



Joseph Leckie Academy

Learn Together, Lead Together

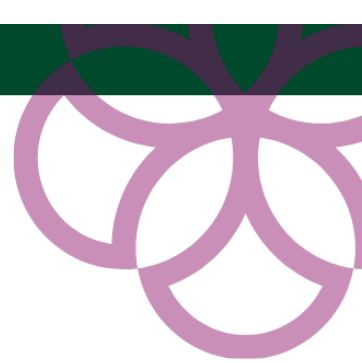
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Date Thursday 16th April 2026

Dear Parents and Carers,

New Media Literacy Resources for Parents – Supporting Safe Online Conversations

We are pleased to share an important new Media Literacy campaign from the Department for Science, Innovation and Technology (DSIT), supported by The Prevent Team, titled “You Won’t Know Until You Ask.”

The campaign has been developed to support parents and carers in having open, informed and constructive conversations with children and young people about what they encounter online.

Why is this important?

Children and young people are increasingly exposed to online content that can be confusing, misleading or harmful. This can include:

- Misogynistic or extremist-influencing material
- Body-shaming and harmful stereotypes
- Rage-bait and sensational content designed to provoke strong emotional responses
- Online misinformation and conspiracy narratives

Research shows that regular conversations with trusted adults significantly strengthen young people’s ability to think critically, question what they see, and seek support when something does not feel right.

What does the campaign offer?

The “You Won’t Know Until You Ask” campaign provides:

- Practical conversation starters for parents
- Guidance on how to ask open, non-judgemental questions
- Support for building children’s critical thinking and digital resilience
- Evidence-based insights from national research with parents



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How can parents access the resources?

Parents and carers can explore the campaign and supporting materials via the following links:

[LinkedIn:](#)

[LinkedIn Campaign Video - You Won't Know Until You Ask](#)

[Online Hub:](#)

[Online Hub - Help Your Child Stay Safe Online](#)

Research with Parents:

[Media Literacy Parents' Study](#)

How the school is supporting this work

As part of our ongoing commitment to safeguarding and online safety, we will continue to address media literacy through:

- PSHE and safeguarding education
- Assemblies
- Partnership work with parents and external agencies

We strongly encourage parents and carers to engage with these resources and use them as a starting point for conversations at home.

If you have any questions or would like additional support, please contact the school safeguarding team.

Thank you for your continued partnership.

Yours sincerely,

Marie De Rome

Safeguarding | Prevent | Online Safety



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