



SEFTON PARK

Term 5 Safeguarding Newsletter

Dear Parent/Carers,

Welcome to this edition of our Safeguarding Newsletter.

Safeguarding remains a vital part of our work in supporting children and young people to stay safe both online and offline. In this edition of the newsletter, we focus on two increasingly important areas of concern: misogyny and the online platform Roblox.

Recent discussions nationally have highlighted the growing influence of harmful misogynistic attitudes and content that young people may encounter through social media, online communities, and peer interactions.

We also explore the popularity of Roblox, a platform used by millions of children worldwide.

Through this newsletter, we aim to raise awareness, share practical advice, and support conversations that help keep children safe in an ever-changing digital world.

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Helping our children navigate sexism and misogyny

In recent years, schools across the UK have seen a rise in children repeating sexist language, stereotypes and harmful attitudes, sometimes without fully understanding what they mean. These ideas don't appear out of nowhere. Many children are encountering them online, often through platforms and personalities that can seem harmless at first glance.

Where are children hearing these messages?

Children of primary school age are increasingly exposed to content through:

YouTube – Videos, 'shorts' and gaming content can sometimes include sexist jokes, stereotypes or influencers promoting harmful views about girls and women.

TikTok – Short, fast-moving clips can expose children to trends or influencers who normalise disrespectful attitudes.

Snapchat – Private sharing and stories can spread unmoderated content between peers.

Roblox and Fortnite – Chat functions and user-generated content can sometimes include inappropriate language or ideas. The games available on Roblox can often encourage harmful attitudes.

WhatsApp groups – Even younger children may be part of group chats where videos, memes or comments are shared without adult oversight.

How to talk to your child about sexism and misogyny

These conversations don't need to be formal or difficult; the most effective approach is calm, open and ongoing.

Start with curiosity "I heard some children are using certain words online – have you come across anything such as that?"

Keep it age-appropriate Explain that sexism means treating someone unfairly because they are a boy or a girl

Emphasise kindness, fairness, and respect

Challenge ideas, not the child If they repeat something inappropriate, respond with: "That idea isn't fair – why do you think someone might say that?"



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Gender stereotyping

Language plays a powerful role in shaping children's understanding of gender, and the school environment is an influential one. On this page are examples of common phrases and expressions that can reinforce gender stereotypes, whether they are used by children, young people or adults at school, and some suggestions for more inclusive alternatives.

STEREOTYPED PHRASE	WHY IT'S HARMFUL	INCLUSIVE ALTERNATIVE
"Boys will be boys."	Excuses aggressive or disruptive behaviour, presenting it as natural for boys.	"Everyone is responsible for their actions."
"Girls are so emotional."	Suggest girls are overly sensitive and less rational than boys.	"It's ok to feel emotions – everyone does."
"That's not very ladylike."	Enforces outdated expectations of how girls should behave.	"Let's be respectful to others."
"Man up."	Implies boys shouldn't show vulnerability or express emotion.	"Be brave, you've got this!"
"You throw like a girl."	Uses femininity as an insult.	"Let's work on your technique."
"Boys don't play with dolls."	Can restrict boys' nurturing instincts and interests.	"Everyone can play with what they enjoy."
"Girls can't do maths."	Discourages girls from pursuing STEM subjects (Science, Technology, Engineering, Maths)	"Anyone can be great at maths with practice."

ROBLOX

Many children talk about 'playing Roblox' as if it were a single game – but it's important to understand that Roblox is actually a platform where users create and upload their own games.

This means that when children are on Roblox, they are not just playing one controlled experience, they can move between millions of different games, created by people from around the world.

Why does this matter?

Because Roblox is user-generated, the quality and safety of content can vary widely. While some games are creative and age-appropriate, others may include:

- *Inappropriate language or themes not suitable for younger children*
- *Unmoderated chat features, where children can communicate with strangers*
- *User-created games with hidden content, which may not be obvious at first In-game purchases and pressure to spend money (using Robux)*
- *Attempts to move conversations to other platforms (a common online safety risk).*

Even when Roblox removes inappropriate content, new games are constantly being uploaded, which makes it difficult to filter.

[See a parent guide here:](#)