

# MEDICATION ERRORS HAPPEN EVERY 8 MINUTES IN KIDS



*From double-dosing to wrong meds, study tracks mistakes made by adults*

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*Nationwide Children's Hospital*

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<b>SUGGESTED TEASE</b>	YOU MAY BE SURPRISED JUST HOW OFTEN WE MAKE MISTAKES WHEN GIVING MEDICINE TO OUR KIDS. THE RESULTS OF AN EYE-OPENING NEW STUDY AND TIPS TO KEEP YOUR FAMILY SAFE, NEXT.
<b>ANCHOR LEAD</b>	AS WE APPROACH COLD AND FLU SEASON DOCTORS ARE CAUTIONING PARENTS TO AVOID A COMMON MISTAKE WHEN IT COMES TO KIDS. A NEW STUDY IS OUT SHOWING JUST HOW OFTEN WE MAKE MISTAKES WHEN GIVING MEDICATION TO CHILDREN. WITH MORE ON THE FINDINGS OF THAT STUDY AND TIPS TO PROTECT YOUR FAMILY, HERE'S CLARK POWELL.
	(Nats - Dad getting out and pouring medicine) :02
<b>CG: Courtesy: Nationwide Children's Hospital</b>  Shot of dad getting medicine  Wide shot opening medicine  Pouring medicine into cup	PARENTS AND CAREGIVERS WILL DO WHATEVER IT TAKES TO HELP A SICK CHILD FEEL BETTER, BUT A NEW STUDY SHOWS A SURPRISING NUMBER ARE INADVERTENTLY MAKING MATTERS WORSE. THE STUDY TRACKED DATA FOR MORE THAN A DECADE AND FOUND THAT, ON AVERAGE, A CHILD WAS EXPOSED TO A MEDICATION ERROR EVERY 8 MINUTES IN THIS COUNTRY. <sup>1</sup> :16
<b>CG: Henry Spiller</b> <b>Nationwide Children's Hospital</b> <b>:16 - :26</b>	"Either they got the dose twice, they got the dose unexpectedly too soon, too late. And they often got someone else's medication." :10
(leave Dr. Spiller up for :02)  Shots of Poison Control Center  Shot of medicine / blur for graphic	HENRY SPILLER HELPED LEAD THE STUDY AT NATIONWIDE CHILDREN'S HOSPITAL. CHARTING DATA FROM POISON CONTROL CENTERS LIKE THIS ONE FROM AROUND THE COUNTRY - RESEARCHERS FOUND:  BETWEEN 2002 AND 2012 MEDICATION ERRORS

<p><b>2002-2012 Medication Errors</b>  -Nearly 700,000 times in children under 6  -Increase of nearly 10% over 11 years</p> <p>Shots of medication</p> <p>Shots of syringe / shots of cups</p> <p>Close ups of lines on cups</p>	<p>-OCCURRED NEARLY 700-THOUSAND TIMES IN CHILDREN UNDER 6<sup>1</sup>  -AND THE NUMBERS INCREASED NEARLY 10-PERCENT OVER THE 11 YEARS<sup>1</sup></p> <p>EXPERTS SAY PART OF THE PROBLEM IS PACKAGING. SOME MEDICINES HAVE SYRINGES, SOME HAVE CUPS - SOME ARE MARKED BY THE TEASPOON, OTHERS BY MILLILITERS - OFTEN LEAVING CAREGIVERS CONFUSED.  :30</p>
<p><b>Dr. Spiller (CG'd earlier)</b></p>	<p>“They don't read it well. It's not well-marked. So we see a number of errors of double- and triple-dosing because of how they measure it.” :09</p>
<p>Shots of adult giving medicine to child / blur for graphic</p> <p><b>Tips for giving children medicine</b></p> <ul style="list-style-type: none"> <li>-When you give a dose, tell others</li> <li>-Daycare: write down instructions</li> <li>-Always use cup or syringe packaged with medicine</li> </ul> <p>Shots of child taking medicine</p> <p>Shots of dad putting medicine back in the cabinet</p>	<p>TO PROTECT YOUR CHILD, EXPERTS SAY THE KEY IS COMMUNICATION.</p> <ul style="list-style-type: none"> <li>-WHEN YOU GIVE A CHILD A DOSE OF MEDICINE TELL OTHERS.</li> <li>-FOR DAYCARE, WRITE DOWN INSTRUCTIONS ABOUT WHEN A CHILD GOT MEDICINE AND WHEN THEY NEED IT NEXT.</li> <li>-AND ALWAYS USE THE MEASURING CUP OR SYRINGE THAT COMES PACKAGED WITH THE MEDICINE.</li> </ul> <p>EVEN WELL-INTENTIONED PARENTS MAKE MISTAKES AND EXPERTS SAY, WHEN IN DOUBT - DON'T BE AFRAID TO CALL POISON CONTROL FOR HELP.  AT NATIONWIDE CHILDREN'S HOSPITAL, THIS IS CLARK POWELL REPORTING. :27</p>
<p><b>ANCHOR TAG</b></p> <p><b>CG: Poison Control Center  1-800-222-1222</b></p>	<p>THE STUDY FOUND MEDICATION ERRORS PEAKED DURING WINTER MONTHS AS CAREGIVERS USED MORE MEDICATIONS TO CONTROL SYMPTOMS.<sup>1</sup>  94-PERCENT OF THE CASES WERE ABLE TO BE MANAGED AT HOME - ALTHOUGH DURING THE 11 YEAR STUDY, 25 CHILDREN DIED FROM MEDICATION ERRORS.<sup>1</sup>  YOU MIGHT WANT TO KEEP THE POISON CONTROL CENTER HOTLINE PROGRAMMED IN YOUR PHONE - WHICH IS 1-800-222-1222</p>
<p> <b>Share it! Suggested tweet:</b></p>	<p>Study <a href="#">@nationwidekids</a> shows how often parents make mistakes giving kids medicine. Details: <a href="http://bit.ly/1rvhs9u">bit.ly/1rvhs9u</a></p>
<p> <b>Suggested post:</b></p>	<p>When a child is sick there is nothing a parent won't do to make them feel better. But a new study out of <a href="#">Nationwide Children's Hospital</a> shows a surprising number of parents are inadvertently making matters worse. Experts charted cases over an 11 year period and found that a child is exposed to a medication error</p>

	every 8 minutes in the U.S. See how easily it can happen and learn ways to protect your child by clicking here: <a href="http://bit.ly/1rvhs9u">bit.ly/1rvhs9u</a>
<b>References -</b>	<i>1Out-of-Hospital Medication Errors Among Children Younger than Six Years of Age in the United States, 2002-2012, Pediatrics,</i> Online: <a href="http://pediatrics.aappublications.org/">http://pediatrics.aappublications.org/</a>
	<b>Extra Bites</b>
<b>CG: Henry Spiller, MD</b> Nationwide Children's Hospital	<p><i>Dr. Spiller talks about the age of those at risk -</i> "When we looked at age, we found that in very young children, that was the highest rate, children under six. And these are errors where parents make the medication error for them." :09</p> <p><i>Dr. Spiller talks about the challenges of proper measurement of medicine -</i> "One of the big issues, especially with children is how they measure it. These come with little cups and they wanna measure a teaspoon. They misread whether it's supposed to be a teaspoon, a tablespoon. They just fill it up to the line. And the child gets two or three times the dose." :17</p> <p><i>Dr. Spiller talks about efforts to standardize measuring devices -</i> "We see standardization of what we call unit measure cups. And so a number of these has helped. We still see the errors. I mean, humans are human. But some of these efforts have been very helpful." :14</p>
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