# British experts warn against deadly rugby-inspired Run It Straight game after teens’ fatal injuries



British teenagers have been warned against participating in a perilous trend inspired by a controversial game that has claimed the life of a Kiwi youth. The latest incident involved a 19-year-old, Ryan Satterthwaite, who tragically died following a severe head injury sustained while playing a full-contact tackling game, part of the social media phenomenon "Run It Straight." This game has gained traction for its high-octane clashes, challenging participants to charge towards one another over a 20-metre 'battlefield' without any protective gear.

The rules of the game are straightforward yet alarming: players compete to tackle their opponent while securing a rugby ball. The aim is rooted in dominance, with the game's motto stating, "Victory belongs to the one who dominates the collision." However, this aggressive spirit has led to fatal consequences; Satterthwaite's death has brought renewed attention to the risks associated with this unregulated activity, prompting authorities to issue stern warnings.

Local police have confirmed that Satterthwaite was engaged in an impromptu match when he sustained the fatal injury. Friends attempted to rush him to the hospital, but sadly, it was too late. As the game continues to gain popularity, public figures, including former England rugby star George Burgess, have been actively promoting it. Quite controversially, Burgess even competed in a tournament in Australia, reportedly winning £9,500 in the process. His participation has only added to the troubling nature of a game that many experts strongly advise against, with some calling it "reckless" and "a step backwards" for youth sports.

Prominent neuroscientists and sports scientists have raised alarms about the high risk of head injuries associated with such games. Dr Helen Murray, a neuroscientist, highlighted the absence of measures to mitigate head impacts, emphasising that "there is clearly a high risk of head injury in this event." Similarly, Professor Patria Hume warned of the long-term consequences, stating, "The science is clear – repeated head impacts increase the risk of long-term brain damage."

Community organisations like Headway, a New Zealand charity focused on brain injury prevention, have echoed these concerns. They urge schools, parents, and community leaders to discourage this form of entertainment and promote safer, structured activities for young people. This call to action is crucial, given the current cultural landscape where discussions about youth safety frequently revolve around high-risk behaviours, including reckless driving and dangerous social trends.

In response to the backlash surrounding "Run It Straight," its founder, Christian Lesa, maintained that the game should only be played under strict conditions. Despite the rising criticisms, Burgess has defended the game, suggesting it serves as a safe simulation of past combat sports that allows former athletes to "get off the couch" and reconnect with their competitive spirit. The event’s spokesperson claimed that organised competitions take significant precautions, including medical waivers and on-site ambulances to ensure player safety.

As the dangerous allure of such trends persists, it becomes imperative for parents, educators, and community leaders to engage in open dialogues with youth about the potential consequences of reckless behaviour. Reinforcing education around safety and responsible participation in sports can aid in mitigating the risks associated with similar activities, ultimately promoting healthier, safer alternatives that will benefit the younger generation.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/news/article-14755497/British-youths-warned-trend-killed-controversial-game.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/news/article-14755497/British-youths-warned-trend-killed-controversial-game.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.scoop.co.nz/stories/GE2505/S00008/run-it-straight.htm)
* Paragraph 3 – [[1]](https://www.dailymail.co.uk/news/article-14755497/British-youths-warned-trend-killed-controversial-game.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[5]](https://www.1news.co.nz/2024/06/21/older-athletes-ignoring-potentially-fatal-heart-warning-signs-survey/)
* Paragraph 4 – [[2]](https://www.scoop.co.nz/stories/GE2505/S00008/run-it-straight.htm), [[6]](https://www.spokesman.com/stories/2023/oct/01/should-new-zealand-children-join-war-against-invas/)
* Paragraph 5 – [[3]](https://www.scoop.co.nz/stories/AK2307/S00495/youths-caught-following-car-thefts-and-dangerous-driving.htm), [[6]](https://www.spokesman.com/stories/2023/oct/01/should-new-zealand-children-join-war-against-invas/)
* Paragraph 6 – [[4]](https://www.bbc.com/articles/c517rnryj04o), [[5]](https://www.1news.co.nz/2024/06/21/older-athletes-ignoring-potentially-fatal-heart-warning-signs-survey/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.dailymail.co.uk/news/article-14755497/British-youths-warned-trend-killed-controversial-game.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.scoop.co.nz/stories/GE2505/S00008/run-it-straight.htm> - Headway, a New Zealand charity focused on brain injury prevention, has issued a strong warning about the 'Run It Straight' trend. This challenge, gaining popularity among young people, involves participants charging at each other in full-speed collisions, posing significant risks to developing brains. Headway urges schools, parents, and community leaders to discourage this dangerous behaviour and promote safe, structured activities for youth.
3. <https://www.scoop.co.nz/stories/AK2307/S00495/youths-caught-following-car-thefts-and-dangerous-driving.htm> - In Invercargill, New Zealand, three youths were arrested for unlawfully taking a vehicle, driving dangerously, and fleeing from police. The incident involved the driver baiting police with erratic driving across the city, leading to a crash and subsequent foot pursuit. This case highlights the concerning trend of youth engaging in high-risk behaviours, including dangerous driving and vehicle thefts.
4. <https://www.bbc.com/articles/c517rnryj04o> - A BBC article discusses the tragic story of a teenage road death in the UK, highlighting the dangers of reckless driving among young men. The piece includes insights from the victim's family and first responders, shedding light on the consequences of high-speed driving and the importance of road safety education for young drivers.
5. <https://www.1news.co.nz/2024/06/21/older-athletes-ignoring-potentially-fatal-heart-warning-signs-survey/> - A survey conducted by Dr. Ben Rendall of Christchurch Hospital reveals that many older athletes in New Zealand are ignoring potentially fatal heart warning signs. The study found that one in five experienced cardiac symptoms during sports activities, yet only a quarter sought medical attention, underscoring the need for increased awareness and caution among older sports participants.
6. <https://www.spokesman.com/stories/2023/oct/01/should-new-zealand-children-join-war-against-invas/> - An article from The Spokesman-Review examines the debate over involving New Zealand children in hunting invasive species. The piece highlights a hunting competition in Rotherham, where children participated in hunting feral cats, sparking discussions about conservation methods and the appropriateness of involving children in such activities.
7. <https://www.parliament.nz/en/pb/hansard-debates/rhr/combined/HansD_20241120_20241120> - A New Zealand parliamentary debate addresses the government's measures to combat gang violence and intimidation. The discussion includes the banning of gang patches in public spaces and the expansion of police powers to disrupt gang gatherings, reflecting the government's commitment to restoring law and order in the country.