

Launch of the #backtoschoolsafely campaign

We have launched our [#backtoschoolsafely](#) campaign to reassure parents and students that schools and colleges are ready for their return in September.

This is part of the Government's wider Stay Alert campaign. You will see newspaper and billboard advertising from today, with radio and digital adverts from Monday 24 August, which will run until early September, alongside wider engagement with the teaching profession and local communities.

The latest statistics from the Office for National Statistics show there is growing confidence among parents that their children will return to school in September, testament to the hard work of school staff.

Parents are encouraged to visit [gov.uk/backtoschool](https://www.gov.uk/backtoschool) for information and practical guidance to help them plan for their children's return to school.