

February 2019

Dear Parents/Guardians

As part of our commitment to working in partnership with the police, other local schools, and parents, I am forwarding the following information which we have received from Hampshire Police.

As you may have seen in the press, an extremely worrying internet 'suicide-influencing game' has been created. *The MOMO Challenge which encourages children to harm themselves and is reported to be linked to several deaths around the world, is now appearing across the UK.*

Given the horrendous nature of the MOMO challenge, I feel it necessary to advise parents of the serious implications this may have on young people. *Mirroring the 'Blue Whale' suicide-game of 2017, The MOMO Challenge is targeted at children and young people via social media by people presenting as MOMO, a terrifying looking doll. The doll encourages them to add a contact, usually on messaging service WhatsApp, from an unknown number. Once contact is made, children are subsequently bombarded with terrifying images and messages, encouraging them to self-harm and, in some cases, commit suicide.* MOMO has also been associated with various other platforms used by children including YouTube, KidsTube, Instagram, and Facebook.

Generic information regarding keeping children and young people safe online can be obtained from Childline, NSPCC, and CEOP (Child Exploitation and Online Protection) websites.



If you have any specific concerns regarding this, please make contact with one of Crofton's Safeguarding Team

Kind Regards,

Miss A Knight  
DSL