

Wednesday 27th February 2019

Dear Parents/Carers,

**KEEP YOUR KIDS
SAFE Online**



You may have heard about the Momo Challenge in the news recently. As part of the challenge, children are sent messages from a contact with a creepy doll face. This contact then bombards children with messages and encourages them to harm themselves. It is important that children are told not to give out any personal information and not to follow any instructions given by this character. They must let you know if the character pops up on facebook, Youtube or any other social media. Please see the advice from Kidscape below.

The "Momo challenge" - what parents need to know



www.kidscape.org.uk

The "Momo challenge" is hitting the headlines, and media reports are causing concerns for parents. This is what parents need to know, and what you can do to protect your child.

What is the Momo challenge?

Momo is a creepy doll-like figure which is said to appear in social media, videos and games online, encouraging children to add a contact on WhatsApp. It then sends them violent images and dangerous dares.

Media reports have linked the Momo challenge to self-harm and suicide. However, there are relatively few reports of children having participated in the challenge, and it's unclear the extent of the concern. What's clear is that a lot of people are worried about it, but instances of harm seem very rare.

Protecting your child

Setting age-appropriate boundaries is important. Younger children should not be using social networking and chat apps at all, and should be supervised when watching videos on sites like YouTube. With older children, it may be appropriate for them to use social media and WhatsApp to talk to their friends, although their networks should be private and they should avoid talking to people they don't know. Children of any age should be very cautious about adding anyone they don't know to their networks.

Have open conversations about online safety, and let your child know they can come to you if they see anything that upsets or worries them. Read [protecting your child online](#) for more advice about exploring online safety with your child.

Report any Momo-related content to the platform (e.g. YouTube, Instagram). Teach your child what it means to be assertive and explore saying no to doing things they don't want to do - whether face to face or online.

Overall, be calm and reassuring. Momo may be frightening to children, in particular younger children. Games like the Momo challenge draw their power from fear, so make sure your children see that you're not scared of Momo and that it's a problem you can solve together.

Useful contact details



Parent Advice Line

Guidance and support for parents and carers of children facing a bullying situation. Call **020 7823 5430** (Mon-Thurs, 9am-1pm, calls charged at local rate) or [email the Parent Support Adviser](#).



Childline

- Comforts, advises and protects children 24 hours a day and offers free confidential counselling
- Phone 0800 1111 (24 hours)
- **Chat 1-2-1 with a counsellor online**

Keeping children safe is everyone's responsibility



Are you concerned about a child? If you are concerned about a child you must share your concerns with the designated Safeguarding staff without delay. Make a written record of your concern including the date, time, concern, any other witnesses and your signature to either: Mrs Ives –

Deputy Head (Primary Safeguarding Officer), Miss Kondo – Headteacher, (Secondary Safeguarding Officer) or Miss Ruth – Deputy Head, (Secondary Safeguarding Officer contact). *If you have any concerns please contact the school via phone on 020 8992 3144 or confidentially by email via safeguarding@west-acton.ealing.sch.uk*