REDWOOD PRIMARY SCHOOL

# SAFEGUARDING NEWSLETTER

SEPTEMBER 2026

## WELCOME

**Dear Parents and Carers,**

**Welcome to the second year of our Parent Safeguarding Newsletter. We hope you continue to find it informative, practical and useful in supporting your child's safety and wellbeing.**

**Throughout the year, we will continue to share guidance on current safeguarding topics, emerging risks and practical advice to help parents and carers navigate the ever-changing world our children are growing up in. By working together, we can help ensure that all children remain safe, happy and well supported both in school and at home.**

**Aims:**

This safeguarding newsletter is aimed to enhance parental vigilance concerning child safety. It seeks to provide essential information on recognising signs of potential harm, particularly amidst the rising concerns of online abuse. Our goal is to empower parents and carers with knowledge and strategies for safeguarding children effectively, and knowing where to find help and support should it ever be needed.

## Our Safeguarding Team



Mrs Shepherd
Designated Safeguarding Lead



Mrs Kinder
Deputy Safeguarding Lead



Ms Nicholson
Deputy Safeguarding Lead

If you have an urgent concern out of school hours, you can contact the safeguarding team by emailing safeguarding@redwood.derby.sch.uk

## SAFEGUARDING TOPICS COVERED IN SCHOOL THIS MONTH:

- PANTS reminder
- Attendance
- Jeans for Genes
- Democracy

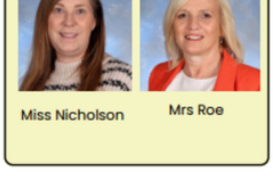
Our objective is to explore a diverse range of Safeguarding topics each month through various channels, including: whole school and class assemblies; PSHE and RSE curriculum; computing lessons in conjunction with our Digital Leaders; School Council and through consistent signage and posters displayed around the school.

## MENTAL HEALTH AND WELL-BEING

At Redwood Primary School, safeguarding and supporting our children goes far beyond the school day. Our dedicated Pastoral Team and Mental Health and Well-being (MHaW) Team work closely with children and families to ensure everyone feels supported, listened to and able to thrive.

We understand that families can face challenges at different times, and we are here to offer a friendly, confidential and non-judgemental source of support. Through our highly trained staff and links with external services, we can provide advice, practical help and signposting across a wide range of areas.

Here is a reminder of who our Pastoral and MHaW Team are and how they can help.






Mrs Collins Mr Priestley

Some of the support we can offer includes **food bank and uniform, bereavement support, financial support and advice, emotional and mental health support, family support and signposting to other specialist services**.

Please remember, you do not have to manage things alone. If you feel that you or your child would benefit from some additional support, please speak to a member of the team. We are always happy to listen and help wherever we can.

# THE 4CS OF ONLINE SAFETY

Keeping children safe online can sometimes feel overwhelming, particularly as technology, apps and online trends continue to change. The 4Cs provide a simple framework for understanding the different types of risks children may encounter online: **Content, Contact, Conduct and Commerce**. Understanding the 4Cs is important because online harm is not just about what children see. It can also involve who they communicate with, how they behave and are treated online, and how they may be targeted through advertising, scams or spending. By being familiar with these four areas, parents and carers can have more informed conversations with their children, recognise potential warning signs and help them develop the skills they need to navigate the online world safely and confidently.

Below, we have broken down each of the 4Cs and what you should look out for.

Talk
Check
Support
Stay Safe ♡

## The 4Cs
### Keeping Children Safer Online
A simple guide for parents and carers

A safer online world helps brighter futures ♡

The online world is a big part of children's lives. It offers amazing opportunities to learn, play and stay connected, but it can also bring risks. **The 4Cs** help us understand the main types of online risk so we can support children to stay safe, happy and confident online.

### Content
**What children see online**

Children may come across harmful, inappropriate or upsetting content, such as violence, hate, misinformation or content not suitable for their age.

**Examples include:**
- Violent or scary images and videos
- Inappropriate language
- Misinformation or fake news



**Parent Action:**
Explore the apps, games and websites your child uses. Use parental controls and talk about what to do if they see something that upsets them.

### Contact
**Who children communicate with**

Children may be contacted by people they don't know, or by someone who is not who they say they are. This could lead to grooming, exploitation or unwanted contact.

**Examples include:**
- Strangers contacting children
- Being asked to share personal information
- Someone trying to build an online friendship for the wrong reasons



**Parent Action:**
Talk to your child about who they communicate with online. Encourage them to keep personal information private and to tell you if anything feels strange or uncomfortable.

### Conduct
**How children behave and are treated online**

Children can sometimes be at risk of bullying, kindness, pressure or harmful behaviour – either as a target, a witness or, at times, as the person causing harm.

**Examples include:**
- Online bullying or harassment
- Peer pressure
- Sharing unkind or hurtful comments
- Being asked to share or send images



**Parent Action:**
Talk about online behaviour and the importance of kindness and respect. Remind your child to think before they post, and to tell you if they or someone else is being treated unkindly.

### Commerce
**How children may be targeted financially**

Children can be influenced by online advertising, in-app purchases, scams and offers. They may be encouraged to spend money or share financial information without realising the risks.

**Examples include:**
- In-app purchases and subscription costs
- Online scams or fake offers
- Pressure to buy items (e.g. game items, skins)
- Sharing payment details



**Parent Action:**
Check settings on devices and apps, talk about online spending and set clear boundaries. Remind your child never to share payment details without your permission.

**Keep talking**
Regular, open conversations make a real difference.

**Be curious, not critical**
Listen, show interest and support without judgement.

**Empower their choices**
Help them build the skills and confidence to make safer choices online.

Safer Children. Brighter Futures. ♡

If you are ever worried, please speak to a member of our school staff.

🔴 Nearly 3 in 4 11–17-year-olds have seen harmful content online.

🔵 35% of 10–15-year-olds have accepted a friend request from someone they did not know.

🟡 Almost 1 in 5 have communicated online with somebody they have never met in person.

🟢 7.6% have sent a photo or video of themselves to somebody they had never met.

# WHY DOES IT MATTER TO ME?

- Nearly 3 in 4 (around 75%) 11–17-year-olds said they had seen harmful content online. Ofcom also found that personalised feeds are a key route to exposure, with 35% saying they encountered harmful content while scrolling their feed.
- 67% of children aged 9–16 reported experiencing some form of online harm in Internet Matters' 2025 research.
- 35% of children aged 10–15 had accepted an online friend request from somebody they did not know.
- Almost 1 in 5 (19.2%) children aged 10–15 had spoken or exchanged messages online with somebody they had never met in person.
- 7.6% of 10–15-year-olds had sent a photo or video of themselves to somebody they had never met, while 8.5% had publicly shared their location.
- Ofcom's 2026 research also shows how embedded online life now is: 56% of 8–17-year-olds use AI, and 11% have used AI as someone to talk to or "as a friend."

These statistics are an important reminder that online safety conversations need to begin before something goes wrong. Understanding the 4Cs – Content, Contact, Conduct and Commerce – gives parents and carers a simple way to talk about online risks, set appropriate boundaries and help children know what to do if something worries them.

# PHISHING - DON'T TAKE THE BAIT!

Phishing is when a scammer pretends to be a trusted person, company or organisation to trick someone into sharing personal information, passwords or bank details, clicking a dangerous link, or sending money.

Phishing doesn't just happen through emails. Scammers may contact families through text messages, WhatsApp, social media, gaming chats, QR codes and fake websites. Messages are often designed to make you act quickly by making you feel worried, excited or under pressure.

Children can also be targeted. Scammers may offer free game currency, skins, prizes, followers or giveaways, or send messages claiming that an account will be deleted or banned unless they click a link.




🚩 Spot the warning signs

Be cautious if a message:

- Creates urgency – "Act now!" or "Your account will be closed!"
- Offers something that seems too good to be true
- Asks for passwords, payment details or personal information
- Contains an unexpected link, attachment or QR code
- Comes from an unusual email address or account
- Contains unexpected requests for money or gift cards
- Asks you to move a conversation onto another platform

# WHAT SHOULD YOU DO?

## STOP

Don't rush. Scammers rely on people reacting quickly.

## CHECK

Verify it another way. If a message claims to be from your bank, school, delivery company or another organisation, don't use the link or telephone number in the message. Open the official app or website yourself instead.

## PROTECT

Secure your accounts. Use strong, unique passwords and turn on two-step verification (2SV) wherever possible.

## TALK

Include your children. Show children examples of suspicious messages and teach them to ask an adult before clicking unfamiliar links, scanning QR codes or entering their login details.

## R

💬 Try this at home

Ask your child:

“Someone messages you saying you've won 5,000 free Robux and sends you a link. What would you do?”

Encourage them to remember: Stop. Don't click. Check with an adult.

If you think you've been caught by phishing, don't panic, but act quickly. Change any passwords that may have been compromised and contact your bank immediately if financial information has been shared. Suspicious emails can also be reported to the National Cyber Security Centre (NCSC) and scam text messages can usually be forwarded to 7726.