



1st March 2019

Dear Parents and Carers,

Momo Challenge

Recently the “Momo” challenge has been hitting the headlines and causing concerns for parents. Please see the advice given below to support you in understanding this better.

There have been no reported concerns at The Ongar Academy or High Ongar Primary School so this is not to cause alarm but we pride ourselves on keeping our children safe and wanted you to be well informed about this challenge.

Momo is a creepy doll-like figure which is said to appear in social media, videos and games online. This is what parents need to know, and what you can do to protect your child:

- Set age-appropriate boundaries. Children of any age should be very cautious about adding anyone they don't know to their networks.
- Have open conversations about online safety, and let your child know they can come to you if they see anything that upsets or worries them.
- Report any Momo-related content to the platform (e.g. YouTube, Instagram).
- Teach your child what it means to be assertive and explore saying no to doing things they don't want to do - whether face to face or online.
- Get help: website www.kidscape.org.uk has advice for families about online safety.

Momo may be frightening to children, in particular younger children. Memes like the Momo challenge draw their power from fear, so make sure your children see that you're not scared of Momo, and it's a problem you can solve together.

Or if adults are concerned or have any questions on how to approach the subject with their children you can contact the NSPCC Helpline on [0808 800 5000](tel:08088005000) or visit the NSPCC website.

Again, to reiterate we have had NO reports of this but it is our duty of care to alert adults to issues of safeguarding or internet safety.

Yours sincerely,

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Executive Headteacher TOA and HOPS

Mrs Ruffles
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