



Education  
PO Box 2703, Whitehorse, Yukon Y1A 2C6

March 4, 2019

Dear Parents,

**RE: Momo challenge and internet safety for your child**

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Some parents have recently raised concerns about a viral image that has been allegedly popping up on computer and mobile devices. The image is associated with the “Momo Challenge” and is said to appear in YouTube videos. Concerns have also been raised about other YouTube videos that appear under the “child-friendly” category and feature familiar characters but present inappropriate content, such as violence and self-harm. Ensuring students have the digital literacy skills and knowledge to safely use the internet is one of the essential learning outcomes in our new school curriculum. Your child’s school may have already addressed the “Momo Challenge” with their students as an example of the importance of using the internet safely. Parents are encouraged to continue the conversation about internet safety and digital literacy at home.

We want to take this opportunity to raise awareness of the alleged “Momo Challenge” and also remind parents about the importance of talking to your children about using the internet safely. There are many forms of inappropriate content online and strangers to connect with that circulate regularly. With any concern about the safety of children while online, parents should remember to:

- monitor what their children watch, especially on YouTube (parents should only allow trusted channels).
- talk to their children about what they are viewing online and view it with them;
- talk to their children about how they may be using social media, and whether they may be talking to anyone online;
- set age-appropriate parental permissions on their web browsers and frequently used websites, such as YouTube; and
- encourage their children to tell them or a trusted adult (such as their school teacher) if they view something that is inappropriate or frightens them.

If parents have concerns about their child accessing YouTube, other streaming apps such as Netflix have kid friendly content that children can browse and view without being exposed to inappropriate content.

If you have any questions about how your school may be addressing digital literacy and internet safety, please contact the school.

For more information on navigating the internet safely with your child, visit:

<https://www.protectchildren.ca/en/resources-research/online-safety/>

Sincerely,

A handwritten signature in blue ink that reads "Karen Campbell". The signature is fluid and cursive, with the first name "Karen" and the last name "Campbell" clearly distinguishable.

Karen Campbell  
Director, Student Support Services