

Welcome to 2022-2023 Academic Year at Endeavour Academy!

Sometimes all we need is a Fresh Start....

*To both our existing, and new students, this is
your opportunity for a fresh, positive start to the
year here at Endeavour Academy.*

*This first issue of the Pastoral Post will be an introduction
for our new students, their parents and carers as well as a
helpful refresher for those whom we worked with last
academic year.*

*The Pastoral Post is a bi-termly resource designed to help
parents / carers and students with advice and guidance,
raising awareness of partner agencies, community based
projects, online facilities and much more.*

Endeavour Academy's Pastoral Team...



Lesley Wood

**Deputy Head of
School - Pastoral,
Safeguarding and
Wellbeing**

Mental Health First Aider



Emily Thornley

Family Liaison Worker

Mental Health First Aider



Louise Brewer

Senior Mentor and Careers Lead



Gillian Setterfield –

Pastoral and Wellbeing Mentor

Mental Health First Aider

Kerrie Whelan – Head of School is the overall Designated Safeguarding Lead, responsible for Endeavour Academy Students, however the day to day management lies with those named above

As Endeavour Academy's pastoral team, our aim is to help improve wellbeing of those we work with, within school, at home and within their communities.

We strive to help prepare our students to reach their full potential, raise confidence, build resilience and develop relationship skills whilst making each of them aware of community resources which may be beneficial to their lives at present and as they move towards adulthood.



National Online Safety



Endeavour Academy is registered with The National Online Safety Organisation which is designed to keep young people safe in the online world.

We have access to hundreds of resources which are implemented into whole group and bespoke interventions in school. Resources can be shared with parents / carers via School Ping upon request. We actively encourage parents and carers to get in touch with us via the Family Worker should they require access to internet safety courses or gain access to resources around a specific topic / social media platform etc.

All academy staff undergo regular training to ensure we remain up to date with apps and their associated risks. Parents and carers are also able to enrol and participate in accredited courses to raise awareness and receive advice and guidance on how to monitor and protect their children online from home.

See below for examples of resources available:

<p>NOS Courses</p> <p>ANNUAL CERTIFICATE IN ONLINE SAFETY FOR PARENTS & CARERS OF CHILDREN AGED 3-7 ONLINE COURSE</p> <p>Annual Certificate in Online Safety for Parents & Carers of Children aged 3-7</p> <p>Add To Watchlist</p>	<p>NOS Courses</p> <p>ANNUAL CERTIFICATE IN ONLINE SAFETY FOR PARENTS & CARERS OF CHILDREN AGED 7-11 ONLINE COURSE</p> <p>Annual Certificate in Online Safety for Parents & Carers of Children aged 7-11</p> <p>Add To Watchlist</p>	<p>NOS Courses</p> <p>ANNUAL CERTIFICATE IN ONLINE SAFETY FOR PARENTS & CARERS OF CHILDREN AGED 11-14 ONLINE COURSE</p> <p>Annual Certificate in Online Safety for Parents & Carers of Children aged 11-14</p> <p>Add To Watchlist</p>	<p>NOS Courses</p> <p>ANNUAL CERTIFICATE IN ONLINE SAFETY FOR PARENTS & CARERS OF CHILDREN AGED 14-18 ONLINE COURSE</p> <p>Annual Certificate in Online Safety for Parents & Carers of Children aged 14-18</p> <p>Add To Watchlist</p>
<p>NOS Courses Online Identity</p> <p>ANNUAL CERTIFICATE IN ONLINE REPUTATION FOR PARENTS & CARERS ONLINE COURSE</p> <p>Annual Certificate in Online Reputation for Parents and Carers</p>	<p>NOS Courses Privacy</p> <p>ANNUAL CERTIFICATE IN CYBER SECURITY FOR PARENTS & CARERS ONLINE COURSE</p> <p>Annual Certificate in Cyber Security for Parents and Carers</p>	<p>NOS Courses</p> <p>PARENTS' COURSE AGES 4-7 WITH MYLENE KLASS</p> <p>An Introduction to Online Safety for Parents of Children Aged 4-7</p>	<p>NOS Courses</p> <p>PARENTS' COURSE AGES 7-11 WITH MYLENE KLASS</p> <p>An Introduction to Online Safety for Parents of Children Aged 7-11</p>

What Parents & Carers Need to Know about YOUTUBE

YouTube is a video-sharing social media platform that allows billions of people around the world to watch, share and upload their own videos with a vast range of content – including sport, entertainment, education and lots more. It's a superb space for people to consume content that they're interested in. As a result, this astronomically popular platform has had a huge social impact: influencing online culture on a global scale and creating new celebrities.

INAPPROPRIATE CONTENT

YouTube is free and can be accessed via numerous devices, even without creating a YouTube account. Some content is flagged as 'age-restricted' (requiring the user to be logged into an account with a verified age of 18), but children can still view some mildly inappropriate material. This can include profanity and violence, which some young users may find upsetting.

CONNECT WITH STRANGERS

YouTube is a social media platform which allows people to interact with other (usually unknown) users. Account holders can leave comments on any video they have access to, as well as messaging other users directly. Connecting with strangers online, of course, can potentially lead to children being exposed to adult language, to cyberbullying and even to encountering online predators.

SUGGESTED CONTENT

YouTube recommends videos related to what the user has previously watched on their account, aiming to provide content that will interest them. This is intended to be helpful but can also lead to binge-watching and the risk of screen addiction, especially if 'auto-play' is activated. Users without an account are shown popular videos from the last 24 hours, which might not always be suitable for children.

HIGH VISIBILITY

Content creators can also be put at risk – especially young ones who try to make their online presence as visible as possible. Creating and uploading content exposes children to potential harassment and toxicity from the comments section, along with the possibility of direct messaging from strangers. Videos posted publicly can be watched by anyone in the world.

TRENDS AND CHALLENGES

YouTube is teeming with trends, challenges and memes that are fun to watch and join in with. Children often find these immensely entertaining and might want to try them out. Most challenges tend to be safe, but many others may harm children through either watching or copying. The painful 'salt and ice challenge', which can cause injuries very quickly, is just one of many such examples.

SNEAKY SCAMMERS

Popular YouTube channels regularly have scammers posing as a well-known influencer in the comments section, attempting to lure users into clicking on their phishing links. Scammers impersonate YouTubers by adopting their names and profile images, and sometimes offer cash gifts or 'get rich quick' schemes. Children may not realise that these users are not who they claim to be.

Advice for Parents & Carers

APPLY RESTRICTED MODE

Restricted Mode is an optional setting that prevents YouTube from showing inappropriate content (such as drug and alcohol abuse, graphic violence and sexual situations) to underage viewers. To prevent your child from chancing across age-inappropriate content on the platform, we would recommend enabling Restricted Mode on each device that your child uses to access YouTube.



TRY GOOGLE FAMILY

Creating a Google Family account allows you to monitor what your child is watching, uploading and sharing with other users. It will also display their recently watched videos, searches and recommended videos. In general, a Google Family account gives you an oversight of how your child is using sites like YouTube and helps you ensure they are only accessing appropriate content.



CHECK PRIVACY SETTINGS

YouTube gives users the option of uploading videos as 'private' or 'unlisted' – so they could be shared exclusively with family and friends, for example. Comments on videos can also be disabled and channels that your child is subscribed to can be hidden. If your child is only uploading videos that are protected as 'private', they are far less likely to receive direct messages from strangers.



CHECK OTHER PLATFORMS

Influential content creators usually have other social media accounts which they encourage their fans to follow. Having an open discussion about this with your child makes it easier to find out how else they might be following a particular creator online. It also opens up avenues for you to check out that creator's other channels to see what type of content your child is being exposed to.



MONITOR ENGAGEMENT

YouTube is the online viewing platform of choice for billions of people, many of them children. Younger children will watch different content to older ones, of course, and react to content differently. You may want to keep an eye on how your child interacts with content on YouTube – and, if applicable, with content creators – to understand the types of videos they are interested in.



LIMIT SPENDING

Although YouTube is free, it does offer some in-app purchases: users can rent and buy TV shows and movies to watch, for example. If you're not comfortable with your child purchasing content online, limit their access to your bank cards and online payment methods. Many parents have discovered to their cost that a child happily devouring a paid-for series quickly leads to an unexpected bill!



Meet Our Expert

Clare Godwin (a.k.a. Lunawolf) has worked as an editor and journalist in the gaming industry since 2015, providing websites with event coverage, reviews and gaming guides. She is the owner of Lunawolf Gaming and is currently working on various gaming-related projects including game development and writing non-fiction books.



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SUPPORTING CHILDREN TO DEAL WITH UPSETTING CONTENT

A Guide for Parents and Carers

Raising children in the digital age seems to be getting tougher, with the world currently experiencing so many uncertainties. From the continuing impact of COVID-19 to the war in Ukraine, right now children across the globe can scarcely go online without being exposed to unsettling stories, images and ideas. Reassuring a concerned child can be difficult, especially when bad news feels omnipresent. We've put together some advice to help you in discussing upsetting events with young ones.

1 FIND OUT WHAT YOUR CHILD KNOWS

There are many ways that children are exposed to upsetting content in the media, both online and offline. Before swamping your child with information, find out what they know already. Show them you're interested in what they have to say, practice active listening and try to gauge how much your child has been impacted by what they have seen.



2 RIGHT TIME, RIGHT PLACE

Starting a conversation about upsetting content probably isn't the best idea when your child is studying for an exam or about to go to bed. Choose a time when they're relaxed and open to talking, to make sure you have their full attention. Remember, these conversations can become emotional, so choose somewhere your child feels safe and comfortable.



3 KEEP IT AGE APPROPRIATE

With younger children, try and keep the conversation more general and avoid leading questions and complex detail. You can go slightly deeper into the specifics with young teenagers but keep monitoring their emotional response. With older teens, you can be more open about the realities and consequences of what is happening – but again, do stay aware of their emotional state.



4 EMPHASISE HOPE

Upsetting content can make us feel angry, scared. Upsetting content can make anyone feel angry, scared, sad or overwhelmed. Try to find stories of hope, generosity and strength related to the content you're discussing. Children often feel reassured when they know they can do something to help, so encourage your child's sense of control through activities which make them feel they're positively impacting the events they're concerned about.



5 MONITOR REACTIONS

All children react differently, of course, and young people might not directly say that they're scared, angry, anxious, confused or uncomfortable. Emotional reactions are natural when discussing upsetting topics, so take note of your child's body language and reactions. Allow them to express their feelings in a non-judgmental space and try to stay mindful of how they might be feeling.



6 CONSIDER YOUR EMOTIONS

It's not only young people who find upsetting news difficult to process: adults also have to deal with strong emotions in moments of stress. Children develop coping strategies by mirroring those around them, so staying on top of how you appear to be regulating your emotion on the outside is important for supporting your child through worrying times.



7 SET LIMITS

Managing screentime and content can be difficult at the best of times, but especially in unusual or stressful periods (at the start of the pandemic, for example). It's virtually impossible to keep children away from upsetting content completely, but it's important to try and at least limit exposure by using parental controls, talking about the dangers of harmful content and enforcing screentime limits.



8 TAKE THINGS SLOWLY

Try not to overwhelm your child with information all at once. Instead, take the discussion one step at a time. You could make the first conversation a simple introduction to a potentially upsetting subject and then wait until your child is ready to talk again. Opening the door to the conversation and demonstrating that your child can talk to you about this type of issue is a vital first step.



9 ENCOURAGE QUESTIONS

Online, troubling images, posts, videos and stories are shared across multiple platforms, many of which your child might access. Even if the content is actually inappropriate, encourage your child to discuss what they saw instead of being angry at them for seeing it. Children are still learning that not everything online is accurate – you want to be their ultimate source of information, not their device.



10 FIND A BALANCE

There's often a tremendous compulsion to stay right up to date with events. Our phones frequently send us push notifications urging us to read the latest article or view the most recent video on social media. It's essential to remind your child that it's healthy to take regular breaks, and to focus on positive events instead of 'doomscrolling' and risking becoming overwhelmed by bad news.



11 BUILD RESILIENCE

News has never been more accessible. While our instinct may be to shield children from upsetting stories, it's important that they're equipped with the tools to manage this content when they are exposed to it. Talk about upsetting content more generally with your child and emphasise that they can always tell you or a trusted adult if something they see makes them feel uneasy.



12 IDENTIFY HELP

It's hugely important that children know where to find support if they encounter upsetting content online. Encourage them to open up to an adult that they trust, and make sure they're aware of who their trusted adults are. It is essential that children understand that they're not alone, and that help is available if and when they need it.



Meet Our Expert

Cayley Jorgensen is the director of FaceUp South Africa, which is a reporting system that is currently being used by schools and companies to fight bullying around the world. FaceUp helps give a voice to bystanders by encouraging them to speak up and get the help they not only want but need.



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Sources: <https://www.bbc.com/news/health-5047036> | <https://www.childrens.org.uk/blog/supporting-your-child-with-upsetting-content/> | <https://www.unicef.org/parenting/how-talk-your-children-about-conflict-and-war>



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Mental Health & Wellbeing

Endeavour Academy promotes positive mental wellbeing at all times and whilst staff work hard to create and maintain a positive culture where students can thrive, there may be times where individuals require additional support.

The Pastoral Team are available in school to support with Mental Health Related issues. Support may be offered through classroom based interventions, or alternatively through an appointment system with the relevant staff member.

Staff regularly liaise with Partner agencies such as the Piece of Mind Team, and CAMHS to ensure students are receiving a great deal of support for their individual and whole school wellbeing.

Anyone requiring additional support is welcome to attend the Pastoral Office before school starts, as well as during Break and Lunch periods.

Parents and carers are also welcome to get in touch if they believe additional interventions would be beneficial.



MHFA England



MHFA England

Partner Agencies

Endeavour Academy staff work closely with many partner agencies such as One Point, Humankind, CAMHS, Piece of Mind, Investing in Children and many other organisations.

If any parent / carer feel they would benefit from additional support and aren't sure how to access services, please do not hesitate to make contact with the Family Liaison Worker within school who can signpost and assist with any referrals.

If you would like to find out more information about the services on offer to you and your child, we are happy to answer any questions and assist you in finding out more information.



humankind®

NHS

Investing in Children

Get Involved!

We would like to invite all parents and carers to get involved with school life as much as possible. We are offering training courses, coffee mornings, fundraising events etc and we will also be looking for suggestions from you at home as to what else you would like to see take place and any additional ways in which you can become involved.

Improving Relationships: MECC (Making Every Contact Count) and Restorative Practice

MECC was originally introduced by NHS and Public Health England in a bid to help improve Physical and Mental Wellbeing. In Endeavour Academy, we use MECC to create a wonderful environment for all who spend time here.

We teach staff, students, trainee teachers and even parents and carers upon request, how to use their communication skills to positively impact on those around them, aiming to make a difference to someone else's day through at least one of our many interactions.

As a school we are extremely proud of the way in which our students aim to support one another, and we look forward to hearing about how these skills benefit them and others as they move through life.

Endeavour Academy staff also use a restorative approach within school. Students are respected and valued at all times.

Staff aim to deal with situations swiftly, promoting positive resolution, repairing any harm, supporting students to put right whatever may have gone wrong and modelling positive interactions with others we encounter. It is amazing what the power of positivity can achieve.

We have an amazing team here within Endeavour, a team we consider a Family, made up of staff, students, and those within their homes, working together in a bid to achieve great things for ourselves and those around us, creating a positive culture, influencing others to do the same.

Useful Numbers for External Support



Mental Health & Emotional Support for children, young people & families in County Durham

This is a **great starting point** to help you **access support**



Local Support

One Point | 03000 261 111 | www.durham.gov.uk/OnePoint

Advice and practical support across all aspects of family life

Education & SEND Support | www.countydurhamfamilies.info

Support for children with special educational needs or disabilities

Humankind | 01325 731 160 | www.humankindcharity.org.uk

Health and wellbeing support for LGBT young people (15-24 years)

Investing in Children | www.investinginchildren.net

A children's rights organisation, creating spaces to be heard

Rollercoaster Parent Support | 07377 213 952

Helping parents to support children (0 – 25 years) with emotional or mental health issues

www.rollercoasterfamilysupport.co.uk

DurhamWorks | 03000 262 930 | www.durhamworks.info

Supporting 16-24 year olds not in education, employment or training

Recovery College Online | www.recoverycollegeonline.co.uk

Educational resources for people experiencing mental issues

County Durham Together Hub | 03000 260 260

Support when self-isolating, directory of help and how to volunteer

www.durham.gov.uk/covid19help

Children's Social Care First Contact | 03000 267 979

Report a concern about a child's welfare

www.durham.gov.uk/FirstContact

CAMHS - Single Point of Access | 03001 239 296

Community mental health teams for children (0 – 18 years)

www.teew.nhs.uk

*If you need any support reach out to the
following agencies for help!*

TEWV Crisis line | 0800 0516 171 | www.tewv.nhs.uk

24 hour service for young people experiencing a mental health crisis

Durham SEND Information Advice and Support | 0191 587 3541

Provides information and advice to parents/carers of children with SEND

www.durhamsendiaas.info

Emotional Health & Resilience Team | 03000 263 532

Emotional health, advice and guidance for 5 – 19 years

County Durham Cree Network | Website Coming Soon!

Support and promote health & wellbeing as part of voluntary sector

Hub of Hope | www.hubofhope.co.uk

UK mental health support database (with local options)



National Support

KOOTH | www.kooth.com

Free, safe and anonymous support around mental wellbeing for 11 years +

Anna Freud Centre for Children and Families

Empowering young people to make informed choices about their mental wellbeing

www.annafreud.org/on-my-mind

Charlie Waller Memorial Trust | www.cwmt.org.uk

Education resources for young people (16+), families and schools on mental wellbeing

Headspace | www.headspace.com

Free tools around mindfulness, meditation, routine and sleep

NHS Every Mind Matters | www.nhs.uk/oneyou/every-mind-matters

Resources to support children and young people's mental health

MindEd | www.mindedforfamilies.org.uk

Safe and reliable advice about young people's mental health

Young Minds | 0808 802 5544 | www.youngminds.org.uk

Helping young people around isolation and gaining support around mental health