

MOMO CHALLENGE

Info Sheet

What is it?

- An online challenge that targets teens, tweens, and even younger children (via snippets in YouTube Kids videos).
- It encourages them to contact an unknown person called Momo ([represented by](#) a woman with a gaunt face, bulging eyes, and creepy smile) via WhatsApp or Facebook primarily (though any other platform with messaging capabilities can also be used).
- The account then sends them violent/graphic images and texts, telling them to engage in various “challenges.”
- The challenges start out small and strange, then escalate to harming themselves and others, possibly culminating in the final challenge of committing suicide.
- Kids are supposed to send photographic or video evidence of themselves completing tasks.
- If they ever try to stop, the account threatens to expose them and/or harm them and their loved ones.
- No one knows for sure who or how many people started it, nor if copycat accounts are perpetuating it.

Is it real?

Unfortunately, accounts are conflicting. There are articles coming out challenging whether it ever actually existed (see [this](#), [this](#), [this](#), and [this](#)), saying it’s more hype and fear-mongering than anything, while there are stories directly from parents about their kids encountering or interacting with Momo (see [this](#), [this](#), and [this](#)).

What can I do?

Regardless of its veracity, it’s better to preemptively address it, rather than hope and pray you never have to reactively deal with it or something similar. With older kids, it’s important to ask if they or their friends have encountered it. Also, make sure they know what to do if they ever see disturbing, graphic, or harmful images or are contacted by unknown accounts. With younger kids, even if you don’t bring up the actual challenge, use this opportunity to talk to them about what to do if they see or hear something scary or weird. It’s also never a bad idea to use parental controls and to keep screens in public places. Above all, ask God to protect your kids’ hearts and minds, to give you discernment and wisdom, and to give you the strength to be their safe haven.

Where can I learn more?

- [A Parent’s Guide to the Momo Challenge](#)
- [The Culture Translator](#), a free weekly email with biblical insight to your teen’s world