

Safeguarding Family Blog

Huggy Wuggy



'The children are at the centre of everything we do'

A safe culture within our school

At Glastonbury Thorn School, we strive to keep our children and families safe and happy. In this blog, we cover some of the issues surrounding the toy, Huggy Wuggy.

I have started to see some children with the Huggy Wuggy toy. My son had this toy too until his childminder pointed out to me that it is actually inappropriate! (proof that we all need parenting advice at times!!)



What Is Huggy Wuggy?

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 no Care Bear. 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. 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.

We obviously do not want to see our GTS children with this toy. Unfortunately, it is hard to keep up with latest social media crazes and games. However, here is some advice:

Educate yourself. It's hard to keep up with every new social media platform and app. But it's important to know what your child is using.

Get their opinions. Asking your child open-ended questions about what they know of a game and their thoughts on it can give you a glimpse into their thought process and help you shape the conversation.

Communicate with your child. It can be alarming to learn that your child is watching videos or replicating Huggy Wuggy on the playground or at home. But you can use it as a prompt to speak with your child and help them learn. Use "I" statements, such as, "I love you, and I'm

concerned that this game could hurt you and others. It's so important to treat others with respect."

Let them know you're there. These images can be scary and confusing. Telling them that you understand that and letting them know you're always available to talk leaves the door open for future conversations.

Unfortunately, Huggy Wuggy isn't the first potentially harmful trend, and it won't be the last. Open and honest conversations with your child can help them navigate the digital world and playground.

At GTS, we are proud of the early help we can offer any of our families who need our help. Please reach out if you need us!



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SAFEGUARDING IS EVERYBODY'S BUSINESS