Parent and School Personnel Awareness: The Blue Whale Challenge

What is the Blue Whale Challenge?

- It is an online interactive phenomenon
- A “curator” assigns 50 tasks to a participating and compliant individual
- Involves increasing levels of risk-taking behaviors
- Participants are expected to share photos of the challenges/tasks completed by them
- Final task entailing an action that is intended to end the life of the person participating

Symbols Possibly Associated with Blue Whale Challenge:

- The words "Blue Whale" or "I’m a Blue Whale" (or variations) possibly with a photo of a blue whale posted on social media
- A drawing or photo of a blue whale in the profile or cover photo of a social media account, or on a phone wallpapers
- Identifying tags online or social media such as “#i_am_whale” (or variations)
- The word "YES" carved or cut on or in the skin
- The words "secret task", "cipher" or "curator" used in communication
- The numbers 4 and 20 in any combination (4:20 or 4/20, etc), also 457, 440, or others

Behaviors or Actions Possibly Associated with Blue Whale Challenge:

- Loitering around areas that have heavy cranes or equipment, rooftops, bridges, or on train tracks, any place associated with danger
- Secrecy in utilizing social media and/or voluntary participation in self-injurious behaviors
- Waking or scheduling the viewing of psychedelic movies or listening to music selections at 4:20 (am or pm)

Get Help 24/7

- National Suicide Prevention Lifeline: 1-800-273-TALK (8255)
- Red Nacional de Prevención del Suicidio (Español): 1-888-628-9454
- Crisis Text Line: Text HOME to 741741

For more information on the Blue Whale Challenge, visit the Texas School Safety Center’s website at: www.txssc.txstate.edu