



1st March 2019

Dear Parents/ Carers,

Important e-Safety Update:

It has come to our attention that there is a new viral craze sweeping the internet called 'MOMO Challenge.' This is yet another scaremongering challenge type situation that has previously appeared under different guises: for example 'Slenderman' and 'The Blue Whale Challenge'.

What is it?

Coined the "suicide challenge", Momo is a new viral game that encourages players to perform a series of challenges in order to meet 'Mother Bird' - a disfigured character (inspired by Japanese art) with bulging eyes and untidy black hair on a chicken-like body.

Light-hearted and fun at the outset, this game experience quickly darkens, absorbing players who are encouraged to perform acts of violence and self-harm through a series of progressively risky challenges. Originating in Mexico, it is easily accessed through social media shares (predominantly Facebook, YouTube and WhatsApp) and is rapidly spreading across the world.

Additional to this, there are now numerous copycat type situations where people are posting 'MOMO Challenge Videos' embedded in seemingly okay YouTube and YouTube Kids videos that are directed at children.

Why it's on our radar?

The challenges issued in this game present a serious risk to the safety, welfare and wellbeing of children and young people, as does the distressing content when a player refuses to carry on.

How it works?

- Players are encouraged to contact Momo and provide their mobile number.
- They will then receive instructions to perform a series of challenges, via SMS or WhatsApp.
- Refusal can trigger severely abusive messaging and their mobile device being potentially hacked.
- The final challenge is to commit suicide in order to meet 'Mother Bird.'

What can I do?

A person does not have to be searching for Momo to be exposed to it and, unlike other games that children enjoy, there is no positive side to this. As a Parent/Carer you can:

- Make sure that they have a line of communication with their child at home whereby they will be able to speak to them if they come across anything that remotely links to this situation or indeed anything that causes them concern.
- Reinforce online safety, and in this way encourage your child to make the right choice and avoid this game
- Ensure no children under the age of 16 are using WhatsApp (recent change in data privacy rules has meant the age range has been changed from 13 to 16).

If you have any questions we do have an e-Safety section on our school website with useful information sheets and website links. If you have an e-Safety concern that you would like to discuss please do not hesitate to contact our e-Safety lead via the school office.

Thank you for your continued support.

Yours Sincerely,

Mrs Spragg
EYFS Leader and Computing and e-Safety Co-ordinator



INVESTOR IN PEOPLE

