

know[®]

Empowering Parents To Raise Their Children To Be Substance-Free

Talk early and often about alcohol, tobacco and other drugs. Even when it gets tough.



Know! What's Trending - the Tide Pod Challenge



As an educator who works with teens, you have no doubt heard of some of the ridiculous internet challenges that exist among this age group. While some of these new-age “dares” are silly and harmless, many more are dangerous and even deadly, like the one currently trending – the ‘Tide Pod Challenge.’

It has nothing to do with laundry and everything to do with getting internet “famous.” The videos that have spread like wildfire across social media look something like this – laughing, joking teens sink their teeth into one of the colorful, dessert-like looking laundry pods, then cough and gag while toxic, stain-fighting chemicals ooze from their mouths. The purpose? A few laughs from their friends and as many social media “views” as possible.



Prevention Action Alliance is pleased to bring you Start Talking! Start Recording: Ohio's Youth Got Talent with help from Start Talking! and Verizon.

All Ohio middle and high school students are eligible to participate, and entering the competition is as easy as uploading a YouTube video. Three scholarship prizes totaling \$5,000 is available, and the top 3 finalists will get to perform live at the We Are The Majority Rally April 19.

Visit the contest website



[Click here to print this article and start talking with your child.](#)

The American Association of Poison Control Centers, however, says the 'Tide Pod Challenge' is no joke. These pods have caused children to be hospitalized with difficulty breathing, loss of consciousness, and temporary vision loss due to chemical burns to the eye. Additionally, Consumer Reports say the ingredients in these pods can burn the mouth, digestive system and stomach, cause gastrointestinal distress and respiratory arrest, and if they make their way into the bloodstream or organs, they can be fatal.

While concerns surrounding these types of detergent pods are not new, we used to worry that children under the age of five would unintentionally ingest them. Who would have guessed that 13 to 19-year-olds would be intentionally biting into them?

What can you do to discourage such senseless behavior? By reading this tip, you are already taking a step in the right direction by becoming AWARE. But you must also be aware that as this Internet challenge fades out, another is sure to follow, which is why it is so important to talk with your students about the health and safety dangers of this and other online challenges.

Here are some points to keep in mind as you do:

• **Don't assume certain students won't try it:**

Remember, a teen's brain is not fully developed – impulsivity along with peer pressure and the competitive desire to one-up a peer are all powerful influencers.

• **State (and restate) the obvious:** While biting into a laundry detergent pod seems quite obviously NOT a good decision, make no assumptions when it comes to your students' safety.

• **Prompt critical thinking:** Ask your students, "What do you think could happen if you do this?" In the face of such a challenge, help them learn to step back for a moment and apply basic logic and reason before making a decision that could impact their health and safety, in both the short and long-term.

• **Keep it positive:** Though you may be tempted to tell your teen about all the possible consequences, remember that youth are hard-wired to defend against negative messages or scare tactics. Take a step back and emphasize what your child should do, like resisting peer pressure and making healthy decisions.

It would be naive to think we will ever keep up with all the latest internet trends, dangerous or not. What we can do is talk to students and teach them to think critically before the next risky challenge presents itself.

** If you or someone you know ingests a laundry pod, or other toxic substance, call the National Poison Help Hotline at 1-800-222-1222.*

Sources: Michael nedelman, CNN: Poison control calls 'spike' due to online laundry pod challenge. January 17, 2018. TIME: Here's How Common the Tide Pod Challenge Really Is. January 17, 2018. McAfee Blog Central: Digital Dares: Dumb Kids with Smart Phones, September 23, 2014.

Talking regularly with youth about the dangers of alcohol, tobacco, and other drugs reduces their risk of using in the first place.

Know! encourages you to share this Parent Tip with friends and family.

Learn more at preventionactionalliance.org

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