

the **RED CUP**

Q&A



separating alcohol fact from fiction
EVERY TUESDAY IN THE DAILY WILDCAT

Q I have a friend who was Neknominated and I was shocked that they did it. I told them it was dangerous but they did it anyway. Is there something else I could have said or done? What can I say if someone nominates me?

A. Neknomination is a new drinking game that started in Australia and is making the rounds in the social media world. Someone posts a video of themselves doing a stunt, usually involving chugging alcohol. Then they nominate a friend to do the same (or try to top the stunt) and post it online. And, as in most games, there are winners and losers. At least five young men have died in the UK by accepting challenges issued by their friends.

Our question is this: what kind of friend wants you to put yourself in harm's way by doing something dumb, gross, or reckless? Really, it comes down to peer pressure, doesn't it? You choose to respond to the challenge or be ostracized. Once Neknominated, the same "friends" may taunt and bully the person who doesn't do the dangerous/illegal stunt. Many college students think that bad things won't happen to them. Or think that bad things happen to other people. When it comes to drinking large amounts of alcohol, bad things often DO happen. People get injured. Some people die. And they don't get a "do over."

It sounds like you tried your best to convince your friend to say "no" to Neknomination. Ultimately, you can't change other people and their decisions. You can only change yourself. And if you do get Neknominated one day, we nominate you to think for yourself. Standing up to peer pressure takes inner personal strength. And guts.



wildfact

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Got a question about alcohol?

Email it to redcup@email.arizona.edu



www.health.arizona.edu

The Red Cup Q&A is written by Lynn Reyes, LCSW, LSAC, David Salafsky, MPH, Lee Ann Hamilton, MA, CHES, and Spencer Gorin, RN, in the Health Promotion and Preventive Services (HPPS) department of the UA Campus Health Service.