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14<sup>th</sup> October 2025

Dear Parents/Carers

## **Screen-Savvy Kidz Workshop and Campaign**

On Monday 20<sup>th</sup> October, Year 6 are taking part in The Screen-Savvy Workshop which aims to educate children in the use of phones. Mrs Meyfroidt's class will take part in the morning with Mr Phillips' class in the afternoon. This is in addition to the Computing and PSHE lessons taught in school.

### **About the Campaign – Screen-Savvy Kidz Workshop and Campaign**

**Tagline:** *Supporting Happier and Healthier Children.*

#### **What is Screen-Savvy Kidz?**

Screen-Savvy Kidz is a **creative, child-led campaign** that empowers primary school pupils to understand and promote healthy, mindful technology use. Through **fun, interactive workshops**, children explore the benefits and risks of the online world, then turn their learning into **memorable slogans and eye-catching logos** that inspire others to use screens wisely.

#### **Why it Matters**

- **Screens are everywhere** – but not all screen time is healthy.
- Children face challenges like online unkindness, unrealistic comparisons, and overuse.
- By making children the **creators and ambassadors** of the message, we spark real change in schools, homes, and the wider community.
- Just like campaigns on litter, road safety, or the environment, this initiative uses **peer influence** to shift habits.

#### **The Core Messages – The ABCDS**

1. **Affection (Kindness)** – Be kind online; avoid hurtful behaviour.
2. **Balance** – Mix screen time with active, healthy, offline activities.
3. **Comparisons** – Don't measure yourself against unrealistic online portrayals.
4. **Delay** – No rush for smartphones or social media; enjoy childhood offline.
5. **Sharing** – Think before posting; protect yourself and others.

**Our Mission:** Ghyllside Primary School – Growing Hearts and Minds  
**Our Values:** Inspiring Healthy Inclusive Nurturing Experiences

## How it Works

1. **Learn** – Pupils explore the ABCDS through discussion and examples.
2. **Create** – They choose one message, write a catchy slogan, and design a matching logo.
3. **Share** – Winning designs are turned into **school gate banners** and **online content**.
4. **Inspire** – Messages reach families, peers, and the wider community, encouraging healthier digital habits.

## Community Impact

- **Child-led:** Pupils' voices are central to the campaign.
- **Visible:** Designs are displayed publicly and online.
- **Scalable:** Builds demand for more workshops across South Lakes, Furness, and Eden.
- **Lasting:** Encourages positive digital habits that stick.

We think that this will be a very useful and empowering session. We are also organising a date for a Teams webinar for parents. Date to be confirmed.

Kind regards,

Liz Meyfroidt

Andy Phillips

Rachel Towe

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