

Study: Nursery Product-Related Injuries are Rising

Experts offer tips to help parents keep their children safe

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Nationwide Children's Hospital

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NEWS PACKAGE



SUGGESTED TEASE	A NEW STUDY SHOWS THAT INJURIES TO YOUNG CHILDREN ASSOCIATED WITH NURSERY PRODUCTS ARE ON THE RISE. WHAT PARENTS CAN DO TO KEEP THEIR CHILD SAFE, COMING UP NEXT.
ANCHOR LEAD	PARENTS MAY NOT SEE THE PRODUCTS THEY BUY FOR THEIR BABY'S NURSERY AS A SAFETY THREAT. BUT A NEW STUDY SHOWS THAT YOUNG CHILDREN ARE INJURED WHILE USING THESE PRODUCTS AT AN ALARMING RATE, AND THE NUMBERS CONTINUE TO RISE. CLARK POWELL HAS MORE ON THE RESULTS OF THE STUDY AND TIPS FOR KEEPING YOUR CHILD SAFE.
(PACKAGE START) -----	
CG: Courtesy: Nationwide Children's Hospital :00 - :03	(Nats - "Is Emma sleeping?") :02
Shots of mom and kids in nursery	HAVING RESEARCHED THE SAFEST AND MOST RELIABLE NURSERY PRODUCTS FOR HER FIRST CHILD, BRITTANY GOWDAY (GOW-dee) KNEW THE IMPORTANCE OF CAREFULLY CONSIDERING SAFETY WHEN SELECTING THESE PRODUCTS WHEN SHE BROUGHT HOME HER SECOND BABY. :09
CG: Brittany Gowday Mother of two	<i>"Honestly you can't really get through watching the news or scrolling my Facebook feed without coming across a safety article."</i> :08
Shots of putting baby in carrier	AND IT'S NO WONDER PARENTS WORRY. NURSERY PRODUCTS ARE RECALLED MORE THAN ANY OTHER CHILDREN'S PRODUCT CATEGORY. :05
CG: Tracy Mehan, MA Nationwide Children's Hospital	<i>"As parents, we assume the products that are available for our children are safe. Unfortunately, that's not always true."</i> :06
Shots of mom putting baby in	

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<p>crib</p> <p>Shot of Tracy walking into office</p> <p>Wide shot of nursery / blur</p> <ul style="list-style-type: none"> -Analyzed Emergency Department visits from 21 years -66,000 children under 3 are treated each year -One child every 8 minutes -Last 8 years numbers increased 25% <p>Tracy Mehan (CG'd earlier)</p> <p>Shots of baby carrier</p> <p>CG: Gary Smith, MD, DrPH Nationwide Children's Hospital</p> <p>Wide shot of nursery, blur</p> <p>Graphic:</p> <ul style="list-style-type: none"> Follow the Four Rs -Do your RESEARCH -Check for RECALLS -REGISTER the product -READ the manual <p>Shot of mom rocking baby</p> <p>(PACKAGE END) -----</p> <p>ANCHOR TAG</p>	<p>IN FACT, A NEW STUDY SHOWS THOSE ITEMS ARE ASSOCIATED WITH CHILD INJURIES AT A GROWING RATE.</p> <p>RESEARCHERS AT THE CENTER FOR INJURY RESEARCH AND POLICY AT NATIONWIDE CHILDREN'S HOSPITAL ANALYZED EMERGENCY DEPARTMENT VISITS FROM A 21-YEAR PERIOD IN THE U.S.</p> <p>THEY FOUND MORE THAN 66-THOUSAND CHILDREN UNDER THREE YEARS OF AGE ARE TREATED FOR NURSERY PRODUCT-RELATED INJURIES EACH YEAR. THAT'S ABOUT ONE CHILD EVERY EIGHT MINUTES, AND OVER THE LAST EIGHT YEARS OF THE STUDY, THE NUMBERS INCREASED BY 25-PERCENT. :23</p> <p><i>"Most of the injuries happen when kids fall from the products and about 80 percent of the injuries are to the head, face or neck. So these can be pretty serious." :08</i></p> <p>WITH A NEW RECALL OF A NURSERY PRODUCT ISSUED ABOUT EVERY TWO WEEKS, EXPERTS SAY MANUFACTURERS NEED DO A BETTER JOB OF ALERTING PARENTS WHEN THERE'S AN ISSUE. :14</p> <p><i>"Up to 80% of children's products remain in consumer households after a recall, and that's simply unacceptable, and we can do better." :08</i></p> <p>MEANTIME THEY SUGGEST PARENTS FOLLOW THE 4 Rs. DO YOUR RESEARCH, CHECK FOR RECALLS, REGISTER THE PRODUCT AND READ THE MANUAL.</p> <p>BECAUSE TAKING A FEW PRECAUTIONS CAN HELP KEEP YOUR CHILD SAFE. AT NATIONWIDE CHILDREN'S HOSPITAL, THIS IS CLARK POWELL REPORTING. :14</p> <hr/> <p>PARENTS CAN GO TO THE WEBSITE RECALLS.GOV TO CHECK IF ANY OF THEIR NURSERY PRODUCTS HAVE BEEN RECALLED.</p> <p>WHILE YOU'RE THERE, YOU CAN SIGN UP FOR ALERTS THAT WILL NOTIFY YOU IF THERE ARE ANY RECALLS IN THE FUTURE.</p>
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SOCIAL MEDIA

<p> Share it! Suggested tweet:</p> <p> Suggested post:</p>	<p>Researchers @NationwideKids have found injuries due to nursery products are on the rise. Details and some simple safety tips here: http://bit.ly/2mfhfQ7</p> <hr/> <p>Many parents assume the products they buy for their</p>
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baby's nursery are safe, but a new study shows injuries associated with nursery products among young children are on the rise. Researchers at Nationwide Children's Hospital break down the numbers and offer simple tips to keep your child safer: <http://bit.ly/2mfhfQ7>

EXTRA BITES

CG: Tracy Mehan, MA
Nationwide Children's Hospital

Mehan says awareness and product redesign can lower risks:
"Twenty five years ago we had a very serious problem with baby walker-related injuries. We challenged the industry and they redesigned the product and offered other things like exer-saucers that don't have wheels and the injuries went down dramatically."

Mehan says recalled products often stay in the home:
"In fact, there's a recall for a child's nursery product about every two weeks. And unfortunately, 80 percent of these recalled products stay in families' homes."

Mehan urges parents to register products and read manuals:
"Take just a few minutes to make sure you know how the product works, when to lock, when to buckle, where to use it and where not to use it and you can prevent a lot of the injuries."

CG: Brittany Gowday
Mother of two

Gowday describes an experience with a recalled stroller:
"Actually, at the time, of course, I was like beating myself up and assuming that I didn't latch it in correctly. Come to find out I, just in the past week, received a recall on that item for that exact same thing."

References

¹*Nursery Product-Related Injuries Treated in United States Emergency Departments, Pediatrics, March 20, 2017.*

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