

The Hidden Risks of Social Media Challenges

What is a Social Media Challenge?

- Attempting a task
- Filming it
- Posting to social media
- Using recognizable captions or hashtags
- The video then gains popularity, inspiring others to try it



Examples: Tide Pod Challenge, Benadryl Challenge, Nutmeg Challenge, Cinnamon Challenge

Some social media challenges are harmless fun, but others can be dangerous and may result in injury, including poisoning. **Poisoning** is harm caused by exposure to a substance through swallowing, skin or eye contact, breathing, or injection. Although it may be impossible to predict what the next popular challenge will be, here are three things to keep in mind that could save a life:

- All substances can be poisonous if used in the wrong way or wrong amount.
- Just because something is natural, does not mean it is safe.
- Breathing concentrated fumes or gases (even just once) can permanently damage your brain, lungs, and other organs.



How can we help each other from being harmed by these challenges?

- Give space for normal conversation. Make time to be interested in what your teens are doing. Be curious and not judgmental.
- Be open to learning together.
- Monitor your children's social media. Provide praise when there is appropriate use of their account.
- Discuss the risks and consequences of engaging in dangerous challenges.

Questions? Call the Wisconsin Poison Center at **1-800-222-1222**.