

THE ERIK'S CAUSE TRAINING SAVES LIVES!

Everywhere on social media, dares and challenges threaten kids' lives by giving a false impression of harmless fun with no dangers. The threat continues to flourish.

Our training effectively **helps students understand the dangers by imparting facts that do not make them curious to participate.** It is scripted to be taught by any teacher in a classroom or assembly.

Promotes Healthy Decision Making:

- Helps kids recognize/understand dangers
- Empowers kids to say NO to risk activities
- Gives specific tools to resist peer pressure
- Offers strategies to avoid sticky situations
- Inspires kids to make better choices
- Offers new approaches to open dialogues between children and parents

Best Practices Approach:

- Developed on prevailing evidence-based best practices addressing risk topics
- Skills-based and entirely non-graphic
- Helps kids understand:
 - Where they are in their brain development
 - How they receive and process information
 - Why it is hard for them to think through all consequences without adult guidance

Demonstrated Success:

In 2014, Iron County, Utah incorporated our training across all 5th, 7th and 10th grade Health classes district-wide. Ongoing success is shown by student survey data results as well as verbal feedback from teachers, kids and parents.

DATA SUPPORTS OUR SUCCESS!

(visit www.erikscause.org to view the data)

ERIK'S CAUSE

KNOWLEDGE IS POWER

NAVIGATING SOCIAL MEDIA CHALLENGES™

An innovative and effective non-graphic, skills-based approach to social media challenge prevention education for ages 9 to 18

OUR MISSION

To bring awareness of deadly viral social media challenges into the national spotlight so the dangers are understood and lives can be saved.

We believe that knowledge is power and that prevention education is the best way to combat their rampant popularity. We encourage all schools to implement our training to save lives.

**Dedicated to the memory of
Erik Robinson and all the victims
of Social Media Challenges**

ERIK'S CAUSE®

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Erik's Cause, Inc. is a 501(c)(3) Public Charity

All Donations are Tax Deductible

All services are offered free of charge

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www.erikscause.org

LIST OF CHALLENGES

NAVIGATING SOCIAL MEDIA CHALLENGES!

Some are risky
Some are dangerous
Some are deadly



ERIK'S CAUSE
offers an innovative
training to combat
viral online challenges
including:

**Tap Out
Black Out
Choking Game
Fainting Game
Pass Out Challenge
and many more ...**

Even smart, strong kids make dumb
choices with deadly consequences...

HELP KIDS MAKE BETTER CHOICES!

www.erikscause.org

LETHAL ONLINE CHALLENGES

PASS-OUT CHALLENGES ARE ARGUABLY THE MOST VIRAL AND DEADLIEST

These activities have been around for generations in which cerebral blood flow is restricted to the point of nearly or actually passing out, primarily by:

- Compression of carotid arteries
- Chest compression after hyperventilation
- Tap-out submission hold

WHAT KIDS DO NOT REALIZE IS THAT THESE ACTIONS MAY ACCIDENTALLY CAUSE DEATH OR INJURY

Many kids are dared to try it alone by using a ligature. Since they don't know when they'll lose consciousness - they black out and can accidentally choke to death.

SOCIAL MEDIA APPS INTENTIONALLY TARGET OUR KIDS WITH THESE CHALLENGES, DARING THEM TO TRY

The **TWEEN / TEEN** brain is not fully developed until 25 years old...

So it's hard to think thru all of the consequences of their actions without a trusted adult

OUR PROGRAM

Helps kids understand this dilemma without making them curious to try it and provides specific strategies to say "NO" to peer pressure.

NO KID IS IMMUNE...

Some kids tried this only once or twice. They didn't know they were gambling with their lives

IN ADDITION TO LETHAL PASS-OUT CHALLENGES

OTHER DEADLY CHALLENGES

- Tide Pod Challenge
- Cha-Cha Slide Driving Challenge
- Benadryl Challenge
- NyQuil Chicken Challenge
- Fire Challenge
- Fire Mirror Challenge
- Tranquilizer Challenge
- Car Surfing Challenge
- Cinnamon and/or Nutmeg Challenge
- Milk Crate Challenge
- Outlet Challenge

OTHER CHALLENGES POSING RISKS

- Hot Water Challenge
- Skull Breaker Challenge
- Kiki Challenge
- Coronavirus Challenge
- Back Cracking Challenge
- Sunburnt Art Challenge
- 'Bird Box' Challenge
- Duct Tape Challenge
- Full Face Wax Challenge
- Gallon Challenge
- Salt and Ice Challenge
- Eat It Or Wear It Challenge
- Slime Challenge
- Kylie Jenner Lip Challenge
- Condom Challenge
- Backpack Challenge
- 48-Hour Challenge
- Shell On Challenge
- Penny Challenge
- #standupchallenge
- Dry Scoop Challenge
- Cereal Challenge
- Orbeez Challenge

Learn more at www.erikscouse.org

REFERENCES

SOURCES/REFERENCES

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DISCLAIMER

The challenges listed herein are in no particular order. This list is by no means exhaustive. It does not include challenges most people deem "safe" to try, and it does not include "hoax" challenges (e.g., the Momo Challenge). **It also does not include phenomena such as the "curated" social media suicide scheme, the Blue Whale. If you suspect Blue Whale, contact the police immediately and get help for your child.** (<https://parade.com/living/what-is-the-blue-whale-challenge>).

Erik's Cause does not endorse any of these challenges or the reference sources. Erik's Cause also does not encourage anyone at any age to try any challenge. This list is merely for informational purposes to help understand some of what is proliferating across social media platforms and the internet as well as the serious dangers that can occur as a result of unchecked social media companies pushing these challenges to our youth thru their algorithms.