



HACKENSACK PUBLIC SCHOOLS

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March 1, 2019

Dear Parents/Guardians,

I am writing to make you aware of information about a possible “challenge” taking place on social media, known as the “Momo Challenge,” and to ask you to be vigilant in monitoring your child’s use of technology.

The “Momo” is a character who has bulging eyes and a distorted face, with a spooky smile. Recent news reports alerted the public that the character usually pops up on YouTube and YouTube Kids during popular children’s videos, and social media platforms like Facebook and Whatsapp. “Momo” is said to challenge children to participate in a variety of dangerous dares and activities that could potentially be life-threatening.

While this has been targeted at very young children, we urge all our parents to be aware of their child(ren)’s internet and social media usage. We also encourage you to track your child’s search history, use age appropriate controls and monitor the time your child spends on social media.

At school, your child’s online activities are closely monitored by school staff, as well as our district’s network safeguards. Our school social workers and counselors are aware of this challenge and ready to assist any student who expresses a concern. Please do not hesitate to reach out to your child’s counselor/social worker or your school principal with any questions or concerns. Included with this letter you will find additional information about addressing this issue with your child.

Sincerely,

Rosemary Marks
Acting Superintendent