

**Advertising
and
Commercialism
Policy**

November 2024

Whitechurch National School

Whitechurch Road, Rathfarnham, Dublin 16, Ireland

Scoil Náisiúnta an Teampaill Ghill, Bóthar Teampaill Ghill, Ráth Fearnáin, BÁC 16.

Tel-Fón: 01-4942177

E-Mail: office@whitechurchns.biz

Website: www.whitechurchns.biz

School Roll Number: 11638N



Chairperson

Rev'd. David Bowles

Principal

Ms. Sarah Richards

Deputy Principal

Ms. Judy Brown

Advertising and Commercialism Policy

Introduction:

The following policy has been formulated in response to the growing number of commercial schemes aimed at teachers, pupils and their families.

This policy is the result of a process of collaboration between staff, Board of Management, pupils (Student Council) and parents.

Rationale:

The school has chosen to adopt an advertising and commercialism policy in the light of:

- The DES's request that school authorities "*consider carefully the implications of allowing any situation to develop which would result in parents being put under undue pressure to purchase a particular commercial product.*" (Circular 7/87).
- The recommendation of the Irish Primary Principals' Network that schools "*should not facilitate outside agencies, commercial bodies, etc. to promote their products and services through children*" (2002).
- The Social Personal and Health Curriculum which states that children should be enabled to "become aware of the different forms of advertising, its purpose and the messages it promotes".
- The dangers associated with allowing commercial marketing within primary schools including: advertising to a captive audience of minors, marketing of unwholesome food, commercial pressure on parents and abuse of teachers' influence.
- Increasing requests to the school office for advertisements to be displayed in the school.

Relationship to School Ethos:

Whitechurch National School is committed to the full and rounded education of each child and the effective delivery of the Revised Primary Curriculum. This includes fostering the child's capacity to question and enquire critically about their world.

Aims/Objectives:

- To provide a commercial-free environment in school for teachers, pupils and parents.
- To filter out exploitative, pressurising or commercially-biased schemes which seek to market products/services to pupils or their families.
- To support the implementation of the Media Education element of the SPHE curriculum.
- To promote philanthropic involvement by the business community in a way that is commercially unbiased, child-centred and enhances teaching and learning within the school.

- To provide clarity for individuals and businesses who wish the school to participate in commercial schemes, and/or advertise within the school.

Policy Content:

The school will endeavour to be free from:

- Commercial presentations aimed at children - e.g. private companies visiting the school to sell a product to pupils such as Banks, Summer Camps etc.
- Undue pressure exerted on families to buy from businesses that have incentive schemes or competitions e.g. voucher/token collection. The school may participate in such schemes if it is deemed to be beneficial to the school in terms of providing resources. However, families will not be pressured into participating in such token schemes, but rather informed of the school's participation and asked that if they usually shop in the specific place, to please retain the tokens for the school eg. Aldi Play Rugby.
- Sponsored curriculum material carrying an overt or prominent advertising message - e.g. advertisements, logos, slogans, product-orientated activities.
- Banners on the exterior walls or gates relating to commercial ventures.
- Distribution of commercial leaflets/flyers to pupils. Only school and Parish activities, along with any school based sports will be advertised to pupils.

School Noticeboard

- The school noticeboard is a means of displaying notices and relevant policies to the school community. Only school/ Parish based advertisements will be displayed on the noticeboard.
- Sports associations may only advertise on the school noticeboard if they currently provide sports training/lessons to the pupils during school time.
- The school noticeboard is not an appropriate place to display advertisements for services such as child minding and items for sale. It is advisable to use more appropriate means of advertising such as local newspapers/ employment agencies etc.
- Any requests to display a notice on the school noticeboard should be made to the school office. It is forbidden to place a notice on the board without first obtaining permission from school management.
- No exceptions to this policy will apply. Please do not be offended if your request for advertising is turned down. Our rules must be consistently applied.

School Newsletter

The monthly school newsletter is a means to communicate with parents/ guardians about school events, news, upcoming activities, relevant information, and celebrating the achievements of the pupils. No advertisements will be placed in the school newsletter for any commercial ventures. Only school related activities will be mentioned in the newsletter.

School Website

The school website is a resource for information about the school, and for communicating effectively with parents and pupils. Under no circumstances will the school consider carrying advertisements on the school website for any commercial ventures. The school website will only be used for advertising school events to the school community.

School PTA Facebook Page and Class What's App Groups

The PTA Facebook page is used to assist parents in communication with each other about general school activities. What's App groups are similarly used. Neither forum should be used for advertising and parents should note that any advertisements will be promptly taken down.

Email System

The school uses email as an effective and efficient means to communicate with parents/guardians. The school will only send parents/guardians emails about school related activities. As per our Data protection policy, the school will not pass on the email details of parents/guardians to third parties.

Education

The school will promote media literacy as part of the Media Education element of the SPHE curriculum. We will seek to make pupils aware of marketing messages and their influence on our consumer decisions.

Supporting Businesses

The school will continue to support business partnerships which are commercially neutral and which are free from the kinds of marketing strategies listed above.

Sponsorship/ Donations

Appropriate recognition may be given by teachers and school management for donations/benefits received from companies - e.g. letters of thanks, photographs.

Policy Success Criteria:

- A typically commercial-free environment within the school and classrooms.
- Increased levels of media awareness among pupils.
- Support for the school's position from teachers, parents and pupils.
- Positive business relationships which support the school and do not compromise the above policy.

Ratification and Implementation:

This policy was discussed and ratified by the Board of Management and will be communicated to the school community. It will also be made available on the school website.

Review:

The policy will be reviewed on a regular basis and amended as necessary.

This policy was adopted by the Board of Management on _____[date]

Signed: _____ Signed: _____

Chairperson of Board of Management

Principal

Date: _____ Date: _____