



BIG SPRING SCHOOL DISTRICT
Office of the Superintendent of Schools
45 Mount Rock Road
Newville, PA 17241-9466
717-776-2412

Dear Big Spring Families:

As partners in education, the Big Spring School District would like to call your attention to a social media prank that is sweeping the country. The “Momo Challenge” has been around for some time, but has resurfaced again throughout the nation. This form of cyberbullying targets K-12 students. The “Momo Challenge” encourages students to commit dangerous and potentially violent acts on social media. The Momo Challenge plays out on various forms of social media including Facebook, WhatsApp (a free messaging app that can block the identity of the sender) or gaming applications. Through text messages or social media, students receive anonymous messages from an imaginary character named Momo. Momo invites students to participate in a series of dares or self-harm and threatens violence if challenges are not completed.

Again, as we work collectively to cultivate a culture where all students feel safe, valued, and nurtured, we wanted to make our families and broader Big Spring Community are aware of this latest form of cyberbullying.

At the District level, we have already taken steps to monitor and block known websites that promote self-harm or that glorify acts of self-harm online. While these digital platforms are blocked on all Big Spring School District devices, individuals may still be able to access such sites through their personal devices and accounts. Please remind your children not to accept any messages or invitations from unknown numbers and never to click on unidentified links they may be sent.

A story on the “Momo Challenge” that was done on the Today Show is provided in the link below:

- <https://www.today.com/video/-momo-challenge-how-to-protect-kids-from-disturbing-internet-game-1449768003504>.

Again, thank you for your continued partnership in keeping our students and community safe. Should you have any questions regarding this communication or need any additional information, please feel free to contact your school’s main office or the Big Spring School District Administration Offices at 717-776-2000.

Sincerely,

Dr. Richard W. Fry
Superintendent of Schools