

February 2019

Dear Parents,

**Parental Advice – ‘MoMo’ Pop-Up**

You may have recently been made aware by the news and various social media feeds of a new inappropriate pop-up that is becoming prevalent within many children's apps, including 'YouTube Kids'. Some videos that look completely innocent and made for children have been altered to include scenes which are disturbing and include inappropriate language and behaviour.

The most recent concern is a challenge game called MoMo. It has been described as a WhatsApp "suicide challenge". The video features an avatar of a woman with dark hair, pale skin and large, oversized eyes. The videos are sent to young people and give instructions on how to harm themselves and others.

As I am sure you are aware the time children spend online, gaming, chatting or watching YouTube is a constant concern due to the ever changing nature of apps and social media.

We recommend that all parents visit the CEOP 'Think U Know' website for more information on keeping your child safe online, [www.thinkuknow.co.uk](http://www.thinkuknow.co.uk). Links and advice are also available on the academy website under Parents, E-Safety.

Yours sincerely,



Mr R Evans  
Assistant Principal