



Swanmore C.E. (Aided) Primary School

27th February 2019

Dear Parents

We have received the following information from the Police's Education and Engagement Co-ordinator asking us to make families aware. We are not sharing this with the children directly as we do not wish to encourage them to seek it out but we do want you, as families, to be aware so you can support your children as you see best.

"I am sending this out expeditiously to ensure you are aware of an internet 'suicide-influencing game' which has come to our attention called The MOMO Challenge which encourages children to harm themselves and is reported to be linked to several deaths around the world and is now appearing across the UK.

Mirroring the 'Blue Whale' suicide-game of 2017, The MOMO Challenge is targeted at children and young people through social media by people presenting as MOMO, a terrifying looking doll.

The NSPCC publishes advice and guidance for parents on discussing overall online safety with their children, as well as promoting 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- Are withdrawn or angry after using the internet or sending text messages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 email 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."

Yours sincerely

J Paterson
Headteacher