



Rising Concerns for Children and Teens on the Internet: Momo & Jeffy

The Momo Challenge



What is it?

- * Momo is the image of a doll with scary features and large protruding eyes (which instantly catches the attention of children.) Shown above.
- * Momo will attempt to rope children into a “game,” that sets objectives for the users.
- * The objectives most often include steps toward committing suicide, self-harm, or putting oneself in severe danger.

Where is it?

- * Momo is often seen on the WhatsApp Messenger, which is an application that allows the sending of text messages, voice calls, video calls, images, and other media.
- * There are many “Momo profiles” on the app, and when users do as little as interact with the profile, they may be sent disturbing and graphic photos, to which they are then lured into Momo’s deadly “game.”
- * It has also been reported that Momo is randomly appearing in the middle of children’s videos on YouTube, such as Peppa Pig, making the videos harder to detect.
- * Because it is common for Momo to say she will kill the child if they attempt to tell their parents, youth may feel as if they *must* respond to Momo.
- * Examples of the challenges that Momo brings forth are putting a knife to one’s neck, sticking a knife in an outlet, turning the gas on the stove on, tying a noose around one’s neck, and many more gruesome, dangerous tasks.

Jeffy the Rapper



What is it?

- * Jeffy the Rapper is a foul-mouthed puppet star who makes inappropriate videos on YouTube with his father, who is played as a Super Mario puppet.
- * Much of his content is sexually explicit, to include swears and other offensive, inappropriate language.
- * Jeffy is the latest craze in many schools, with youth starting to mimic Jeffy, thinking he is comical.
- * Jeffy's videos have been watched by millions of teens on YouTube.
- * The channel that these videos are being uploaded on is called, "Super Mario Logan."
- * In one of Jeffy the Rapper's YouTube videos, he threatens to kill himself because his father will not buy him an iPad game. This video depicts Jeffy making and putting a noose around his neck, essentially teaching the young generation how to do so.

What Parents Can Do:

- * **Monitor.** Keep electronics in a common space where you have a visual on what they are watching. In these situations, having your child not use headphones will make it easier to monitor what they are doing online, by being able to *listen* as well.
- * **Learn.** Research what both Jeffy and Momo look and sound like. This way, when monitoring what they are doing online, you will be familiar with the videos to know if your child is viewing them, allowing you to intervene.
- * **Report it-** if you see inappropriate content on any platform, take an extra minute to report it on that platform. It could prevent another child from seeing it.
- * On YouTube, go to the channel that posted the content, then click 'About,' click the flag drop down, and select the reason you are reporting.
- * **Direct Downloads.** Another option is to download apps from shows or channels directly, rather than going through a streaming service, such as YouTube.
- * For example, Peppa Pig, Nick Jr, etc., have their own apps, with pre-screened videos deemed appropriate for kids.
- * **Open Conversations (regarding Momo).** This is a great opportunity to talk to your children or teens about risk assessment, and the fact that these scary challenges, just like Momo, are not real.
- * Walking them through the challenge and why it's a bad idea, means that next time they'll be able to recognize a dangerous challenge as a hoax, and know how to avoid it.