

School District Advisory
The Blue Whale Game – A Suicide Challenge
Effective Date: July 18, 2017



Geo Listening will notify client and non-client school district leaders when it has discovered safety or disruptive actions trending on Social Networks or from recognized studies, authorities or news agencies. These advisories will be sent to leadership via email.

As the Internet has no geographic boundaries to limit the spread of influencing challenges and negative behaviors, we are providing this advisory so that you can educate staff, communities, professionals, parents and students in an appropriate manner. Our goal is to assist you to stay informed of these trending concerns as they present themselves.

The Blue Whale Game is a suicide game made up of 50 challenges leading up to a suicide attempt. The game originated in Russia and has spread to all continents. Evidence after the final act demonstrates that the teens had previous access to the game or pages or groups where the game was being popularized.

Because this issue is still developing we will be brief in the written information and allow you to view the greater detail in the subsequent news coverage.

Here is some of the coverage: The first link is most informative and balanced in its coverage of the issue.

<http://www.newsweek.com/what-blue-whale-game-russia-suicides-637798>

<http://heavy.com/news/2017/07/blue-whale-challenge-game-what-are-the-50-challenges-tasks/>

<http://www.cnn.com/2017/07/17/health/blue-whale-suicide-game/index.html>

<http://uproxx.com/news/blue-whale-challenge-game-teen-victim/2/>