Euxton Primrose Hill
WEDNESDAY WEEKLY
11th November 2026

www.primrosehillschool.org.uk X - @EuxtonPH

"Together We Will Make A Difference."

HEADTEACHER MESSAGE

Since September, we have introduced a new handwriting programme called 'Kinetic Letters' across school. The programme focuses on developing the foundations of good handwriting through four key areas: making our bodies stronger, developing the correct pencil grip, learning how letters are formed and building flow and fluency in our writing.

An important part of the programme is recognising that good handwriting starts before children even pick up a pencil. We focus on developing core strength, stability, posture and fine motor skills, alongside teaching children how to form letters correctly and develop an increasingly fluent handwriting style.

It has been particularly lovely this past week to see so many children coming to share their writing with me. They have been incredibly proud to show me their books and talk about how their handwriting has developed. It is wonderful to see the progress some children have already made since September and, more importantly, to see their growing confidence and pride in their work. Please do take a moment to look at your child's writing at home and celebrate their efforts with them!

I would also like to say a huge thank you to our fantastic PTA, who are working incredibly hard behind the scenes to organise our Christmas Shopping Evening, support our Reindeer Run, arrange non-uniform days and provide so many other opportunities for our children and school community.

These events take a great deal of time and effort to organise, and we are incredibly grateful for everything they do. If you are able to support the PTA in any way, whether by volunteering, helping at an event or supporting their fundraising activities, please do get in touch with them.

Thank you, as always, for your continued support. It really does make a difference to our school community.

Best Wishes

Mrs Claire Jones
Headteacher

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.

📅 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

🔹 **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

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!

CHRISTMAS SPECIAL LUNCH - THURSDAY 10TH DECEMBER 2026

We are having a Christmas Special Lunch on **Thursday 10th December 2026**, which is open to all children. The menu is attached. If your child is on packed lunches and would like this special lunch, please make a payment of **£3.05** for the **'26 Christmas Special Lunch'** payment item on ParentPay www.parentpay.com/ by **8am Monday 23rd November 2026.**

Please note: For children in EYFS, KS1 and children who are entitled to a free school lunch who usually bring a packed lunch but would like to have a 'special dinner' instead, you will need to inform the school office by the set deadline above as there is no payment item in ParentPay.

If your child is already on school lunches they will automatically receive this lunch.



CHILDREN IN NEED DAY - FRIDAY 13TH NOVEMBER 2026



We will be supporting Children in Need Day on **Friday 13th November 2026.** Children should come to school in **full school uniform**, but they can add a touch of Pudsey spirit by wearing an accessory for example:

🐻 Pudsey ears, 🎀 hair bobbles, jumper or 🟡 something yellow!

We look forward to seeing everyone add a little yellow sparkle to the day while supporting this fantastic cause! 💛

Donation page link: https://app.parentpay.com/ParentPayShop/Foc/Default.aspx?shopid=22520

ODD SOCKS DAY - MONDAY 16TH NOVEMBER 2026







To mark the start of Anti-Bullying Week, we will be celebrating Odd Socks Day on **Monday 16th November 2026.**

Odd Socks Day is a fun way to celebrate what makes us all unique, remind children that it's okay to be different, and encourage everyone to embrace individuality. We are asking all children and staff to wear odd socks to show their support!

This year's theme is 'Break the Silence', which focuses on encouraging children to speak up, share their worries and seek help if they or someone they know is experiencing bullying.

Remember: **Be yourself, celebrate differences and help break the silence!**

NON-UNIFORM DAY - FRIDAY 27TH NOVEMBER 2026

We are inviting all children to come into school in non-uniform on **Friday 27th November 2026** in exchange for bringing in a coloured item for their year group's rainbow hamper.

Please bring an item in your year group's allocated colour. We have included some ideas below to help you choose! Every donation will help us create our beautiful rainbow hampers for our PTA Christmas shopping night on Thursday 3rd December 2026. Thank you for your support!



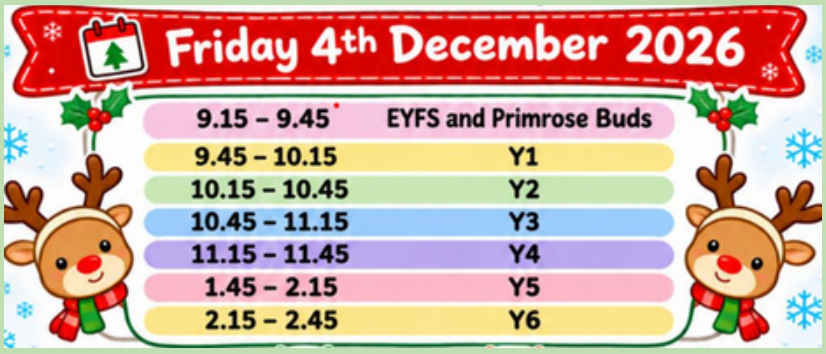
REINDEER RUN - FRIDAY 4TH DECEMBER 2026

Join us for a fun-filled, festive Reindeer Run on **Friday 4th December 2026** to help raise money for our school!

£3 entry fee per child – and every child who enters will receive their very own pair of reindeer antlers! Parents and Carers are welcome to join us on the day to support the children.

Children will also be encouraged to collect sponsorship to help raise even more money and every penny raised will go towards our OPAL Play, helping us create even more exciting opportunities for outdoor play and learning.

So grab your antlers, get those running shoes on and let's make this a Christmas event to remember!



PRIMARY SCHOOL APPLICATION DEADLINE



We would like to remind you that the closing date for primary school applications is **Friday 15th January 2027.**

- The online system is open, please apply using this link: https://www.lancashire.gov.uk/schools-and-education/school-admissions/starting-primary-school/

£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.



Tel: 01257 276688 (8:15am-3:45pm) Email: office@primrosehill-euxton.lancs.sch.uk
Out of school Club, please contact Sarah Collison 07548 944202 or s.collison@primrosehill-euxton.lancs.sch.uk

Pupil Achievements and Celebrations

Super Pupils

YEAR 6
Everest - Pippa M
K2 - Abigail L

EYFS
Beech - Joey C
Oak - Eleanor CW

YEAR 5
Mont Blanc - Lincoln C
Olympus - Lucy B

YEAR 1
Ash - Niamh P
Cedar - Keira P

YEAR 4
Ben Nevis - Noah L
Snowdon - Baxter P

YEAR 2
Maple - Amayah E
Elm - Maeve M

YEAR 3
Pendle - Isabel M
Rivington - Mila H

House Point Winners

KS1
Green

KS2
Yellow





Birthday Books

Thank you to the following pupils for donating their favourite book to celebrate their birthdays this term:

Fern in Oak - 'Christopher Pumpkin'
Erin in Cedar - 'Little People Big Dreams'
Sera in Cedar - 'The Really Hungry Caterpillar'
Evie in Ben Nevis - 'Ellie and the Pony Camp Mystery'

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

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

Y6 Class Notices

Liverpool World Museum now on ParentPay - Cut off for consent Wednesday 11th November 2026.

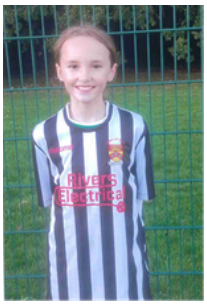
Primrose Sporting Fixtures and Results

We are delighted to celebrate the fantastic achievement of Hattie from Year 6 Everest Class, who has been selected to represent Chorley District Girls football team.

Following a series of highly competitive and demanding trials, Hattie impressed the coaching team with her skill, determination and outstanding attitude, earning a place in the squad as a defender. Alongside this exciting opportunity, she will continue to play for her grassroots club, Astley & Buckshaw Under 11s, while training with Chorley District every other week.

Speaking about her achievement, Hattie said: “I am so proud of what I have achieved! My goal now is to be awarded Player of the Match for Chorley District!”

This is a remarkable accomplishment and a testament to Hattie’s hard work, perseverance and passion for football. We are incredibly proud of her and look forward to following her journey and future successes.
Congratulations, Hattie. What a brilliant achievement!



Years 3 and 4 had a fantastic time at the Glow Dodgeball Festival last night!

Everyone thoroughly enjoyed getting involved, showing great enthusiasm, teamwork and sportsmanship throughout. What a brilliant evening filled with fun, laughter and lots of glowing smiles!







Upcoming Fixtures:

20.11.26 - Years 5/6 - Sports Hall Athletics - Albany

23.11.26 - Years 3/4 - Sports Hall Athletics training - in school

Dates for the Diary 2026-2027

November 2026

12th Travelling Science - Years 1 to 6
13th Children In Need Day
16th Odd Socks Day
19th Open Day - 1.45pm–2.45pm
20th Primrose Buds - 9.00am–10.15am
25th Y6 Liverpool World Museum Trip
27th PTA-Non Uniform Day - Donation of coloured items

December 2026

1st School Council Meeting - 3.10pm-4.00pm
2nd Autumn Rocksteady Concert - 9.30am & 2.15pm
3rd PTA Christmas Shopping Night
3rd EYFS Vision Screening
4th PTA - Reindeer Run
4th Primrose Buds - Reindeer Dash 9.00am-10.15am
8th Y2 Nativity - 2pm
9th Carols at the Library - Choir - 2.00pm-3.00pm *
9th EYFS, Y1 & Y2 Pantomine - Jack & the Beanstalk
10th Christmas Jumper Day
10th Y3&Y4 Christmas Performance 9.30-10.30am
10th Y3&Y4 Christmas Performance 2.00-3.00pm
11th ROCK KIDS!
14th Autumn Read Deadline (30 reads)
14th KS2 Panto - Octagon Theatre - Cinderella
14th Y1 Sing-a-Long - 2.30-3.00pm
15th Y2 Grandparents Afternoon - 1.30pm
16th Report Cards
16th EYFS Nativity - 10am
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 Helmshore 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 2

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	Office
Crafty Club Y1&2	Mrs Hacking / Mrs Jotejko	Tuesday	4pm	Office
Art Club Y4,5,6	Mrs Bullock	Tuesday	4pm	Snowdon
Eco club (Y2-Y6)	Miss McKinley / Mrs Rigby	Every Tuesday (last session: 24.11.26)	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 (01.10.26 – 25.03.27)	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 2 – Collection from School Office

Name of Club	Run by	Day	Finish	Dates
Running Club Y3&4	Miss Ahmed	Tuesday	4:15pm	03.11.26 - 15.12.26
Orienteering Club Y4&5	Miss Ahmed	Wednesday	4:15pm	04.11.26 - 16.12.26
Boys Football Club Y3&4	Mr Davies	Wednesday	4.15pm	04.11.26 - 16.12.26
Running Club KS1	Miss Ahmed	Thursday	4pm	05.11.26 - 17.12.26
Boccia Club KS2	Miss Ahmed	Friday	4.15pm	06.11.26 – 18.12.26

*New date added **Information or date amended

CHRISTMAS Lunch.

Festive Roast
with Chipolata Sausage
&
Yorkshire Pudding

or

Quorn Fillet &
Quorn Sausage

with

Roast Potatoes
Mashed Potatoes
&
Seasonal Vegetables

~

Sweet Christmas
Treat Dessert

lancashire.gov.uk

Lancashire
County
Council

Euxton Primrose Hill Parent Teacher Association

RAINBOW RAFFLE

HELP US FILL OUR RAINBOW HAMPERS!

Come to school in non-uniform in exchange for a coloured item for your year group.

NON-UNIFORM DAY
ON FRIDAY 27TH NOVEMBER

PLEASE BRING AN ITEM IN YOUR YEAR GROUP COLOUR:

Reception	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Red	Orange	Yellow	Green	Blue	Purple	Pink

IDEAS INCLUDE:


SNACKS


TOILETRIES


SWEETS


STATIONERY


TOYS


AND MORE!

A FANTASTIC SELECTION OF COLOURFUL PRIZES!

THE DRAW

WILL TAKE PLACE AT THE **CHRISTMAS PERFORMANCES.**



Euxton Primrose Hill Parent Teacher Association

PTA Christmas Shopping Night

Stalls and Lots of Other Fun Festive Activities!



Raising Money for OPAL Play



£2 per Adult
£1 per Child

Cash Only

Thursday 3rd December
5.30pm – 7.30pm

Euxton Primrose Primary School

Euxton Primrose Hill Parent Teacher Association

Young Entrepreneurs Wanted!

Do you have a great idea, create handmade items or make something special to sell?

We are looking for

Young Entrepreneurs

to have their own

Christmas Stall

at our

Christmas Shopping Night

Thursday 3rd December

5.30pm – 7.30pm

Contact Rebecca Perkins

r.perkins@primrosehill-euxton.lancs.sch.uk

if you're interested in having your own stall.

Euxton Primrose Hill Parent Teacher Association

Volunteers Wanted!

We are looking for parent and carer volunteers to help support our PTA

Shopping Evening

Thursday 3rd December
4.30pm – 8.30pm

Can you help?

Please email: r.perkins@primrosehill-euxton.lancs.sch.uk

Euxton Primrose Hill Parent Teacher Association

REINDEER RUN



Get your reindeer antlers on and join us for a fun, festive run to raise money for our school!

Friday 4th December 2026

9.15 – 9.45	EYFS and Primrose Buds
9.45 – 10.15	Y1
10.15 – 10.45	Y2
10.45 – 11.15	Y3
11.15 – 11.45	Y4
1.45 – 2.15	Y5
2.15 – 2.45	Y6

£3 ENTRY FEE

Each child pays £3 to take part in the Reindeer Run.

EACH ENTRY GETS SOME ANTLERS!

SPONSORSHIP

Children will be asking for sponsors to take part.

MONEY RAISED GOES TOWARDS

OPAL play at our school!

Let's run, have fun and make a difference for our school!

Euxton Primrose Hill PTA

REINDEER RUN

Friday 4th December 2026

I am taking part in the Reindeer Run to raise money for our school!

Name: _____ **Class:** _____

Date of Sponsor	Full Name of Sponsor	Address with Postcode	Total Amount £	Cash / ParentPay	Gift Aid Donation ✓

Gift Aid Declaration

If I have ticked the box headed 'Gift Aid Donation ✓', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity or Community Amateur Sports Club (CASC) named above to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

MONEY RAISED GOES TOWARDS **OPAL** play at our school!

Thank you for your support!

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.

#WakeUpWednesday®

The National College®

Users of this guide do so at their own discretion. No liability is entered into. Current as of the date of release: 30.10.2026