

Droylsden Academy is a good school

## IN THE NEWS THIS WEEK

### Duke of Edinburgh Award

The assessed expeditions for both the Bronze and Silver Award took place last weekend. Students taking the Silver Award set off from Crowdon in the Peak District on Friday morning and navigated their way along a 20km route to Linnet Clough in Mellor where they camped overnight. On Saturday they completed another 20km walk on a circular route, returning to Linnet Clough where they were joined by students taking the Bronze Award who had navigated their way to the camp from Broadbottom where they had been dropped off that morning. On Sunday all 80 students packed up the campsite and set off on their final walk completing it at around 2.00pm that afternoon. Despite a few missed directions and quite a lot of blisters, everyone had a fantastic weekend when, for once, the rain stopped and the sun shone! Well done to everyone who took part, we are proud of your achievements.



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## Fire Drill

The Academy held its practice Fire Drill this week to ensure that all staff and students know the correct procedures to follow in the event of a real emergency evacuation. The building was fully evacuated in 3 minutes, well under the best practice guidance of 4 minutes. Student behaviour was exemplary with students evacuating the building in a calm and orderly fashion and lining up in absolute silence whilst registers were checked. Clearly, rehearsing these procedures is crucial so that everyone is clear on what to do in the event of a real emergency.

## 'Tough Mudder'

Congratulations to Mr Gately who successfully completed the 'Tough Mudder' Challenge last weekend raising almost £500 for research into Cystic Fibrosis, his chosen charity.

The Tough Mudder Challenge is a 10 mile run on a very muddy course with 25 'obstacles' to overcome on the route. The obstacles ranged from high walls to climb over, to lakes to wade through and 'hills of mud' to climb over and slide down. For those students who may not recognise Mr Gately in the photograph, he is wearing a wig!



## Success on the mats

Congratulations to Rory Hand from Year 8 who won the Silver medal in a Tameside Karate competition over the summer holiday. Rory is now a 'Brown Belt' at the sport and can be seen here with his medal and his belt which he brought in to show the PE Department. Well done Rory, we are all very proud of your achievement!

## Year 7

Year 7 have now completed their first two weeks at Droylsden Academy and are settling in well. If you are a parent of a Year 7 student, we hope that your child has enjoyed their first two weeks, made new friends and is adjusting to the demands of high school. Please remember to contact the Year 7 Year Manager, Mrs Pancholi, or the Year 7 Leader, Miss Barratt, if you have any concerns or worries or if there is anything you would like to ask or clarify. The photographs over the page were taken this week. You can also read some of the comments given by students when they were asked how they were settling in. There will be more photographs in next week's edition.

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*"I have really enjoyed the greater depth learning."*

*"I was the only student to come from my primary school but I have made lots of new friends in my form and in my lessons. I have really liked my first two weeks and I am glad I came to Droylsden Academy."*



*"I am working really hard and have had homework too. The teachers expect me to work really hard."*

*"There is a thing on the wall which tells you when you have to work in silence and when you can talk quietly about the lesson with your group. I think this is a really good idea."*



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*"The teachers are quite strict but they are friendly too."*

*"There are more things to choose from at dinner time!"*

*"I have really enjoyed my lessons, especially English."*

*"I love trampolining!"*



*"I have learnt lots of new things already and I've only been here for just over a week! I really like my lessons in Spanish and Maths."*

*"I thought it would be frightening and I was nervous over the summer but everyone has been really helpful and friendly."*

*"Everybody is really quiet in lessons when we are working."*



## GCSE COUNTDOWN

**Year 11, there are only 28 school weeks left, just 140 days in school, until your first GCSE exam.**

By now you should all have an idea what you may want to do when you leave Droylsden at the end of this academic year. It is important, however, that you get as much information as you can about the different colleges you can apply to and the courses and qualifications on offer. Try and get along to as many Open Days or Events as you can over this term so that you are really well informed and can make the right choices for your future.

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## STUDENT OF THE WEEK

Congratulations to Lucy Alderson from Year 10 and Ahmed Butt from Year 11 who have both been nominated as student of the week.

Lucy has been nominated by the Maths Department as she has excelled this term, completing some challenging Level 7 exam questions on Venn Diagrams. Lucy is hard working and resilient and always happy to help others, a model student in every way. Keep up the hard work Lucy.

Ahmed has been nominated by the English Department as he has made a tremendous start to his studies in Year 11. He is very focussed and knows what he needs to do to achieve his target grade. Well done on a great start Ahmed and keep up this positive and purposeful attitude for the remainder of the year!



## REMINDERS AND MESSAGES

### World's Biggest Coffee Morning 2019

On the 27<sup>th</sup> September, we will be joining forces with millions of other people from around the World in hosting a coffee morning to raise money for Macmillan, the charity which provides support for those suffering from cancer and their families. Staff and students will be able to buy a range of cakes and sweet treats which will be available from stalls around the school as well as taking part in some cake themed games and activities! We hope that as many staff and students as possible will get involved so that we can raise lots of money for this truly worthwhile cause.



We are also looking for staff and students to bake or donate cakes, organise the games and run the stalls on the day. Please speak with Mrs McCallum next week if you are able to help in any way. Thank you in anticipation of your support.

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## E-Safety

With the vast array of Social Media Platforms, Games and Apps available to students and young people, E-Safety can be a huge concern for parents and carers. With this in mind we have been publishing a series of guides in Newsflash which we hope will help you to keep your children safe and secure. The guide this week, about 'Influencers', can be found on the back page.

## Sports for Schools

As you may be aware, Aldi are running a 'Sports for Stickers' scheme for Primary Schools whereby they can apply for free sports kits and enter a competition with the chance of winning £20,000 to develop a Healthy Living strategy. To take part, schools need parents/carers to collect 'Team GB' stickers which are given to any customer who spends over £30 in an Aldi store. Although high schools are not eligible to take part, we hope to collect as many stickers as possible and distribute them to our five partnership primary schools, Greenside, Fairfield Road, Moorside, Manchester Road and St Mary's in support of their appeals. As such, we would be really grateful for any stickers you may have and would ask that you give them to your child who can hand them in at Student Services. Thank you for your support!



## Extra-curricular Sporting Activities

The PE Department will be offering the following extra-curricular activities over the coming term so get active and get involved!

Monday	All students are following their Lesson 6 timetable on Monday
Tuesday	Girls Football (all Year Groups) Year 7 Boys Football
Wednesday	Netball (All Year Groups) Basketball (All Year Groups)
Thursday	Trampolining (All Year Groups) Table Tennis (All Year Groups) Year 8 Boys Football
Friday	Fitness Suite (All Year Groups) Multi Sports Club (All Year Groups) Year 9 and 10 Boys Football

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## DATES FOR YOUR DIARY

A group of Year 11 GCSE PE students will be completing an assessed course at the Manchester Climbing Centre on Thursday 19<sup>th</sup> September, 26<sup>th</sup> September, 3<sup>rd</sup> October and 10<sup>th</sup> October.

There will be a visit to the Palace Theatre for Year 11 GCSE Drama students on Friday 20<sup>th</sup> September to watch a performance of 'A taste of honey'.

The Academy Open Evening will be held on Thursday 26<sup>th</sup> September.

Students taking part in the 'Greenpower' Project will race their solar powered go-carts against other schools from across the country, and abroad, at an event in Liverpool on Wednesday 25<sup>th</sup> September.

There will be a visit to the Lowry Theatre for Year 8 students on Friday 27<sup>th</sup> September to watch a performance of 'Horrible Histories'.

HPV vaccinations will be given to Year 8 girls in week beginning Monday 30<sup>th</sup> September. Further information and consent forms will be sent out nearer the time.

'Futures Evening' will be held on Thursday 10<sup>th</sup> October and will give students in Years 9, 10 and 11 the opportunity to start planning for their post 16 provision.

The Academy will break up for the half-term holiday on Friday 25<sup>th</sup> October.



Social media influencers are people who have established credibility in a specific industry and have the power to influence other people's decisions. Most commonly associated with YouTube and Instagram, 'Influencers' will usually have a large number of followers and be viewed as authentic by their audience. It is for this reason that many influencers are often paid by big companies to promote their products in the hope of persuading their followers to purchase those goods.



# What parents need to know about SOCIAL PRESSURES LINKED TO 'INFLUENCERS'



## AN UNREALISTIC PERCEPTION OF BODY IMAGE

Some of the most popular social media influencers often depict themselves as having the 'perfect body' and are paid to promote items such as health supplements or swimwear, which young people believe can help them achieve the same look. What is not always realised is that these images can be edited or filtered and aren't always a true-life representation. Your child may feel like this is what they need to look like and in some cases, become obsessed with their body image, which could contribute towards a lower self-esteem or even becoming depressed if they can't achieve the same look.



## BECOMING UNREALISTIC ROLE MODELS

As children become more and more involved on social media and identify who their favourite people are to follow, they may come to see social media influencers as role models, particularly if they are attracted by the lifestyle they see online. This could lead them into developing potentially unrealistic expectations of life and in some cases, using their role models as an escape from reality, particularly if they feel like their own life isn't very fulfilling.



## ENCOURAGING BAD HABITS

Although many social media influencers will get paid to advertise brands and their products, they will also post their own material online too, usually depicting their daily life or an activity for example. This may have both desirable and undesirable consequences, with influencers able to inspire both good habits, such as healthy eating, exercise or kindness. However it may also encourage children to adopt bad habits, such as drinking, smoking, swearing or even criminal behaviour, particularly if these are seen to be endorsed by the influencer.



## THE NEED TO HAVE EVERYTHING

Many social media influencers will take photos or videos of themselves wearing the latest fashion or jewellery which companies want them to promote. They may also be provided with the latest gadgets to promote or, if they are children, toys to play with in order to persuade their followers to purchase them. Many children will be keen to buy these items in order to keep up with the latest trends however if they get left behind, they could be made to feel inadequate or inferior by other children who do have them.



## AUTHENTICITY OF ENDORSEMENTS

Social media influencers hold a lot of persuasion with their audience and are often looked up to by younger followers. Many children will see them as credible, authentic and trust what they see online. However, some influencers may not always believe in the product they are promoting and therefore can mislead their followers, abusing their level of confidence in them. Your child may therefore find themselves looking up to people who are disingenuous or who feign interest in activities that they themselves do not actually care about.



# Safety Tips for Parents



## FOLLOW WHO THEY FOLLOW

A good way to see first-hand who may be influencing your child is to create your own social media account and follow the same people they do. This will give you a strong indication of what is shaping how your child behaves, what they like and what they are taking an interest in.



## TALK ABOUT ROLE MODELS

Role models can play an important part of your child's life, particularly outside of the home. Talk to your child about who they look up to and why. Remind them that not everybody online is who they seem to be and if you do have concerns that your child is being negatively influenced, work with them in finding more positive alternatives.

## BUILD THEIR SELF-ESTEEM

It's important that your child is aware of how unrealistic perceptions of life can be depicted on social media and that it is easy to be deceived. Discuss with your child how images can be heavily edited, cropped or manipulated to create artificial scenarios and that often the lifestyle that people display on social media isn't always realistic or in fact the truth.



## DISCUSS REALISTIC VS UNREALISTIC EXPECTATIONS

If you notice your child has suddenly taken a strong interest in the way they look, or you find they are a lot more body conscious, then it's a good idea to speak to them about why they feel that way. If they seem unhappy, try to build their self-esteem by talking to them and listening to their concerns, helping to build their confidence through praise and positivity. Remind them that looks aren't everything and not everything they see online is actually a true depiction of real life.



## ENCOURAGE INDEPENDENT THINKING

Social media influencers can be quite powerful individuals who hold a lot of persuasive power so it's important to encourage your child to think independently about everything they see and engage with online. Talk to them about the dangers of blindly following others and in keeping an open mind when viewing content. Teach them to always question people's motives online, especially when they see individuals are promoting a brand or product which they are likely to have been paid to advertise but may not necessarily personally endorse.



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