

# Study: Cotton Tip Applicators Injure Children at Surprising Rate

Despite warnings, 1,000 children are treated in emergency departments each month

Nationwide Children's Hospital

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## NEWS PACKAGE

<b>SUGGESTED TEASE</b>	A NEW STUDY SHOWS THAT USING COTTON TIP APPLICATORS ARE SENDING CHILDREN TO THE EMERGENCY ROOM AT A HIGH RATE. WHAT YOU SHOULD KNOW TO PREVENT THESE INJURIES.
<b>ANCHOR LEAD</b>	<p>COTTON TIP APPLICATORS ARE A STAPLE IN MANY BATHROOMS, USED FOR EVERYTHING FROM MAKEUP APPLICATION TO HOUSEHOLD CLEANING. BUT DOCTORS SAY USING THEM TO CLEAN INSIDE YOUR EARS CAN HAVE SERIOUS HEALTH CONSEQUENCES.</p> <p>A NEW STUDY FINDS THAT AN ALARMING NUMBER OF <u>CHILDREN</u> ARE ENDING UP IN EMERGENCY DEPARTMENTS WITH EAR INJURIES AFTER USING THESE PRODUCTS.<sup>1</sup></p> <p>CLARK POWELL HAS DETAILS.</p>
<p><b>(PACKAGE START) -----</b>  <b>CG: Courtesy: Nationwide Children's Hospital</b>  <b>:00 - :03</b>                  Shots of Vidya getting cotton tip applicator</p> <p>Shot of son at sink</p> <p><b>CG: Vidya Raman Mom</b></p> <p>Shots of Dr. Jatana in exam</p> <p><b>CG: Kris Jatana, MD Nationwide Children's Hospital</b></p>	<p>(Nats - Sound) :02</p> <p>VIDYA RAMAN (VID-ee-uh RAH-mun) WAS TRYING TO GET WATER OUT OF HER SON'S EAR USING A COTTON TIP APPLICATOR. BUT WHEN HE JERKED HIS HEAD, SHE IMMEDIATELY KNEW SOMETHING WAS WRONG :07</p> <p><i>"We had to go to the physician, drop, hearing could have been affected. It was a big deal. More serious than we thought."</i> :07</p> <p>VIDYA'S SON HAD A TORN EARDRUM, AND IT'S AN INJURY DOCTOR KRIS JATANA (juh-TAH-nuh) SEES OFTEN IN CHILDREN WHEN THEY OR THEIR PARENTS HAD GOOD INTENTIONS OF CLEANING THEIR EAR CANALS. :08</p> <p><i>"They feel that that is something that should be done on a regular basis and that the cotton tip applicator is the</i></p>

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<p>Graphic with stats</p>	<p><i>product designed to do that.” :10</i></p> <p>BUT A NEW STUDY SHOWS CHILDREN ARE INJURED AT A SURPRISING RATE. RESEARCHERS AT NATIONWIDE CHILDREN’S HOSPITAL FOUND THAT, OVER A 21-YEAR PERIOD, MORE THAN A QUARTER OF A MILLION CHILDREN WERE TREATED IN U-S EMERGENCY DEPARTMENTS FOR EAR INJURIES CAUSED BY COTTON TIP APPLICATORS. THAT’S OVER 30 INJURIES A DAY. :15</p>
<p><b>Dr. Jatana (CG’d earlier)</b></p> <p>Graphic illustration of cotton swab pushing wax deeper into ear</p>	<p><i>“Despite us seeing a gradual decline in the number of injuries during the study period, the rate of injury is still unacceptably high and that’s a big concern for us.” :13</i></p> <p>DOCTOR JATANA SAYS PUSHING A COTTON TIP APPLICATOR INTO THE EAR CANAL CAN TEAR THE EARDRUM OR PUSH EAR WAX TOO DEEP WHERE IT GETS TRAPPED. DAMAGE TO THE FRAGILE HEARING BONES OR INNER EAR CAN OCCUR. :08</p>
<p><b>Dr. Jatana (CG’d earlier)</b></p> <p>Shots of parent putting cotton swabs away</p>	<p><i>“Patients will have issues with dizziness, balance and irreversible hearing loss. :05</i></p> <p>MOST OF THE CHILDREN INJURED WERE HANDLING THE COTTON TIP APPLICATORS THEMSELVES, ACCORDING TO THE STUDY. EXPERTS WARN PARENTS TO KEEP THEM OUT OF REACH OF YOUNG CHILDREN AND TO TEACH OLDER KIDS THAT THESE PRODUCTS SHOULD NEVER BE USED IN THEIR EAR CANALS. :12</p>
<p>Shots of Dayven and Vidya playing ping pong</p>	<p>(Nats - ping pong - 2 secs) :02</p> <p>FORTUNATELY, VIDYA’S SON’S EARDRUM HEALED AND HIS HEARING IS BACK TO NORMAL. AT NATIONWIDE CHILDREN’S HOSPITAL, THIS IS CLARK POWELL REPORTING . :06</p>
<p><b>(PACKAGE END) -----</b></p> <p><b>ANCHOR TAG</b></p>	<p>MOST COTTON TIP APPLICATORS INCLUDE WARNINGS. BUT THE RESEARCHERS SAY THE WARNING LABELS COULD BE STRONGER AND MORE VISUAL SO THAT YOUNGER CHILDREN COULD BETTER UNDERSTAND THE DANGERS. EXPERTS SAY THE EAR IS ACTUALLY DESIGNED TO SELF-CLEAN AND PROPEL WAX TO THE OUTSIDE OF THE EAR, SO THERE IS NO NEED TO CLEAN THEM AT HOME.</p>



*<sup>1</sup>Pediatric cotton tip applicator related ear injuries treated in United State emergency departments, 1990-2010, Journal of Pediatrics, May 8, 2017.* Online:  
[http://www.jpeds.com/article/S0022-3476\(17\)30461-4/fulltext](http://www.jpeds.com/article/S0022-3476(17)30461-4/fulltext)

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