

ISSUE 10 • FEBRUARY 2025

wqe Wyggeston & Queen Elizabeth I College

SAFEGUARDING NEWSLETTER



MANIPULATIVE MARKETING IN GAMES

Online companies use clever tactics to make money through products and services they market as being free. These tactics are not always obvious and some can be very persuasive, especially those aimed at children. There are three main types of tactics:

PERSUASIVE FEATURES

Some persuasive features are designed to grab a user's attention and encourage them to take an action or spend more time playing/interacting. Other features are designed to pressure a user into making a purchase or spending more money than they had planned to.



SUBSCRIPTION TRAPS

Subscription traps are tactics used by companies to persuade users to sign up for monthly subscription or to unlock special features for a set period of time. Not all games and apps make it clear to users that they are entering into a recurring subscription, and some games make it very difficult to end the subscription.



PRODUCT PLACEMENTS

This approach can take many different forms and can be designed to encourage people to buy a product, to share personal data, or both. For example, pop-up advert appearing in an online game for another game or product that players would enjoy.

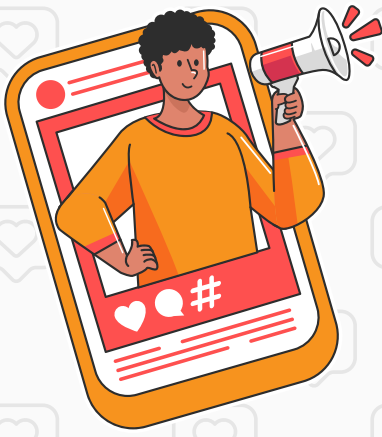


Persuasive digital marketing tactics can have a number of costs to your child, not just in terms of **financial well-being**, but also **mental health and well-being**, **privacy** and **safety**. It is important to remember that all children are different and can be affected by online risks in different ways depending on their age and experience.



CLICK THE GAME CONTROLLERS TO THE LEFT, OR SCAN THE QR CODE TO THE RIGHT, FOR MORE INFORMATION





MANAGING SOCIAL MEDIA

Since the pandemic, lots of people have found themselves scrolling on social media more than ever before. Social media can be an enriching tool for our lives, however there are a few key aspects which can negatively affect our mental health and wellbeing.

KEY ASPECTS OF SOCIAL MEDIA

Privacy - check your privacy settings regularly

Content - the content you see has been tailored to you based on the information you have given (often without realising!)

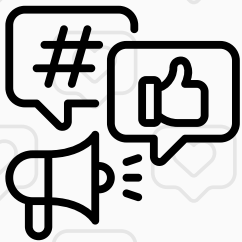
Information we share - try to limit content sharing online to only the people you know and trust

Passwords - set strong passwords by mixing letters, numbers and special characters.

Time spent - consider a cut-off time at night where you can put your phone down to help get a good night's sleep

Minimum age requirements - most social media platforms are recommended for use by those aged 13 or over

How to make the most of social media whilst protecting your mental health and wellbeing:



Post Responsibly

Every social media user has a responsibility to ensure that the content they post isn't harmful to others.



Curate Your Feed

Follow accounts that make you feel good. Think inspiration, versus comparison.



Use in-app time management tools

These will help you to set daily limits on your social media consumption.



Don't compare yourself to strangers

Remember that social media only shows a 'highlight reel' of people's lives.



SYNTHETIC MEDIA

Synthetic media, often referred to as 'deepfake' content, may be something you are seeing more of online – even if you don't realise it. Synthetic media includes various types of content, including images, videos, audio and text. As synthetic media becomes harder to detect with the rise of artificial intelligence technology, it can sometimes be challenging to work out what's real and what's not. As with many things, synthetic media has its positives and negatives:



POSITIVES

- Helps creativity and problem-solving
- Increases efficiency
- Supports accessibility and inclusivity

NEGATIVES

- May generate deceptive or harmful content
- Can be used to violate people's privacy
- Affects people's trust in what they see online

HOW CAN WE PROTECT OURSELVES FROM SYNTHETIC MEDIA?

- Encourage open discussions around online safety
- Adjust privacy settings on social media accounts
- Do not click on suspicious links
- Do not share information with unknown sources
- Use child-friendly search engines e.g. Swiggle

SCAN THE QR CODE
OR CLICK HERE TO
READ MORE



CENTRAL ACCESS POINT (CAP)



Leicestershire Partnership
NHS Trust

The **Mental Health Central Access Point (CAP)** in Leicestershire Partnership NHS Trust provides a 24/7 mental health support number for people in Leicester, Leicestershire and Rutland.

Callers will be connected to a trained professional, who can provide local support, advice or signposting, or emotional support over the telephone.

All of this is available anytime of the day or night, with no referral criteria, available for anyone of any age needing mental health support for themselves or others. You can call this service on **NHS 111 and select option 2**. This telephone totally free and confidential.



PREVENT EVENT 2025

Leicester Prevent
YOUNG LEADERS

On Wednesday 5th February, we were joined by three outstanding guest speakers who came to speak to the college community about their experiences related to violence and extremism.

Dilwar Hussain MBE, **Ray Douglas** and **Nick Daines** delivered powerful presentations about the importance of diversity, tolerance, respect, and being willing to engage in discussion with openness and curiosity, even where the content or circumstances may be challenging.



DILWAR HUSSAIN MBE



RAY DOUGLAS



NICK DAINES

Our Prevent Young Leaders showed great student leadership by introducing each guest speaker and taking part in the focus groups, asking thought-provoking questions to delve deeper into the topics.

PREVENT EVENT 2025

Leicester Prevent
YOUNG LEADERS

Mario, one of our Prevent Young Leaders, said: **“Having Conversations about how to prevent extremism and understanding the problems we face as a society is a benefit to us all and demonstrates how as a college we can get along.”**



It was fantastic to see the event being attended and supported in person by so many students and members of staff, as well as representatives from the Prevent Policing Team.

Donna Trusler, Associate Principal, commented “Our Prevent Young leaders did an excellent job in welcoming our three experts to speak to our student body last week. We were extremely lucky to secure such prestigious and knowledgeable speakers. Many of the topics discussed were challenging and emotive. We were reminded of how vital it is we have these discussions and tackle issues in society head on. We also welcomed officers from the Prevent Policing Team who observed one of the sessions and then took questions from our Prevent Young Leaders. We look forward to welcoming the officers again to work with our students.

This event is extremely important to kickstart a number of Prevent awareness events that Prevent Young Leaders have planned this academic year in conjunction with British Values embedded within our schemes of learning. We always welcome your questions and support. Our Prevent Young Leader programme is the only one of its kind and offers our students involved an opportunity to lead a strategically vital agenda which supports their development into young professionals. The wider student body benefit from a holistic and dynamic approach to the challenges faced in our society.”



Our college is a place that inspires and engages young minds. Our college believes in democracy and the laws of the country, where every individual has a voice that is heard and respected, no matter what their faith or belief. Our college values discussion, debate and learning from others. Our college believes that division belongs in mathematics, not the classroom. There is no place for ~~extremism~~ in our college

LIVE SAFE WEBSITE

In light of recent national events, we would like share the [Live Safe](#) website with the WQE Community. Live Safe is a space for information and support on staying safe in Leicester, Leicestershire and Rutland.



Talking about violence is tough, and it can be hard to know where to turn to for advice. However, we can make a powerful, positive change by understanding how these things affect our community, health and wellbeing.

Click the Live Safe logo on the right, or scan the QR code for more information.



HOW TO MAKE A SILENT 999 CALL

If you're in danger, call 999 and try to speak to the operator if you can, even by whispering. You may also be asked to cough or tap the keys on your phone to answer questions.

Call [999](#) from a mobile

If you don't speak or answer questions, **press 55** or tap when prompted and your call will be transferred to the police. The police will usually be able to find your location. If you don't press 55 or respond, your call could be ended.



Call [999](#) from a landline

If you don't speak or answer questions and the operator can only hear background noise, they'll transfer your call to the police. If you replace the handset, the landline may remain connected for 45 seconds in case you pick it up again. Calling 999 from a landline automatically gives the police information about your location.



WE WANT YOUR FEEDBACK!



As we continue to develop our Safeguarding Newsletter, we are keen to hear your thoughts.

Please scan the QR code to the right, or click on the image to the left to access the feedback form.

