

## THE ERIK'S CAUSE TRAINING SAVES LIVES!

Everywhere on social media, pass-out 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 with factual information that does not make them curious to participate.** It is scripted to be taught by any teacher in a classroom or as an assembly.

### Promotes Healthy Decision-Making:

- Helps kids recognize and understand the dangers
- Empowers kids to say "No" to all risk activities
- Provides specific tools to resist peer pressure
- Inspires kids to make better choices
- Gives kids strategies to avoid sticky situations
- 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 entirely non-graphic
- Helps kids understand:
  - Where they are in their brain development
  - How they receive and process information
  - Why it is challenging for them to think through potential consequences without adult guidance

### Demonstrated Success:

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

## DATA SUPPORTS OUR SUCCESS!

# ERIK'S CAUSE®

## STOP DEADLY PASS-OUT GAMES

An innovative and effective non-graphic, skills-based approach to pass-out game prevention education for kids ages 9 to 18

### OUR MISSION:

To bring awareness of deadly pass-out activities (aka the "Choking Game") into the national spotlight so its true 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.

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Dedicated to the memory of Erik Robinson and all the victims of Pass-Out Games.

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# ERIK'S CAUSE®

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All Donations are Tax Deductible

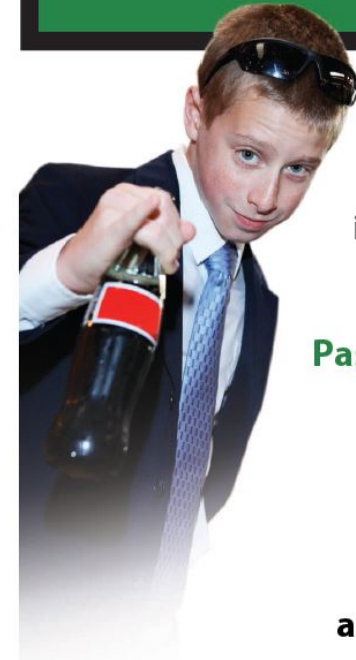
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DO YOU KNOW THIS INTERNET CHALLENGE?

# STOP THE DEADLY PASS-OUT GAME EPIDEMIC!

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



Erik's Cause offers an innovative training to combat:

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

# Help Kids Make Better Choices!

[www.erikscause.org](http://www.erikscause.org)

## WHAT ARE PASS-OUT GAMES?

### THEY ARE NOT GAMES!

They are activities that have been around for generations in which cerebral blood flow is restricted to the point of nearly or actually passing out 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 also try it alone by using a ligature. Since they don't know when they'll lose consciousness – they black out and accidentally choke to death.

### Millions of “how to play” videos

are easy for kids to find on YouTube and other social media

**Between 2015 and 2018 there was a: 1,300% increase** of overall number of “pass out challenge” videos uploaded on YouTube **and 125% increase** of views of at least one popular video which is still viewable on their site

**NOTE: YouTube stopped displaying search results as of 08/2018.**

Source: [https://www.erikscouse.org/maps\\_data](https://www.erikscouse.org/maps_data)  
“Risks Based on Data” rv 07/2018

## POTENTIAL WARNING SIGNS

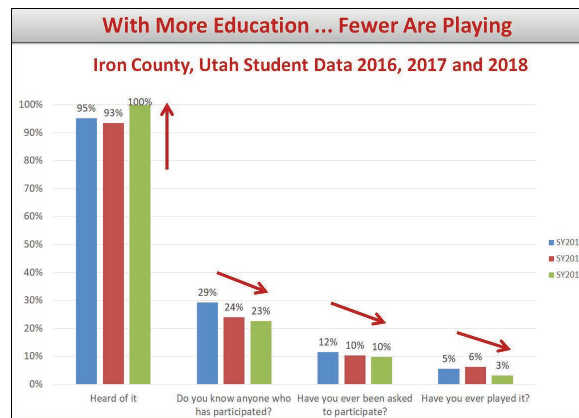
- Bloodshot eyes, frequent unusual headaches
- Marks on the neck, unexplained injuries
- Disorientation after spending time alone
- Personality changes (e.g., agitated or overly aggressive)
- Wear marks on bedposts, closet rods, etc.
- Straps, ropes or belts lying by your child without reason/explanation

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

## WHAT YOU CAN DO

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

## Data shows Erik's Cause Training Works:



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

## DID YOU KNOW?

### Without blood and oxygen:

- Within 3 minutes brain damage starts
- Body shuts down within 4-5 minutes
- 10 minutes can be too late

**This activity can kill you the very first time!**

### Injuries include:

- Skull fractures, broken bones
- Bleeding in the brain, stroke, coma, seizures
- Permanent brain damage

**Riskiest time of day is 3pm to 6pm**  
**which is when kids typically experiment**  
**with risky behaviors**

**Staggering uptick of videos on YouTube:**  
A 2015 Univ. of Wisconsin study researched **419 videos that were viewed 22 million times.**  
**A 400% increase of “how to play” videos**  
**between 2010 and 2015.**

**No kid is immune ...**  
**Some kids tried this only once or twice ...**  
**they didn't know they were gambling**  
**with their lives.**

**Prevention Education Is The**  
**Key To Keeping Kids Safe!**