



DRAYTON MANOR HIGH SCHOOL

## WEEKLY PARENT & CARER BULLETIN 29 April – 3 May 2024

### KEY DATES FOR THE TERM AHEAD

Events	Dates
Winning House Supper	30-1/04/2024
Battlefields trip Parents' Event 5.30 PM to 6.30 PM	30/04/2024
Speakers for Schools	3/05/2024
Year 11 and 13 Photograph	
BANK HOLIDAY	6/05/2024
Year 13 MFL Speaking and Home Language Exams	7/05/2024
Speakers for Schools	
Year 8 Parents' Evening 4.30 PM to 7.00 PM	9/05/2024
End of MFL Speaking Exams	10/05/2024
Mental Health Awareness Week	13-17/05/2024
Brilliant Club Graduation	15/05/2024
Cultural Diversity World Day (Part 1)	17/05/2024
<b>HALF TERM BREAK</b>	27-31/05/2024

#### 1. YEAR 8 PARENTS' EVENING

Our upcoming Year 8 Parents' Evening will be on Thursday, 9 May, from 4:30 PM to 7:00 PM. Please note that appointments will be conducted exclusively through the School Cloud. More information regarding this event will be communicated to you soon.

#### 2. ENRICHMENT

Students are encouraged to participate in a selection of activities designed to enrich their learning experience. These activities aim to foster personal growth, skill development, and a well-rounded academic experience for your child.

To explore the full schedule of enrichment options for the 2023 - 24 Academic Year, [please click here](#). We believe these activities will contribute significantly to your child's academic and personal development.

### **3. BATTLE OF THE BANDS WINNERS**

We extend our heartfelt congratulations to 'Since Yesterday' for their remarkable victory in Drayton Manor's very first Battle of the Bands, which took place on Wednesday, 24 April. The event was graced by esteemed guest judges, Alumnus Andrew Levy from "The Brand-New Heavies" and esteemed musician and Deputy Head of the Ealing Music Service, Lee Marchant. We express our gratitude to all the talented students along with the supportive parents, and carers, whose participation contributed to the tremendous success of this event. Please stay tuned for further details in our upcoming newsletter!

### **4. PARTNERSHIP WORKING TO ENSURE STUDENT SAFETY**

Parent support plays a critical role in helping us keep students safe. A kind reminder that students should proceed immediately home at the end of each day. They must not invite any outsiders or individuals from other schools to the school or associate with them. Students should keep all valuables out of sight. The Senior Team undertakes extensive supervision at the end of the day to ensure students get home safely, including a driving patrol to cover a wider geographical area. As a school, we are grateful to our parents and carers for their support with this matter.

### **5. NOTICE REGARDING LAST MINUTE APPOINTMENTS**

We would request that all dentist and doctor's appointments are booked outside of the normal school day unless they are emergency appointments. Should you need to take a student to an on the day emergency appointment, please contact the school as soon as possible to alert us, prior to your attendance at school.

### **6. DELIVERY POLICY UPDATE**

We are seeing an increase in parents and guardians attempt to deliver sports kits, lunches etc., during the school day. Please encourage students to be organised and prepared prior to school. We understand that there may be occasions where emergencies arise, but we are unfortunately unable to deliver routine items to students during the school day. If you need to attend site in case of an emergency, please contact the school office on 020 83571900 in advance to make necessary arrangements.

### **7. FREE ONLINE PARENTING WORKSHOP**

Ealing Parenting Service will be organising a free online parenting workshop on how to deescalate and improve communication with your child. The workshop will take place on Tuesday 30 April from 10 AM to 12 PM via MS teams. Please email [parentingserviceadmin@ealing.gov.uk](mailto:parentingserviceadmin@ealing.gov.uk) to register your place.

### **8. LEARN LIVE RAILWAY SAFETY VIDEO**

Learn live is promoting rail safety awareness within our school community. Please watch the relevant free 15-minute safety videos with your children at home. Over 21 million students, parents, and teachers across the UK have already viewed these videos, resulting in a significant decrease in rail-related fatalities and injuries in their respective areas. For ages 11 to 16, please view [this video](#); For ages 16 and above please view [this video](#). We advise you to preview the clips beforehand to assess their suitability for your child's class.

## 9. EALING MENTAL HEALTH WORKSHOPS FOR PARENTS/CARERS

Over the Spring term, the Ealing Mental Health Support Team will be organizing a variety of workshops for parents and carers of children who attend schools in Ealing. [Please click here](#) to know more and how you can sign up for the workshop.

## 10. FREQUENTLY ASKED QUESTIONS: SCHOOL APPOINTMENTS AND VISITS

### **Why is it important to come to school with a prior appointment?**

For the safety and security of our students and staff, we require all visitors to the school to have appointments scheduled in advance. This helps us manage access to the campus and supports us with our work in ensuring that visitors are expected and accounted for. We respectfully request all visitors to ring the intercom at the Main visitor gate upon arrival. Access to the site can then be granted to individuals with a scheduled appointment or those arriving to collect their child.

### **What should I do if I need to visit the school but haven't made an appointment?**

Please contact the school reception in advance to schedule an appointment. Walk-in visits, without prior arrangements are not possible. If you have an urgent matter that requires immediate attention, you may call the school reception. However, for routine visits, we encourage scheduling appointments by sending an email to [adminoffice@draytonmanorhighschool.co.uk](mailto:adminoffice@draytonmanorhighschool.co.uk).

## 11. TOP TIPS

Today's top tips from the National College is about clickbait.

# 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, apathetic 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 savvy 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 "8 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.

