

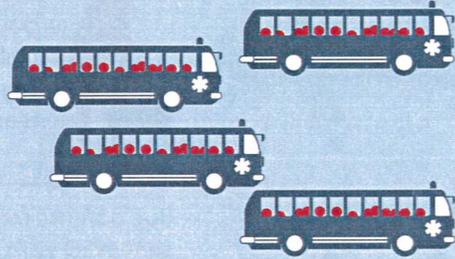
KIDS and MEDICINE SAFETY

Convenience vs. Caution



THE PROBLEM

Each year, nearly 60,000 young children — or about four busloads per day — are seen at emergency departments (EDs) because they got into medicine.



Almost every minute of every day there is a call to a poison control center because a young child got into medicine.



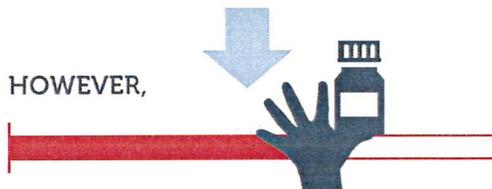
THE DISCONNECT

9 IN 10 PARENTS AGREE



it is important to store all medicines out of sight and up high after every use.

HOWEVER,



nearly 7 in 10 parents report storing medicine within a child's sight (on a shelf or surface at or above counter height).

9 IN 10 PARENTS AGREE



medicine should be kept in the original container.

HOWEVER,

more than 1 in 3 parents say they or someone in their household always or often uses a daily pill organizer or baggie that children can easily get into if it's not stored out of sight and reach.



CONVENIENCE OVERRULES CAUTION

4 in 10 parents agree that it is okay to keep medicine they or a child takes every day on the kitchen counter or another visible location so it is handy.



And nearly 5 in 10 parents agree that when a child is sick, it is ok to keep the medicine on the kitchen counter or another visible location between doses so it is handy.



But, in 3 of 5 accidental medicine poisonings involving young children, the medicine wasn't in its usual or "normal" storage location and was therefore accessible.



UNDERESTIMATING THE RISKS

Nearly 3 in 5 parents think if medicine is out of reach, it's in a safe place.



But, research indicates in about half of OTC poisoning cases, the child climbed on a chair, toy or other device to reach medicine.



1 in 3 parents think if their child is being watched, it doesn't matter as much where medicines are stored.



But, parents frequently said in ED visits that they'd only turned their back for a minute.



Half of parents think child-resistant packaging means a child won't be able to get into medicine at all.



But, research suggests 45-55% of accidental poisonings involved child-resistant packaging.



Convenience + Risk = 440,000 Poison Control Center calls
in 2015 because a child got into medicine.

HOW TO HELP PROTECT YOUR KIDS

- Store all prescription and OTC medicines, vitamins and supplements up and away and out of sight and reach every time.
- Keep medicine in its original child-resistant packaging.
- Practice safe storage of medicine as soon as your first child is born.
- Put the Poison Help number – 1-800-222-1222 – into your phone and post it visibly at home.
- Instead of keeping medicine handy, use safe reminder tools to help you remember when to take and give doses.
 - Set alarms on your watch or cell phone.
 - Write a note to yourself and leave it somewhere you look often.
 - Combine taking daily medicines with a daily task, like brushing your teeth.
 - Use a medication schedule to make sure the right amount of medicine is given at the right time.

For more medicine safety tips, visit www.safekids.org

**SAFE
K:IDS**
WORLDWIDE™