



Binghamton City School District

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Dear Binghamton Families,

Through the news and social media, you may be aware of dangers surrounding what is being referred to as the Momo Challenge. When children participate in the challenge, they connect with "Momo, who appears as the head of a disfigured image that is attached to a bird's body. Momo encourages a participant to complete various tasks if they want to avoid being "cursed." Some of the tasks include self-harm. The MoMo Challenge has infiltrated several popular digital platforms, including Kids YouTube, Fortnite, and Peppa Pig, to avoid adult detection.

We are communicating this viral trend to make you aware and to encourage parents and other adults who provide direct supervision of children to have honest conversations with children about safe and appropriate online activity.

Here are some helpful tips to keep your child safe online:

- Bringing up the MoMo Challenge specifically may lead children to investigate it themselves. Instead, consider asking them whether they encountered anything online that caused them to be worried or upset.
- If your child is aware of this trend, remind them that MoMo is not a real person, cannot directly harm them and cannot tell them to do anything.
- Remind children never to contact strangers online, regardless of the method, and to never give out personal information.
- Tighten device settings and parental controls.
- Report and block any content that is harmful or disturbing.
- Supervise your child's online activity, limit video games and YouTube use to shared family spaces and keep an eye out for unknown phone numbers or email addresses.

Thank you for your vigilance in keeping our students safe, on and off the internet.

Sincerely,

Tonia Thompson, Ed.D.
Superintendent of Schools

Educating, empowering and challenging all students to become productive, global citizens through innovative approaches to learning.