



Merridale Primary School

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Date: Wednesday 21st February 2024

Dear Parents and Carers,
'Clever Never Goes'

This week we have been running a new child safety initiative called 'Clever Never Goes'.

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 (whether they are known to the child or not) is trying to persuade them to go with them. The programme is designed to be fun and positive, whilst at the same time delivering a serious message and giving children practical safety skills and confidence to engage with the outside world.

In addition to the schools lesson **you too 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 for 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 chat to me further.

Yours sincerely

Mrs L Towle
Headteacher

OUT WITH STRANGER DANGER IN WITH CLEVER NEVER GOES



TEACH THE CLEVER OPTION AT HOME

CLEVER NEVER GOES is the new, child-friendly lesson that teaches children how to stay safe from abduction when they are outside (e.g. walking to or from school), or online.

It's been created to help parents/guardians talk to their children about staying safe in a simple way.

Instead of creating a fear of people it teaches them to recognise the danger in a situation, regardless of who's involved.

THE RULE:

If anyone asks you to go - even someone that you know - if it hasn't been agreed, remember: CLEVER NEVER GOES



The **CLEVER NEVER GOES** rule means children shouldn't go anywhere with anyone - even if they know them - if it hasn't been agreed in advance by a parent or guardian.

And please remember, children learn through repetition so make sure you remind them regularly of **CLEVER NEVER GOES** when they're going outside or online.

For more information, ideas and resources to have that clever conversation go to: clevernevergoes.org

WHY CHANGE?

Since it was introduced in the 1970's, the 'stranger danger' message has been fundamentally flawed.

Most strangers will help rather than harm a child, and many people that do pose a risk to children are not strangers.

Furthermore, it demands that all strangers should be treated with suspicion, which breeds fear in our communities. This has led to children spending less time outdoors, fuelling a rise in obesity and mental health problems.

Add to this, children are spending more time online, increasing their risk of being groomed. Now is the time for a new approach that creates safer, happier and healthier children.

Backed by more than 1,000 schools across the UK, **CLEVER NEVER GOES** is more practical than stranger danger and gives children the skills and confidence to safely explore their outdoor and online worlds without fear. And gives parents the reassurance to let them.

**clever
never
goes**