

31st March 2022

Dear Parent/Carer

I am writing to you to inform you about a safeguarding concern flagged up by one of our partner Mental Health Agencies. Please see message received today from Sam Tyrer, Prevention and Engagement Lead for Lancashire & South Cumbria Foundation Trust.

Good afternoon everyone,

I am sorry to email you all, however this is incredibly important.

Please read the message below about a new Youtube video being viewed by children. The character is called 'Huggy Wuggy' and it is giving some very troubling messages.

"It has been brought to my attention that a character named 'Huggy Wuggy' is being viewed by young people online. The character can be easily viewed on Youtube channels and is a teddy bear with razor sharp teeth that sings worrying songs about hugging and killing. On one of the videos the bear asks the viewer to take their last breath. It is a very deceiving character, as hugs should be seen as something kind and loving, and because of its name it has been able to infiltrate firewall and filters. I just wanted to inform parents so you are aware and can be vigilant around what your children could be watching."

Kind regards,

Sam Tyrer

*Prevention and Engagement Lead
Nursing & Quality Directorate
Lancashire & South Cumbria Foundation Trust"*

I hope you find this information useful in safeguarding your child.

Yours sincerely



Mrs A M Wilson
Deputy Headteacher