



JOSEPH HOOD PRIMARY SCHOOL

Whatley Avenue, Raynes Park, London SW20 9NS

Telephone: 020 8542 2471

Email: josephhoodprimary@josephhood.merton.sch.uk

Website: www.josephhood.merton.sch.uk

Executive Headteacher: Anita Saville

Head of School: Libby Wright

Assistant Heads of School: Wendy Shepard & Michael Waterman

Wednesday 15th April 2026

Dear Parents and Carers

Important Safety Update: Online Content & "Poppy Playtime"

We are writing to share some guidance regarding a trend we have noticed appearing in playground conversations and on personal devices: a game called "**Poppy Playtime.**"

While the name and characters (such as **Huggy Wuggy**) may sound child-friendly and appear like standard toys, we want to clarify that this is a **horror-themed game** intended for older audiences.

Why is this a concern?

The game and its related videos on YouTube and TikTok are designed to be frightening. They often include:

- **Intense Jump Scares:** Sudden, loud, and frightening visual shocks.
- **Disturbing Imagery:** Characters that appear "cuddly" but become predatory, with sharp teeth and violent intentions.
- **Psychological Tension:** Themes of abandonment and being hunted, which can cause significant anxiety, sleep disturbances, and nightmares for younger children.

The "Algorithm" Trap: Even if your child does not play the game, they may encounter it via **YouTube, YouTube Kids, or TikTok**. Because the characters look like toys, video algorithms often suggest this content to young children. Fan-made videos can sometimes be even more graphic than the game itself, featuring dark themes and unsettling songs.

How you can help:

- **Check Privacy Settings:** Ensure "Restricted Mode" is active on YouTube and that you are monitoring the "Watch Next" sidebar.
- **Talk to your Child:** If they mention "Huggy Wuggy" or "Kissy Missy," ask them what they know. You can explain that these are "make-believe stories for big kids" and aren't suitable for them yet.
- **Monitor "Copypcat" Content:** Be aware that these characters often appear in Roblox "modded" games or Minecraft skins that are not part of the official, safer versions of those platforms.

Our goal is to ensure our pupils feel safe and happy both at home and at school. If you have any questions about online safety or would like further resources, please feel free to contact us at school.

Thank you for your continued support in keeping our children safe online.

Miss Shepard
Assistant Head of School and Inclusion Manager



