



ERIK'S CAUSE

*Kids like Erik are dying every week –
YOU CAN HELP!*

“Help Stop the Choking Game”

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2018 HIGHLIGHTS

Another exciting year! A special thanks to those who have generously donated. Your dollars allow us to travel to conferences, teach in communities, and stem the tide of this deadly activity. It is heartbreaking that kids still die from this senseless and preventable "game." We continue our dialogue in the press and at conferences, as well as working with schools and communities to integrate awareness.

We invite your help to continue our efforts:

Please consider us among your charitable causes ... share our efforts with family and friends.

Tax-Deductible Donations of any amount are appreciated and can be made at

www.erikscause.org/donate

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Your ideas are as vital as financial support.

Please send suggestions via return email or to erikscause@gmail.com

Looking back over 2018, the word that keeps coming to mind is **credibility**.

Important Credibility Gains:

- **National Magazine Coverage:** TIME Magazine published a riveting feature article which was read by more than 250,000 people. <http://time.com/5189584/choking-game-pass-out-challenge/>
- **Accepted by CDC:** We proposed a wording revision to the sole choking game question on the CDC's Youth Risk Behavior Survey (YRBS) Optional List which they accepted and will be available in 2019 for states and localities to add to their standard YRBS. While the CDC has had an optional question available in the past, it was narrow in scope. Our accepted revision is intended to capture answers as to all the ways kids "play" this activity.
- **Accepted by NASP:** Of more than 1,600 blind proposals submitted to the National Association of School Psychologists (NASP) for their upcoming annual conference, our proposal was one of those that was selected to be presented! Proposals were rated and ranked anonymously by a panel of reviewers to meet NASP's high standards with respect to subject matter, content and relevance.

More 2018 Highlights/Updates ...

- **5th Year Strong in Iron County (Utah)'s 5th, 7th and 10th Grade Health Classes:** Enthusiasm remains high in Iron County, Utah where teachers continue to show the nation that our program can easily be incorporated into ongoing Health curricula without making kids curious to try it. To the contrary, our data from Iron County shows a sharp drop in kids participating in this activity from 5% and 6% to 3%!

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- 2nd Year Strong at Pingry School in Basking Ridge, New Jersey: Pingry continues to incorporate our educational program taught by their teaching staff in their Health classes.
- Updated Data: As our outreach and networking continues to evolve, we have learned a lot about different ways localities, states and the CDC collect data. To help shed light on the enormity of this epidemic, we've compiled some recent data in a brief easy-to-read format (attached).
- Northwest Hospital Council of Ohio: It has now been a full year since this wonderful non-profit added one of our choking game questions to their student surveys. Initial data captured from four counties thus far indicates approximately 4% of students stating they've participated in this activity (either once or more than once).
- LACOE Quarterly Meeting: In May we provided an update of our newly compiled data to approximately 90 educational professionals across Los Angeles County at the LA County Office of Education (LACOE)'s quarterly meeting.
- CA Safe Schools Conference: We presented another successful breakout session this past July for professionals.

2019 Plans in Process thus far:

- NASP Annual Conference: We will present a 110 minute mini-skills workshop to train attendees on our educational program at the NASP Annual Conference in late February, 2019 in Atlanta, Georgia. We will also have an exhibit booth at the conference.
- International Task Force: The Instituto Dimi Cuida in Fortaleza, Brazil recently reached out to us to join an international task force focused on eliminating dangerous activities worldwide. More to come ... !
- Continued Collaboration with LACOE: We remain a resource for the LACOE's Student Support Services Division and look forward to providing follow-up trainings in 2019.
- Conference Attendance: In addition to NASP, we are exploring other conferences to attend that will help strategically to spread awareness.
- It is eight years since Erik died from this "game." Thank you for your continued support. A special thanks to the generosity of those who have donated. Our efforts are making a difference. We will continue to work with schools and communities to increase and integrate awareness. Your support allows us to travel to conferences, teach in communities, and stem the tide of this deadly activity. It is heartbreaking that kids are still dying from this senseless activity which is preventable through education.

Stay tuned for 2019 ... !

Our efforts are making a difference and we will continue to work with schools and communities to increase and integrate awareness.

A special thanks to the generosity of those who have donated. Your dollars allow us to travel to conferences, teach in communities, and stem the tide of this deadly activity. It is seven years since Erik died from this "game." We are heartbroken that kids are still dying from this senseless activity which is preventable through education.