

LAUNDRY PACKET INJURIES CONTINUE TO SURGE IN CHILDREN



A child exposure is reported about every 45 minutes, a 17% rise over 2 year span

****NOTE: Embargoed until Monday April 25, 2016 at 12:01 a.m. eastern****

Nationwide Children's Hospital

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Package Length: 1:21	Content provided by: Nationwide Children's Hospital

SUGGESTED TEASE	THEY MAY BE CONVENIENT FOR ADULTS, BUT ARE STILL A GROWING THREAT TO CHILDREN. THE RESULTS OF A TROUBLING NEW STUDY ON LAUNDRY DETERGENT PACKETS, NEXT IN HEALTH NEWS.
ANCHOR LEAD	APPROXIMATELY 30 CHILDREN EACH DAY ARE STILL BEING EXPOSED TO THE POTENTIAL DANGERS OF LAUNDRY DETERGENT PACKETS. THIS SERIOUS THREAT CONTINUES DESPITE WARNING AND PACKAGING CHANGES. NOW, EXPERTS SAY MORE NEEDS TO BE DONE. CLARK POWELL EXPLAINS.
	(Nats -Doing laundry) :02
CG: Courtesy: Nationwide Children's Hospital Shot of woman putting down laundry / getting out packet Shot of clear/opaque packages Shot of child opening container (Graphic) 2013-14 22,000+ incidents in children younger than 6 / Increase of 17%	SOON AFTER BEING INTRODUCED IN THE U.S. MARKET, ¹ THOUSANDS OF SERIOUS INCIDENTS INVOLVING CHILDREN AND LAUNDRY DETERGENT PACKETS FORCED MANUFACTURERS TO MAKE CHANGES. THEY REPLACED CLEAR CONTAINERS WITH OPAQUE ONES AND MADE THEM HARDER FOR CHILDREN TO OPEN. BUT A NEW STUDY SHOWS DURING 2013-14, THERE MORE THAN 22 THOUSAND INCIDENTS IN CHILDREN YOUNGER THAN 6. AN INCREASE OF 17-PERCENT. :23
CG: Gary Smith, MD Nationwide Children's Hospital	"These children have come in, in coma, they've stopped breathing, we've even had 2 deaths in the last 2 years due to exposure to laundry detergent packets." :08 / :31
Shots of Dr. Smith at his desk Pan from packets to other detergents <i>Graphic Animation</i>	DOCTOR GARY SMITH OF NATIONWIDE CHILDREN'S HOSPITAL LED THE STUDY. HE LOOKED AT SEVERAL TYPES OF DETERGENTS - BOTH PACKETS AND TRADITIONAL FORMS. WHEN CHILDREN BITE DOWN ON PACKETS, THEY BURST, SHOOTING A TOXIC MIX INTO A CHILD'S THROAT. THEY WERE ASSOCIATED WITH

	MORE SERIOUS MEDICAL OUTCOMES, MORE HOSPITALIZATIONS AND MORE BREATHING FAILURE THAN OTHER TYPES OF DETERGENTS - AS WELL AS TWO CHILD DEATHS.
Gary Smith (CG'd earlier)	“Those concentrated chemicals can cause serious burns, if it gets down in the lung it can cause severe damage, it also when it's absorbed can cause effects on the brain.” :09 / :59
Shot of woman putting packets away Loading laundry	EXPERTS SAY PARENTS OF YOUNG CHILDREN SHOULD AVOID USING LAUNDRY DETERGENT PACKETS ALL TOGETHER - BUT IF THEY <i>DO</i> USE THEM, STORE THEM HIGH, OUT OF SIGHT AND OUT OF REACH IN A LOCKED CABINET. :08 /
Gary Smith (CG'd earlier)	“Some of the manufacturers have actually moved to make detergent containers less accessible to children. But what we found was in fact the number of exposures have continued to increase.” :11 / 1:18
Putting pod in machine and closing door	AT NATIONWIDE CHILDREN'S HOSPITAL, THIS IS CLARK POWELL REPORTING. :03 / 1:21
ANCHOR TAG	EXPERTS SAY CONTAINERS COULD BE MADE MORE LIKE MEDICINE BOTTLES, SO THEY'RE MORE CHILD RESISTANT. ALSO, THE PACKETS COULD BE INDIVIDUALLY WRAPPED TO FURTHER PROTECT CHILDREN. ON AVERAGE, THERE IS A CALL TO A POISON CONTROL CENTER ABOUT EVERY 45 MINUTES DUE TO CHILDREN GETTING INTO LAUNDRY DETERGENT PACKAGES - AND A CHILD A DAY IS HOSPITALIZED BECAUSE OF IT. ²
 Share it! Suggested tweet:	New study @NationwideKids finds laundry detergent packets continue to pose a growing risk to children. bit.ly/23X3TFV
 Suggested post:	The number of children injured by laundry detergent packets continues to rise, according to a new study from Nationwide Children's Hospital . Despite efforts to make packaging more child resistant, the number of incidences involving children rose 17% between 2013-2014. Details on the study and tips to keep your family safe here: bit.ly/23X3TFV
References -	¹ <i>Pediatric Exposure to Laundry Detergent Pods</i> , Pediatrics , November 10, 2014. Online: http://pediatrics.aappublications.org/content/early/2014/11/05/peds.2014-0057 ² <i>Pediatric Exposures to Laundry and Dishwasher Detergents in the United States: 2013-2014</i> , The Journal of Pediatrics , Vol. 172, April 2016. Online: http://www.jpeds.com/
	Extra Bites

<p>CG: Gary Smith, MD Nationwide Children's Hospital</p>	<p><i>Dr. Smith details the findings of his study -</i> "What we found was astounding. More than 31 thousand children are exposed to these detergents each year in this country. Over half of those are to laundry detergent packets: in fact, a child's exposed and is reported to a poison control center about every 45 minutes in this country for a laundry detergent packet."</p>
<p>CG: Gary Smith, MD Nationwide Children's Hospital</p>	<p><i>Dr. Smith offers advice for parents when it comes to detergents -</i> "We strongly recommend that parents not use laundry detergent packets if they have young children in the home. They should use traditional laundry detergent. If they decide to use the laundry detergent packets, they should be stored up, away and out of sight, preferably in a locked cabinet to decrease access by young children."</p> <p><i>Dr. Smith says products should be safer for children -</i> "These products are concentrated and they may be good for the companies that are selling them, but they're clearly not good for children. We have safe alternatives. We've used them for decades. There's absolutely no reason why we should see children being rushed to hospitals in coma, having seizures, or even seeing the deaths we've seen."</p>
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