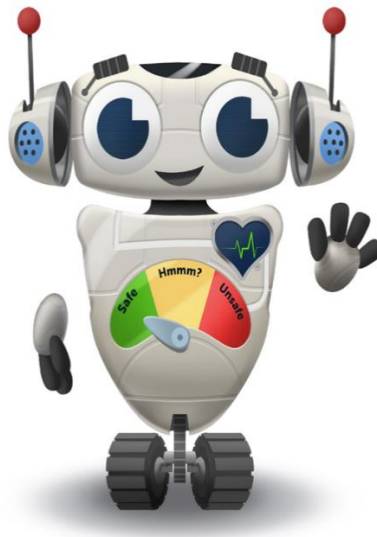


Dear Parents/Carers,

During last Friday's assembly I introduced the children to a fun character called Clever and a new campaign **Clever Never Goes**. The children were shown that by following his simple rule they are able to play and have fun safely without worrying.



The 'Clever Never Goes' programme has been developed to replace the out-dated 'stranger danger' approach. Research shows that teaching children simply to avoid strangers fails to keep them safe. Strangers are often more likely to help a child than to harm them. Conversely, it can often be people known to children that pose the greatest threat. Clever Never Goes moves the focus away from strangers and instead teaches children to recognise when someone (anyone) is asking them to go with them.

'Stranger danger' has been around in the UK since the 1970s and is in many respects ingrained in the way we think about keeping children safe. It is natural for both children, parents and teachers to think and talk about strangers when considering staying safe. However, Clever Never Goes requires us to steer children towards seeing the danger in the situation (being asked to go) rather than the person (whether they are a stranger or not). Various scenarios were shown in the assembly to help children to rehearse the rule, challenging their thinking and natural responses.

The objective was that the children understood the Clever Never Goes rule and were quickly and easily able to decide if the situation was **SAFE, Hmmm? (Unsure) or UNSAFE**

CLEVER' the robot is the embodiment of the Clever Never Goes idea and puts a playful and engaging face onto the campaign.

'CLEVER' uses a simple rule to help keep himself safe when he's outside without his Mum, Dad or another grown-up looking after him: "If someone you're not expecting to, or don't know, asks you to go somewhere with them, just remember: CLEVER NEVER GOES!"

In addition, resources are available to you so you can **help your child to understand the Clever Never Goes message**. You can download (free of charge) a Clever Never Goes home pack at the website www.clevernevergoes.org/parents. The home pack contains some great ideas on how to approach this topic with your children as well as games and activities. On the website, you can also see a series of cartoon sketches which are a good way of reinforcing the Clever Never Goes message and checking that your child has understood the key Clever Never Goes message. Please do make use of these resources.

If you have any further questions about the programme please feel free to come and talk to me further.

Yours faithfully,

Mrs K Sandberg
Headteacher, Borough Green Primary