

Dear Parents,

I am writing with regard to the current YouTube and WhatsApp worldwide phenomena known as the 'MoMo Challenge'. Some of the children have mentioned it in school and it obviously circulating at the moment, coming up on news feeds, videos and games.

The 'MoMo Challenge' begins with a shadowy controller sending violent images to a child via WhatsApp or online games. The child is sent instructions and the controller threatens the child if they refuse to follow orders. Some of these threats include the player being killed in their sleep and their family members coming to harm. The child is then sent instructions on how to harm themselves and others.

The MoMo character is symbolised by a woman with a grotesque face and bulging eyes,. The character entices children to contact her via social media, before sending graphic images and instructions.

Obviously, we will talk to the children about this in school and about ways which they can keep themselves safe online. We will also talk to them about not feeling pressurised into doing anything that makes them feel unsafe and what to do if this situation arises.

Please would you also talk with your children and emphasise that they can make their own choices and discuss ways to say no or to ignore this unwanted communication.

Thank you

Mrs Maher

Head Teacher