



Arnside National Primary School

'Aspire – Believe – Achieve'

Headteacher: Mr Nick Sharp BA Hons (QTS)

Church Hill
Arnside
Carnforth, Lancs
LA5 0DW

admin@arnside.cumbria.sch.uk
www.arnside.cumbria.sch.uk
Tel/Fax: 01524 761159

26th February 2019

Dear Parent / Carer

This is information that has been brought to our attention – please take note.

MOMO GAME/CHALLENGE WARNING

There is mounting concern about a game which encourages young users to cause themselves harm, and in some cases has even led to suicide.

It is aimed at young children and teenagers, with youngsters across Europe but particularly in Northern Ireland, being targeted at the moment so much so that the Police Service Northern Ireland (PSNI) have issued a country-wide alert there to warn parents of the potential harm their children could be exposed to, even when proper parental controls are in place. It has been linked to a number of deaths in Argentina, Columbia and India.

The **Momo Game/Challenge** is sweeping the online gaming world. It first appeared in 2018. A menacing female Momo avatar character is embedded in innocent looking internet games and child-focussed YouTube clips who tells or dares the child to carry out acts of self-harm. She also encourages them to contact her via Whatsapp where worrying instructions can also be given.

Momo tells the user that it is a secret and that users must not tell their parents, with threats accompanied by violent images if they do not comply with the challenges.

The NSPCC are advising parents to make their children aware of the risks online. It has published advice and guidelines for parents on its website. Parents can also contact the **NSPCC Helpline on 0800 800 5000**.

Children feeling worried about something they have seen can contact **Childline 24 hours a day, online and over the phone, on 0800 11 11 or by visiting www.childline.org.uk**

Yours sincerely

Mr Sharp
Headteacher



Arnside National School, as an academy, is a charitable company limited by guarantee in England and Wales with company number 07840925