

Boosting the Impact of Product Safety Alerts & Recalls

International Product Safety Week Brussels, November 16, 2016

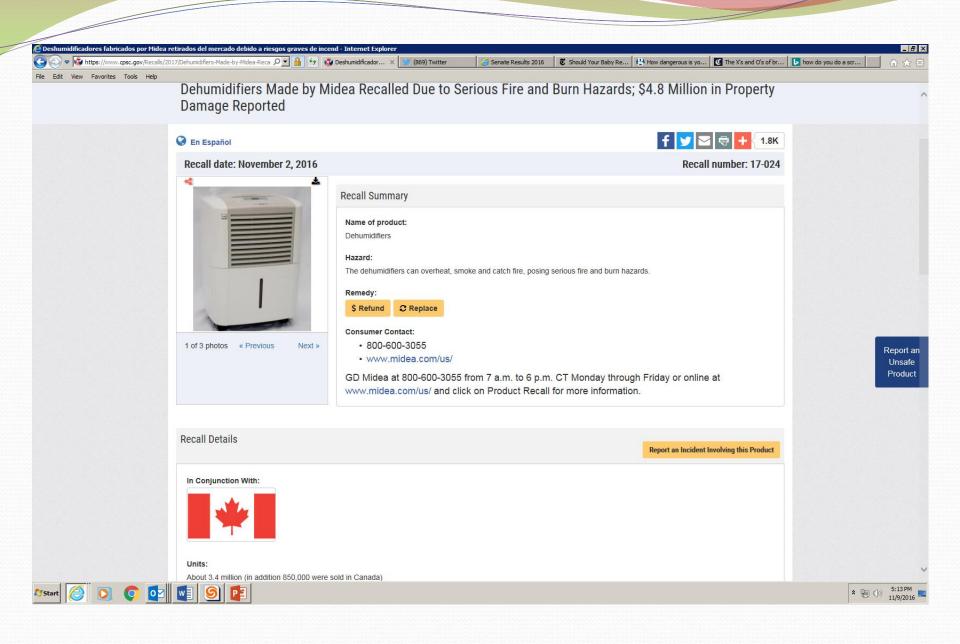
Communicating Product Safety Messages To Consumers

Three Phases

- 1. Preparing the Message
- 2. Sending the Message
- 3. Supporting the Message

Preparing the Message

- All Recalls Are Announced Via a News Release
 - Identify recalling company, consumer contact
 - Clear description of product
 - Clear description of the hazard
 - Encourage consumers to take advantage of the remedy
- Expectations of the Recalling Firms
 - It's a recall, so we call it a recall (repair, replace, refund)
 - Firm should use all of the platforms at their disposal (social media, direct notice, assistance from retailers)
 - Coordinate with other impacted jurisdictions



Preparing the Message

- Safety Alerts
 - Used for class-wide hazards or single-product warnings
 - Emerging, seasonal, and identified hazards
 - May be a pre-cursor a recall...or not
 - Examples:
 - High-powered magnets
 - Hoverboards
 - Drop-side cribs
 - Single-dose liquid laundry packets
 - Fireworks and holiday cooking safety

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RECALLS

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CPSC and ACCC Warn of Poison Dangers with Liquid Laundry Packets











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Release date: March 21, 2013

Release number: 13-147

Release Details



WASHINGTON, D.C. – The U.S. Consumer Product Safety Commission (CPSC) and the Australian Competition and Consumer Commission (ACCC) are urging parents to take immediate action to ensure their family is not exposed to the hazards posed by liquid laundry packets or capsules. Young children who are exposed to the highly concentrated, toxic detergent are at risk of serious injury.

Reports of incidents in the United States and Australia have prompted the product safety agencies to warn parents about what can happen if these products are not used safely. Children who have ingested detergent from the packets have required medical attention and hospitalization for loss of consciousness, excessive vomiting, drowsiness, throat swelling, and difficulty breathing. Eye contact has also resulted in reports of injury, including severe irritation and temporary loss of vision.

"A product intended to make your clothes clean and bright should not lead to a parent having to call the poison help line because their child is in distress," said CPSC Chairman Inez Tenenbaum. "CPSC has played a leading role in addressing this emerging hazard. We are conducting an investigation, we are educating consumers, and we are urging that changes be made that will reduce incidents and injuries."

1 of 1 photos

Liquid Laundry Packets

"Poison call centers across Australia have received more than 85 calls in the last 18 months relating to exposure to these laundry capsules," said ACCC Deputy Chair Delia Rickard. "The experience in Australia is consistent with an international trend, where most cases have involved a child aged five years or younger."

The number of incidents, in a relatively short period of time, suggests that children are highly attracted to the packets, which can resemble play items. The soft and colorful product can be easily mistaken by a child for candy, toys, or a teething product.

Water, wet hands, and saliva can cause the packets to dissolve quickly and release their highly concentrated toxic contents. Parents and caregivers are urged always to handle the product carefully and with dry hands.

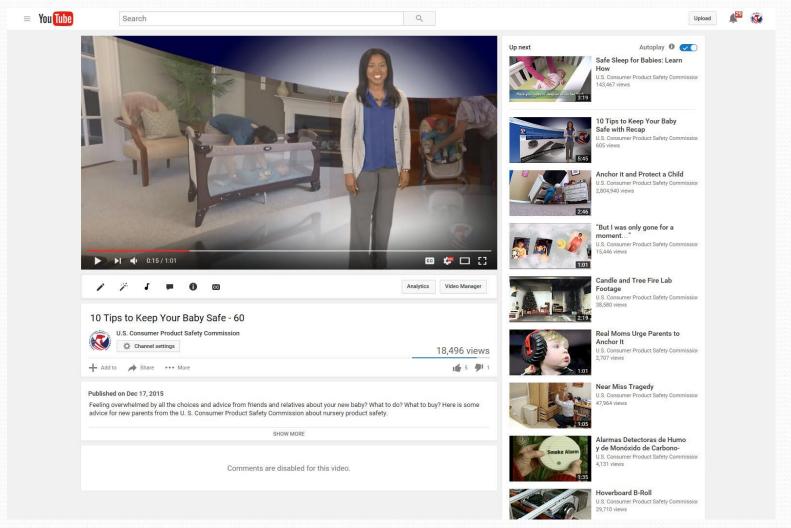
To prevent unintended exposure to the toxic chemicals in the packets, the following steps are recommended:

- 1. Do not let children handle the laundry packets.
- 2. Keep the liquid laundry packets sealed in their original packaging, and make sure they are locked up and out of a child's sight and reach.

Report ar Unsafe Product

Crib Information Center

www.cpsc.gov/cribs



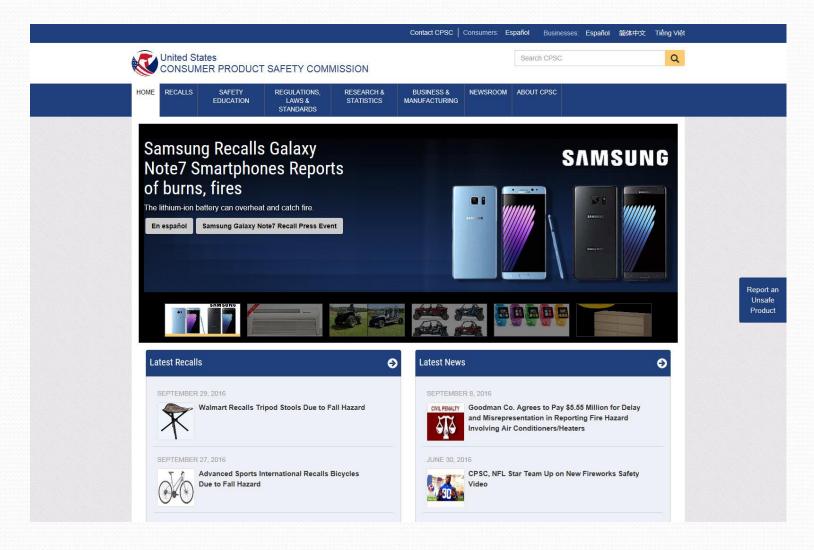
Sending the Message

- CPSC shares news releases and safety alerts with:
 - Media
 - State Departments of Health
 - State Attorneys General
 - Resale Stores
 - Retail Stores
 - General Public

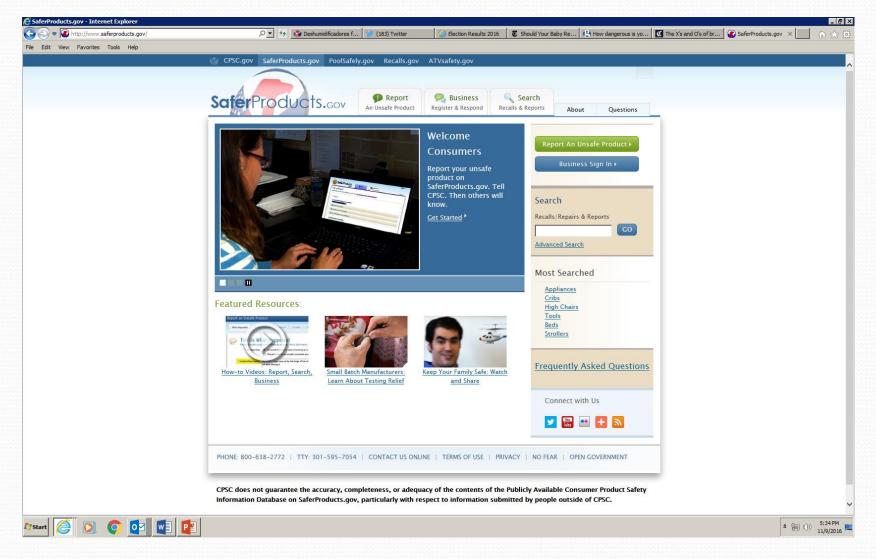
Sending the Message

- Online/Social Media
 - CPSC.gov + SaferProducts.gov
 - Twitter multiple agency accounts
 - Flickr
 - Blog
 - YouTube
 - Google+
 - Exploring other platforms

CPSC.gov



SaferProducts.gov – Report & Search



Twitter: @USCPSC



Blogging – OnSafety



Safe Sleep: Bedding, Pillows, Safety and More

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by CPSC Blogger September 18

baby baby sleep bassinet blankets crib infant pillows play yard playpen Safe Sleep sleep

Blog en español

CPSC staff estimates that between 1992 and 2010 there were nearly 700 deaths involving infants 12 months and younger related to pillows and cushions placed in or near a baby's sleep environment. Nearly half of the infant crib deaths and twothirds of bassinet deaths reported to CPSC each year are suffocations caused by pillows, thick quilts and/or overcrowding in the baby's sleeping space.

The safest place for a baby to sleep is in a safe crib. A safe crib is one that meets CPSC's strong federal safety standards and is clear of clutter. That means no pillows, no heavy quilts, no thick blankets, no pillow-like stuffed toys or other large stuffed toys and no child carrying devices, recliners or sleep positioners.

Many parents are aware of the Back-to-Sleep Campaign to reduce the risk of SIDS. Putting your baby to sleep on his or her back also helps prevent suffocation. Be sure to always place your baby on his/her back on a tight-fitting, firm, flat mattress or any surface that comes with the bassinet and play yard. Crib mattresses need to fit tightly, too.

I use a pillow, why shouldn't my baby?

Babies and adults are different. A pillow can block a baby's nose and mouth and can cause a baby to suffocate. On average, there are 32 infant deaths a year on pillows used as mattresses or to prop babies' heads. The majority of these deaths involve infants in their first three months of life.



YouTube Channel



www.youtube.com/user/USCPSC

CPSC Stands For Safety



