

Safeguarding In Schools

with Specialist Safeguarding Consultant, **Andrew Hall**



Safeguarding Briefing - 24th February 2025

Manipulative marketing in games (Better Internet for Kids)

Children's online experiences increasingly intersect with potential financial and psychological risks. Manipulative marketing tactics are commonly employed in digital platforms, games, and apps that target children. Understanding these tactics is crucial for safeguarding professionals, as they can lead to unauthorised spending, privacy breaches, and impacts on mental wellbeing.

There are three important areas to consider: persuasive features (such as 'dark patterns' and variable rewards), subscription traps, and product placement. As digital safeguarding becomes increasingly complex, children need support to recognise and respond to manipulative online marketing strategies.

To read more about how manipulative marketing affects children and young people, go to: <https://better-internet-for-kids.europa.eu/en/learning-corner/parents-and-caregivers/marketing-games>

Loudmouth Training and Screen Time Project - Loudmouth

Loudmouth, an innovative company specialising in using theatre to explore complex themes in the PSHE space, has announced new training programmes on their site. The most interesting of these are the Screen Time programme, and their freshly released 'Training for the Workplace on Sexual Harassment'. The former is aimed at years 6 and 7 and has been backed by OFCOM. The latter has received excellent feedback from participants. They really are an excellent company with some original ideas, if interesting in looking at what they have to offer please follow the link below:

NEW Webinar: Safeguarding and Artificial Intelligence (AI): Risk and Reward (Andrew Hall)

Tuesday 4th March 2025 4:00 - 5:30pm (£67.00)

The rise of artificial intelligence has transformed from science fiction to reality, bringing both opportunities and challenges to education. In this seminar, specialist safeguarding consultant, Andrew Hall, will examine AI through a safeguarding lens, addressing both its potential risks and benefits in educational environments.

How does Artificial Intelligence (AI) make you feel?

Is AI awesome and terrifying in equal measure?

Are you scared about how AI is affecting young people who are easily influenced?

Or could it save your sanity when you need help when your brain is exhausted?

Like many great inventions, AI has the power for good, and the not so good.

This session is very much aimed at a helping build awareness and knowledge around AI. Andrew's best hope is that you will leave feeling more confident about managing the risks and go away knowing one task AI can do for you!

A recording will be available for a limited time following the live session. Safeguarding.Pro members will have exclusive access to the recording through their membership portal.

For further information and to book, go

to: <https://checkout.safeguardingschools.co.uk/ai250304>

Behind the Screen - Childline

Childline's new 'Behind the Screen' campaign, seeks to raise awareness of the sexually coerced extortion of boys and young men. In particular it seeks to address the extortion of nudes from this group via blackmail, in relation to nudes exchanged and then saved by the extorter. All young people should be able to feel safe to seek support for whatever afflicts them. Childline seeks to provide that service, and to act as a conduit for advice and support. The campaign has specifically been designed for boys and young men, to let them know its ok to

reach out and that a place for their concerns exists at Childline. In line with this aim, they have produced a supporting guide to accompany their 'Behind the Screen' campaign. If interested please follow the link below:

<https://learning.nspcc.org.uk/media/sfzndfgn/childline-behind-the-screen-pdf-guide.pdf>

Question of the Week

Just a note about our question of the week. Sometimes the question and answer are quite specific, based on guidance. Sometimes the question is intended as a discussion starter for staff; for these questions, I don't give an answer, as it will very much depend on the school's specific circumstances. Sometimes the questions are a bit of both!

Question of the Week

What should a staff member do if they have concerns about a child that they feel aren't being acted upon by their safeguarding lead?

Answer: Staff members have a personal responsibility to take action if they feel their concerns aren't being addressed appropriately. This is clearly stated in KCSIE paragraph 32 (page 14): "If you have concerns about the safety or welfare of a child and feel they are not being acted upon by your manager or named/designated safeguarding lead, it is your responsibility to take action."

In this question, make sure you staff know what the process would be in your school.

PREVENT: Virtual Training for DSLs and Governor/Trustees

The Department for Education (DfE) regional Prevent coordinators support and improve Prevent delivery in each region of England. Their role includes implementing Prevent duty responsibilities across schools, further education (FE) and higher education (HE) settings. RPECs responsibilities include helping education providers improve their Prevent delivery, supporting education providers with complex radicalisation or terrorism cases involving children, staff, young people or learners, and to offer virtual training and good practice webinars for education providers.

The next round of virtual training opportunities have now been announced for DSLs in schools and for governors/trustees.

Prevent in education: training for designated safeguarding leads (DSLs)

This training package has been designed by DfE for designated safeguarding leads to understand their responsibilities and the importance of the Prevent duty.

DSL training sessions are to be held on: Monday 17 March 2025, Monday 12 May 2025 and

Thursday 3 July 2025 (All sessions are 3:30pm to 4:45pm)

Prevent in education: training for governors and trustees in schools

This training package has been designed by DfE for school governors to understand their responsibilities and the importance of the Prevent duty. Sessions for governors will take place on Monday 10 March 2025, Monday 12 May 2025 and Thursday 3 July 2025 (All sessions are 5pm to 6:15pm)

For further details and to book, go

to: <https://www.gov.uk/guidance/regional-prevent-education-coordinators#virtual-training-sessions>

Advanced Safeguarding for DSLs

"I just wanted to say that I thought today's training was absolutely fantastic. By a mile it was the most engaging training I have done."

The on-demand course is always available and is updated after each live session [Book Online](#)

Other available online courses include:

- Whole School Safeguarding Course for 2024/2025 (2 hours of content plus a break)

Online courses - Safeguarding.Pro

All our other courses are now available in [Safeguarding.Pro](#) These courses can be accessed for a full year.

Current courses include:

- Safeguarding Refresher

- An Introduction to Cybersecurity
- Safeguarding for Governance
- Safeguarding Induction for new staff

For further details, go to: <https://safeguarding.pro/>

Until next time, keep safe,

Andrew Hall

Specialist Safeguarding Consultant,
Director, Success In Schools Ltd.

Are you a busy DSL with no time?

Need a place to ask questions. find support and download resources

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