Newsletter – WC 2nd November 2026

Inspiring success through learning, community and faith.

I can do all things through Christ who strengthens me – Philippians 4:13

The words of Jesus: Our Christian Value this week is **HOPE**



A massive St John's well done to all our Silverdale Stars this week.
To our wonderful governors. For their love for the children and staff and for their ability to make informed, careful decisions for our school.
Steve (chair)
Pete (vice chair)
Polly (foundation)
Chris (LEA)
Cheryl (foundation)
Kirstie (parent)
Georgina (parent)
Chantel (staff)
Eve (vicar)

Children in Need

Children can bring in money for Children In Need, if they like on Friday 13th November. There will be a cake stall and some little competitions run by the new school council. UNIFORMS MUST BE WORN

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Christmas Market

The markets will be on **Friday 27th November** (not 4th December as printed in the parish magazine. Apologies) We have at least 9 stall holders now. Our wonderful community will be selling a range of products, from photographs, artwork and knitted items to reindeer dust and baubles.

We need…

Raffle prizes – can any local businesses support us?

Chocolate (multipacks)

Wine etc.

Volunteers on the night (see Carly)

Children to sell raffle tickets. These will go home next week

Tickets are £3 (early bird – 17:00-18:00)
£2 (18:00 onwards)

Royal British Legion

Head boy and deputy head boy have been around the classes at 3pm everyday this week. This will continue next week. Children can purchase items including rulers, wrist bands, snap bands, zip tabs and keyrings. We will be remembering those who have lost lives, and families that have been affected by war; on Wednesday at 11am. The whole school will be walking to the memorial at 10:45 for a short service

School Council

Elections for school council will be held WC 9th November. Children need to write a manifesto and then be prepared to share that with classmates ready for elections. We will have a representative from each year group. If your child would like to put themselves forward as a candidate, please help them with their manifesto. Speeches, PowerPoints, flyers etc. It all helps with the delivery. We want councillors that want to make a difference to our school. Children with ideas and with energy!

Christmas Pantomime

Panto at Lancaster Grand Theatre on **Wednesday 16th December,** where we will be watching Little Red Riding Hood. Thanks to the generosity of PTA, every child will also enjoy an interval ice cream. The cost of the trip is £14.00 per child, and payments can now be made in advance via Scopay.

Friday Thought

He has made us competent as ministers of a new covenant — not of the letter but of the Spirit; for the letter kills, but the Spirit gives life. —2 Corinthians 3:6

Lunches



Week 3 WC 09.11.26

THE NEW PRICE FOR LUNCHES IS £2.90

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Workshop Week

Please do come to these workshops. All workshops are for ALL parents. They are being held in school **NEXT WEEK.**

There will be a **phonics workshop** on Monday 9th at 15.30 with Mrs Hodkinson and Miss Sanderson.

There will be a **SATS workshop** for year 6 parents on Monday 9th at 15.30 with Mrs Tetchner.

There will be a **maths workshop** on Thursday 12th at 15.30 with Miss Jackson. Please email these teachers, if you would like to join these workshops.

New Christian value

We have been thinking about the Christian Value of Hope. In worship, Miss Sanderson explained that having a wish for something is different from having hope in God. This is something we will be focusing on over then next few weeks as we move into Advent.

Accelerated Reader

Mrs Hodkinson has created a 'How to be a 'Remarkable Reader' leaflet for the children. It is available on google classroom. Please read it and encourage your child to complete the quizzes. It all helps with comprehension.

Dark Nights

Please make sure your children are safe when leaving school at night, and try not to cross the road between parked cars when crossing to the church car park

We love how many children walk or cycle to school. Please don't stop this in the winter months, as its so good for metal health. However, please ensure children are visible. Reflective jackets/stripes, when walking and cycling are very effective.

Next Week…

09.11.26 – School Spotlight photo
09.11.26 – Diocesan cluster meeting SEND
09.11.26 - Phonics workshop 15:30
09.11.26 – SATS workshop 15:30
10.11.26 – NISCU Worship
10.11.26 – Cricket tournament Carnforth
10.11.26 – Full Governors meeting
11.11.26 – Individual and family photos
11.11.26 – Speech and Language therapist
11.11.26 – Remembrance service 10:45
11.11.26 – Forest School Curlews
12.11.26 – Maths Workshop 15:30
PLEASE CHECK THE ONLINE CALENDAR FOR ALL EVENTS

Photographs

It is individual and group photographs on Wednesday. We will start with family photos first thing. Younger siblings are welcome to come along. The photographer will be in school from 08:00.

Parent Meetings

These will be taking place WC 16.11.26. **Curlews will be on Tuesday 17th November. Harriers on Wednesday 18th Bitterns on Thursday 19th**

Pop Up Christmas Tree Choir

At the end of the Christmas Tree Festival there will be a short Service of Light on SUNDAY 29th 4.00pm – 4.45pm. If your youngster would like to be part of the choir for this service there will be two rehearsals on Wednesday 18th and 25th November during the lunch break at 12.20. Please let the office know if your child would like to be part of it.

FLU VACCINATIONS

The School Nurse Team will visit us on **Thursday 26th November 2026** to administer Flu Vaccinations.

Silverdale St John's
CofE Primary School & Nursery
Learning, Community and Faith

PTA CHRISTMAS MARKET

Friday 27th November 2026

from 5pm until late

At The Silverdale Hotel
Shore Rd, Silverdale

Festive games, mince pies, school carol singers, mulled wine & plenty of local artisan gifts & crafts

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Stay and Play at school

Friday
09:00 – 10:30

We would love to see you.

Parents, grandparents,
aunties, uncles –
all children great and small.



Snacks provided

and a LOT of fun.

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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