

Dear Parents/Guardians,

MOMO has been making headlines in the last few weeks. What seemingly started out to be a hoax has now evolved into something far more nefarious. Children may be drawn to it, as with any other internet trending item, but it can be very disturbing to them.

MOMO is being reported to be a scary-looking figure that appears on social media and online videos tailored to appeal to children. Reportedly the figure challenges young viewers to act out behaviors that range from harmless to quite dangerous – including hurting themselves and others. Then warns the viewers if they don't participate their families may be harmed.

Incidents of the MOMO challenge have popped up in various online sources, such as edited versions of WhatsApp and YouTube videos. Both of those platforms have strict guidelines against posting any videos that encourage harm, and strongly urge viewers to report any of these videos they may find.

As a parent or guardian, you may decide to discuss MOMO with your child(ren). When speaking with your children, remind them that if they see anything online, that frightens or disturbs them, regardless of source – MOMO or otherwise - they should stop watching immediately and tell a trusted adult.

Attached is a pamphlet from National Online Safety, a group that specializes in Online safety for schools and children, that may help you in speaking with your child.

Here are some other resources that you may find helpful:

Smart Social: <https://smartsocial.com/momo-challenge-safety-guide/>

Washington Post article on YouTube safety:

<https://www.washingtonpost.com/technology/2019/02/24/pediatrician-exposes-suicide-tips-children-hidden-videos-youtube-youtube-kids>

If you or your child has concerns about the MOMO Challenge, please feel free to contact your school.