

Button Battery campaign pack

#ButtonBatteries #BeBatteryAware

The Chartered Trading Standards Institute (CTSI) is working with the [Office for Product Safety and Standards](#) on a campaign to raise public awareness of the dangers surrounding button batteries. The guidance issued by the Office follows a [report](#) published by the [Healthcare Safety Investigation Branch](#) (HSIB) on Thursday (27 June) after the death of a three-year-old girl last year when she swallowed a 23mm button battery.

The campaign will inform parents and caregivers of the potential risks of a child ingesting a button battery, how such an incident can best be avoided, and what they should do if they believe a child has swallowed a battery.

The key messages for the campaign are as follows:

- Store spare batteries securely
- Know which devices use button batteries and ensure they're properly secured
- Keep unsecured batteries or devices away from children
- Ensure children are aware of the dangers
- Safely dispose of dead button batteries immediately
- If you suspect your child has swallowed a battery, take them straight to A&E

As part of the campaign, CTSI will produce and utilise a number of digital resources which can be shared through social media channels. These resources are detailed below. We would appreciate as much participation as possible from consumer protection partners and key stakeholder organisations in sharing these messages. Your involvement in this campaign will ensure members of the public are educated on the dangers that come with button batteries, and help save children's lives.

This will be an ongoing campaign, initially running from Thursday 27 June to Sunday 14 July, with another week in September, and two weeks around Christmas. CTSI members and campaign partners will be informed of exact dates nearer the time.

Campaign materials

All campaign materials can be found on the [CTSI campaign hub](#).

- Key messages graphics

The Office and CTSI have produced several social media graphics and a poster highlighting the key messages for the campaign, these will be shared via CTSI social media channels, and available to download on the campaign page.

- **Advice video**

CTSI has produced an advice video for the campaign, which will be shared via CTSI social media channels, and can be found [here](#).

- **Advice feature article**

The Journal of Trading Standards has published an [advice feature](#) which further explores the key safety messages of the campaign. The article features quotes from the HSIB report, as well as more detail on how to keep children safe, and what signs to look out for if a child has potentially swallowed a battery.

- **Press releases**

CTSI has produced two press releases for the campaign, one aimed at media outlets and the other for childcare providers and parent publications. These can be downloaded from the campaign hub.

- **A5 advice leaflet**

The Office has created a two-page downloadable safety leaflet summarising the key messages for this campaign.

- **CAPT and RoSPA resources**

The Child Accident Prevention Trust (CAPT) and the Royal Society for the Prevention of Accidents (RoSPA) both host a wealth of information and resources on their websites, including a powerful YouTube video on the CAPT website.

Get involved

Below are some examples of how your organisation can join the campaign (links below):

- **Tweet this:** #ButtonBatteries can be deadly to children. Keep your little ones safe with guidance from @OfficeforSandS – [LINK] #BeBatteryAware
- **Post this on Facebook:** Button batteries ‘can kill a child’ if accidentally swallowed! Keep children safe from potential harm by following guidance from the Office for Product Safety and Standards. Visit [LINK] for more information. #ButtonBatteries #BeButtonAware
- **Put this on your website:** We’re supporting the Office for Product Safety and Standards in raising awareness of the potential dangers of button batteries for children. Follow guidance and keep children safe [LINK] #ButtonBatteries #BeButtonAware
- **Add this slogan to your email footer/signature:** #BeButtonAware and keep children safe from button batteries. Know what to look out for and follow guidance [LINK] #ButtonBatteries
- **Use these hashtags:** #ButtonBatteries (CTSI), #BeButtonAware (CAPT)

Sample social media posts

Remember to attach the downloadable campaign graphics when posting on social media, and link to the advice article, or one of the other links below.

- #ButtonBatteries can be deadly if swallowed! Store spare batteries securely and keep them away from children [LINK] #BeButtonAware
- Do you know which toys and devices in your home use #ButtonBatteries? Check your gadgets, including fidget spinners, slim remote controls, calculators and more, to ensure batteries are secure! #BeBatteryAware [LINK]
- Never leave dead batteries laying around! Safely dispose of used #ButtonBatteries and make sure young children don't get hold of them – know the risks [LINK] #BeBatteryAware
- Think your child may have swallowed a #ButtonBattery? Take them straight to A&E. Do NOT give them food or drink. Do NOT try to make them sick. Know the risks and #BeBatteryAware [LINK]
- Many household items use #ButtonBatteries. Make sure the compartments are secured or keep them away from children. #BeBatteryAware [LINK]
- If a child swallows a #ButtonBattery it can become lodged in the throat and can burn away tissue in just two hours. Know the risks and #BeBatteryAware [LINK]

Useful link and contacts

CTSI campaign hub: <https://www.tradingstandards.uk/news-policy/campaigns>

Journal of Trading Standards advice article:

<http://www.journaloftradingstandards.co.uk/consumer/button-cell-batteries-know-the-danger/>

www.buttonbatterysafety.com

www.capt.org.uk/button-batteries

www.rospa.com/button-batteries/

CTSI Press Office: pressoffice@tsi.org.uk