



8th May 2026

Dear Parents/Carers

Important Safeguarding Information – Viral Online Trend

We have been advised by Staffordshire Local Authority to make you aware of a viral trend that has been circulated in videos online very recently.

There has been a rise in videos circulating online which encourage children and young people to microwave soft, squishy, silicone toys (often referred to as “NeeDoh” or jelly cube toys). These videos falsely suggest that heating the toys will make them softer and more enjoyable to play with. However, when heated, these items can become extremely dangerous.

There have been reports in both the UK and the United States, including a recent incident in Bristol, in May 2026, where children have been seriously injured. When the heated toy is squeezed, it can burst and release very hot liquid, causing severe burns to the hands, face and body.

What you can do at home:-

- Talk to your child about the dangers of copying online trends and challenges
- Remind them never to heat toys or objects in the microwave, unless supervised and instructed by adult
- Monitor online activity where possible, particularly content viewed on social media platforms
- Encourage critical thinking – help children understand that not everything they see online is safe or real

Important guidance:-

We have been strongly advised by the Staffordshire Safeguarding Team that people avoid searching for or viewing these videos directly, as doing so can increase their visibility and spread them further through online algorithms.

Support for families:-

We understand that keeping up with online trends can be challenging. A link to an advice sheet we have been provided through the Safer Schools Network can be accessed here:-

<https://educationhub.blob.core.windows.net/shareables/viral-trend-risk-causing-severe-burns/oursaferschools-needoh%201.pdf>

The safety and wellbeing of our pupils is our highest priority. Thank you for your continued support in helping us keep children safe, both in school and at home.

Yours sincerely

Mrs M Dyche
Headteacher



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