



Vernham Dean Gillum's Church of England Primary School

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10<sup>th</sup> March 2026

Dear Parents/Carers,

We would like to make parents and carers aware of a concerning social media trend currently circulating among young people, often referred to as the **"Red vs Blue" school trend**. We are sharing this information in case you have older children within your family or wider networks who may come across this online.

Posts linked to this trend encourage young people to align themselves with opposing "sides" and attend organised meet-ups after school. In some cases, messages have suggested bringing everyday items that could potentially be used to cause harm. While some young people may see this as a game or an online challenge, the risks involved are very real.

Participation in this type of activity could result in:

- Serious physical injury
- Police involvement
- Criminal consequences
- A long-term impact on a young person's future

We strongly encourage all parents and carers to:

- Speak calmly and openly with your child about what they are seeing and sharing online
- Reinforce that online trends encouraging conflict or violence are dangerous and unacceptable
- Remind them that being present at organised confrontations, even as a spectator, can place them at risk
- Encourage them to speak to you or another trusted adult if they feel pressured or concerned

Please also avoid sharing or forwarding posts linked to this trend, as doing so can unintentionally increase its reach.

The safety and wellbeing of young people is our priority. Open communication between families,

Many thanks in advance for your continued support in keeping our children safe.

Small school  Big heart

Yours sincerely

*H. Bulpitt*

Mrs Holly Bulpitt  
Head of School

