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Executive Headteacher  
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Dear Parent/Carer

A recent social media challenge targeting children and young adults called the “Momo Challenge”, has created concern throughout the country due to its disturbing nature. The purpose of this letter is to make you aware of this challenge, provide you with information about it, and urge you to monitor your children’s use of social media and the internet.

The “Momo Challenge”, a game found on Facebook and the app WhatsApp, features a frightening avatar who asks its viewers to perform various tasks and provide photos as proof. The “Momo” threatens those who do not perform the tasks, that sometimes involve self-harm.

A spokesperson for the NSPCC said: “The constantly evolving digital world means a steady influx of new apps and games and can be hard for parents to keep track of.

“That’s why it’s important for parents to talk regularly with children about these apps and games and the potential risks they can be exposed to.

“The NSPCC publishes advice and guidance for parents on discussing online safety with their children, as well as Net Aware – the UK’s only parental guide to social media and gaming apps.”

Among the most common signs 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- Are withdrawn or angry after using the internet or sending text messages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 e-mail 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 0808 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

Yours faithfully

Mrs H Broom  
Executive Headteacher