



**Region 14 Schools**  
Inspiring Excellence

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*Serving the Towns of Bethlehem and Woodbury*

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February 28, 2019

Dear Staff, Parents, and all Region 14 Stakeholders,

A social media challenge targeting children called the “Momo Challenge,” has created concern throughout the country due to its disturbing nature. The purpose of this letter is to make you aware of this challenge, provide you with information about it, and urge you to monitor your children’s use of social media and the Internet.

The “Momo Challenge,” began last year on Facebook and WhatsApp but has recently been found in YouTube videos that appear to be about Peppa Pig or Fortnite until they are viewed. The videos feature a frightening avatar who asks its viewers to perform various tasks and provide photos as proof. They often advocate self-harm and threaten those who do not perform the tasks.

As with other challenges of this nature such as the “Blue Whale Challenge”, these are designed more to frighten parents and make headlines than anything else. With that said, we take all of these phenomenon very seriously and will be monitoring it through our I.T. Department. We are able monitor devices when on our domain or in school, however, when students are home or at an outside location, we do not have the ability to search or monitor for this site. We are making you aware of this to ensure that safety precautions with regards to social media are in place. Please take the time to monitor your child and be aware of this concern.

The links below provide more information on the Mono Challenge:

[https://en.wikipedia.org/wiki/Momo\\_Challenge](https://en.wikipedia.org/wiki/Momo_Challenge)

<https://www.rollingstone.com/culture/culture-news/what-is-momo-challenge-800470/>

Sincerely,

Joseph A. Olzacki, Ed. D.  
Superintendent of Schools