Newsletter 11 – Autumn 2026

Dear Rockcliffe Families,

Even with a very chilly and soggy start to the week, we have been able to use our Rockcliffe Learning Superpower of *Focused* in all aspects of school life. We will where possible try to get outside at break and lunch (even if it's for a shorter time) so please keep sending the children in with their warm and waterproof gear.

Anti-Bullying Week



This week, we have marked Anti-Bullying Week in school. On Monday I was really impressed with the array of funky odd socks on display through school. In assembly on Tuesday, we talked about how, although we have had a very low number of incidents at my time at Rockcliffe, it is important we know what bullying is and what to do. We reiterated the STOP message of it being the same actions **S**everal **T**imes **O**n **P**urpose. We then looked at the Anti-Bullying Association's theme of Break the Silence and I was really impressed with the children's responses and thinking on how to speak out if they witness anything they don't think is right. Our PSHE lessons later in the week also focused on this theme.

Peacemaker Project

Next week, our Year 3 and 4 children will have their final class Peacemaker session on working together and resolving conflict. From these sessions, some of our Year 4s have volunteered to be Peacemaker Ambassadors. The had their first session on Monday, working with Jackie from Peacemakers and Mrs Wilson and Miss Donoghue, to be given the skills to help our younger children resolve any small disagreements at playtimes. The Year 4s were absolutely brilliant and are really looking forward to their next session next week. They will then be able to apply their skills at breaktimes going forward. You can find out more about Peacemakers and their approach here: Peacemakers – Educating for Peace

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Year 2 NSPCC Workshop



Our Year 2 children also engaged really well with their NSPCC *Speak Out Stay Safe* workshops this week. They loved meeting Buddy, the NSPCC mascot, and had great fun learning the actions to help them remember the Childline phone number. Through stories, discussions and activities, the children learned about staying safe, speaking out if they are worried, and identifying trusted adults who can help them. We were very impressed with their enthusiasm and thoughtful contributions throughout the sessions.

ROC Play Zoo

This term we are going to continue to add to our lunchtime ROC Play (Rockcliffe Outdoor Creative Play) experiences. We now have a set of boards for children to be creative with. I was really impressed with their ideas in assembly of having patterns, pictures, puzzles, and games on them. Have a look and see what they have created as you walk by.



Personal Development

In education terms, Anti-bullying Week, Peacemakers and NSPCC workshops would be defined as *Personal Development* along with events like our fundraising for Children In Need and Remembrance Day last week. This is the education and experiences we give the children beyond the National Curriculum that gives them life skills and prepares them for their next stage of education. As a staff team we are currently refining what we do and why it is important for Rockcliffe children. As part of this, we are creating a Rockcliffe Passport – a series of experiences we want all children to experience whilst at Rockcliffe. On this we have *Experiencing a performance at a theatre*. Thanks to the Friends of Rockcliffe we are able to take Year 2 to the pantomime in North Shields this term. We will share the completed passport next term and look out for events for other year groups too.

Thank you to the parents who have already completed the questionnaire we sent out this week. There is still time to complete it if you haven't already.

Have a lovely weekend,

Tom Jones

Dates for Your Diary

November	
Fri 27th	Beacon Cake Sale after school
December	
Fri 4th	Dolce Christmas Lunch – Children are invited to wear Christmas Jumpers Friends of Rockcliffe Christmas Quiz
Mon 7th	9.30am KS1 Christmas Performance for Y1 Parents
Tue 8th	9.30am KS1 Christmas Performance for Y2 Parents
Wed 9th	9.30am KS2 Christmas Performance for Y3 Parents
Thu 10th	9.30am KS2 Christmas Performance for Y4 Parents PM: Y2 at Jack and the Beanstalk (information to follow)
Fri 11th	10.30am Nursery B Performance
Mon 14th	9.30am Reception Performance 10.30am Nursery A Performance
Tue 15th	Lapwings, Puffins & Sandpiper – Christmas Party Day (information to follow)
Wed 16th	Nursery – Christmas Craft Day Starfish – Christmas Party Day
Thu 17th	Beacon, Lighthouse and Priory – Christmas Party Day (information to follow)
Fri 18th	End of Term

Training Days 2026-27

Term Dates are on our website here: Rockcliffe First School - Term Dates

Our remaining Teacher Training Days are:

- Monday 4th January 2027
- Thursday 6th May 2027 (Polling Day)
- Monday 7th June 2027

Facebook - Please follow our Facebook page – visit our school website and click the Facebook link at the bottom of the Home Page.



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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