



Perschore High Safeguarding Newsletter

April 2025

Happy Easter! This edition provides a timely series of articles linked to advice around online safety, a topic that is very much in the news at the moment with the Online Safety Bill coming into statute and TV news and dramas keeping the risks very much in the spotlight. Also included in plenty of advice and signposting for physical and mental health needs.

!! Adolescence - New Safeguarding Info !!



Netflix's Adolescence just pulled back the curtain on something every parent, educator, and mentor needs to know—the hidden language of emojis.

Online, young people are communicating in ways that most adults completely miss. What looks innocent could have a much darker meaning. Here are some of the codes being used:

- **Red Pill** – "I see the truth." Used in toxic male spaces to mean waking up to supposed hidden 'truths' about women and society, often linked to misogynistic ideologies.
- **Blue Pill** – Represents those who are "blind to the truth" or still believe in mainstream views about relationships and gender dynamics.
- 💣 **Dynamite Emoji** – An "exploding red pill," meaning someone is a radicalised incel.
- 🥵 **Kidney Bean** – A symbol linked to incel culture, sometimes mocking women.
- 👁️ **100 Emoji** – Tied to the "80/20 rule," the belief that 80% of women are only attracted to 20% of men.
- 🕳️ **Black Hole** – Used to express depression, hopelessness, or being sucked into negative online spaces.
- 🌀 **Tornado** – Represents chaos or feeling overwhelmed, sometimes used to indicate mental distress.
- 🐸 **Frog Emoji** – Associated with alt-right and extremist meme culture, often linked to Pepe the Frog, which has been co-opted by some toxic online groups.
- 🦅 **Eagle** – A symbol of extreme nationalism, sometimes used in far-right online spaces.
- 💀 **Skull** – While often just slang for "that's funny" or "I'm dead (from laughing)," in certain groups, it can signal darker themes like nihilism or self-harm.
- ❤️💜💛💔❤️ **Heart Colours** – Not just about love!
 - ❤️ = Love
 - 💜 = Lust
 - 💛 = "Are you interested?"
 - 💔 = Interested but not in sex
 - 👉❤️ = "You'll be okay"

So what should parents do?

- 1 **Get Curious, Not Combative** – Ask open-ended questions: "I saw something about emojis meaning different things. Have you heard of this?" Keep the conversation light.
- 2 **Create a Judgment-Free Zone** – If your child feels like they'll be punished for opening up, they won't. Make it clear you're there to listen, not just lecture.
- 3 **Decode Together** – Ask them to explain their digital world. What do different symbols mean? Who are the influencers they follow? Don't assume—ask.
- 4 **Teach Critical Thinking** – Help them question online content. "Why do you think some groups push this idea? Who benefits?" Arm them with questions, not just rules.
- 5 **Monitor Without Spying** – Open conversations work better than secret surveillance. Make checking in on their online spaces a normal part of parenting, not a crisis move.
- 6 **Be Real About Manipulation** – Explain how toxic online groups groom young people by making them feel special, included, or like they have 'insider knowledge.'
- 7 **Build Their Offline Confidence** – The more they feel valued and confident in the real world, the less they'll seek validation in dangerous online spaces.

The digital world is evolving faster than most adults can keep up. But we don't have to be in the dark!

#DecodeTheCode #ProtectThem

Perschore High Safeguarding Team



The Designated Safeguarding Lead is Fiona Lovecy.

Just get in touch in you need any support or advice.

Email: fl@perschore.worcs.sch.uk

Who else can help?

Please talk to or email your child's tutor, pastoral manager or Head of House or the 6th Form Team for older students. They will be able to help or seek further advice for you.



What has happened this term?

We have continued to provide a range of awareness raising sessions to support student's understanding of key safety and wellbeing areas these include:

- ◆ Assemblies to all students on online safety especially linked to sharing nudes and semi-nudes.
- ◆ Tutor group activities to help students understand the risks of sextortion. This is online blackmail when a child sends a nude image, usually to extract money from the child.
- ◆ Use of surveys to review the students point of view of safety in school and the wider community.
- ◆ Year 9 Health and wellbeing review with the school nurses. This is a county wide focus on Year 9 mental health and wellbeing, including follow up appointments .
- ◆ Start of Emotional Based School Avoidance interventions for students with lower attendance.

Local Support



Food Banks

During Term Time school can complete referrals—just contact Fiona Lovecy, Zoe Budding or Rachel Kilmister.

Worcester City (Mon, Tue, Wed & Fri)

11am—2pm) 0808 2082138

7 Lowesmoor Wharf, Worcester WR1 2RS, UK

Droitwich (Tues 1pm—3pm & Fri)

07532 130604 / 07532 130604

Droitwich Baptist Church, Ombersley Street East, WR9 8QS

Redditch & Bromsgrove (Mon—Thursday)

11am —2pm & Fri 10am— 1pm) 01527 69161

Malvern Hills Foodbank (Mon—

10.15am—12.30pm, Tues 1pm—3.15pm, Thurs 10.15am—12.30pm) 07529 322985

Unit 4, Spring Court, Spring Lane South, Malvern, WR14 1AT

Pershore (Tues 11am— 1pm, Fri 1pm—3pm) 01386555347

St Andrews, Church Walk, Pershore, WR10 1BH



Pershore community cupboard is a food project set up to help the whole of the community if they need any food. No

referral is required. They receive donations of food from local supermarkets and want to stop as much food going to landfill as possible. This is a community project open to all. Found at Pershore Baptist Church on Broad Street, Pershore.

See the website for Opening Times:

[Community Cupboard](http://CommunityCupboard.pershorebaptist.org.uk)
(pershorebaptist.org.uk)



Worcestershire Safe Haven

Safe Haven provides out-of-hours telephone and face-to-face support to adults (aged 18+) experiencing acute distress due to their mental health.

They offer a listening ear, support and guidance with accessing other services, and help with managing difficult times whilst holding your hand towards better mental wellbeing. The service is available 7 evenings a week 18:00 – 01:00 and is based in Redditch Town Centre. Following an initial phone call, they may be able to offer you face-to-face appointment for that same evening. Phone: [01905 600400](tel:01905600400) for queries or to discuss a referral or visit: [Worcestershire Safe Haven](#) | [South Warks & Worcestershire Mind](#) | [South Warwickshire & Worcestershire Mind](#)

inourplace

NHS

An update on
**WELLBEING FOR
SCHOOL PARENTS**

From inourplace.co.uk

An NHS learning space developed by psychologists



[Emotional health and wellbeing for parents](#)

Inourplace has been funded in Worcestershire to provide families with free access to expert learning about childhood development, wellbeing, brain changes and much more to help parents and carers connect with their children and make sure they thrive. Families can sign up to these courses for free by entering the Worcestershire Access Code: PARENTSROCK.

Latest courses on offer:

- ⇒ For parents—Understanding your relationships and Understanding your own trauma
- ⇒ For teenagers—Understanding your brain and Understanding your feelings
- ⇒ A wellbeing guide for SEND parents

Local Support



ActOnIt is delivered by ONSIDE and Action for Children in partnership with Worcestershire County Council



Mental Health – Supporting my Teen

- Workshop available for parents with children aged 11-19.
- Includes CBT (cognitive behavioral training) techniques to boost mood for the whole family.
- Learn tools and techniques to help manage anxiety and low mood with your teens.
- Live Q&A with a practitioner.
- Please click the Eventbrite link for the date you want to attend to register for the session or scan the QR code to be taken to the Eventbrite page. Alternatively email leah.randall@actionforchildren.org.uk to be booked on to the date you wish to attend.



Wednesday 5th March 2025 - [Mental Health – Supporting my Teen Tickets, Wed 05 Mar 2025 at 13:00 | Eventbrite](#)

Wednesday 19th March 2025 - [Mental Health – Supporting my Teen Tickets, Wed 19 Mar 2025 at 18:00 | Eventbrite](#)

Wednesday 2nd April 2025 - [Mental Health – Supporting my Teen Tickets, Wed 02 Apr 2025 at 13:00 | Eventbrite](#)

Wednesday 16th April 2025 - [Mental Health – Supporting my Teen Tickets, Wed 16 Apr 2025 at 18:00 | Eventbrite](#)

Wednesday 30th April 2025 - [Mental Health – Supporting my Teen Tickets, Wed 30 Apr 2025 at 13:00 | Eventbrite](#)

Wednesday 14th May 2025 - [Mental Health – Supporting my Teen Tickets, Wed 14 May 2025 at 18:00 | Eventbrite](#)

Wednesday 28th May 2025 - [Mental Health – Supporting my Teen Tickets, Wed 28 May 2025 at 13:00 | Eventbrite](#)

Wednesday 11th June 2025 - [Mental Health – Supporting my Teen Tickets, Wed 11 Jun 2025 at 18:00 | Eventbrite](#)

Wednesday 25th June 2025 - [Mental Health – Supporting my Teen Tickets, Wed 25 Jun 2025 at 13:00 | Eventbrite](#)

Wednesday 9th July 2025 - [Mental Health – Supporting my Teen Tickets, Wed 09 Jul 2025 at 18:00 | Eventbrite](#)

Wednesday 23rd July 2025 - [Mental Health – Supporting my Teen Tickets, Wed 23 Jul 2025 at 13:00 | Eventbrite](#)

Health and Wellbeing



NHS Herefordshire and Worcestershire are providing families living in Herefordshire and Worcestershire free access to Lumi Nova; a digital therapy in the format of a mobile app to help children and young people learn to self-manage, reduce symptoms of anxiety, build resilience and thrive.

To access please visit: [Lumi Nova: Tales of Courage](#)

Pershore High School provide a graduated approach for mental health in school students:

1. Education for all: the curriculum and pastoral programme supports all students with knowledge and understanding of wellbeing, exam stress and coping with low levels of anxiety
2. Provide individual support, mentoring and interventions around areas such as self esteem, low mood, sleep and signpost to self help provision.
3. Use of agencies in school to provide interventions as counselling or mentoring include WEST, a lower level of CAMHS in school Refer to specialist and higher level agencies such as CAMHS. **Contact House Teams or Mrs Lovocy.**

Eating Disorder Support—Shout 85258



Shout 85258, is a free and confidential text messaging support line for people struggling to cope. The digital service, has issued new guidance on the issue of eating disorders. Eating disorders are recognised by the NHS as a 'mental health condition where you use the control of food to cope with feelings and other situations'. Recognising an eating disorder is the first step towards healing and regaining balance. There are various types of eating disorders, including Anorexia Nervosa, Bulimia, and Binge Eating Disorder. However, some individuals might not fit into these categories and instead experience Other Specified Feeding or Eating Disorders (OSFED) or ARFID (Avoidant Restrictive Food Intake Disorder), which is more common among individuals with autism. Understanding these different experiences helps us better support those going through these challenges. If interested in finding out more, please click on the link below: <https://giveusashout.org/latest/how-to-support-a-young-person-with-an-eating-disorder/>



Protect our children!

Parents and guardians: Our kids are now most commonly abused online, via their mobile phones and games consoles. Do you know how to keep your kids safe?

Learn more about the dangers of kids being online and how you can keep them safe. Join our free one hour online parent awareness session to give yourself a head start in an ever changing digital world.

Scan the QR code to find out more about our awareness training and to sign up to one of our free sessions or go to www.westmercia.police.uk/exploitworkshops



Neurodiversity SHOW

9th to 10th of May 2025 at the Birmingham NEC

- Gain expert advice from professionals in the **Dyslexia Parent Theatre**, where experts will provide continued professional development for parents.
 - Learn from insightful talks in the **Dyscalculia Theatre**, designed to help parents better understand and support their children's learning challenges in maths and numeracy.
 - Attend sessions in the **Neurodiversity Theatre** to learn about ADHD, Autism, Dyspraxia, and other conditions, and how to best support your child.
 - Explore the latest tools, technology, and services in the **Exhibitors Theatre** that are designed to help your neurodiverse child thrive.
 - Join other parents in **networking sessions**, sharing experiences and building a supportive community.
- To find out more please visit: [Neurodiversity Show |](#)

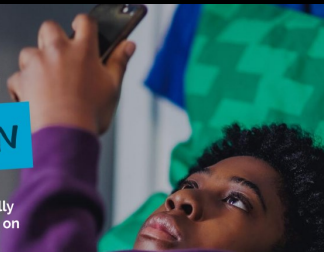
Teen Autism Confident - ONLINE Herefordshire and Worcestershire
[Teen Autism Confident - ONLINE Herefordshire and Worcestershire Tickets.](#)

Online Safety

Childline Reach

BEHIND THE SCREEN

Together, we can raise awareness of Sexually Coerced Extortion and the impact it's having on boys and young males.



Childline Reach is a Programme of work which focuses on reaching as many people as possible, especially those who may not currently know about Childline or feel like it's not a place for them. Last year, 68% of Childline counselling sessions about blackmail/threats to share sexual images were boys, compared to 31% for girls.

During 2023/24 Childline provided over 900 counselling sessions to young people relating to

threats to share sexual images online.

Some young people are being extorted for money after someone they'd met threatened to release sexual images or videos of them, including 'fake nudes' created by the offenders.

Signs a child may be experiencing Sexually Coerced Extortion include, but are not limited to: changes in behaviour, being secretive and guarded about their device(s), talk of a new online friendship and asking for money with little or no explanation.

You can find further guidance on what steps to take when supporting a young person experiencing this type of abuse by visiting:

[Financially motivated sexual extortion: NCA alert](#)



Nude image of you online?
We can help take it down.

It is against the law for anyone to share a sexual image or video of someone who's under 18. Childline is working with the Internet Watch Federation (IFW) and Yoti to help with the removal of any sexual image or video of you that's online.

Report Remove is a safe, easy and free. Please visit: [Report Remove](#) | [Childline](#)

LANGUAGE

Sexually Coerced Extortion is a form of online blackmail that involves the threat of sharing intimate or explicit images or videos to extort money or force someone to do something against their will (Internet Watch Foundation, 2024).

Sexually Coerced Extortion is sometimes called **'Sextortion'**, however this term fails to emphasise the coercion involved in this form of exploitation. It's also important to acknowledge the different types of exploitation within Sexually Coerced Extortion and the overlaps with other forms of abuse and exploitation such as **Child Sexual Exploitation** and **Child Criminal Exploitation**.

Sexually Coerced Financial Extortion relates to the **financially motivated** abuse that we are seeing largely impacting on boys, whereas girls typically speak to Childline about being pressured to send more nude or semi-nude images rather than money.

Language is important and the way that we describe things and speak to young people needs to be relatable and relevant. We know young people do not always recognise the term **'Sextortion'** or **'Sexually Coerced Extortion'** and we have found that language such as **'online blackmail'**, **'manipulation'**, **'grooming'**, **'peer pressure'**, **'threats to share nudes'** and **'taking advantage of someone'** are the main terms young people use to describe this abuse.

Healthy Video Viewing



AMERICAN PSYCHOLOGICAL ASSOCIATION

The American Psychological Association (APA) has developed an evidence-based guide to help parents navigate the complex world of teen video viewing. Drawing on decades of psychological research, they examine how video content affects adolescent development, mental health, and well-being.

Adults and teens alike can find video content engaging, but adults typically have more developed skills for managing viewing time and content choices. Parents can use their experience to demonstrate and discuss balanced media habits, while acknowledging

that everyone faces similar challenges. Research findings reveal that teens learn significantly from observing their parents' media behaviors. By openly discussing your own strategies for maintaining healthy boundaries with video content, you can create opportunities for collaborative learning. Being open about your own efforts to maintain healthy viewing habits can make conversations about digital wellness more authentic and effective.

Some video platforms offer features to enhance youths' engagement and/or to safeguard youth from inappropriate content. Teens are in a critical stage of development where impulse control—the ability to pause and think before acting—is still maturing. During the teen years, the brain's reward centers are especially sensitive, while the parts that regulate self-control are still developing. This natural brain development can make it harder for teens to disengage from captivating content, even when they want to take a break.

Evidence suggests that clear boundaries around video viewing can support positive outcomes in multiple areas of teens' lives, including sleep, academic performance, and social relationships. They have identified the key is to approach these boundaries as collaborative agreements rather than rigid rules. Please visit: [APA Recommendations for Healthy Teen Video Viewing](#)

Online Safety

www.youcantknoweverything.com

Incel culture PARENT GUIDE

The recent Netflix drama *Adolescence* has highlighted the troubling rise of incel (involuntary celibate) communities and their influence on young people. As a parent, it is important to understand this online subculture, recognise warning signs, and engage in open conversations with your child. This guide explains incel ideology, key terms, signs to look out for, and conversation starters to help you support your child. You can find further support on our website.

What is an incel?

The term **incel** stands for 'involuntary celibate' and refers to men who believe they are unable to form romantic or sexual relationships despite wanting to. Some incel communities foster resentment towards women, blaming them for their perceived misfortune. These forums (often online) can promote misogyny, victimhood, and, in extreme cases, radicalisation.



Key Incel Terminology

- Red Pill** – From *The Matrix*, refers to 'waking up' to the 'truth' of gender dynamics, as incels perceive them.
- Chad** – An attractive, successful man who is desirable to all women.
- Stacy** – An attractive woman who is seen as prioritising men like Chad.
- Becky** – An average woman, often contrasted with a Stacy.
- Femoid/Foid** – A dehumanising term, implying women are inferior.
- Black Pill** – Belief that nothing changes with self improvement or effort.
- 80/20 Rule** – A theory suggesting that 80% of women are attracted to 20% of men, fuels resentment.
- Andrew Tate** – A key promoter of incel ideology.

Signs to Look Out For:

- Low self-esteem
- Use of incel language
- Hostility towards women
- Isolation and secrecy
- Increased frustration & anger

Conversation Starters:

- What do you think makes a healthy relationship?
- Do you think it's fair to blame one group of people for personal difficulties?
- How do you decide whether something you read online is trustworthy?

Follow @youcantknoweverything_homeed

WhatsApp safety guide for parents

internet matters.org

13+

WhatsApp's minimum age in the UK

58%

Kids aged 3-17 who use WhatsApp

37%

Kids under 13 who use WhatsApp



5 tips to keep kids safe on WhatsApp

- 1 Review privacy settings** WhatsApp has a range of privacy and security settings to keep users safe. Customise groups, app access, live location and more.
- 2 Customise contacts** Show your child how to report and block unwanted contacts. Then, work with them to add their friends and family. Review and talk about their contacts regularly.
- 3 Talk about personal information** Make sure your child understands what personal information is. Talk about the importance of keeping that information private on WhatsApp.
- 4 Show them where to get support** If something goes wrong or they see something worrying on WhatsApp, make sure they know to come to you, and talk about other sources of support.
- 5 Check in regularly** Once you've done all of the above, check in with them regularly to review settings and how they use WhatsApp.



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Children's Wellbeing in a Digital World 2025

The 2025 report explores four key areas below:

- **An internet of extremes:** Both the positive and negative dimensions of online wellbeing are growing. This is a trend we have not seen before with the negative Index score remaining stable in previous waves.
- **A growing sense of unease:** A majority of children still feel safe online, but this has dropped compared to the previous year. Additionally, children find the harms they experience more upsetting.
- **Polarised impacts:** While vulnerable children have consistently shown higher positive and negatives wellbeing scores than their peers, their negative indexes have risen to their highest level in the three years that the Index has been tracking them.
- **Digital parenting:** Children are now more open with their parents about online activities. Additionally, parents' awareness of children's online activities has increased, as has their use of tools and controls to set boundaries.

Key stats about children's digital wellbeing

56%

Children see the internet as important for meeting good friends (56% this year compared to 50% in 2023).

24%

This year, 24% of vulnerable children said upsetting experiences happened to them 'quite a lot' or more, which is a significant increase from 10% last year.

77%

Most children still feel safe online (77%), but this is a decrease from last year (81%). Additionally, vulnerable children are less likely to feel safe compared to their non-vulnerable peers (70% compared to 79%).

93%

Almost all children report being at least 'somewhat open' with their parents about their online activities. Parents show more awareness about children's online activities too.

To view the full report, please visit: [Children's Wellbeing in a Digital World - Index Report 2025 - Internet Matters](#)