

NekNominate is an online drinking game which involves the participant drinking a large amount of alcohol as part of a challenge and then nominating someone else to continue the game. This latest on-line craze has already claimed lives where the prank has gone too far.

My 14 year old son was worried that he was going to be Nekonominated as some of his friends had already taken part in the challenge. Obviously he does not drink alcohol and did not want to take part, so we talked about how he could participate without losing face amongst his peers.

Our idea was to drink a smoothie consisting of several different ingredients which, when combined made the drink particularly unpleasant, but nevertheless alcohol free, e.g. fish fingers, chips and beans. Another approach would be to pretend to drink alcohol by downing a glass of apple juice.

Both tackle the competitive nature of the challenge and avoid the “it can’t end with me” scenario.

NekNominate appears to have gathered momentum over the last few weeks, making it more and more attractive to young people to get involved. The tragic cases seem to be lost in the thrill of taking part. So whilst the craze will be difficult to prevent, perhaps we can encourage those in our care to do something more creative which may eventually change the nature of the game.

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