



Highwood Primary School

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Promoting Resilience, Achieving Potential

Cathy Cox – Head Teacher

Thursday 28th February 2019

Dear Parents/ Carers,

It has come to our attention that a number of our children are concerned about having seen or hearing about the figure called 'Momo' and the associated online challenge.

This challenge has been around for a number of years, but has resurfaced significantly this week as the face of 'Momo' has been placed in 'safe' videos (including kids YouTube) as a nested egg. This means the image can flash up in videos that on first scan seem to be free. The algorithms of video playing sites means that once a nested egg video of 'Momo' is shown you will then be shown more videos with the 'egg' embedded. To eliminate the algorithm you need to delete and restart the app on your device as this will clear the egg and search history.

What is significantly different about the 'Momo' challenge is that it is appearing across many social media sites and YouTube (including Kids YouTube). Many of the videos can start innocently, like the start of the Peppa Pig video for example, but quickly shows the face of 'Momo' without warning. Different video clips with 'Momo' shows a warped, white mask and some also prompt children to do dangerous tasks without telling their parents.

We have attached a PDF from National Online Safety that gives you more information about the 'Momo' challenge and how to help your children stay safe online.

As you can imagine, this is highly distressing for the children to view. We encourage you to be vigilant when your child is using any device or watching any clips, including pre-watching the videos before you allow your child to. We would also encourage you to remind your children of our online rules in your home and the ones they have learnt at school.

Kind regards

Mrs Cathy Cox
Head Teacher