

Study: Pinterest Sunscreen Recipes Promise Protection, But May Put Kids At Risk for Burns

Experts warn of potential dangers of online DIY versions of regulated products

Nationwide Children's Hospital

Produced by: MediaSource www.mediasourcetv.com Package Length: 1:57	To download broadcast-quality video and other multimedia elements: http://bit.ly/2uZxyUV Content provided by: Nationwide Children's Hospital
--	---

NEWS PACKAGE



<p>SUGGESTED TEASE</p> <p>ANCHOR LEAD</p> <p>(PACKAGE START) -----</p> <p>CG: Courtesy: Nationwide Children's Hospital :00 - :03 Shots of Niki and Lofton doing art project</p> <p>CG: Niki Chave Mom Shots of Niki and Lofton doing art project</p> <p>Shots of Lara scrolling through Pinterest boards</p>	<p>WHEN PARENTS ARE LOOKING FOR NEW KIDS' CRAFTS OR RECIPES, THEY CAN FIND COUNTLESS IDEAS ONLINE, BUT WHERE SHOULD THEY DRAW THE LINE BETWEEN WHAT'S SAFE AND WHAT POSES A RISK TO THEIR CHILDREN?</p> <p>COMING UP, A NEW STUDY WARNING PARENTS OF THE POTENTIAL DANGERS OF POPULAR ONLINE D-I-Y PROJECTS.</p> <hr style="width: 50%; margin: 10px auto;"/> <p>THE INTERNET HAS CHANGED THE WAY WE RECEIVE AND SHARE INFORMATION, AND THAT'S ESPECIALLY TRUE FOR HEALTH ADVICE.</p> <p>POSTS THAT PROMISE NATURAL OR ORGANIC ALTERNATIVES TO COMMON PRODUCTS ARE GAINING POPULARITY, BUT WHEN IT COMES TO OUR CHILDREN, WHAT SEEMS LIKE A GOOD IDEA ONLINE MAY ACTUALLY PUT THEM AT RISK.</p> <p>BARB CONSIGLIO HAS THE DETAILS ON A NEW STUDY HIGHLIGHTING THE POTENTIAL DANGERS OF ONLINE DO-IT-YOURSELF PROJECTS.</p> <hr style="width: 50%; margin: 10px auto;"/> <p>(Nats - "A couple little drops in each container, okay?") :02</p> <p>NIKI CHAVE (chayve) SAYS THE INTERNET IS FULL OF GREAT PROJECTS FOR HER THREE-YEAR-OLD, LOFTON. :04</p> <p><i>"We can find a lot of good ideas. They don't always turn out like the pictures, but we at least try."</i> :04</p> <p>IF HER ART PROJECT DOESN'T GO EXACTLY TO PLAN, LOFTON DOESN'T MIND. :04</p> <p>(Nats - "I think our red turned into brown.") :02</p> <p>BUT THERE ARE COUNTLESS ONLINE D-I-Y PROJECTS THAT NOT ONLY FALL SHORT OF THE</p>
---	--

Producers and Reporters: To download scripts, video and photos go to:
<http://www.multimedia-newsroom.com>

<p>Closeup of screen</p>	<p>HYPE, BUT CAN ACTUALLY POSE A DANGER. HOMEMADE VERSIONS OF SAFETY-RELATED PRODUCTS – EVERYTHING FROM OINTMENTS TO FURNITURE – GET SHARED ACROSS THE INTERNET THOUSANDS OF TIMES. :13</p>
<p>CG: Lara McKenzie, PhD Nationwide Children’s Hospital</p>	<p><i>“They probably don’t meet the safety criteria or the standards for those product types.” :07</i></p>
<p>Shots of Pinterest board with sunscreen pins</p>	<p>A POPULAR EXAMPLE – HOMEMADE SUNSCREEN. :02</p>
<p>Lara McKenzie (CG’d earlier)</p>	<p><i>“The way the photographs are taken, the way the information’s portrayed, it looks good.” :05</i></p>
<p>Shots of Lara scrolling through Pinterest board and clicking on pins</p>	<p>BUT BE CAREFUL. RESEARCHERS AT THE CENTER FOR INJURY RESEARCH AND POLICY AT NATIONWIDE CHILDREN’S HOSPITAL STUDIED DO-IT-YOURSELF SUNSCREEN RECIPES POSTED ON PINTEREST.</p>
<p>Graphic: DIY Sunscreen Pins 95% claimed sun protection 1/3 included SPF claims up to 50</p>	<p>THE STUDY FOUND NEARLY ALL THE PINS CLAIMED SOME LEVEL OF SUN PROTECTION, MANY INCLUDING SPECIFIC S-P-F LEVELS UP TO FIFTY. :16</p>
<p>Lara McKenzie (CG’d earlier)</p>	<p><i>“Some of the claims would offer recipes with ingredients that we know are not scientifically effective in offering that kind of broad spectrum coverage.” :11</i></p>
<p>Shots of commercial sunscreen bottles</p>	<p>COMMERCIALLY-AVAILABLE SUNSCREENS ARE CLOSELY REGULATED BY THE F-D-A. THEY’RE REQUIRED TO LIST ALL INGREDIENTS AND HAVE A PROVEN LEVEL OF BOTH U-V-A AND U-V-B PROTECTION.</p>
<p>Shot of sunscreen pins</p>	<p>THAT’S NOT THE CASE FOR THESE D-I-Y VERSIONS. :12</p>
<p>Lara McKenzie (CG’d earlier)</p>	<p><i>“When we don’t know the effectiveness of homemade sunscreen recipes that have been shown online, we’re taking a risk with our children, with ourselves, and that risk is a really bad sunburn or skin cancer in the future.” :14</i></p>
<p>Lara McKenzie (CG’d earlier)</p>	<p><i>“I think parents get tripped-up on the words all-natural or homemade, and they automatically think, ‘Well, it’s homemade, it’s got to be the best product // but that’s not always the case.’ :10</i></p>
<p>Shots of Niki scrolling on Pinterest on tablet</p>	
<p>Shots of Niki and Lofton going through baby gate to upstairs</p>	<p>WHICH IS WHY IT’S BEST TO STICK TO REGULATED PRODUCTS WHEN IT COMES TO YOUR CHILD’S HEALTH OR SAFETY. AT NATIONWIDE CHILDREN’S HOSPITAL, THIS IS</p>

<p>(PACKAGE END) -----</p> <p>ANCHOR TAG</p>	<p>BARB CONSIGLIO REPORTING. :03</p> <hr/> <p>EXPERTS ARE CALLING FOR MORE HEALTHCARE PROFESSIONALS TO GET INVOLVED ONLINE AND ON SOCIAL MEDIA APPS TO COMBAT MISINFORMATION THAT CAN PUT KIDS AT RISK.</p> <p>IF PARENTS HAVE ANY QUESTIONS ABOUT THE SAFETY OF AN ONLINE POST, IT'S A GOOD IDEA TO ASK YOUR PEDIATRICIAN ABOUT IT.</p>
--	--

SOCIAL MEDIA

<p> Share it! Suggested tweet:</p> <p> Suggested post:</p>	<p>That natural sunscreen recipe may look like a good idea online, but a new study by @NationwideKids finds DIY versions of regulated products are often ineffective and can put kids at risk. http://bit.ly/2uZxyUV</p> <hr/> <p>Homemade sunscreen recipes shared online may look like a natural way to protect your child from the sun, but a new study by researchers at Nationwide Children's Hospital find they often make unrealistic claims and may be ineffective. And it's not just sunscreen, experts say DIY versions of safety-related products—from ointments to furniture and baby gates—can put kids at risk. http://bit.ly/2uZxyUV</p>
---	---

EXTRA BITES

<p>CG: Lara McKenzie, PhD Nationwide Children's Hospital</p>	<p>McKenzie explains the goal and scope of the study: <i>"We examined how homemade sunscreen recipes were portrayed on Pinterest, and we looked at things like the ingredients in the recipes that were offered, the sun protection factor and the popularity of some of the pins."</i> :12</p> <p>McKenzie explains how commercial sunscreens are regulated: <i>"The store-bought sunscreens are regulated by the Food and Drug Administration, and they have to meet certain criteria and safety standards. They also have to list all their ingredients, and they're tested to be effective at that level to protect you from UVA and UVB rays."</i> :18</p> <p>McKenzie says natural products are not always safe: <i>"As parents, we want to think we're providing the best for our children, and there is a growing movement of wanting</i></p>
--	---

Producers and Reporters: To download scripts, video and photos go to:
<http://www.multimedia-newsroom.com>

<p>CG: Lara McKenzie, PhD Nationwide Children’s Hospital</p>	<p><i>all of those products to be natural and organic, and that implies safe and non-toxic, but that’s not always the case.” :15</i></p> <p>McKenzie recommends products that meet safety standards: <i>“When it comes to things like sunscreen or other safety-related items, I recommend that people stick with what we know is effective and the commercially-available products that are tested to certain safety standards and meet all of those criteria.” :19</i></p>
<p>CG: Niki Chave Mom</p>	<p>Niki says she buys sunscreen to protect her kids from burns: <i>“It only takes, you know, 10, 15 minutes of being out in the sun to really get an awful burn, so I think it’s, yeah, definitely something I would not make at home.” :10</i></p> <p>Niki says she asks her pediatrician about product safety: <i>“If I ever have even a little bit of speculation about a product, I always just call the pediatrician and say, ‘Hey, is this the best one to use for my kids at his or her age?’ :10</i></p>

References

¹*Pinterest Homemade Sunscreens: A Recipe for Sunburn. Health Communication, May 20, 2019.* Online: <https://www.tandfonline.com/doi/full/10.1080/10410236.2019.1616442>

For viewer information on this story contact:
 Nationwide Children’s Hospital: (614) 355-0495
 Log onto <http://www.NationwideChildrens.org> - click on “News Room”

Produced by:
MEDIA SOURCE
 1800 West 5th Ave.
 Columbus, Ohio 43212
 Phone: (614) 932-9950 Fax: (614) 932-9920
www.mediasourcetv.com

Video content provided by: Nationwide Children’s Hospital
Marketing Department: (614) 355-0495

Producers and Reporters: To download scripts, video and photos go to:
<http://www.multimedia-newsroom.com>