

Study: Window Blind Cords Remain a Serious Threat to Children

Researchers call on manufacturers to stop selling unsafe blinds

***Note: Embargoed until Monday December 11, 2017 at 12:01 a.m. eastern**

Nationwide Children's Hospital

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NEWS PACKAGE

SUGGESTED TEASE	THERE ARE A LOT OF THINGS PARENTS DO TO CHILDPROOF THEIR HOMES, BUT ONE SIMPLE SWAP COULD GO A LONG WAY IN KEEPING YOUR CHILD SAFE. DETAILS COMING UP IN HEALTH NEWS.
ANCHOR LEAD	FOR DECADES, WE'VE HEARD TRAGIC STORIES AFTER CHILDREN BECOME ENTANGLED IN THE CORDS OF WINDOW BLINDS, YET A NEW STUDY SHOWS THAT INJURIES AND DEATHS CONTINUE TO BE A SERIOUS PROBLEM. EXPERTS ARE NOW CALLING FOR A FEDERAL MANDATE TO END THE THREAT TO CHILDREN ONCE AND FOR ALL. BARB CONSIGLIO HAS THE DETAILS.
(PACKAGE START) ----- CG: Courtesy: Nationwide Children's Hospital :00 - :03 Baby crawling at camera away from mom	(Nats - "Come on...no.") :02
CG: Avery Zacharias Mom	NOW THAT HER CURIOUS 10-MONTH-OLD IS ON THE GO, AVERY ZACHARIAS IS BUSY MAKING THEIR HOME AS SAFE AS POSSIBLE. :05 <i>"We put outlet covers on all the outlets. We have locks on the cabinets. We did put a gate up in our living room."</i> :07
Shots of Avery adjusting cordless blinds	BUT BECAUSE AVERY INSTALLED CORDLESS WINDOW BLINDS, THAT'S ONE LESS THING SHE WORRIES ABOUT.
Shots of corded blinds	UNFORTUNATELY, WINDOW BLIND CORDS ARE STILL A HAZARD FOR TOO MANY CHILDREN. IN FACT, A NEW STUDY BY THE CENTER FOR INJURY RESEARCH AND POLICY AT NATIONWIDE

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<p>Graphic: <u>Window Blind Injuries Study</u> -2 children treated in emergency departments every day -1 child death every month, most from strangulation</p> <p>CG: Gary Smith, MD, DrPH Nationwide Children's Hospital</p> <p>Shots of Dr. Smith in office</p> <p>Dr. Smith (CG'd earlier)</p> <p>Shots of different types of blinds</p> <p>Shots of installing cordless blinds</p> <p>Dr. Smith (CG'd earlier)</p> <p>Shot of Avery helping baby stand</p> <p>(PACKAGE END) -----</p> <p>ANCHOR TAG</p>	<p>CHILDREN'S HOSPITAL FOUND THAT ABOUT 2 CHILDREN ARE TREATED IN U-S EMERGENCY DEPARTMENTS EVERY DAY DUE TO WINDOW BLIND INJURIES.</p> <p>AND OVER THE 26-YEAR STUDY PERIOD, THERE WERE 271 WINDOW BLIND-ASSOCIATED DEATHS, MOST FROM STRANGULATION AFTER BECOMING ENTANGLED IN WINDOW BLIND CORDS. THAT EQUALS ONE CHILD DEATH EVERY MONTH. :31</p> <p><i>"We've known about this problem since the 1940s. We have a voluntary safety standard in this country, and it's been updated repeatedly, and yet we continue to see these deaths." :12</i></p> <p>DOCTOR GARY SMITH SAYS THE DEATHS ARE PREVENTABLE, AND HE'S CALLING ON THE U-S CONSUMER PRODUCT SAFETY COMMISSION TO MANDATE THAT MANUFACTURERS ONLY SELL CORDLESS WINDOW COVERINGS. :09</p> <p><i>"What we need now is for manufacturers to simply eliminate accessible cords in their products so that children can't gain access to them. That's the solution." :09</i></p> <p>IF POSSIBLE, SMITH ENCOURAGES PARENTS OF YOUNG CHILDREN TO REMOVE BLINDS WITH PULL CORDS, CONTINUOUS LOOP CHAINS OR ACCESSIBLE INTERNAL CORDS FROM THEIR HOME, BUT IF YOU CAN'T REPLACE ALL OF THEM RIGHT AWAY, START WITH THE ROOMS WHERE YOUR CHILD SPENDS THE MOST TIME. :13</p> <p><i>"I often hear that if parents would simply watch their children more carefully these injuries wouldn't occur. I call this the myth of supervision. Supervision's important, but the best parent in the world can't watch their child every second of every day." :14</i></p> <p>AT NATIONWIDE CHILDREN'S HOSPITAL, THIS IS BARB CONSIGLIO REPORTING. :03</p> <hr/> <p>TO LEARN MORE ABOUT WINDOW BLIND SAFETY, VISIT CPSC.GOV AND VISIT THEIR WINDOW COVERING SAFETY PAGE.</p>
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SOCIAL MEDIA

 Share it! Suggested tweet:	A study by @NationwideKids finds window blinds continue to be a threat to children, but a simple solution can save lives. http://bit.ly/2AhX49C
 Suggested post:	For decades we've heard tragic stories after young children become entangled in the cords of window blinds, yet a new study by Nationwide Children's Hospital finds that blinds are still a serious risk to children's safety. Now researchers are calling for federal action to end the threat once and for all. http://bit.ly/2AhX49C

EXTRA BITES

CG: Gary Smith, MD, DrPH Nationwide Children's Hospital	<p>Dr. Smith says eliminating cords prevents deaths: <i>"If we were to eliminate those types of window dressings that have cords, we would eliminate these deaths."</i></p> <p>Dr. Smith says the safest solution is to remove corded blinds: <i>"The best solution is to remove any window blinds or shades that have cords in your home. That's the safest solution."</i></p> <p>Dr. Smith says children can strangle on internal blind cords: <i>"There are also internal cords that can be pulled out, and a child can stick their head in between the shade and the cord and strangle, and so those are just as dangerous to children as the operating cords."</i></p>
CG: Avery Zacharias Mom	<p>Avery says window blind cords are dangerous: <i>"Cause it can be hazardous for children, pets. I mean, it's dangerous for a lot of things."</i></p> <p>Avery says she's getting ready for her son to start walking: <i>"We have to remove some things from the drawers that are within his reach once he figures that out."</i></p>

References

<p>¹<i>Injuries Related to Window Blinds, Shades, and Cords</i>, Pediatrics, Volume 140, Issue 5, December, 2017. Online: http://pediatrics.aappublications.org/content/early/2017/12/07/peds.2017-2359</p>

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