



Birley Primary Academy

A L.E.A.D Academy

Headteacher: Dawn McAughey

Address: Thornbridge Avenue,
Sheffield, S12 3AB

Telephone: 01142399002

Enquiries@birleyprimaryacademy.co.uk

Hello Yellow – Friday 9th October 2026 🧡

Dear Parents and Carers,

We are delighted to share that on Friday 9th October 2026, Birley Primary Academy will be taking part in Young Minds' Hello Yellow campaign to support young people's mental health.

This year marks 10 years of Hello Yellow – a campaign that encourages people to stand out, start conversations and raise awareness so that no young person feels alone with their mental health.

At Birley, we believe that looking after our mental health is just as important as looking after our physical health. There are times when all of us can struggle with how we are feeling. Things can feel difficult, and it is not always easy to know how to cope, who to talk to or where to turn for help.

This is why we want to come together as a whole Birley community.

By taking part in Hello Yellow, we want to send a simple but very important message to every child in our academy:

🧡 **You are not alone. We are with you. We are here to listen.**

We want our children to know that it is okay to talk about how they are feeling and that asking for help is a strength. By starting conversations about mental health, we can help create a school community where children feel safe, supported and confident to talk to a trusted adult when they need to.

🧡 **How can your child take part?**

On **Friday 9th October**, we are asking children to **wear something yellow to school**. This could be:

- A yellow jumper or T-shirt
- Yellow socks
- A yellow hair accessory
- A yellow bow or headband
- A yellow badge
- A yellow scarf
- Or simply any yellow item or accessory they have at home!

There is no need to buy anything specially for the day. We would much rather see our children getting creative and joining in with whatever yellow they already have.

We hope that seeing our academy filled with yellow will provide a bright and positive reminder that we stand together as a community and that every child matters.

🧡 **Support for parents and carers**



Registered no. 08296921



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If you are worried about your child or young person's mental health, **Young Minds' Parents Helpline** provides information, advice, emotional support and signposting.

Young Minds Parents Helpline:

 **0808 802 5544** – free to call

Opening hours:

Monday, Thursday and Friday: **9.30am–4.00pm**

Tuesday and Wednesday: **9.30am–6.00pm**

You can also email parents@youngminds.org.uk or access their online support through the Young Minds website.

We are really looking forward to seeing **Birley turn yellow on Friday 9th October** and, most importantly, using the day to remind our children that they are surrounded by people who care about them.

Together, we can stand out, start conversations and show every child that they are never alone.



Kind regards

Dawn McAughey

Headteacher



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