

Online Safety Bulletin!

November 2022

In this edition we want to bring to your attention the worrying game 'Poppy Playtime' and associated content.



Online safety experts have been alerted to a video game, being described by some users as an "introduction to horror."

Videos, versions of the game, and associated material are becoming increasingly popular on [YouTube](#), [Roblox](#), and other platforms used by young children.

[Poppy Playtime](#) features frightening images and themes that are paired with child-friendly items.

This may be especially upsetting to children who have not yet developed the resilience to deal with disturbing content.

A horror game is a type of video game that puts the player in the middle of scenarios designed to frighten them. These games typically revolve around the player trying to solve mysteries while being chased or hunted by monstrous characters. Popular examples are Slender Man, The Last of Us, and Five Nights at Freddy's.

What is Poppy Playtime?

Poppy Playtime is a horror game that involves an unnamed protagonist investigating a mystery in an abandoned toy factory. As a player, you roam around the factory and collect VHS tapes to solve the mystery of what happened. You must solve puzzles while trying to survive the "vengeful toys" left behind. The factory's most popular toy "Huggy Wuggy" – a giant, horrifying blue creature with bulging eyes, wide red lips, and long limbs – actively follows you around as you try to complete the game. He appears in the dark unexpectedly to try and catch you. If you get caught, Huggy Wuggy bears his wide and sinister grin and eats you. Players complete Chapter 1 by finding Poppy the doll.



Poppy Playtime is also a part of the streaming phenomenon on YouTube, with popular YouTubers recording themselves playing the game and reacting to it.

While the playthrough videos are not available on YouTube Kids, there are lots of videos with associated content specifically for children that would encourage them to seek out the source. It's important to note that while children may not have played Poppy Playtime themselves, they may have watched a video of someone else playing it.

Useful Link:

<https://www.common sense media.org/game-reviews/poppy-playtime>

What are we doing in school?

We are aware of children in school talking about and searching for Huggy Wuggy and Sirenhead. We have adjusted our safeguarding filters.