



Momo Challenge

March 1, 2019

Recently there has been media coverage about a creepy internet challenge known as "The Momo Challenge" targeting young children. According to a CNN article dated March 1, 2019, "[Parents, please stop freaking out over the Momo Challenge](#)," there's almost no evidence to prove this is actually a real thing. Experts say it is probably not something to worry about, however, youth and parents may hear about this and have questions.

There is not a lot of proof that the Momo Challenge actually exists. Allegedly, it targets young children by encouraging them to text a number on various online applications (e.g. YouTube, Minecraft, WhatsApp, etc.), which then sends them instructions to complete a series of increasingly bizarre and dangerous tasks from watching a horror movie to engaging in self-harm to taking their own lives. According to Facebook posts, scary imagery and language are placed into YouTube videos that are supposed to be child-friendly, like cartoons and toy reviews. The "challenge" has also been reported on WhatsApp, where it may come in the form of disturbing images and text messages sent from unknown contacts. The image is usually of a creepy doll with long hair and bulging eyes.

Things like this have been around for a while. Parents need to be vigilant about what their children see and do online. Even though there are reports that the threat of the Momo Challenge may be overstated, the growing national media coverage could possibly inspire imitators. Parents are urged to talk with their children about what they encounter online. The following are some online resources to help young learners navigate the internet and give tools to help families safe in this a digital age.

- [National Online Safety, Momo Guide for Parents](#)
- [National Online Safety Resources](#)
- [Family Online Safety Institute, Good Digital Parenting](#)
- [Creating a Family Media Plan](#) (American Academy of Pediatrics)
- [Teaching Kids About Internet Safety](#) (GCFLearnFree.org)
- [Talking with Kids About Being Online](#) (Federal Trade Commission)