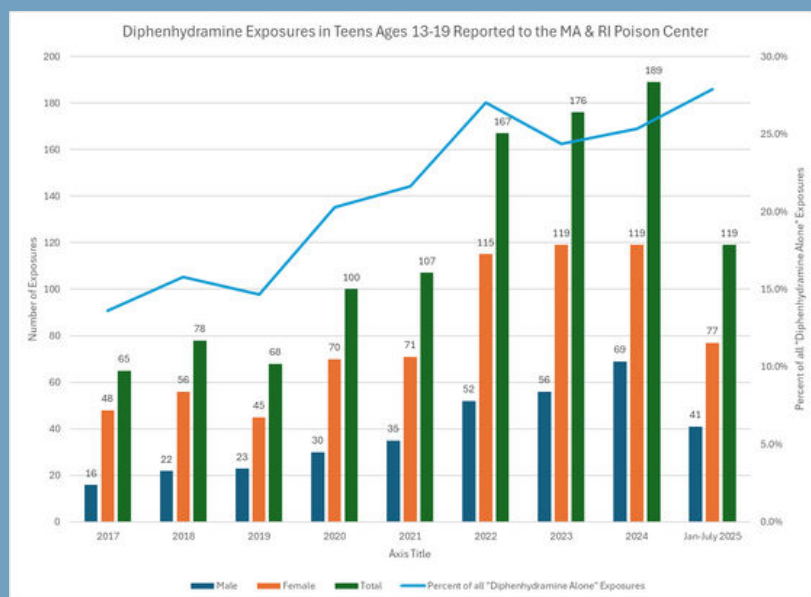


Benadryl® Misuse and Social Media Challenges

The Trend

- Benadryl® is a brand name of diphenhydramine, an over-the-counter (OTC) antihistamine and sedative.
- There has been a **trend in rising diphenhydramine exposures among teens aged 13-19** in recent years, particularly since 2020, likely related to the **influence of social media challenges** on platforms like TikTok.
- Severe symptoms including hallucinations, seizures, and cardiac problems can occur from misusing and abusing this medication.



MA & RI Poison Center Data through Toxicall, 2025

Role of Social Media in Influencing Risky Behaviors

Social media challenges can range from fun dance routines to dangerous challenges that may cause serious harm, including poisoning. It involves a person attempting some sort of activity, filming themselves trying it, and then posting the video on a social media platform to get views, likes, or followers, along with the challenge hashtag.

What to do if you suspect a student participated in a harmful challenge, including diphenhydramine misuse?

Call Poison Help (1-800-222-1222) for fast, free, confidential advice. Keep the Poison Help Line handy - if you need extra magnets or stickers with the hotline on there, scan to order free materials.



Ways to Prevent Poisoning...

From Social Media Challenges:

Start a conversation about the potential dangers of social media challenges that is open-ended & non-judgmental. Encourage teens to ponder the risks to their safety and health. Read more on HealthyChildren.org.



From OTC Medicine Use:

Remind teens that overdoses can occur with both OTC medications, as well as prescription medications. Teach teens how to read the *Drug Facts* label to use medicines safely and responsibly with lesson plans and guides with the free OTC Medicine Safety program sponsored by Kenvue.

