

School Advisory The MOMO Challenge

Effective Date: August 8, 2018



Geo Listening will notify client and non-client school district leaders when it has discovered safety or disruptive actions trending on Social Networks or from recognized studies, authorities or news agencies. These advisories will be sent to leadership via email.

As we begin our school year in many parts of the country we unfortunately start with our first advisory of 2018-19. Throughout the world Police are warning parents of a new challenge game directed predominantly at school-age children. Please review and discuss this advisory and it's supporting information with your team members and communities. Authorities are investigating the death of a 12-year old girl in Argentina to determine if it is linked to the challenge. If confirmed, she will be the first victim. The girl took her own life by **"hanging herself from a tree in her family's backyard"** and captured that on video. Allegedly, the 18-year-old suspect whom the deceased girl had met online made her commit suicide as a part of the Momo Suicide Challenge. See the video explaining more on the "Momo" challenge situation:

The image of a woman with grotesque features is linked to the game and taken from a Japanese doll artist Midori Hayashi. The artist is not involved in the challenge.

Mental Health professionals and law enforcement are advising parents to be attentive to your teenage siblings, for they are at risk of joining those affected by the 'Momo' craze. The challenge was named after a creepypasta character 'Momo' who invites people who see her and text her in WhatsApp. According to the urban legend, if kids fail to answer her, she will come at night to curse them.

The gist of the challenge requires its participants to be a contact in WhatsApp (messaging app). After that, they are required to do some creepy things from self-harm to committing suicide.

Some of you might remember the **'Blue Whale'** challenge, that hit the teenagers a while ago. Back then, there was a community on social media that encouraged people to kill themselves. As a result, Russia and US have sustained multiple teenage suicides.

News Coverage:

- ABC News coverage:
<https://abc7chicago.com/police-warn-parents-about-momo-challenge-that-may-encourage-suicide/3893032/>
- Good explanation of Challenge and how to get the word out to support students:
<https://www.msn.com/en-us/news/photos/what-you-need-to-know-about-the-momo-challenge/vi-BBLDm31>
- Global Tech news:
<https://www.news18.com/news/tech/momo-challenge-and-blue-whale-symbolize-a-terrifying-trend-of-social-media-linked-suicides-1837783.html>

Here is the flier created by the Buenos Aires PD warning about the game:



BOLETÍN INFORMATIVO

MOMO: EL NUEVO JUEGO VIRALIZADO EN REDES SOCIALES

En las redes sociales circula la imagen de una mujer de apariencia aterradora. La llaman "Momo" e invita a quienes la vean a que le escriban a través de Whatsapp, si es que no temes que se aparezca por las noches o te lance una terrible maldición.

¿DE DÓNDE VIENE?

La historia empezó en un grupo de Facebook, donde se retaba a los integrantes a entablar comunicación con un número desconocido, a pesar de venir acompañado de una advertencia.

Varios usuarios aseguraron que si le enviabas un mensaje a "Momo" desde tu celular, ésta respondía con imágenes violentas y agresivas. Incluso hay quienes afirman que les han contestado los mensajes con amenazas y revelando información personal.

ORIGEN DE LA IMAGEN

La imagen tiene su origen en una foto tomada de una cuenta de Instagram y se ha observado a varios usuarios asiáticos que posan junto a esta peculiar escultura que estuvo expuesta en un museo de Japón en 2016.

¿POR QUÉ ES PELIGROSO?

El riesgo de este reto entre los jóvenes y menores de edad es que los delincuentes pueden hacer uso de este "juego" para:

- Sacar o robar información personal
- Incitar al suicidio o a la violencia
- Acosar
- Extorsionar
- Generar trastornos físicos y psicológicos como: ansiedad, depresión, insomnio, etc.

(993) 3 16 65 50 ext. 4264 denunciadi@fiscaliatabasco.gob.mx

Argentinian police issued a memo on Twitter to help parents and relatives prevent their kids from being affected.