



28 February 2019

## Osborne School

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**Headteacher: Sonia White (O'Donnell)**

Dear Parents and Carers

### **Hampshire Police Education Team: Important Advice for Parents - MOMO Challenge**

We have been asked by the Hampshire Police Education team to make sure all parents are aware of an internet 'suicide-influencing game' called The MOMO Challenge. The game encourages children to harm themselves and is reported to be linked to several deaths around the world. It is now appearing across the UK.

#### **What is the MOMO Challenge?**

MOMO Challenge is targeted at children and young people through social media by people presenting as MOMO, a terrifying looking doll. The doll encourages them to add a contact on messaging service WhatsApp from an unknown number, once contact is made, children are subsequently bombarded with terrifying images and messages reportedly ranging from threats and dares which encourage them to self-harm and even commit suicide.

MOMO has been associated to multiple platforms used by children including **Instagram, Facebook and WhatsApp.**

More worryingly it is also popping up on children's videos such as **Peppa Pig**, and **Fortnite** videos on **YouTube** and **KidsTube**

As these images can pop up unexpectedly I cannot stress how important it is for parents to monitor or pre-watch videos and content that children are watching.

**NSPCC Response & Advice for Parents:** It is important for parents to talk regularly with children about these apps and games and the potential risks they can be exposed to. Among the most common signs for parents and carers to watch out for include children who:

- **Become very secretive, especially about what they are doing online**
- **Are spending a lot of time on the internet and social media**
- **Are switching screens on their device when approached**
- **Are withdrawn or angry after using the internet or sending text messages**
- **Have lots of new phone numbers or email addresses on their devices**

If adults are concerned or have any questions on how to approach the subject with their children, they can contact the NSPCC Helpline on 0800 800 5000 or [visit the NSPCC website](#). Children who are worried about their activity on apps or online games can [contact Childline 24 hours a day, online](#) and over the phone on 0800 1111.

If you require any further information please do not hesitate in contacting the school.

Yours sincerely

Sonia White (O'Donnell)  
Headteacher



*If you require this information in an alternative format please contact us*

