

Headteacher: Mrs T Allen

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Dear Parents/carers

We have heard a few of our children talking about 'Huggy Wuggy' and singing a 'Huggy Wuggy' song.

Huggy Wuggy sounds like a cuddly teddy bear. But the monster is actually an evil villain in the 2021 horror PC game Poppy Playtime by MOB Games. The blue stuffed bear is not cute and cuddly. When he opens his mouth, he has rows of sharp teeth. And that's just the tip of the iceberg.

Poppy Playtime is a game of survival set in an abandoned toy factory. Players must solve puzzles while Huggy Wuggy hunts them and kills them through hugs. He has inspired multiple YouTubers to create parodies of creepy songs, that, while not intended for children, are easy for kids to find and watch online. Children are still seeing videos of the monster-bear hybrid [on YouTube](#) and TikTok which are really not appropriate for our young children.



Please be aware of what your children are watching and listening to and ensure it is age appropriate.

Our Top Tips for helping your child

- If your child hasn't mentioned Huggy Wuggy or Poppy Playtime, don't name it. You may pique their curiosity which in turn could lead to them searching out the content for themselves on platforms they might have access to.
- If you hear a child in your care mention Huggy Wuggy, pause and remain calm. It could be that they have overheard conversation about in school or online, it doesn't necessarily mean they have viewed content or have a full understanding of who Huggy Wuggy is.
- Ask them about the content they enjoy watching online, and if anything they've seen has ever made them or their friends upset or scared.
- If they have seen anything upsetting, reassure them that they are safe. It's important children know they can come and speak to you without fear of judgement. If necessary, ask them to show you the video or game, and follow [appropriate reporting procedures](#) if you are concerned.
- If you see content on social media or in the news regarding Huggy Wuggy or Poppy Playtime, think before you share it publicly. It may be more helpful to share a credible article with practical advice privately, e.g. through private messaging.



Mrs T Allen
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