



Proud to be part of  WATERTON ACADEMY TRUST

# SKA HEADLINES

Friday 14<sup>th</sup> June 2024

*Please have a careful read of this week's newsletter to keep up to date with all school events – thank you.*

I have just come out of our weekly celebration assembly to write the newsletter and I would like to start by sharing all of the brilliant things that have been happening at South Kirkby Academy over the past week - there wasn't enough space at the front of the hall for all of the children to stand with their certificates! Not only have we celebrated our usual Stars of the Week and Treat Tuesday nominees (on the next page), but we have celebrated sporting achievements in all year groups.

## **Year 5 & 6 Girls' Football Festival**

On Friday last week, Year 5 and 6 girls (Demi, Paignton, Destiny, Willow, Peyton, Porscha, Lexi, Olga and Binta) attended the Barnsley Girls' Football Festival at the Dorothy Hyman Centre. They did our school proud with their grit and determination, even when the going got tough. They didn't return to school with any trophies, but that doesn't stop us being proud of how superbly they represented our school – well done girls, a fantastic achievement.

## **MATlympics**

On Wednesday, 10 children from each year group attended our annual Trust sporting event, which all schools in Waterton Academy Trust attend. All 40 children were celebrated in today's assembly for their excellent sporting attitude, participation and resilience however there was an extra special shout-out to our Year 5 children who came first place in the whole Trust! They came back to school buzzing with pride, holding the winner's trophy. Well done to all children for representing our school so well – I am an extremely proud Headteacher!



## **Year 2 Transition Trail**

We welcomed our new families to school on Tuesday evening for our annual transition trail and open evening. The feedback from the event was extremely positive – Year 2 children and their families had chance to explore school, take part in science experiments and French food tasting, ordered their free jumper/cardigan for September and all received a goody bag and certificate for completing the trail. A special thank you to our Year 6 representatives who were ambassadors for South Kirkby Academy – they were excellent at showing families around and really showcased our school.

## **Moving on to High School – Internet Matters**

I am sharing the following link for the families of Year 6 children: [Moving to secondary school: Online safety guide - Internet Matters](#)

On this page, there is useful information for parents, carers and families, including advice and videos to help you decide how to manage your child's smartphone use as they move to high school. There are also some activities to do with your children, including an interactive quiz. I hope you find the advice useful.

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Attendance this week: 88% 😞



Richmond	97%
Harrogate	92%
York	91%
Ilkley	89%
Filey	89%
Whitby	89%
Knaresborough	84%
Leeds	82%
Richmond may wear non-uniform on Friday 21 <sup>st</sup> June 2024	

Daniel (Leeds)	For his positive attitude to learning.
Sienna (York)	For always being considerate in all situations!
Georgie (Year 4)	For her excellent vocabulary choices and work in writing lessons.
Emilia (Year 4)	For her perseverance and hard work in maths lessons.
Bobby-James (Filey)	For blowing us away with his excellent work in Maths lessons!
Peyton (Whitby)	For her wonderful enthusiasm for all learning.
Aswda (Harrogate)	For being an amazing member of Harrogate class.
Cailen (Ilkley)	For always giving everything his all.

Congratulations to our Stars of the Week!

**What Parents & Educators Need to Know about POP-UP ADS**

Children shouldn't understand that an advertisement is a sales pitch. They may think it's a game or a reward. This form of advertising is small, window or banner to appear in the background while someone is browsing a website. Although these adverts are money making for most people, pop-ups can present extra severe risks to younger users.

**DECEPTIVE TACTICS**  
Children shouldn't understand that an advertisement is a sales pitch. They may think it's a game or a reward. This form of advertising is small, window or banner to appear in the background while someone is browsing a website. Although these adverts are money making for most people, pop-ups can present extra severe risks to younger users.

**PRIVACY RISK**  
Many apps and games developers will collect personal data such as their name, address, email address, geographic location, social media profiles, photos and payment information. In child cases, we're responsible for ensuring that we're not collecting this information without their parents or guardians' consent.

**INAPPROPRIATE CONTENT**  
While some adverts are targeted based on a child's interests, some are not. This means that children may see adverts that are inappropriate for their age. Some adverts for age-inappropriate goods or services such as tobacco products, alcohol and gambling sites.

**MALWARE RISK**  
Many pop-ups from reputable websites are safe. However, in some cases, pop-ups can trick your device into installing malware. Malware is a type of computer virus that can be difficult to know if malware has been installed on your device, and your device can be hijacked to do things you didn't intend to do. Some pop-ups offer to help you with something, but they may be trying to prevent you from leaving.

**BEHAVIOURAL IMPACT**  
Research has found that pop-up ads can have a negative impact on children's behaviour. Children may be more likely to click on ads that have a red 'X' or a warning icon. This is because children are often curious and want to see what's behind the red 'X'. This curiosity may lead to children clicking on ads that are not intended for them, which could result in them buying products for themselves.

**ADVICE FOR PARENTS & EDUCATORS**

**START A CONVERSATION**  
It's important to have regular conversations with children about online advertising so they can understand the risks of advertising. For example, if a child asks for something which has been advertised to them, ask them why they want it and where they found it. This will present an opportunity to talk to them about the risks of online advertising.

**SPOT THE SIGNS**  
If you're concerned there is a child may be following pop-up ads to make online purchases or viewing inappropriate content, it's important to know the signs to look out for. Some of the signs to look out for are: children who are frequently clicking on ads, children who are frequently clicking on ads that are not intended for them, children who are frequently clicking on ads that are not intended for them.

**MONITOR CONTENT**  
It can be difficult to monitor a child's online activity. However, there are several ways you can monitor their online activity. You can use parental control software to monitor their online activity. You can also use a web browser that has built-in parental controls. You can also use a web browser that has built-in parental controls.

**PRIVACY SETTINGS**  
Most modern devices have privacy settings that let you limit the amount of advertising to which you're subjected. It's important to know how to use these settings. You can find out more about how to use these settings on the National College website.

**LIMIT SPENDING**  
It's a good idea to set a limit on how much money your child can spend on apps and games. You can do this by setting a limit on how much money your child can spend on apps and games. You can also use a web browser that has built-in parental controls.

**CUT DOWN ON SCREEN TIME**  
It's important to limit the amount of time your child spends on their device. You can do this by setting a limit on how much time your child can spend on their device. You can also use a web browser that has built-in parental controls.

Meet Our Expert  
Cathy Price is an experienced technology teacher with more than 10 years in the industry. She has a passion for helping children and young people to use technology safely and responsibly. She is a member of the National College of Teaching and Education.

Wake Up Wednesday  
The National College

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**Value of the week: Be safe**

Demi (Year 6) Alyssa (Year 6)  
Abdoul (Year 5) Parker (Year 5)  
Skye (Year 4) Ellie (Year 4)  
Layla (Year 3) Christopher (Year 3)

**DON'T MISS OUT ON IMPORTANT SKA INFORMATION!**

Follow our social media pages and sign up for the MCAS App to keep up to date.

**Key Events Next Week**

Friends of South Kirkby Academy (FOSKA)  
Bingo Night – Thursday 20<sup>th</sup> June 2024  
New class letters home – Friday 21<sup>st</sup> June 2024

Click the preview to open the full guide!

