

Working together to be the best we can possibly be.

I can do all things through Christ who strengthens me. *Philippians 4.13*

7th June 2024

Dear Parents and Carers,

What a great first week back we have had.

Safeguarding:

A study by the University of Michigan reviewed 135 different apps aimed at children.

They found that 100% of free apps and 88% of paid apps (many of which were labelled educational) included pop up adverts. Some pop ups were associated with deceptive marketing and potential scams.

This poster explains the safety concerns of pop ups and advice on how to help children to be online without being taken in by pop up marketing.



What Parents & Educators Need to Know about POP-UP ADS

Pop-up advertisements have been a staple of the Internet since they were first introduced in the late 1980s. This form of advertising causes a small window or banner to appear in the foreground while someone is browsing a website. Although these adverts are merely irritating for most people, pop-ups can present more severe risks to younger users.

WHAT ARE THE RISKS?

- DECEPTIVE TACTICS**
Children sometimes don't understand that adverts (including pop-ups) are designed to sell a product – and can't distinguish between a legitimate feature of a site and an advertisement. Video games, for example, can be full of pop-up ads that tempt users into spending money, yet they might take the form of a mini-game or extra level.
- INAPPROPRIATE CONTENT**
While some adverts are targeted based on a user's interests and activity levels, that isn't always the case. This means that children may unfortunately be exposed to, or be able to purchase, inappropriate goods or services such as tobacco products, alcohol and gambling sites.
- MALWARE RISK**
Most pop-ups from reputable advertisers are safe. However, in some cases, pop-ups can take you into downloading malware – whereby cybercriminals install software on your device, allowing them to access your sensitive data. It can be difficult to know if malware has been installed on your device, so your best option is to avoid engaging with these pop-ups altogether. Be wary of files that suddenly download you with you or try to prevent you from leaving.
- PRIVACY RISK**
Many app and game developers will collect their users' personal data, such as their name, address, email address, geolocation information, unique numerical identifiers, photos and payment information. If a child clicks on an illegitimate pop-up loaded with malware, all this information could be put at risk.
- RACKING UP BILLS**
If a child has access to a payment card on their device – be it a smartphone, laptop, or tablet – they could very quickly rack up a massive bill by interacting with pop-up adverts and buying products shown to them. Try to keep a close eye on their spending.
- BEHAVIOURAL IMPACT**
Research has found that pop-up ads can even have an impact on children's behaviour. Some of these adverts use manipulative tactics that take advantage of children's developmental vulnerabilities, intentionally or otherwise. This approach may cause a child's mood to shift, becoming more withdrawn, for example, if they begin wanting their parents to buy a specific product for them.

Advice for Parents & Educators

- REMOVE ADS**
START A CONVERSATION
It's important to have regular conversations with children about online advertising so that they understand the risks of interacting with pop-ups. For example, if a child asks for a product which has been advertised to them online, ask them why they want it and how they found it. This will present an opportunity to talk youngsters through the tactics used in online marketing.
- SPOT THE SIGNS**
If you're concerned that a child may be following pop-up ads to make online purchases or viewing content that could be harmful, it's important to be able to spot the signs. Due to the often manipulative nature of these adverts, children who interact with them regularly may show signs of distraction, stubbornness and an increasingly materialistic worldview.
- MONITOR CONTENT**
It can often be difficult to spot when a pop-up advert is malicious – even more so for impressionable younger users. It's important to monitor the content they're consuming to prevent them from clicking on something dangerous. If a pop-up ad seems too good to be true – promising a free iPad, for example – it probably is.
- PRIVACY SETTINGS**
Most modern devices have privacy settings that let you limit the amount of advertising a child is subjected to while using apps or browsing the internet. You may also want to speak to teachers about avoiding sites and apps with advertising, as well as adjusting digital privacy settings on any education technology they use.
- LIMIT SPENDING**
Try to stay aware of what children are spending on and ensure that payment details aren't linked to or saved on the gaming platform that they use. Most video games and internet-enabled devices have settings that can help you manage what children can or cannot purchase online.
- CUT DOWN ON SCREEN TIME**
Given the prevalence of pop-up ads (which can appear on everything from smartphones and tablets to internet-connected toys and games), it might be beneficial to limit the time children spend on digital devices to curb their exposure to digital advertising.

Meet Our Expert
Carly Page is an experienced technology writer with more than 10 years in the industry. Previously the editor of tech tabloid The Inquirer, she is now a freelance technology journalist, editor and consultant who writes for Forbes, TechRadar and Wired among others.

WakeUp Wednesday
The National College

Source: See full references list on guide page at <http://nationalcollege.com/resources/pop-ups>

Wellbeing and Mental Health: Parent feedback request

We are thrilled to let you know that we are applying to become a myHappyMind accredited school. The accreditation recognises schools and nurseries that are embedding the myHappyMind curriculum into their whole culture and taking real action to improve the mental health and wellbeing of the school community.

If we succeed, we will become an Accredited myHappyMind school and receive some amazing resources for the children to use in school.

As part of the application, we are asked to provide feedback from parents, so we would love your support!

If you could please click the below link and provide myHappyMind with some feedback on the programme, we would really appreciate it.

<https://myhappymind.org/ParentFeedback24>



Class photos:

Class photos will be taken next Thursday 13th June – please can all children come to school in their school uniform. Reception classes should bring in their PE kit so they can get changed for PE.

Reception Parent meal:

We would like to invite Reception parents and carers to join us for school dinner on Thursday 27th June. The meal will be our extremely popular (and very delicious) roast dinner.

Parents and carers are asked to purchase their school dinner through MCAS under the Products and Trips tab. The meal will cost £3.60. **Meal choice and payment must be made by Friday 21st June please.**

Please complete this form to book your meal once payment has been made on MCAS:

<https://forms.office.com/e/8rKSiryYUm>

Unfortunately, we can only offer for one parent or carer to attend. This will be an annual event moving forwards so will be repeated next academic year.

Children in Reception who prefer to have a home packed lunch will still have opportunity for their parent or carer to join them. Adults can still order a school dinner or bring a packed lunch from home to sit to eat with their child.

Please can parents and carers of Reception children arrive for school dinner at 11.40am.

No Nuts:

Please can we remind parents and carers that we are a NO NUTS school. Nutella B Ready bars and Nutella and Go products both contain nuts and are not permitted in packed lunches. You can find the Packed Lunch Policy on the school website [here](#). Thank you for your adherence to this policy.

Uniform update: Year 5 hoodie orders.

Hoodies for current year 5 children will be available to order on Sigma's website from Tuesday 11th June: [Clubs & Groups - Sigma Embroidery & Printing](#)

Orders must be placed by 28th June, these will then be delivered to the school and given to the children before the end of term.

The hoodies will cost £22.00 for the child size and £28.20 for adult sizes.



FWR Funday Sunday: Sunday 30th June 2024: Call for volunteers

FWR are seeking volunteers to help at Funday Sunday. Would you be able to help?

Parents, carers, Grandparents are welcome!

Register your interest here: <https://forms.office.com/e/zraXrFXxus>



WAD's Summer Variety Show:



What's On: Ely Children and Family Centre:

Please follow this link to see what is happening in June: [Community Notice Board | The Rackham C of E \(VC\) Primary School \(rackhamprimaryschool.com\)](#)

Attendance:

Thank you to all our parents and carers for supporting our drive for improved attendance. The Government has identified a child's attendance of 96% and above is the key figure to give best chance of academic progress. Please can we remind you that absence must be reported to the office by 9am on each day.

This week our attendance figure as a school is: 95.5%

Looking forward to seeing everyone on Monday.

Best wishes,

Miss Turner

Dates for your diary	
13.06.2024	Class photos
21.06.2024	Children and parents advised of their child's new class and teacher Ely Arts Festival concert at Ely Cathedral with The Rackham choir
25.06.2024	Transition day
26.06.2024	Year 1 trip to Duxford (Payments due by 7 th June please)
27.06.2024	Year 2 trip to Duxford (Payments due by 7 th June please)
27.06.2024	Reception classes Parent meal (booking required)
28.06.2024	Bring a bottle for Funday – non uniform day
30.06.2024	FWR Funday Sunday
WC 01.07.2024	Olympic Week including Sports Days
03.07.2024	FWR Film Night (booking required nearer the time)
04.07.2024	Piano concert 9.30am (Booking required) Picnic lunch and Sports Day afternoon Reception and Key Stage One (booking required nearer the time).
05.07.2024	Picnic lunch and Sports Day afternoon Key Stage Two (booking required nearer the time).
W/C 08.07.2024	Parents Evenings
08.07.2024	Rocksteady concert – 9.30am (booking required)
11.07.2024	Reception trip to Hinchbrooke Country Park
17.07.2024	Year 6 Leavers BBQ 3.30 - 5.30pm (booking required nearer the time)
19.07.2024	Year 6 Leavers assembly and parent lunch (booking required nearer the time)