

School District Advisory
Detergent Pod Challenge
Effective Date: January 12, 2018



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.

There is a growing trend of young people recording themselves eating detergent Pods for both laundry and dishwashers. It is being named the Pod Challenge. The practice is extending into areas of initiations and hazing for military, athletics teams, fraternities, etc.

We ask that you educate your respective staff so that they can address the issue with their students and raise the dangers of the activity. Detergent pods contain harsh chemicals that are not intended to be ingested or placed in the mouth.

Ingredients in the pods include ethanol, hydrogen peroxide and polymers – a highly-toxic mix of detergent meant to wipe out dirt and grime. Manufacturers have been concerned about toddlers mistakenly ingesting them, but now teens are popping them on purpose and posting videos.

Thus far, 10 deaths have been linked to pods, but they were not teens. Two toddlers and 8 elderly with dementia have been the victims. The industry is under pressure to make the pods less colorful so as not to attract the attention of toddlers nor confuse the elderly.

We will continue to monitor and report any videos or discussion threads if your students are discovered engaging in the trend or taunting others to participate.

CDC Warning:

<https://www.cdc.gov/mmwr/preview/mmwrhtml/mm6141a1.htm>

Related Articles:

- <https://www.cbsnews.com/news/tide-pod-challenge-ingesting-detergent-risks/>
- <http://abcnews.go.com/US/teens-consuming-laundry-detergent-pods-viral-challenge/story?id=52303225>
- <https://www.forbes.com/forbes/welcome/?toURL=https://www.forbes.com/sites/brucelee/2018/01/12/do-not-do-the-tide-pod-challenge-and-put-detergent-in-your-mouth/&refURL=https://www.google.com/&referrer=https://www.google.com/>
- <https://www.usatoday.com/story/news/nation-now/2018/01/11/tide-pod-challenge-teens-eating-detergent-pods-and-posting-videos-online/1023583001/>

Videos of teens, young adults, military personnel and cartoons eating detergent pods:

<http://www.worldstarhiphop.com/videos/video.php?v=wshhnfp19j9d6FKDZFL7>