



ROCKAWAY BOROUGH SCHOOL DISTRICT

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MRS. PHYLLIS ALPAUGH
SUPERINTENDENT OF SCHOOLS

March 4, 2019

Dear Parents and Guardians,

It's been brought to our attention that there is a current social media phenomenon targeted at young children and adolescents called the "Momo Challenge" that is raising concern among parents and educators across the country.

The "Momo Challenge" presents itself through various social media outlets, including "Facebook", "YouTube" and "WhatsApp". It presents itself as a disturbing avatar that "challenges" children to perform a series of tasks, starting small and escalating into more grandiose tasks, many of which are dangerous and violent in nature, including suicide. The "Momo" allegedly asks children for photo proof that the tasks are completed as well as makes alleged threats if the dictated tasks are not performed. School administrators around Morris County as well as our internal staff have made us aware of the pop-ups that are being sliced into commonly used educational videos that are frequently accessed by lower elementary students.

On Friday March 1, our Elementary School Guidance Counselor, Mrs. Susan Tully met with the 3rd grade during lunch time to address their concerns, but we suggest that you follow up at home as well by monitoring your children's programming both on television and on all electronic devices. Below are two links that may assist in you understanding the issue and discussing this sensitive topic with your children.

<http://www.common sense media.org/>
<https://video.foxnews.com/v/6008837887001/#sp=show-clips>

Thank you in advance for taking the time to read this communication as it is important that we work together to ensure the safety of all our students. If you have any questions, please don't hesitate to contact any member of the administrative team.

Best wishes,

Phyllis Alpaugh

Phyllis Alpaugh
Superintendent of Schools