

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.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

Training Overview

NAVIGATING SOCIAL MEDIA CHALLENGES!

A vital addition to your
Digital Wellness
Curriculum



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

OUR APPROACH DIFFERS FROM OTHER PROGRAMS

EVIDENCE-BASED METHODOLOGY

- Based on prevailing evidence-based best practices for risk prevention modules
- Founded upon the principles of basic brain science and understanding the impact of trauma
- Material presented stays within the Window of Tolerance (as developed by Daniel Siegel, M.D.)
- Minimizes potential to trigger pre-existing trauma while successfully imparting the crucial education

TEACHING OBJECTIVES

- Learn the truth about Apps choosing what kids see in their social media feeds
- Identify online challenges without showing them how to "play"
- Understand how their brains work and where they are in their own brain development
- Gain Knowledge about the physiological effects on the body
- Connect between online challenge risks and other risk behaviors
- Identify peer pressure
- Learn to say "No" to peer pressure
- Make healthy choices
- Recognize that the risk is real
- Connect refusal skills and strategies learned in this training to deal with other situations as well

PARENT PRESENTATION

We offer a parent evening so parents can learn how to help their kids navigate these challenges while **also expanding their parenting toolkit** with helpful strategies

Learn more at www.erikscause.org

ATTRIBUTES THAT MEET SCHOOL STANDARDS

ATTRIBUTES OF OUR PROGRAM

- Avoids the use of any graphic and/or explicit material
- Minimizes the risk of triggering a potential trauma based on a student's psychological history
- Diminishes school district exposure to potential litigation
- Provides factual information to help students understand the dangers of these activities without discussing or showing how they are played
- Includes specific tools to help students resist peer pressure
- Empowers students to make better choices
- Instills common-theme strategies to help students avoid sticky situations
- Offers new approaches for students to open dialogues with their parents
- Flexible format to be easily integrated into existing health or risk prevention curricula
- Standardized script so it is easily replicated by any presenter

THE ACTUAL PROGRAM

- 45-60 minute classroom session, scripted for easy replication
- Part 1: Interactive dialog using a guided PowerPoint to keep students involved. Material is conveyed in a thoughtful progression drawing students into the conversation, gradually diffusing barriers and allowing them to absorb the information
- Part 2: A brief video gently re-stating the material, concluding with memorial slides of some actual victims to help students understand the risk is real
- Voluntary, anonymous pre- and post-training surveys