



Friday 18<sup>th</sup> September 2026

# PITMASTON POST

**Congratulations to all of Year 6 for taking part in the annual cross country race this week where amazing perseverance was evident and great effort was on show from all pupils. There was super encouragement and organisation from our new Sports Captains too! Well done everyone and a special mention to our top 10 finishers. Miss Widdett**



## **Nasal Flu vaccinations.**

**We have been informed that the date of our whole school flu vaccination event is Tuesday 6<sup>th</sup> October 2026. Parents will be contacted directly by Vaccination UK for consent for your child to receive this via email through a secure NHS system called MAVIS.**



The children have all come back to school, or started school, looking so smart in their new uniform. We have spent the first weeks in school reminding children of our Golden Rules and our expectations across our school, including a focus on the importance of our school uniform, reinforcing that we wear our uniform with pride and why it is so important to us all. Please support your children to wear the correct uniform. A reminder that black flares are not part of our school uniform or PE kit due to Health and Safety reasons and only stud earrings are to be worn in school at all times. Thank you, Mrs Wilcock.



**On Sunday, Rosie Eades, Reggie Eades, Archie Smith and Louie Smith, ran the Worcester Run. This was their first race and they all did amazingly well. Congratulations to all of the children.**



Cross Country season is nearly upon us and as a Parkrun School we would encourage any children that enjoy running, skipping and bouncing to come along to Diglis Fields Junior Parkrun every Sunday morning at 9am. It is completely free - parents just need to register by clicking [here!](#) Once you have registered, or if you have already been taking part in Park Run, don't forget to join our official school group. When logged in, click on the blue 'Groups' option. Click 'join' and search for 'Pitmaston Primary School Running Club' Miss Widdett and Mrs Bream.

# PHOTO DAY

**Pitmaston  
Primary School**

**Monday 2<sup>nd</sup>  
November 2026**



# What Parents & Educators Need to Know about AI-GENERATED VIDEOS

## WHAT ARE THE RISKS?

### DEEPFAKE ABUSE CONTENT

Shockingly, artificial intelligence is now being exploited to create child sexual abuse material (CSAM). These synthetic images and videos are a form of digital abuse, often generated by manipulating real children's photos, including ones shared innocently online. Worryingly, the Internet Watch Foundation (IWF) has identified a sharp rise in this disturbing trend. Whether real or AI-generated, this content causes lasting trauma – and its creation or possession remains a criminal offence under UK law.

### BLURRED REALITY

Regular exposure to fake content can erode a child's trust in real-world evidence. If everything can be faked, they may begin to question genuine videos – including actual abuse or injustice. This is known as the 'liar's dividend', where real harm is dismissed as fake news. It can discourage victims from coming forward or speaking up.

### USED FOR BULLYING

Deepfake technology is already being used by peers to create embarrassing or explicit clips of classmates. These videos can be edited to appear as though a child said or did something they never did. Once shared, they are almost impossible to delete completely. AI-generated bullying adds a new layer of harm that is deeply personal and difficult to prove.

### EMOTIONAL MANIPULATION

AI-generated videos can be used to provoke strong emotions, including fear, anger or guilt. False footage of crying children, injured animals or burning buildings may be created purely for clicks, donations or political influence. Children may feel upset or powerless, unaware that what they are watching has been digitally invented to manipulate their reaction.

### DISINFORMATION

AI-generated videos can spread fake news, making it harder for children to separate fact from fiction. False clips may include deepfake interviews, hoax disasters or fabricated health claims. AI is already being used to produce misleading or persuasive material that appears authentic. If they don't develop media literacy, children may accept false content as truth.

### IMPERSONATION AND SCAMS

With just a few photos or voice clips, AI tools can imitate someone's appearance or speech. This makes it easier for scammers or bullies to create fake videos of children, teachers or celebrities. These impersonations can be used for fraud, harassment or humiliation – and can spread quickly through social media or group chats, due to the viral potential of video, in particular, on social media.

## Advice for Parents & Educators

### TEACH HOW IT WORKS

Explain to children that videos can be faked – and show them how. Demonstrating side-by-side examples of real vs AI-generated clips helps to build awareness. Discuss how faces, voices and even movements can be copied by machines. Understanding the technology reduces fear and builds confidence in navigating digital content safely.

### TALK ABOUT TRUST

Always keep lines of communication open. If a child sees something upsetting or unbelievable, they should feel safe discussing it without judgement. Create an environment where they know they will not get in trouble for asking questions. This also helps you step in quickly if harmful content has been shared; trust is vital and needs to be nurtured.

### ENCOURAGE CRITICAL QUESTIONS

Help children question what they watch. Who made this? Why was it made? Is it trying to persuade me? These habits encourage digital thinking, especially when videos seem too shocking or convenient. Reinforce that not everything shared by friends or influencers is true, even if it looks convincing at first, and that the initial approach should always be one of speculation.

### STRENGTHEN PRIVACY SETTINGS

Advise children not to share voice notes, selfies or personal videos on public platforms. AI tools often scrape content from social media to create deepfakes. Use privacy controls to limit who can see their content and turn off facial recognition where possible. Fewer public images means fewer opportunities for misuse.

## Meet Our Expert

Brandon O'Keeffe is a headteacher and digital education consultant with over a decade of experience in education. As Director of Digital Strategy across multiple schools and an advisor to The National College, he specialises in digital safety, PREVENT, and pastoral care.



# Kidsholidayclub

at St Johns Sports Centre

for ages 6 - 12 yrs

**October Half Term**  
**27 - 29 October 2026**  
**8:30am - 5:00pm**

**Just £25  
per child!**

## Including:

- Multi-sports
- Bouncy Castles
- Fun & Games
- & much more!

Use  
**OCTOBER10**  
by 23.10.26 to  
save 10%

**Don't forget your packed  
lunch! Snack Boxes available  
for just £4.50!**



**Book online  
today!**

**Booking now!**



**freedomleisure**  
where you matter