

## THE ERIK'S CAUSE TRAINING SAVES LIVES!

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

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.

### Encourages Critical Thinking:

- 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

### Evidence-Based Methodology:

- Developed on prevailing evidence-based best practices addressing risk topics
- Skills-based and non-traumatizing
- 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 thru 2023 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)



## KNOWLEDGE IS POWER™

### NAVIGATING SOCIAL MEDIA CHALLENGES™

An innovative and effective skills based approach to online harm prevention education for kids 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 its 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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DO YOU KNOW THAT  
SOCIAL MEDIA APPS  
CHOOSE WHAT YOU  
SEE... NOT YOU?

## STOP DEADLY ONLINE CHALLENGES!



ERIK'S CAUSE  
promotes **critical  
thinking about ALL  
internet harms** via its  
innovative, skills-based  
program to combat risky  
challenges such as

**Blackout  
Tap Out  
Pass Out  
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)

## WHAT ARE PASS-OUT GAMES?

### THEY HAVE BECOME VIRAL SOCIAL MEDIA CHALLENGES – THEY ARE NOT GAMES!

Arguably the most viral of all challenges and have been around for generations – they restrict cerebral blood flow 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.

### POTENTIAL WARNING SIGNS:

- Bloodshot eyes, frequent unusual headaches
- Marks on the neck, unexplained injuries
- Disorientation after spending time alone
- Personality changes, e.g., agitated or aggressive
- Wear marks on bedposts, closet rods, etc.
- Straps, ropes or belts lying by your child without reason or explanation

**BUT there can be NO warning signs at all!**

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

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

### WHAT YOU CAN DO:

- Learn about it, talk with your kids
- Urge your school to incorporate our training into their digital prevention curriculum

## WHAT WE LEARNED IN 2021

WE DON'T CHOOSE WHAT WE SEE ON  
SOCIAL MEDIA. THE APPS CHOOSE FOR US  
BY PUSHING UNWANTED MATERIAL TO US!

### HOW DOES AN APP DO IT?

#### ARTIFICIAL INTELLIGENCE

APPS use AI to figure out what we might like

#### ALGORITHMS

APPS set the rules that dictate what we see

#### FACIAL RECOGNITION

Helps APPS know more about us / what we like

### THE WAY AN APP DOES THIS...

E.g., you “like something funny a friend shares...”

The APP starts sending you things that IT thinks YOU like

BUT... it may also flood your feed with things that are dangerous and dare you to try them

AND... there's no way for you to really know without help from a trusted adult

WE LEARNED THIS... from Congressional hearings and Whistleblower testimonies in 2021

Just “HOVER” on and it knows your interest!

### THINK BEFORE YOU POST & SHARE

#### IS IT KIND?

Is it something that you would want to receive?

#### IS IT TRUE?

Not just your opinion or word of mouth... is it true?

#### IS IT NECESSARY?

What is your goal by sharing? Unsure? Give it more thought.

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

## DID YOU KNOW?

### THE RISKIEST TIME OF DAY: IS 2PM - 7PM

when kids usually dabble in risky behaviors

### TEENS SAY THEY USE THE INTERNET

- Daily: **97%**
- Almost constantly: **46%**
- On YouTube Daily: **75%**
- On Instagram, TikTok and Snapchat Daily: **50%**

Platforms use algorithms that prioritize virality over popularity making it easier for teens to discover new ideas they might not have been looking for!

[axios.com/2022/08/13/teens-online-habits-study](https://www.axios.com/2022/08/13/teens-online-habits-study)

### RESEARCH RE SOCIAL MEDIA EFFECTS (February 2023)

74% of youth ages 13-24 report:

- **Feeling Compelled** to continually check social media accounts
- Are deeply distressed by the “**addictive lure**” of constant stream of updates and personalized recommendations
- Complained of feeling “**overstimulated**” and “**distracted**”

Creating a negative impact on **children's well-being** affecting physical, emotional, and mental health!

Sources: <https://www.amnesty.org/en/latest/news/2023/02/children-young-people-social-media-survey-2/>  
<https://nightsfoundation.com/uploads/Pathways-how-digital-design-puts-children-at-risk.pdf>

### NO KID IS IMMUNE...

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

**PREVENTION EDUCATION KEEPS KIDS SAFE**