

## 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. Nine years of success is shown by student survey data results as well as verbal feedback from teachers, kids and parents.

### DATA SUPPORTS OUR SUCCESS!

(visit [www.erikscase.org](http://www.erikscase.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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All services are offered free of charge

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## FOR PARENTS:

## EXPAND YOUR PARENTING TOOLKIT

and Help Your Kids Navigate  
Social Media Challenges!  
(a companion to the student module)



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.erikscase.org](http://www.erikscase.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

## EXPAND YOUR TOOLKIT, SOME OF OUR TOOLS

### COMMON WARNING SIGNS FOR THE PASS OUT / BLACKOUT CHALLENGE

#### WITH YOUR CHILD

Your child is "off," just not "right"  
Bloodshot eyes  
Frequent *severe* headaches  
Marks on neck/unexplained injuries  
Personality changes like overly aggressive or agitated



#### IN YOUR HOME

Locked doors, knots tied  
Wear marks on bedposts, closet rods, etc.  
Rope or straps lying around without reason / explanation  
Internet site history from all sources

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**THERE CAN BE NO WARNING SIGNS AT ALL!**

### PARENTS: TIPS FOR TALKING WITH TEENS

#### YOUR NERVOUS SYSTEM REGULATES YOUR CHILD'S NERVOUS SYSTEM

##### CREATE A SAFE SPACE EARLY

Teens need different guidance than younger children  
Start dialogue early so that they feel like they can come to you and talk freely when older

##### BE A PARENT NOT FRIEND

Set boundaries reflecting your values  
Think of them testing limits as a compliment. It means they know you won't abandon them

##### KNOW FRIENDS & FRIENDS' PARENTS

Learn about their sphere of influence  
Respect their friends; they're your allies too  
Get to know their friends' parents

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### PARENTS: TIPS FOR TALKING WITH TEENS

#### REMEMBER THE TEEN BRAIN DIFFERS FROM THE ADULT BRAIN

Good judgment is a skill that they're still learning. "Future" & "Consequences" have different meanings.

#### ELECTRONICS=A PRIVILEGE NOT A RIGHT - WATCH MEDIA TOGETHER

Monitor - no right to privacy issue with minors in your home.  
It's a safety thing because you care about them.

#### PRACTICE HOW TO BE SAFE WITH CODE WORDS & EXIT STRATEGIES

Plan/Create words or short phrases to signal danger/plan exit strategies.

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### PARENTS: TIPS FOR TALKING WITH TEENS

#### LISTEN TO UNDERSTAND VS "TRUTH"

Relate in a positive fashion

#### ANSWER QUESTIONS OPEN AND HONESTLY

It's OK to NOT have all of the answers

#### RESPOND RESPECTFULLY WITH AN OBSERVATION

E.g., "I wonder if you're feeling..."

#### DESCRIBE THE EMOTIONS YOU SEE

E.g., "It sounds like you're saying you're overwhelmed."

#### REFLECT ON THE EMOTIONS THAT YOU'RE PICKING UP

Legitimize feelings and express your support.

Learn more at [www.erikscase.org](http://www.erikscase.org)

## DID YOU KNOW?

### PARENTS: TIPS FOR TALKING WITH TEENS



### CREATE A SAFE SPACE FOR YOUR CHILD TO COME TO YOU

#### REMAIN OPEN - BE PATIENT NEUTRAL & PRESENT

Breathe, feel grounded, remind yourself to remain open - **the calmer you are, the better you will interact**

#### USE DIFFERENT TYPES OF COMMUNICATION

Be aware of your body language; **minimize "fight or flight"** - choose locations that lessen defenses

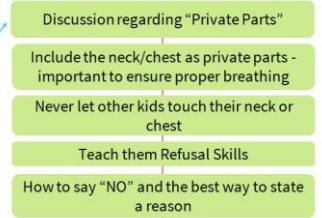
#### PRACTICE ACTIVE LISTENING & ASK QUESTIONS

Listen completely & sum up as a confirmation - if something is unclear, ask questions to find out more

## For Younger Kids ...

### TIPS... TALKING WITH YOUNGER CHILDREN

OUR PROGRAM IS NOT RECOMMENDED FOR CHILDREN YOUNGER THAN 9 OR 10 YEARS OLD



### TIPS ... TALKING WITH YOUNGER CHILDREN

Giving in a little is still giving in and leaves you open to continued pressure

Use strong body language to show that you're serious

Suggest alternatives or remove yourself from the situation

Use eye contact and a strong tone backed by confidence - your feelings are always valid

Suggest something else to do or remove yourself from the situation

Identify trusted adults and make a strategy / plan ahead