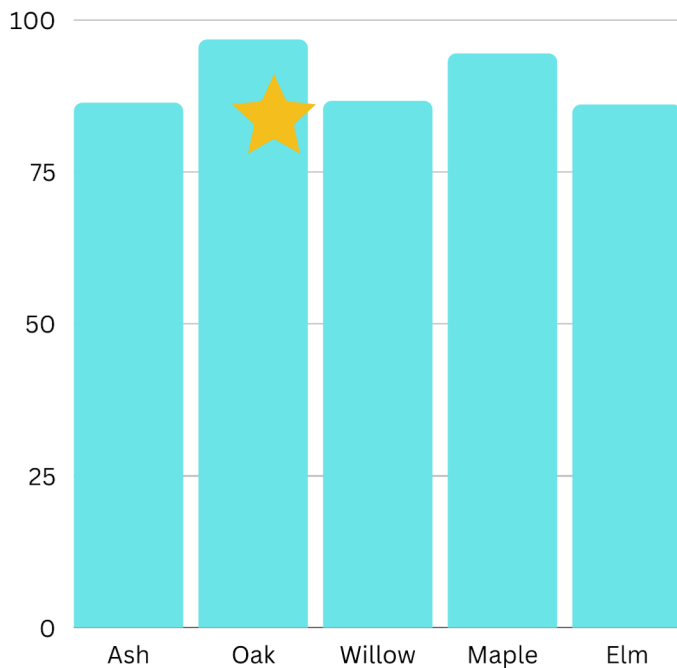


Friday 25th May 2023

Newsletter



Attendance



The whole school attendance for this week is 90%, with Oak achieving 96.7%.

Highlights

- We had a fabulous Sports Day this week – the sun shone; rosettes were won and Owls were the overall winning family group!
- Mrs Simpson and I were invited into Oak Class to look at their fabulous examples of outstanding homework – we were both completely blown away by the effort that has gone into building churches and creating habitats. Well done Oak Class!
- Pre-School and Reception had a fabulous Creepy Crawly Roadshow earlier this week and Willow Class had a virtual visit from Cleopatra yesterday.

Trophies:

If your child received one of the school trophies in the Leavers' Service last summer, please could you return it to school after the holiday. It may be that some of our pupils' older siblings, who are now at high school, was awarded one of them.

After-School Club:

We have had to adjust prices slightly to meet the increase in staff wages.

The 3:30-4:30pm session will remain at £5. A full session from 3:30-5:30pm will now be £8. An extended session from 3:30-6:00pm (booked in advance only) will be £10.

Good Luck Mrs Dwyer!

Our school cook, Mrs Dwyer was served her last lunch at Fleetwood's Charity School. She's accepted a job closer to her home but will be missed by the whole school here.



**KNOTT END AND
PREESALL GALA
SATURDAY 8TH
JULY 2023**



**OUR SCHOOL
NEEDS YOUR
HELP!!!!**

We are entering the Gala procession ... please complete the following form

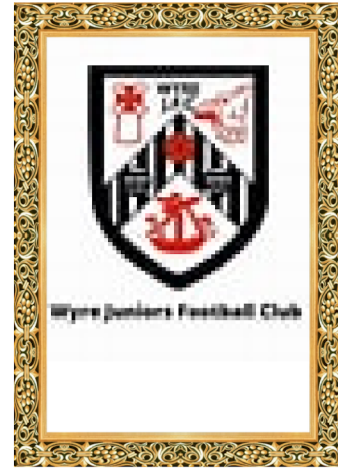
<https://forms.office.com/e/B9835CCnGO>



CELEBRATING SUCCESS

Don't forget to send in your out of school successes! Email
head@fleetwoods.lancs.sch.uk or bursar@fleetwoods.lancs.sch.uk

Wyre Juniors U9 Diamonds, four of our Year 4 pupils took part in a football tournament last weekend and really tried hard and reached the semi final for the plate. Although they didn't win but they received a Certificate for their effort.



Congratulations to our Owls family group for becoming the overall winners on Sports Day this year!

Dates for your diary



Monday 5/6/23 - INSET (school closed)

Tuesday 6/6/23 - School reopens for pupils

Tuesday 13/6/23 - Class group photographs

Wednesday 14/6/23 - Year 5 at Saint Aidan's

Thursday 29/6/23 - **** cancelled due to change of plan - details tbc ****
Summer Fair

Saturday 8/7/23 - Knott End and Preesall Gala

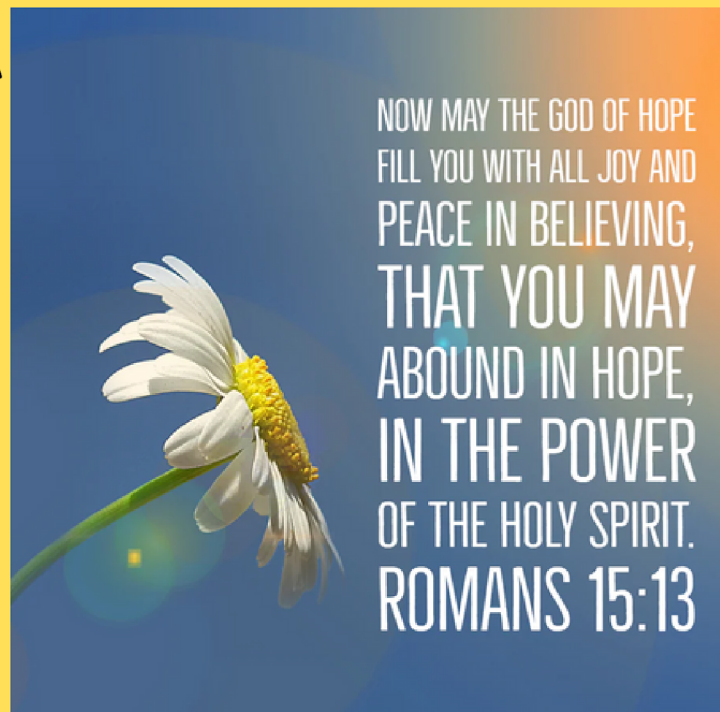
Friday 14/7/23 - Whole school party including Leavers Prom - St Oswald's Church Hall

Friday 21/7/23 - School closes (12:00pm) *No After School Club on this day*

Lunches

Please complete the
lunch form for ALL
pupils in school

[https://forms.office.
com/r/exTQMJtNLL](https://forms.office.com/r/exTQMJtNLL)



What Parents & Carers Need to Know about INFLUENCERS

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

WHAT ARE THE RISKS?

HEIGHTENED CONSUMERISM

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

THE SOFT SELL

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

PRIVACY CONCERNS

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

UNDERMINING SELF-ESTEEM

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

Advice for Parents & Carers

KEEP TALKING

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

SET SOME BOUNDARIES

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

SUPPORT A HEALTHY SELF-IMAGE

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

PROMOTE MEDIA LITERACY

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

Meet Our Expert

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



NOS National Online Safety
#WakeUpWednesday