

The Attention Experiment, for schools

Attention literacy and digital wellbeing sessions



WHAT IT IS

Pupils, staff and parents learn how phones, social media and AI are built to hold attention, and how to notice the pull in their body and mind, understand why they reached for the phone, and choose what happens next. Four words make it a habit: Scroll, Loop, Notice, Choose.

A seven day experiment for everyone, with a review that you can use.

FORMATS

- Assembly or workshop, 30 to 60 minutes, whole school, a year group or a smaller group
- A whole day, assembly plus workshops by year group
- A digital wellbeing week, including staff and parents
- Staff CPD, twilight or INSET
- Parent talks and webinars, 45 to 60 minutes, in person or online

CURRICULUM LINKS

The session supports the following content in the Relationships Education, Relationships and Sex Education and Health Education statutory guidance (DfE, July 2025), which came into force on 1 September 2026.

GUIDANCE SECTION	CONTENT SUPPORTED
Health and wellbeing: Secondary, Wellbeing online	The benefits of limiting time spent online, the risks of excessive time spent on electronic devices, and the impact of positive and negative content online on mental and physical wellbeing
Health and wellbeing: Secondary, Wellbeing online	How advertising and information is targeted at them, and how to be a discerning consumer of information online
Health and wellbeing: Secondary, Mental wellbeing	How to critically evaluate which activities will contribute to their overall wellbeing
Secondary RSE, Online safety and awareness	How information and data is generated, collected, shared and used online, and that websites may share personal data for commercial purposes such as targeted advertising
Secondary RSE, Online safety and awareness	That AI chatbots are an example of how AI is rapidly developing, and the importance of thinking critically about new types of technology
Health and wellbeing: Secondary, Health protection and prevention	The importance of good-quality sleep, screen-free time before bed and removing phones from the bedroom

The guidance also states that schools should support pupils to develop strategies for self-regulation. The session is built on metacognition and self-regulation, both recommended by the Education Endowment Foundation for developing independent learners.

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PRACTICAL DETAILS

- Materials and an outline of the session are available in advance on request, and can be shared with parents
- Safeguarding: how it would be handled is agreed with the school before the session, in line with the school's own policy
- No limit on group size
- Delivered anywhere in the UK, or online. Travel charged at cost

KATIE BROCKHURST

- Twenty five years working inside social media, at director level
- Written evidence published by Parliament in the Government's review of AI and EdTech (Education Committee, ref AIE0049)
- Qualified Digital Wellbeing Coach (dip/ICF) and Fellow, Consciously Digital Institute. Further training with Europass Teacher Academy and the University of York
- Author, Social Media for a New Age. Founder of The Attention Experiment

COST

Assemblies and workshops from £350. Whole days, staff CPD, wellbeing weeks and multi-school bookings quoted on request. Travel charged at cost.