

Cupernham Infant School

Together we care, we learn and we enjoy success



Headteacher: Mrs. Lesley Clark

27th February 2019

Dear Parents and Carers,

Vigilance around Online media

In line with information given yesterday by Cupernham Junior School, now supplemented by advice from Hampshire Police, please be aware of a new concern if your child uses any online media. This includes YouTube, Kidstube, WhatsApp, Instagram and games such as Roblox and Fortnite. The concern is to do with a 'pop up' called the 'Momo Challenge'.

According to reports, the pop-up can occur across a range of media and has happened in the middle of YouTube videos, especially those targeted at children such as 'Peppa Pig'. The pop-up is a very unpleasant and scary caricature of a woman with distorted eyes and bulgy eyes.

There are a number of concerns relating to this.

- On its own, the imagery can be disturbing to children causing them to be frightened.
- The character allegedly suggests the children add a contact on WhatsApp and then bombards them with messages suggesting self-harm and other damaging behaviour through a series of threats and dares. This is obviously a significant safeguarding risk.
- Whilst this is disturbing, police have suggested that the driving force behind the app is to 'mine' information and data which can subsequently be used fraudulently.

This BBC link gives further information:

<https://www.bbc.co.uk/news/uk-northern-ireland-47359623>

The NSPCC publishes advice and guidance for parents on discussing overall online safety, as well as promoting [Net Aware](#) the UK's only parental guide to social media and gaming apps. The NSPCC website has supportive information and there is also a helpline: 0808 800 5000. We have also found the [CEOP website](#) to be full of useful guidance (as presented in previous e-safety workshops), with '[thinkuknow](#)' support for 5-7 year olds. Please consider taking instant precautions such as using Kiddle instead of Google for any internet searches.

There is plenty of additional information relating to this particular issue should parents carry out a search for it. As always, we would encourage parents to ensure they continue to be highly vigilant regarding **all** the online activity their children are engaged in.

In addition, the children have taken part in the NSPCC led assembly today **Speak Out, Stay Safe** in line with the information given to you on Monday and attended by all staff.

Please keep us informed of any issues and concerns raised which help us work together to ensure all our children are safe and secure.

Yours sincerely,

Mrs L Clark



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