



EAST SUSSEX COUNTY COUNCIL  
**NORTHIAM C.E.PRIMARY SCHOOL**

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Head of School; Mrs Julia Bray  
Executive Headteacher: Mr K Cheetham and Mr K Tomasetti

28<sup>th</sup> February 2019

Dear Parents/carers,

You may well have been made aware through social media of a current video/ cartoon that is targeting young children, some of you may have already addressed this with your children.

As a school, it has become evident that children are talking and sharing their concerns about this.

Due to this heightened sense of concern and as part of general internet safety, I have spoken to each class at an age appropriate level to support their understanding of internet safety.

I have not mentioned the named video in any discussion but have addressed the following issues.

- What children should do if they see anything on the internet that causes them to feel scared, unhappy or unsafe.
- What to do if someone asks you to do something that is unsafe or scary.
- What to do if someone threatens you to not tell or say that something bad will happen if you do/ do not do the scary thing - and why they are saying that to you.

The reason I have not highlighted this recent video/story specifically is because these skills are more important for long term online safety and awareness and I don't feel it is appropriate to highlight or direct children towards this story, especially as it is suggested that this particular video/story has been identified as a hoax, the UK Safer Internet Centre called the claims 'Fake News' and the NSPCC said there is no confirmed evidence that the phenomenon is actually causing a threat to British children. The Samaritans report that "these stories being highly publicised and starting panic mean vulnerable people get to know about it and that creates a risk and causes unnecessary upset."

I have told children to talk to parents if they have any other concerns, please do feel free to speak to me if you have any questions or concerns that they have raised.

I enclose some links which you may find helpful,

<https://www.nspcc.org.uk/preventing-abuse/keeping-children-safe/online-safety>

<https://www.saferinternet.org.uk>

With kind regards,

Mrs J Bray  
Head of School

