



BOWERHAM PRIMARY & NURSERY SCHOOL

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Online Safeguarding Warning - 'Poppy Playtime' and 'Huggy Wuggy'

Dear parents, guardians

We have received reports of children viewing disturbing content online, and recreating in playground games, based on a game called 'Poppy Playtime' which features a character known as Huggy Wuggy.

I have summarised below key points from a safety review produced by Safer Schools NI - full article here: <https://saferschoolsni.co.uk/huggy-wuggy-online-safety-review/>

Although Poppy Playtime was released last year, there has been a recent surge in the creation of Huggy Wuggy-related content, alongside reported playground-style challenges based on the character.

The Dorset Police Cyber Protection Officer has recently released a statement, warning parents that children may be viewing graphic fan-made videos that are popping up on platforms such as YouTube and TikTok.

Some created videos feature songs alongside animation, designed to be upsetting and 'creepy'. Others feature jump-scare animations. The videos appear across several popular platforms, in particular on TikTok and YouTube. The hashtag 'huggywuggy' has over 2.9B views on TikTok.

Due to the name of the character, these videos are often 'slipping through the net' of platforms' safeguarding measures like content filtering and age-restrictions. Police have also reported that some schools have seen children recreating scenes in the playground, hugging and whispering "nasty things" in the recipient's ear.

If you have any concerns or questions, please don't hesitate to contact school.

Stand tall, reach high, love learning

*The Bowerham School community is proud to nurture aspiration,
inspire love for life-long learning and prepare children for a changing*

community