

**KNOWLTON TOWNSHIP
SCHOOL DISTRICT**
P.O. Box 227, 80 Route 46
Delaware, New Jersey 07833-0227
Tel: 908-475-5118
Fax: 908-475-1141

Jeannine DeFalco
Superintendent

Dana Carroll
Vice Principal

March 5, 2019

Dear Parents/Guardians:

We wanted to make you aware of the “Momo Challenge” and other concerning material available on websites and apps that are popular among school-age children. While the Momo Challenge is currently being described as a hoax in the media, it is disturbing content that your children could encounter. The Momo challenge, itself, refers to a video that invites children to engage in dangerous behavior including harming themselves. The video also contains disturbing images that are upsetting to children.

The National Online Safety organization provides a helpful flyer detailing concerns surrounding the Momo challenge and steps parents can take to protect their children from the video and other similar online content. To view the NOS informational flyer, follow this link: <https://2j39y52a62gmlafygb3g1xbu-wpengine.netdna-ssl.com/.../...>

Whenever concerning material like the Momo challenge grabs headlines, we like to encourage parents to consider the larger implications of Internet use and social media. Unfortunately, through the Internet, a “call out” culture has developed where criticism and insults can be easily broadcast to millions of people. The consequences of bullying, spreading misinformation and other forms of “trolling” are amplified by social media. The organization Common Sense Media offers a helpful guide for parents to consider when discussing these matters with your kids that you can access by following this link: <https://www.commonsensemedia.org/.../viral-youtube-challenges...>

Thank you for taking the time to read this important information. If you have questions or concerns, please contact the main office.

Sincerely,

Jeannine DeFalco
Superintendent