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11th May 2026

Dear parent/carer,

RE: SAFEGUARDING ALERT: ONLINE TRENDS POSING BURN RISK TO CHILDREN

We have been made aware of online content promoting a viral trend that poses a serious risk of injury to children and young people.

This trend involves microwaving squishy silicone toys after viewing videos online that claim heating them makes the toys softer and more pliable. When these toys are squeezed after being heated, they can burst and spray extremely hot material. There have been reports of children sustaining severe burns to their hands and faces as a result.

The risk lies in the nature of the toys themselves. The silicone casing can insulate heat, meaning the outside of the toy may feel cool to the touch while the inside reaches boiling temperatures. This creates a hidden and significant danger.

These toys are commonly sold under names such as NEEDOH Toys, Squishies, Nice Cubes, Jelly Cubes, among others. This is not a product recall. It is important to state that the toys are safe when used as intended. The danger arises entirely from misuse encouraged by online videos and social media trends.

We strongly encourage parents and carers to talk calmly and honestly with children about these risks. Open conversations about online trends and real-world consequences can help children make safer choices. If your child owns a squishy toy, it may be helpful to use it as a starting point for discussion rather than simply removing it.

We also ask that you avoid searching for this challenge directly on social media platforms, as each search feeds the algorithm and increases the content's reach, making these videos more visible to other users.

Further information about this risk can be found here:

https://ineqe.com/2026/05/07/safeguarding-alert-viral-trend-causing-burns/

A free parent guide to help support conversations about online risks can be found here:

https://tinyurl.com/dzftwawa

Thank you for your continued support in helping to keep our children safe.

Yours sincerely,

Ms N Mason
Headteacher