

Dear Cunniff Parents and Guardians,

I am writing to make you aware of the latest viral challenge targeting young children. Last week, we heard from several students in grade four who were expressing fear regarding the Momo Challenge. Momo is a chilling online character with bulging eyes that targets young children and encourages them to complete dangerous tasks. These tasks include hurting oneself or hiding for an extended period of time. The challenge pops up on videos on YouTube or on the messaging app WhatsApp.

At Cunniff, we are working to ensure that students are not talking about or acting out any of the challenges in class or during informal times such as recess. Teachers carefully monitor use of devices in classrooms and other locations within the school. Additionally, the District has many security measures in place that keep students safe while using technology.

Please take a few minutes to talk to your child about the danger of these kinds of challenges in a way that is appropriate for his/her age and level of understanding. I am confident that you take an interest in your child's online interactions by screening videos and making sure that there are no harmful messages. This includes making effective use of parental controls that enable you to keep track of the time your child is spending online and the games being played. Your partnership in helping to educate and keep our students safe is greatly appreciated and valued. Should you need to contact your child's teacher, guidance counselor or me, please do not hesitate to do so.

With special thanks,  
Mena Ciarlone, Cunniff Principal