admin@moorfield.sch.uk

6th November 2026

Moorfield News

Thankfulness Perseverance Compassion Responsibility

GREEN TRACKIT LIGHTS

Class of the Week: 6H

House of the Week: Wolf

Pupils of the Week:

R/KS1: Mariam B

KS2: Ellis G

TRACKIT LIGHTS

AMAZING ACHIEVERS

KP:

Rec: Frankie L

1E: Layton T

2C: Grayson W

2/3G: Amelie S

3H: Jasmine C

4C: Harry W

4G:

5H: Grace C

5P: Charlotte F

6H: Rowan C

6R: Arthur E

Amazing Achievers

PEN LICENCE

Isla B

Oliver G

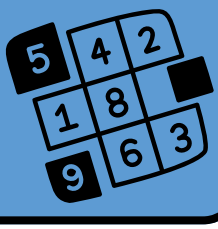
Charlie L



STAR BONDS

MOORFIELD TABLES

Camilia G



THIS WEEKS ATTENDANCE

Reception: 98%

Year 1: 95%

Year 2: 96%

Year 3: 95%

Year 4: 96%

Year 5: 97%

Year 6: 95%

Attendance Matters

Every Day Counts....

HEADTEACHER AWARD

HEAD TEACHER'S AWARD

IN THIS WEEKS NEWSLETTER .....

- pg 2 Parent Governor Vacancies
- pg 3 Harvest Collection
- pg 4 Stockport County Tickets

MAKE A DIFFERENCE - 2 PARENT GOVERNOR VACANCIES

We currently have two vacancies for Parent Governors to join our school's Governing Body.

Being a parent governor is a fantastic, rewarding opportunity to bring your unique perspective to our school, help shape its future strategy, oversee educational performance, and support our dedicated staff team. You don't need prior experience in education - just enthusiasm, commitment, and a desire to see all of our pupils succeed.

Full details on the application process, candidate eligibility, and election information will be sent out via email on Monday. Please keep an eye out for the information if you'd like to get involved.



HARVEST COLLECTION

A massive thank you to our whole school community for your overwhelming generosity during our Harvest collection before half term.

Together, we collected an incredible 104.85 kg of food, which translates to 249 meals for local individuals and families in need!

Your kind contributions of tins, dry goods, and essentials make a real, practical difference to people facing challenging times in our local area.

We are incredibly proud of how our pupils and families came together to demonstrate such kindness and community spirit.

Thank you once again for making our Harvest appeal such a resounding success

Stockport Foodbank
Together with Trussell

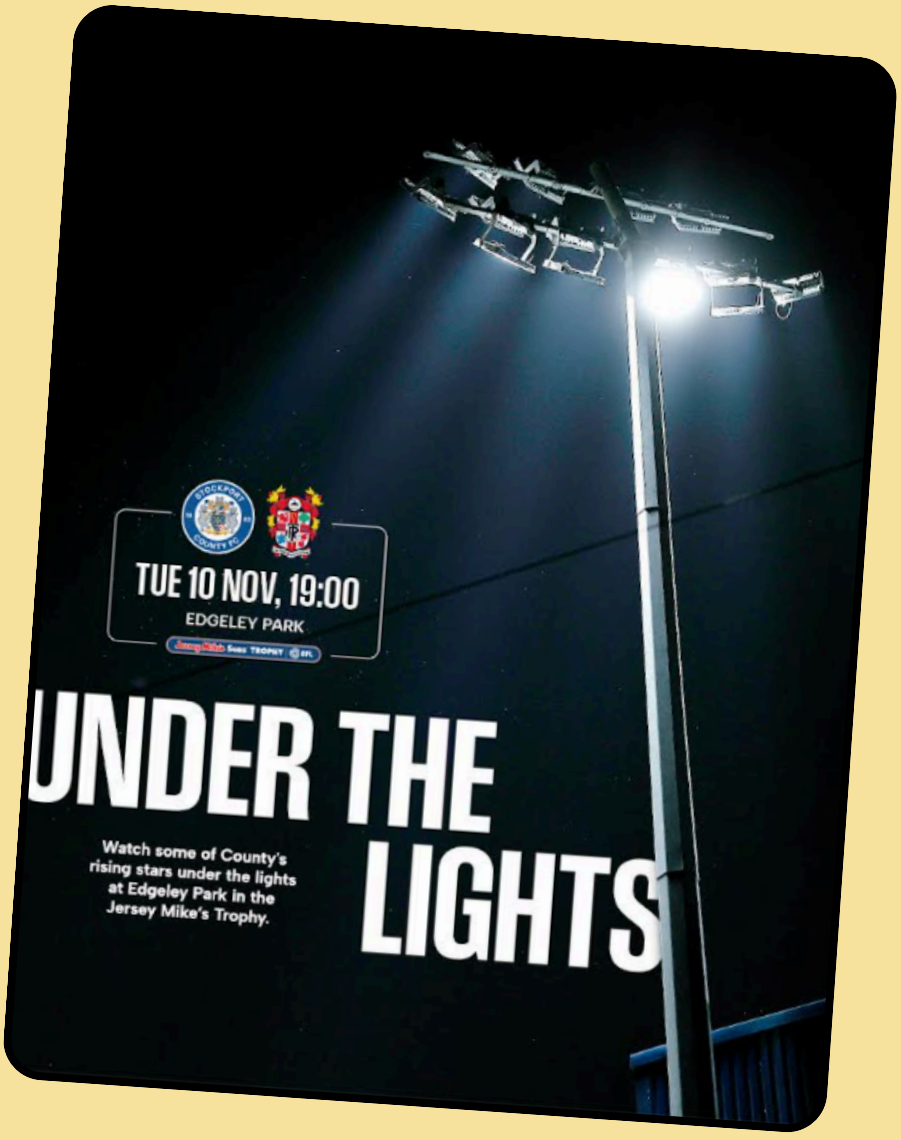


AND FINALLY..... STOCKPORT COUNTY TICKETS

Stockport County will host Tranmere Rovers at Edgeley Park on Tuesday 10th November, 7pm kick-off, with tickets available from just £10 for adults and £5 for children.

Tickets can be purchased here:
Book Tickets for Stockport County vs Tranmere Rovers

If families need any assistance with their ticket purchase, you can contact the Ticket Office on 0161 266 2700 or email tickets@stockportcounty.com. The Ticket Office is open Monday, Wednesday and Friday, 10am to 4pm.

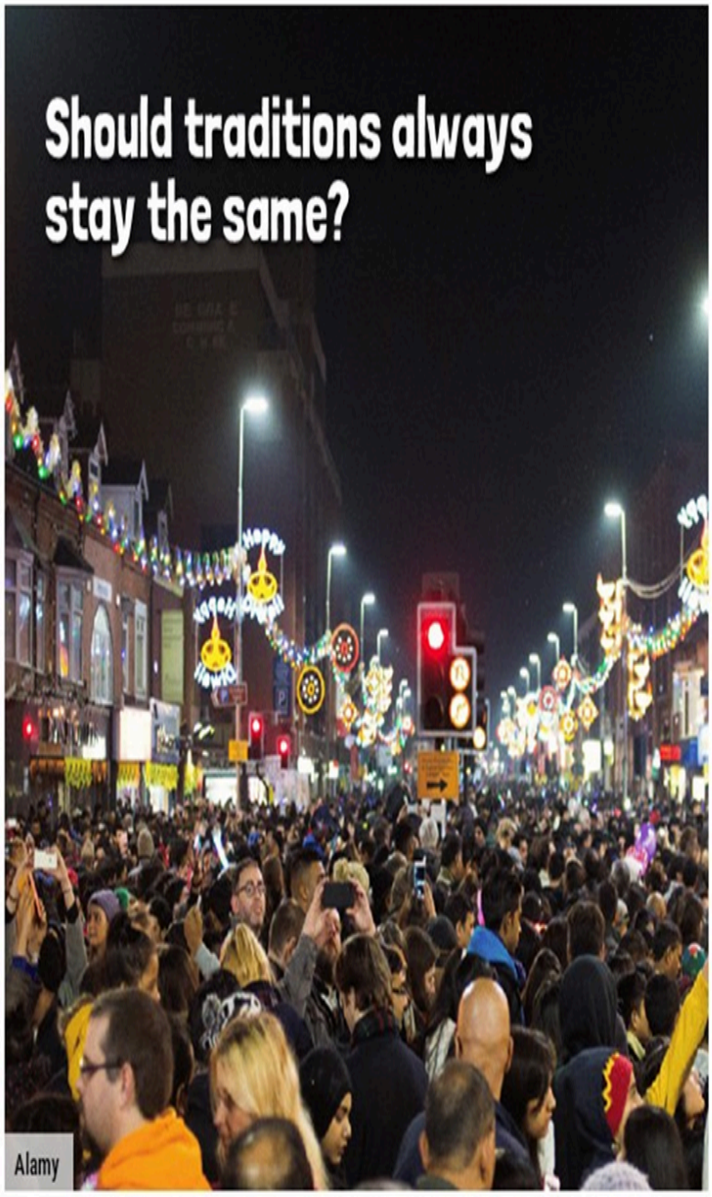


Picture News

TAKEHOME

9th - 15th November

Should traditions always stay the same?



Alamy

In the news this week

Diwali celebrations in Leicester return this November. It's one of the UK's biggest Diwali festival locations, with music, dancing, colourful lights and family activities. However, the traditional public fireworks display will not take place this year as part of Diwali celebrations, due to crowd safety concerns at the park venue. Organisers hope the celebrations will still bring thousands of people together to enjoy the Festival of Lights, despite some familiar traditions being different.

Things to talk about at home ...

- What traditions do you celebrate with your family? Why are they special to you?
- Why do you think some people might feel upset when a tradition changes?
- In your opinion, is it more important to keep traditions the same or find new ways to celebrate? Why?
- If you could create a brand-new tradition for your family, what would it be and why?

Please note any interesting thoughts or comments

Share your thoughts and read the opinions of others www.picture-news.co.uk/discuss

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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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