

Northwick Park Primary and Nursery Academy

Company No. 9154404

Third Avenue, Canvey Island, Essex. SS8 9SU

Telephone: (01268) 684554

admin@northwickpark.essex.sch.uk

Headteacher: Emma Lane

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Dear Parents,

E-Safety Warning

You may have seen in the news and Facebook feeds a scary pop-up that is becoming prevalent within children's apps including You Tube Kids. Videos have been altered to include scenes which are disturbing and include killing inappropriate language and behaviour.

The Scary Challenge Game **MoMo** has been brought to our attention recently. **MoMo**, described as a WhatsApp "suicide challenge", features an avatar of a woman with dark hair, pale skin and oversized eyes, who sends young people images and instructions on how to harm themselves and others.

- There is a **Momo doll** created by Japanese **doll** artist Midori Hayashi, though Hayashi has nothing to do with the vulgar video game.
- **MOMO means** "Annoying person, idiot"
- The grotesque image associated with "**Momo**" recently appeared as an avatar in "**Minecraft**." The avatar is a so-called "mod" – a personalized addition to "**Minecraft**" made by a user, known as a "modder." The macabre avatar reportedly chases "**Minecraft**" players while brandishing a mobile phone with the WhatsApp icon.

As I am sure you are aware the time children spend gaming, chatting or watching You Tube is a constant concern due to the ever changing nature of the apps, sites and user groups.

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. Links are also available through our school website www.northwickpark.essex.sch.uk. If you would like more information regarding online safety, please do not hesitate to contact Mrs Lane or Mrs Rising or your child's class teachers.

Yours sincerely,

Mrs E. Lane
Headteacher