

# Bromley Hills School Newsletter

Week 7 Spring Term 1<sup>st</sup> March 2019

Visit our website: [www.bromhills.dudley.sch.uk](http://www.bromhills.dudley.sch.uk)  
email: [info@bromhills.dudley.sch.uk](mailto:info@bromhills.dudley.sch.uk)



## Message from the Headteacher

Dear Parents/Carers,

I hope you had a restful half term break. We have received information from some concerned parents about a YouTube site called *MOMO*. Please see the parent information below regarding this. Class teachers have spoken to children about the importance of staying safe when using the internet. Hopefully, we can prevent children accessing these sites by working together. Please come along to the internet safety talk (see below) as this will help you with ensuring that your child does not have access to sites like these when using the internet. Many thanks, Jon Stevens.

## Important Information

**New Date!** Voting Day – Thursday 2<sup>nd</sup> May. **School Closed.**

Parents' Evening – 5<sup>th</sup> & 7<sup>th</sup> March, 4pm-7pm.

Internet Safety Talk – 12<sup>th</sup>

## Internet Safety Talk

*Tuesday 12<sup>th</sup> March at 7pm*

We have invited Juliet Joy, a consultant from RM (who provide ICT services for all schools across Dudley), to come and give a talk to parents / carers about internet safety. Please do come along and listen, and there will be an opportunity to ask questions as well. A *free crèche* will be available for children.

## World Book Day

*Thursday 7<sup>th</sup> March*

This year we are asking children to dress up as a book character linked to the theme that their class have chosen. Children will be given a £1 book token to spend. Please use this opportunity to take your child to a book shop to buy a book.

Attendance for this week is:  
**96%**

**Whole School Target: 97%**

Well done to Class 3/4Ba  
For getting 99% this week.

## Parents' Evening

*Tuesday 5<sup>th</sup> & Thursday 7<sup>th</sup> March 4pm – 7pm*

Please book a slot, using the online booking service, to see your child's class teacher. This meeting is to discuss your child's progress so far.

## Free Breakfast for every child!

*All children welcome in the upper hall at 8.30am every day.*

**Please book a place** using the online booking system.

Thank you.

## Bromley Bees

Every Wednesday morning  
9.00am – 10.15am

All welcome to come along and join the fun!

## Safeguarding

The designated Safeguarding Leads at Bromley Hills are: Mr Stevens (Headteacher) and Mrs Rogers (Deputy Headteacher). In their absence, the deputies are: Miss Collins, Mrs Morris & Mr Kelly. The safeguarding leads are responsible for any child protection issues. A reminder that it is our duty to share safeguarding concerns with other agencies.



## MoMo Online Safety Guidance for Parents

**It's important to note that new challenges are arising on the internet all the time. We have created to this guide to raise awareness of the issue and offer advice on helping parents to talk to their children about making safer decisions online. See also our 7 conversation starters guide for more tips on better communication with your child.**



Momo is a sinister 'challenge' that has been around for some time. It has recently resurfaced and once again has come to the attention of schools and children across the country. Dubbed the 'suicide killer game', Momo has been heavily linked with apps such as Facebook, WhatsApp, YouTube, and most recently (and most worryingly)... YouTube Kids. The scary doll-like figure reportedly sends graphic violent images, and asks users to partake in dangerous challenges like waking up at random hours and has even been associated with self-harm. It has been reported that the 'Momo' figure was originally created as a sculpture and featured in an art gallery in Tokyo and unrelated to the 'Momo' challenge we are hearing about in the media.



### What parents need to know about

# MOMO

#### CHILDREN'S VIDEOS BEING 'HIJACKED'

There have been recent reports that some seemingly innocent videos on YouTube and YouTube Kids (such as 'surprise eggs', unboxing videos and Minecraft videos) have been edited by unknown sources to include violence provoking and/or other inappropriate content. Even though YouTube monitor and remove videos that include inappropriate content, clips can be uploaded and viewed thousands of times before they get reported and removed. As a parent, it's difficult to spot these videos as the harmful content doesn't appear until partway through the video.

#### DISTRESSING FOR CHILDREN

Popular YouTubers and other accounts have been uploading reaction videos, showing their experience of the MOMO challenge. Some of the videos include a disclosure message warning that the content may be "inappropriate or offensive to some audiences" and that "viewer discretion is advised" but these videos are still easily accessed by clicking 'I understand and wish to proceed'. The image of the 'Momo' character can be deeply distressing to children and young people and it's important to note that it may slip through parental settings and filters.

#### SUGGESTED VIDEOS ON YOUTUBE

Video apps such as YouTube include an 'up next' feature which automatically starts playing another video based on the video just watched. Due to YouTube's algorithm, users are shown 'suggested videos' that they may be interested in. The thumbnails used on suggested videos are purposefully created in a way to encourage viewers to click them. During our research, we found that when watching one Momo related video, we were shown countless other Momo themed videos and other scary content which would be age-inappropriate for children under 18.



### National Online Safety

## Top Tips for Parents

#### TELL THEM IT'S NOT REAL

Just like any urban legend or horror story, the concept can be quite frightening and distressing for young people. Whilst this may seem obvious, it's important for you to reiterate to your child that Momo is not a real person and cannot directly harm them. Also, tell your child to not go openly searching for this content online as it may only cause more distress.

#### BE PRESENT

It's important for you, as a parent or carer, to be present while your children are online. This will give you a greater understanding of what they are doing on their devices, as well as providing you with the opportunity to discuss, support and stop certain activities that your child may be involved in. As the nature of each task become progressively worse it's also important to recognise any changes in your child's behaviour.

#### TALK REGULARLY WITH YOUR CHILD

As well as monitoring your child's activity, it's important for you discuss it with them too. Not only will this give you an understanding of their online actions, but those honest and frequent conversations will encourage your child to feel confident to discuss issues and concerns they may have related to the online world.

#### DEVICE SETTINGS & PARENTAL CONTROLS

Ensure that you set up parental controls for your devices at home. This will help to restrict the types of content that your child can view, as well as help you to monitor their activity. In addition to this, it's vital that you are aware of your device and account settings to ensure your child's utmost safety. For example, on YouTube you can turn off 'suggested auto-play' on videos to stop your child from viewing content that they have not directly selected.

#### PEER PRESSURE

Trends and viral challenges can be tempting for children to take part in; no matter how dangerous or scary they seem. Make sure you talk to your child about how they shouldn't succumb to peer pressure and do anything they are not comfortable with, online or offline. If they are unsure, encourage them to talk to you or another trusted adult.

#### REAL OR HOAX?

As a parent it is natural to feel worried about certain things you see online that may be harmful to your child. However, not everything you see online is true. Check the validity of the source and be mindful of what you share as it may only cause more worry.

#### REPORT & BLOCK

You can't always rely on parental controls to block distressing or harmful material. People find ways around a platform's algorithm in order to share and promote this type of material. Due to this, we advise that you flag and report any material you deem to be inappropriate or harmful as soon as you come across it. You should also block the account/content to prevent your child from viewing it. Also encourage your child to record/screenshot any content they feel could be malicious to provide evidence in order to escalate the issue to the appropriate channels.

#### FURTHER SUPPORT

Speak to the safeguarding lead within your child's school should you have any concerns regarding your child's online activity or malicious content that could affect them.

If your child sees something distressing, it is important that they know where to go to seek help and who their trusted adults are. They could also contact Childline where a trained counsellor will listen to anything that's worrying them.

The Childline phone number is  
0800 1111.

**SOURCES:**  
<https://www.mirror.co.uk/news/world-news/sid-videos-youtube-youtube-kids-14052196>  
<http://www.bbc.co.uk>  
<https://www.bbc.co.uk/news/uk-northern-ireland-47359622>

[www.nationalonlinesafety.com](http://www.nationalonlinesafety.com)

Twitter - @natonlinesafety

Facebook - /NationalOnlineSafety

Phone - 0800 368 8061



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Date	Event
<b>January</b>	
Monday 7 <sup>th</sup>	<b>INSET Day</b>
Tuesday 8 <sup>th</sup>	Spring Term Begins
Wednesday 16 <sup>th</sup>	Governors' Meeting 5.00pm – 6.00pm – Parent Drop-in
Monday 21 <sup>st</sup>	Clubs Start
Thursday 31 <sup>st</sup>	Year 5 Safeside Trip
<b>February</b>	
Monday 11 <sup>th</sup>	Year 3 / 5 Cycle Training
Monday 11 <sup>th</sup> – Fri 15 <sup>th</sup>	Wider Curriculum Week – Healthy Eating
Friday 15 <sup>th</sup>	Reception Trip to Sycamore Centre
Monday 18 <sup>th</sup> – Friday 22 <sup>nd</sup>	<b>HALF TERM</b>
<b>March</b>	
Tuesday 5 <sup>th</sup> & Thursday 7 <sup>th</sup>	Parents' Evening 4pm – 7pm
Wednesday 27 <sup>th</sup>	Governors' Meeting 5.00pm – 6.00pm – Parent Drop-in
<b>April</b>	
Wednesday 3 <sup>rd</sup>	Year 3/4/5 Easter Celebration 2.00pm and 6.30pm
Monday 8 <sup>th</sup> – Wednesday 10 <sup>th</sup>	Astley Burf Residential
Friday 12 <sup>th</sup>	End of Term
Monday 15 <sup>th</sup> – Friday 26 <sup>th</sup>	<b>EASTER HOLIDAY</b>
Wednesday 24 <sup>th</sup> / Thursday 25 <sup>th</sup>	Year 6 Easter School
Monday 29 <sup>th</sup>	Summer Term Begins
<b>May</b>	
Thursday 2 <sup>nd</sup>	Polling Day – School Closed
Monday 6 <sup>th</sup>	Bank Holiday Monday
Wednesday 8 <sup>th</sup>	Governors' Meeting 5.00pm – 6.00pm – Parent Drop-in
Monday 13 <sup>th</sup> – Thursday 16 <sup>th</sup>	Year 6 SATs Week
Monday 20 <sup>th</sup> – Friday 24 <sup>th</sup>	Year 2 SATs Week
Monday 27 <sup>th</sup> – Friday 31 <sup>st</sup>	<b>HALF TERM</b>
<b>June</b>	
Monday 10 <sup>th</sup>	Year 1 Phonics Screening Check Week
Friday 28 <sup>th</sup> – Sunday 30 <sup>th</sup>	Year 6 Kingswood Residential
<b>July</b>	
Tuesday 9 <sup>th</sup>	Governors' Meeting 5.00pm – 6.00pm – Parent Drop-in
Friday 19 <sup>th</sup>	End of Term
Monday 22 <sup>nd</sup>	INSET Day