SPOTLIGHT ON SAFEGUARDING

WORKING TOGETHER TO KEEP OUR YOUNG PEOPLE SAFE

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In this issue:

- Brainrot games
- Child-on-parent violence

Understanding 'Brainrot' themed games on Roblox

Many children are talking about 'Brainrot' games on Roblox - a term that covers a group of viral, user-created experiences inspired by the online 'brainrot' meme. As a parent or carer, it helps to know what these games are, why they're popular and how you can help your child play safely.

What are 'Brainrot' themed games on Roblox?

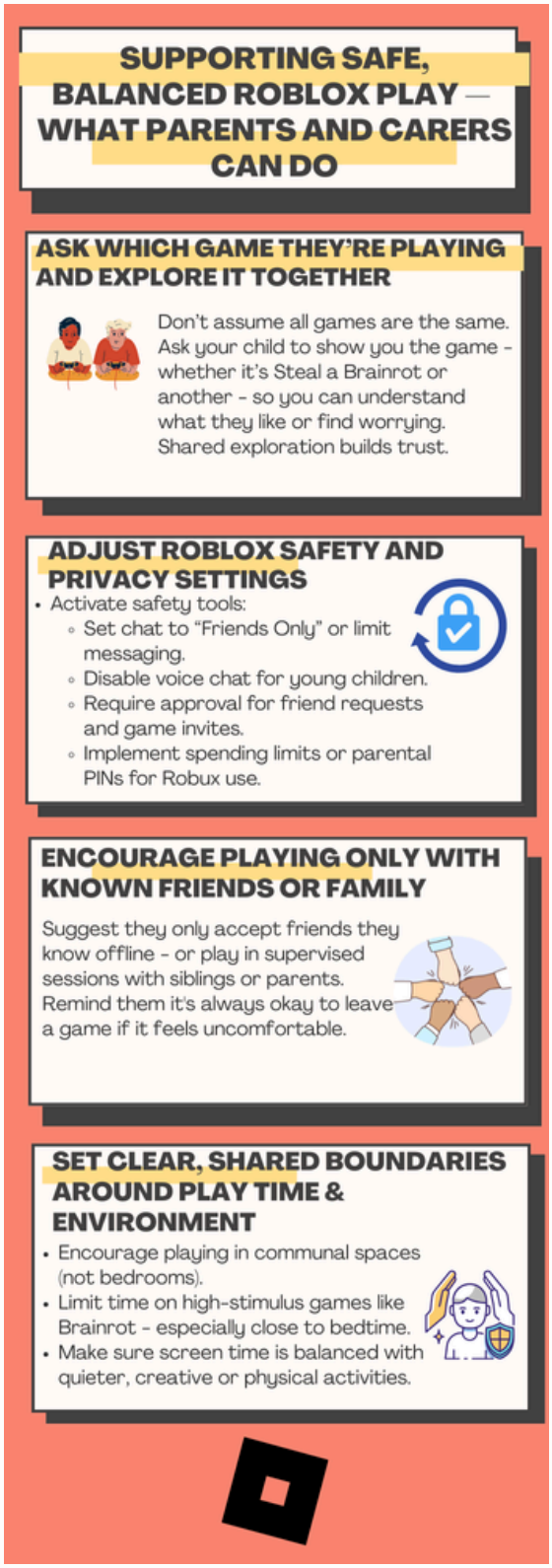
'Brainrot' themed games on Roblox draw on a blend of surreal humour, meme culture and fast-paced gameplay. Players often see absurd characters - cartoonish, strange or AI-inspired and games tend to be chaotic, unpredictable and highly addictive.

The standout example is **Steal a Brainrot** - released in 2025 - where players collect or steal 'brainrots' (meme-style characters), build a base, compete with others and manage a sort of in-game economy.

Many other games follow the same meme-driven, chaotic style: sometimes offering milder, more structured play - but often still using rapid visuals, loud audio and unpredictable social dynamics. For primary-aged children especially, this mixture of silliness, peer hype and impulsive gameplay can be very appealing.

What parents and carers should be aware of

- **It can be too loud and fast-paced:** Games such as Steal a Brainrot move very quickly, have bright colours and loud sounds and involve stealing from other players. This can feel exciting at first but for some children it becomes overwhelming or upsetting.
- **It can be hard for children to stop playing:** The game encourages players to collect more 'brainrots' to move up levels. This can make children want to play for longer, spend more in-game money (Robux) and get frustrated if they lose.
- **Children may meet people they don't know:** Like many Roblox games, children can come across strangers, unkind behaviour or content that isn't suitable - even when the game looks harmless. This is why safety settings and supervision are so important.
- **Fun can quickly turn into stress:** The silly, fast humour can be enjoyable but losing items or having other players steal from them can cause upset or arguments. Some children get very emotional, especially if they feel left out or teased.



'Brainrot-games' is not a single title but a genre, the exact content and risks depend on which game a child plays - making it especially important for parents and carers to stay informed

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Understanding Child-to-Parent Violence (CPV)

Child-to-Parent Violence, also known as CPV, is something more families experience than many people realise - yet it's rarely talked about openly. It can be incredibly distressing for parents and carers, and it's common to feel ashamed, isolated or unsure of where to turn. This newsletter aims to give clear, compassionate information and guidance, without judgement or blame.

What is Child-to-Parent Violence?

CPV describes situations where a child or young person uses physical aggression, verbal abuse, intimidation or controlling behaviours towards a parent or caregiver.

It can look like:

- Hitting, kicking, pushing or throwing objects
- Shouting, name-calling or threats
- Destroying property
- Controlling routines, money or family rules
- Emotional manipulation or explosive outbursts

Important reassurance for parents and carers

- **You are not alone.** Many families experience some form of CPV, even if no one talks about it.
- **It is not a sign of 'bad parenting'.** CPV often emerges from a young person's difficulty managing big emotions, unmet needs, developmental differences, trauma or additional pressures in their life.
- **You deserve support.** Looking for help is a sign of strength, not failure.
- **Your relationship with your child still matters deeply** - and can improve.

This is a behaviour, not an identity. Children exhibiting violence are not 'bad kids'. They are struggling and need guidance, boundaries and connection.

What parents and carers can do - supportive steps

Stay calm where possible - safety first

If an incident is escalating, prioritise safety. Step back and create space until your child has calmed.

Notice triggers

Identify what tends to spark outbursts:

- Transitions (bedtime, homework, school)
- Overwhelm, hunger or tiredness
- Demands they find difficult
- Sibling conflict
- Sudden changes

Validate feelings, while holding boundaries

You can say things like:

- "I can see you're upset."
- "Your feelings are real, I'm here to help."
- "It's okay to be angry, but it's not okay to hurt."

Validation helps children feel seen, while boundaries keep everyone safe.

Teach regulation skills - gradually

Try practising:

- Deep breathing
- Counting backwards
- Sensory tools (stretch bands, fidget items, weighted blanket)
- Visual schedules

Make these tools normal, not punitive.

Repair after conflict

Once everyone is calm, reflect gently:

- "What happened?"
- "How were you feeling?"
- "What could help next time?"

This builds connection and growth.