

CHALLENGE ALERT

SKULL-BREAKER CHALLENGE

WHAT

Click the picture below to open a short YouTube video on the newest craze

Three people pose side by side for a video, the two on either side take a small jump, they land back on their feet and the person in the middle jumps up. Whilst in the air, the two on either side sweep the feet out from underneath them, causing them to fall and land flat on their back, usually hitting the back of their skull on the hard surface below. Quite often, the person in the centre has no idea what is about to happen causing more danger as they're unable to brace themselves.



WHERE

Originated and primarily happening on the world's most popular social media app, TikTok. The origin (user) is unknown and unlikely to be traced. It picked up in popularity 5 days ago in the USA, several reports of serious injury



including fractured arms and skulls have been reported. In the last 48 hours, this challenge has crept into UK social media users' feeds, many of whom are trying to recreate the challenge without considering the dangerous consequences. Many of the recent video's in the last 24 hours appear to be taken within school grounds

WHY

Like the Ice Bucket Challenge of old, or any other challenges you may have heard of or even been involved in, there is a very long list of challenges circulating the social media apps, most

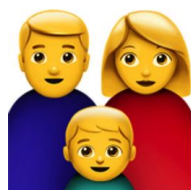


of them relatively harmless and lose popularity quickly. In this case, this challenge is just seen as any other challenge at this moment in time. The users in the USA are now posting "Warning" and "Safety" messages against the challenge, which is a very unusual step that has not really been seen before.



HOW BAD IS IT?

In the UK there are little if any reports of injury, but it has been around for around 48 hours. In the USA there are hundreds of reports of severe injury, with broken arms, fractured cheek bones or jaws and skull fractures also. There are no reported fatalities, globally (25th Feb 2020). The challenge is entering the "Viral" stage, as it has hopped through several social media platforms and is now being followed / recreated in several countries. The views on YouTube and TikTok alone are in the tens of millions.



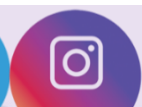
Hearing about these challenges can cause panic or anxiety

WHAT SHOULD I DO?

for our children as parents, this is entirely natural to feel that way. Try not to react to those feelings instantly, if your children use TikTok or YouTube, explore whether they've heard about any new "challenges". Most won't have heard about it yet, try not to introduce them to it if you can help it. If you are concerned about your children finding the challenge "fun" etc. you may wish to show them the YouTube video attached or search your own through news stories on YouTube, this will show the dangerous side to the challenge and hopefully put them off. If your child receives any head injury from this challenge, seek medical attention at the earliest opportunity.



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