------------|---------------------------|------------------------------------|--------|--------------|
| Yoga Y1&2              | Miss Blackwell            | Tuesday                            | 3.45pm | Ash          |
| Crafty Club Y1&2       | Mrs Hacking / Mrs Joteiko | Tuesday                            | 4pm    | Office       |
| Art Club Y4,5,6        | Mrs Bullock               | Tuesday                            | 4pm    | Snowdon      |
| Eco club (Y2-Y6)       | Miss McKinley / Mrs Rigby | Tuesday                            | 4.30pm | Office       |
| Games Club Y3&4        | Mrs Murphy                | Tuesday                            | 4pm    | Pendle       |
| Yakkerty Yak Club      | Mrs Yeoman                | Wednesday                          | 4pm    | Office       |
| Choir Y5&6             | Mrs Swinburn / Miss Burns | Every Wednesday 14.10.26 – March   | 4pm    | K2           |
| Book Club Y6           | Mrs Brockie               | Every Thursday 09.10.26 – 23.02.27 | 4pm    | Everest      |
| Singing & Signing Y1&2 | Miss Pearson              | Thursday                           | 3.45pm | Elm          |
| Construction Club Y1   | Mr Tooby                  | Thursday                           | 3.45pm | Office       |
| OPAL Play Club         | Mrs Jones / Miss Dobbs    | Thursday                           | 4pm    | Office       |

## Sports Clubs Autumn Term 1 – Collection from School Office

| Name of Club          | Run by     | Day       | Finish | Dates               |
|-----------------------|------------|-----------|--------|---------------------|
| Boys Basketball Y5&6  | Miss Ahmed | Tuesday   | 4.30pm | 08.09.26 - 20.10.26 |
| Dodgeball Y5&6        | Miss Ahmed | Wednesday | 4.30pm | 09.09.26 - 21.10.26 |
| Girls Basketball Y5&6 | Miss Ahmed | Thursday  | 4.30pm | 10.09.26 - 22.10.26 |
| Y2 Football Club      | Miss Ahmed | Friday    | 4pm    | 11.09.26 - 16.10.26 |

\*New date added

\*\*Information or date amended



**EUXTON  
PRIMROSE HILL**

Primary School

*"Together we will make a difference."*

# Primrose Buds

Free play and stay sessions for children aged 4 and under

*Autumn session dates*

Friday 18th September 2026

Friday 16th October 2026

Friday 20th November 2026

Friday 4th December 2026

9am - 10.15am in the upper hall

Drinks

Songs

Toys

Stories

Friends

**Ofsted**  
Outstanding  
Provider

To book please call: 01257 276688  
or scan the QR code





# EUXTON PRIMROSE HILL

Primary School

*"Together we will make a difference."*

## OPEN DAYS

**Monday 21st September 2026**

Morning - 9:15am - 10:15am



**Wednesday 14th October 2026**

Morning - 9:15am - 10:15am



**Thursday 19th November 2026**

Afternoon - 1:45pm - 2:45pm



**Thursday 7th January 2027**

Morning - 9:15am - 10:15am

**To book a place please call: 01257 276688  
or scan the QR code**



**Ofsted**  
Outstanding  
Provider

*"Pupils flourish at this warm and welcoming school."*

*"Pupils' behaviour across the school is exemplary. Pupils are polite, caring and thoughtful."*

*"The school is highly ambitious for all pupils, including those with special educational needs and/or disabilities (SEND)."*

**Ofsted - July 2024**



# PTA HALLOWEEN DISC

EYFS AND YEAR 1



Wednesday  
21st October



During the  
school day



**£2.50**  
per child



Includes a treat bag!



**PAY ON  
PARENT PAY**

Children are to come to school  
in their fancy dress or party outfits.



# SPOOKTACULAR HALLOWEEN DISCO

**£5  
TICKET**

INCLUDES:



A HOT DOG



AND A  
TREAT BAG

FANCY DRESS  
★ OPTIONAL



BRING YOUR OWN  
WATER BOTTLE



PAY ON  
PARENT PAY

**WEDNESDAY 21ST OCTOBER**

**YEAR 2 AND YEAR 3**

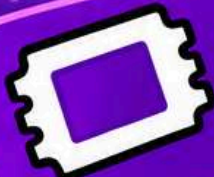
5.30pm – 6.30pm

**YEAR 4, YEAR 5**

**AND YEAR 6**

6.45pm – 7.45pm

TICKETS AVAILABLE UNTIL  
**FRIDAY 16TH OCTOBER**  
ON PARENT PAY



**NO TICKETS  
WILL BE AVAILABLE  
AFTER THIS DATE**

# TOTAL.

PRESTON · AGES 4 TO 11

## THEIR FIRST CLASS IS FREE

No experience needed. Parents can stay and watch, and kids get a free suit and belt when they join.

| Ages 4 to 6

### TAEKWONDO TOTS

Tue 4.45 to 5.30pm

Wed 5.15 to 6pm

Sun 4.15 to 5pm

| Ages 7 to 11

### CHILDREN

Tue 5.30 to 6.30pm

Wed 6 to 7pm

Fri 5 to 6pm

Sun 5 to 6pm



## BOOK A FREE TRIAL

[totaltaekwondo.co.uk/free-trial](https://totaltaekwondo.co.uk/free-trial)

Unit 4, Oxheys Industrial Estate, Greenbank Street, Preston  
PR1 7PH



maths, English  
and science  
tuition

**We build skills,  
confidence and a  
passion for learning**

**BOOK A FREE SKILLS ASSESSMENT TODAY  
CALL 07351169005**

# EUXTON

LEARNING CENTRE

FROM JUST  
**£70**  
PER MONTH

Whatever your tuition needs, our unique Skills Assessments ensure we can give your child a head start, help them excel or overcome challenges. We will build their **maths**, **English** and **science** skills to restore their confidence and find a passion for learning again.

Students from ages 5 to 16

Email and phone support



- Our tuition programmes are tailored to each student, adapting to their learning needs.
- Designed around the National Curriculum, this improves your child's performance in school.
- Step-by-step learning breaks down complex subjects making learning easier.
- Printed worksheets and handbooks enable better retention than online learning.
- Regular progress tests give you parental peace of mind.
- A tuition programme that helps your child learn every day through a personalised study plan.

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maths, English  
and science  
tuition

# What Parents & Educators Need to Know about LOOKSMAXXING

## WHAT ARE THE RISKS?

Looksmaxxing is an online trend focused on improving one's physical appearance, particularly among boys and young men. At the milder end, it can involve grooming, skincare, diet and exercise advice, sometimes called "softmaxxing". At its extremes, or "hardmaxxing", it can promote unproven or dangerous practices and contribute to body image concerns, low self-worth, and mental health difficulties.

## TARGETING MALE INSECURITIES

Although usually aimed at men, looksmaxxing can also reach boys by promising to improve their appearance and dating success. Forums offer 'objective', and sometimes brutal, views on attractiveness, while influencers may make appearance seem all-important. Advice ranges from useful tips on hygiene, skincare, and fashion to more concerning guidance.

## DUBIOUS ADVICE

Some advice moves into dubious territory. One example is "mewing", a tongue exercise claimed to create a more masculine jawline. The American Association of Orthodontists says evidence for its effectiveness is limited and warns that following such guidance could contribute to tooth alignment problems, bite issues, and speech difficulties.

## EXTREME REMEDIES

Some DIY remedies are even more extreme and potentially dangerous. While fears of "bonesmashing" – which involves trying to alter the cheekbones using blunt objects for a more 'masculine' appearance – may sometimes be overstated in the media, other guidance can also cause harm. Untrained use of microneedling and derma rollers, taking substances or medication without appropriate medical guidance, and overusing skincare products can all have potentially harmful consequences.

## BODY IMAGE ISSUES

This pursuit of physical perfection can become obsessive and contribute to serious body image issues. Exposure to looksmaxxing content can encourage teenagers to tie their appearance to their value and self-worth, as well as making boys and young men feel they need to change perfectly normal aspects of their appearance. This can be associated with disordered eating, overexercising, or other obsessive behaviours that interfere with everyday life.

## MENTAL HEALTH PROBLEMS

As well as the physical consequences, body image concerns can be associated with mental health difficulties, such as depression, anxiety, low self-esteem, body dysmorphic disorder, and psychological distress. They can cause problems both at school and at home, with children and young people potentially avoiding social situations because they fear their appearance will be negatively judged by others.

## A PATHWAY TO EXTREMES

Looksmaxxing has its roots in online 'incel' communities but has since become more mainstream on platforms such as TikTok. Algorithm-driven feeds may show users more extreme material as they interact with similar content. Some looksmaxxing spaces have also been linked with misogynistic, incel, and white supremacist ideologies.

## Advice for Parents & Educators

### WATCH FOR CHANGES

Keep an eye out for concerning behavioural changes in children and young people. This could include an obsession with diet and exercise, spending more time on social media apps, becoming secretive with their phone, or a shift in how they interact with friends and family. If a young person suddenly becomes distressed by their appearance or adopts rigid or extreme routines, try to understand what may be behind the change.

### LISTEN FOR THE LINGO

Like many internet communities, looksmaxxing groups and influencers use distinctive language. As well as "mewing", mentioned above, you might hear terms such as "Chad" (an attractive male), "foid" (a misogynistic term for a woman), and "mogging" (looking more attractive than someone else). Other examples involve adding "maxxing" to another word, such as "jestermaxxing" (using humour to attract women) and "starvemaxxing" (extreme dieting).

### CHECK THE SOCIAL MEDIA

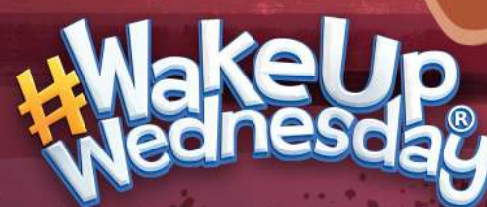
Social media algorithms are tailored to each user, meaning what appears on your feeds may be dramatically different from what children see on theirs. Try to get an idea of the content children and young people are consuming online, and use available parental controls where appropriate. TikTok, for example, provides tools that can help families manage or filter certain types of content.

### TALK TO YOUR CHILDREN

Open communication can help children and young people recognise misleading influencers and harmful online communities. Discuss unrealistic ideas about appearance and explain that some creators benefit from controversial or extreme content. Talk about the risks of unqualified health advice and how people's insecurities can be exploited online, while making it clear that it's okay to speak openly about any concerns.

## Meet Our Expert

Alan Martin is a technology journalist who has written for publications including Wired, TechRadar, The Telegraph, The Evening Standard, The Guardian and The New Statesman.



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