Button Battery Ingestion

The Launch of a National Injury Prevention Campaign

Carma Hanson
Safe Kids Grand Forks
The Problem

- This is a “You don’t know what you don’t know issue” = a.k.a. - “hidden danger”.
- Most parents and caregivers are unaware that button batteries pose a danger.
The Problem

- Results from a March 2012 survey conducted by The Battery Controlled campaign indicate:
  - 62% of parents have not read, seen or heard anything about the risks of coin-sized button batteries.
  - 59% of parents said their children seem to like electronic devices more than their own toys.
  - About half of the surveyed parents said their children like to play with the various remotes in their house.
  - 43 percent of all parents surveyed were aware of having coin-sized button batteries in their homes. However, 95% of parents said they have at least one device in their home that could contain a coin-sized lithium button battery, including remote controls, electronic key fobs, flameless candles and singing books and cards.
The Problem

- Children’s products are required to have a screw-on cover over the batteries.
- “Adult” products are not regulated in the same way and yet children have access to many of these items.
The Problem

- Button batteries are commonly used in many household items.
The Problem

• 3,500 cases of button batter ingestion are reported each year

• 17 serious injuries in 2012 and 2 deaths (reported)

• Severe cases quadrupled from 2006 to 2010
The battery is often ingested without the parents knowing it has been.

Symptoms can mimic other problems such as the flu or a stomach ache.

The saliva causes a reaction with the battery that can cause burning through the stomach and intestines.

Physicians may mistake the battery for a coin which be allowed to “pass through” vs. a battery which is a surgical emergency.
The Solution

• Creation of a partnership with Safe Kids Worldwide and Energizer
The Solution

Take action. Act now.

1. Keep Out of Reach
2. Get Help Fast
3. Tell Others
The Solution

The Battery Controlled

TheBatteryControlled.com

Facebook.com/TheBatteryControlled

@BatteryControl

National Battery Ingestion Hotline: 202-625-3333
The Solution

- Materials and resources have been created and distributed to educate on this topic.

Website
The Solution
The Solution

There’s a little-known risk to small children

A COIN-SIZED BATTERY CAN GET STUCK IN A CHILD’S THROAT AND BURN THROUGH THE TISSUE IN JUST TWO

Educational Materials

Inside small electronic devices may be very powerful coin-sized button batteries. When swallowed, these batteries can get stuck in the throat and cause severe burns or death.

Take Charge. Act Now.

1. Keep devices with button batteries out of reach if the battery compartments aren’t secure, and lock away loose batteries.

2. If a child swallows a button battery, go to the emergency room right away. Do not let the child eat or drink and do not induce vomiting.

3. Share this information with others.

These types of devices may contain coin-sized button batteries.

To learn more, visit TheBatteryControlled.com
Putting the Resources to Work

- Safe From the Start Bags
  - Given to all expectant parents at our community hospital.
Putting the Resources to Work

- New American Refugee Training
- Health Fairs
  - Created a display board and also have the household items available for a visual
Putting the Resources to Work

- Home Visitor Training
  - Social Workers
  - Nurses
  - New Parents Support Program Workers
Putting the Resources to Work

- Presentations at Child Care Centers
  - What goes in your mouth?
Putting the Resources to Work

- Education of physicians, nurses, paramedics and other health care providers.
  - Distribution of materials for clinic offices
  - Letter and copy of medical care instructions
    - Pediatricians
    - ER physicians
    - Family Practice
    - ENT
    - Radiology
    - Residents
Putting the Resources to Work
Putting the Resources to Work

- Newsletters and Publications

Safe Kids Grand Forks

News You Can Use

Spring 2012

National Poison Prevention Week

Each year, we celebrate National Poison Prevention Week during the month of March. During this year’s celebration from March 18–24, 2012, we will observe the 50th anniversary of this yearly week that focuses on poison safety and injury prevention. Safe Kids Grand Forks offers the following poison safety tips to keep your kids and family safe:

- Keep the phone number for the Poison Control Center near each phone in the home and program it into your cell phone to have in the event of an emergency. If you would like stickers or magnets with the phone number based on it (see below), contact Safe Kids at 701-781-1488.
- Remember that children imitate adult behavior. Never take medications or any poisonous products out of children’s reach and locked up.
- Keep medications and all poisonous products out of children’s reach and locked up.
- Remember to keep all products and medications in their original containers.
- Don’t forget to “poison proof” places such as pantry rooms, garages and storage sheds that children may have access to. Items such as children’s vitamins are safe in the recommended design but others are sold as “gummy vitamins” and are appealing to children as they confound them with “fruit snacks.” Especially keep those type of items out of reach.
- When visiting homes with elderly people, be aware of medications that may be stored in non-childproof containers or on dispensers.
- Most poisonings occur in the home setting and between 6–9 p.m. When children are home during this time and use child-proof locks on cabinets or drawers that contain dangerous products.
“Getting Creative”

- Senior Citizen’s Center
  - Consider combining with the medication safety presentation.
“Getting Creative”

- Partnerships with electronics stores and hearing aid centers.
“Getting Creative”

- Battery stores conducting Point-of-Sale messaging.

** This partnership is being pursued and is not currently formalized.
Timing of Message

- Consider some of the following as key messaging times:
  - Christmas – sale of electronic items
  - March – Poison Prevention Week
  - Baby Safety Month - September
Use Caution

- Be careful and cognizant of conflicting messaging
  - Flameless candles promotion
  - Use this as an opportunity for “double messaging”
Contact Information

- Carma Hanson, MS, RN
  - Safe Kids Grand Forks
  - Grand Forks, North Dakota

- Cell: 701-739-1591
- E-mail: chanson@altru.org or safekids@altru.org
- Website: www.safekidsgf.com
- Facebook: Safe Kids Grand Forks