

28th March 2024



### **Dear Parents and Carers**

This is our last newsletter before we convert to become an academy and join Ventrus! I am sure you will barely notice a difference but I thought it was worth mentioning! Our staff have all been working alongside staff from other local Ventrus schools, sharing work we have been doing and learning from work they have been doing. It will be good to feel part of a wider professional community, sharing expertise.

I hope you will all have a wonderful; Easter break with your families...and that the rain stops!

### **Ding a Ling**

Some sad news about Ding a Ling...it will no longer be happening on a Friday morning. I would like to say an enormous thank you to Aimee Perchard for keeping it running for so many years. It has always been a warm and welcoming place for families to come with young children and that is largely due to her passion and commitment to our community and to our youngest children.

### **Top Readers**

Well done to these children for their super reading from 18th to 25<sup>th</sup> March.

3H	Alek H	5T	Remus M
3S	Kacper B	5W	Alexandra G
4E	Florence L	6BD	Oluwajomiloju J
4F	Elijah H	6P	Naomi A

### **Easter Concert**

So sorry to have postponed this, but we will rebrand it as a summer concert and book it in when the weather improves!

### **Clubs**

Thank you for the reply slips for clubs. We are looking at the forms now. You will then get an email for every club that your child has a place for by Friday 19th April. Clubs will begin the week beginning Monday 22nd April. Thank you to all the staff that give up their own time to provide a club.

### **Goodbye!**

A very fond farewell to Mrs Williams and Mr Stapleton who are leaving this week for pastured new! Thank you for all your hard work on behalf of the children of Willowbrook School.

### **Bikes and Scooters**

Please take them home and do not leave them in the sheds over the holidays.

**Just a reminder that school returns on Monday 15<sup>th</sup> April!**

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<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>
<b>Main Meal</b>	<b>Main Meal</b>	<b>Main Meal</b>	<b>Main Meal</b>	<b>Main Meal</b>
Macaroni Cheese with Focaccia Bread and Peas	Salmon Fingers, Wedges and Salad	Roast Chicken with Roast Potatoes, Seasonal Vegetables and Gravy	Beef Lasagne with Garlic Bread and Peas	Sausage Roll with Chips and Beans
<b>Vegetarian Option</b>	<b>Vegetarian Option</b>	<b>Vegetarian Option</b>	<b>Vegetarian Option</b>	<b>Vegetarian Option</b>
Mushroom Biryani with Sweetcorn	Margherita Pizza with Wedges and Salad	Roasted Veg Wellington, Roast Potatoes, Fresh Veg Medley	Cheese and Tomato Frittata, Diced Potatoes and Peas	Vegetable Nuggets, Chips and Beans
<b>Jacket Potato</b>	<b>Jacket Potato</b>	<b>Jacket Potato</b>	<b>Jacket Potato</b>	<b>Jacket Potato</b>
With Cheese / Beans / Tuna Mayo	With Cheese / Beans / Tuna Mayo	With Cheese / Beans / Tuna Mayo	With Cheese / Beans / Tuna Mayo	With Cheese / Beans / Tuna Mayo
<b>Dessert</b>	<b>Dessert</b>	<b>Dessert</b>	<b>Dessert</b>	<b>Dessert</b>
Jelly Or Fresh Fruit/Yogurt	Cake Or Fresh Fruit/Yogurt	Ice Cream Pot Or Fresh Fruit/Yogurt	Cake Or Fresh Fruit/Yogurt	Cookie Or Fresh Fruit/Yogurt

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. Formerly delivered by National Online Safety, these guides now address wider topics and themes. For further guides, hints and tips, please visit [nationalcollege.com](http://nationalcollege.com).

# What Parents & Educators Need to Know about CLICKBAIT

## WHAT ARE THE RISKS?

Clickbait is a controversial online marketing strategy which uses sensationalist (and frequently misleading) headlines to encourage engagement with an article, image or video – often playing on users’ emotions and curiosity, while much of the actual content is of questionable accuracy. Clickbait is also sometimes used to disguise scams, phishing sites and malware.

### HARMFUL MISINFORMATION

Clickbait tends to play fast and loose with the truth, opting for eye-catching content over objectivity. This is particularly dangerous for younger internet users, who are generally more susceptible to that type of material. A child could be presented with fake news, misleading articles and – in some cases – outright lies without fully understanding what they’re viewing and why it’s harmful.

### INAPPROPRIATE CONTENT

Due to the misleading nature of many examples of clickbait, what may seem to be innocuous and child-friendly could actually contain age-inappropriate material such as extremist political views or violent, pornographic or sexually explicit content. This is clearly a hazard for young people, who could be upset, disturbed or influenced by exposure to such subject matter.

### HIDDEN MALWARE

While most clickbait is simply trying to promote engagement to earn companies additional revenue, some of it does redirect to dubious sites with the potential to infect devices with viruses or malware. This could put a child’s sensitive data – such as their name, their location and their date of birth – at risk of being accessed and exploited by malicious hackers.

### PRIVACY PROBLEMS

Some clickbait leads to sites which could coax a child into volunteering their personal data – using pop-ups to ask them for their email address and phone number, for example, in exchange for accessing additional content or subscribing to various services. Normally, this harvested information is then sold to third parties, who often utilise it for targeted adverts and other sales schemes.

### A DRAINING DISTRACTION

Clickbait encourages spiralling consumption of online content, which could easily result in a young person spending hours scrolling aimlessly instead of doing something productive or interacting with family and friends. This can leave them tired, asocial and lacking focus – and, in the long term, can negatively impact their social skills, education and mental wellbeing.

### IMPACT ON BEHAVIOUR

Depending on the type of clickbait a child is interacting with, you might notice negative changes in their behaviour. Weight loss scams, for example, are common among clickbait and have the potential to influence eating habits and body image – while deliberately inflammatory ‘rage bait’ articles can leave impressionable young people feeling irritable, restless or argumentative.

## Advice for Parents & Educators

### START A CONVERSATION

The sheer volume of clickbait can make protecting children against it quite challenging. It’s vital to talk to young people regularly about the types of content they encounter online, so that they understand the risks of engaging with clickbait. If you’re still concerned, it may also be wise to keep an eye on children’s online activity to ensure they’re not being tempted by clickbait headlines.

### PROMOTE CRITICAL THINKING

Encouraging children to question the legitimacy of sensational headlines and too-good-to-be-true promises will help them to become savvier online – and far less likely to be drawn in by clickbait content. These critical thinking skills will also serve to protect them in other areas of the digital world where misinformation is becoming increasingly common.

### SPOT THE TELLTALE SIGNS

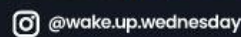
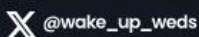
There are certain common elements in clickbait, including headlines and images that use shock and outrage to grab people’s attention – as well as numbered lists, such as ‘5 Facts You Won’t Believe Are True’. Some clickbait combines several of these tactics to snag users’ interest. Learn to recognise these techniques for yourself so you can teach children to notice them as well.

### TAKE CONTROL

Many parents opt to place limits on how long their children can spend online each day, which obviously reduces the chance of exposure to clickbait. Alternatively, most internet-enabled devices have built-in controls that allow parents to manage what sort of online content their child can access – including filtering by age, which can screen out a percentage of inappropriate material.

### 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.



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